



PLANT-POWERED CARBON CHALLENGE

The Plant-Powered Carbon Challenge is a voluntary initiative led by private, institutional, and non-profit sectors, in partnership with the NYC Mayor's Office of Food Policy, to draw down carbon emissions and build a more sustainable food system in New York City.

ELIGIBILITY

All organizations with food environments, from foodservice providers and caterers to university campuses and corporate offices, are eligible to participate in the Challenge.

CHALLENGE SUMMARY

- Commit to a 25% reduction in food-based carbon emissions by the year 2030 by prioritizing low-carbon plant-based foods in your food operations.
- Measure and track your food-based carbon footprint using the Coolfood Calculator or another platform of your choice.
- Develop and launch an action plan to introduce more plant-based foods into your food environments and report on your progress to the Mayor's Office of Food Policy.

CHALLENGE BENEFITS

- High-impact, measurable progress on sustainability targets for ESG reporting
- Access to a forum of industry peers and technical experts sharing best practices for measuring Scope 1-3 GHG emissions and plant-forward food procurement
- Media coverage and recognition through the Mayor's Office

Stand with the Mayor as a leader in the City's ambitious efforts to curb carbon emissions and address climate change. Contact nycfood@cityhall.nyc.gov to join the challenge.