GREEN Chef campaign

Team Russia

Switch to meat / Switch to life
• **Problem** – the real price we pay for cheap meat is too high. People who like to eat meat often don’t know about consequences this consumption has.

• **Idea** – do you really know what your meat dish CONSISTS OF? Check it with **GREEN Chef** calculator.

• **Realisation** – global integrated PR campaign. The main aim – to show what do people really eat while they think they eat meat.

• **Target audience** – LOHAS “Lifestyle of Health and Sustainability”.

**Brief**
Millions of people cook and eat meat every day. We decide to show them bad effects of meat consumption through the process which everybody can understand – cooking.

Each ecological and ethical damage we put into the bottle of spices and gave to our chef to cook perfect stake.

Look inside your plate and choose your future life. Check what does your meat dish consist of – GREEN Chef meat calculator.
Communication channels

- Green Chef Viral video (YouTube + FB sharing)
- PR editorial
- Crowdfunding project on Kickstarter
- www.greenchef.eu promo site: on-line calculator - count the price of your meat dish
- Social BUZZ effect
  Make a share – become a real part of GreenChef campaign and switch to life!
We create a provocative video content with **GREEN Chef**

**PLOT:**
- Popular family cooking show
- Everybody tastes wonderful steaks cooked by our Chef
- TV-presenter asks Chef about cooking recipe. Everybody is really excited to know WHAT is inside.
- **GREEN Chef** explains all the details and shows all spices he needs to cook this amazing dish. One by one he shows all the secret ingredients: pinch of pesticides, couple spoons of overfertilization, one carbon dioxide drop, a small piece of clear forest and some chlorine for better colour and smell.
- People in studio are really shocked – they couldn’t realise before what their tasty meat dish consists of.

Green Chef Viral video
Popular Mass Media placement with REAL recipes of different meat dishes.

Look inside your plate and choose your future life.

Check [ww.GreenChef.eu](http://ww.GreenChef.eu) and count of what your everyday meat dish consists.
To rich additional buzz effect and collect donations for promoting [GREENChef](http://greenchef.com) campaign we launch crowdfunding project on Kickstarter.

The goal of crowdfunding is to collect money for [GREENChef](http://greenchef.com) spices pack producing. On each bottle there is a picture of bad effects of meat consumption.

Spices “Switch to” – that’s a small bottle of spices for every day use. “Switch to meat – Switch to life” – two parted spices bottle. Making the easy choice everyday with our reminder for better future for you and your children.

Due to this campaign we collect also money for FREE packs, which volunteers will give people near supermarkets.

Promo activities [GREENPEACE](http://greenpeace.org)
Count and share

Online calculator of your everyday meat dish

Toxics – 1 gr.
Hungry child – 2

Toxics – 3 gr.
Hungry child – 4
GMO – 0,5 gr.

GMO – 0,5 gr.
Overfertilization – 1m²

Pesticides
Toxics – 3 gr.
Desert – 0,5m²

carbon dioxide
Toxics – 3 gr.
Desert – 0,5m²

www.greenchef.eu
 gaan campaign will motivate people to take the challenge and change their everyday habits. They will start to eat less meat or no meat.

Total viral effect of the campaign will raise awareness of environmental impacts of meat consumption.
Period of campaign: April – September 2016

Costs: video production + website + editorials = 16 000€

Off line activity with volunteers: 4 000€

Fundraising on Kickstarter: 20 000€ (approximately 2 000 people – each gives 10€ for GreenChef spice set.)

Total awareness: 8 000 000 – 10 000 000 million people