

Motion to Jönköping Student Union

2022

Title

Vegan day at Rio

Background

With the increasing pressure from the legal side and overall social responsibility, all organisations should strive to decrease their environmental impact and contribute to the 2030 agenda of Sustainable Development Goals. In fact, JSU is putting efforts into reducing their environmental impact to eventually hold an environmental certification.

However, currently, Rio café does not fully demonstrate these efforts, especially in their food selection. The majority of sandwiches offered contain meat, which has an enormous environmental impact, and almost all remaining food options contain other animal products.

In addition, JSU works for the inclusion of all JU students and tries to provide them with equal opportunities. However, the food offer does not reflect the inclusion of everybody. An increasing proportion of students choose not to eat meat or animal products (reasons might include: religion, sustainability awareness, allergies, personal preference, health). While those consuming sandwiches or fika including meat or dairy are able to eat plant-based food as well, it is not true in the opposite case. With offering only one vegan dessert (chocolate ball) and a few sandwiches (that are often out), currently, there are too few vegan options at the student café Rio.

Motivation

Our proposal is to have one day per week, which can be decided upon depending on when it is best logistically, where Rio will only offer vegan products. This means that there will be different vegan sandwiches and fika and only plant-based milk and yoghurt is offered. Regarding the efforts of JSU to be more sustainable, this would mean a substantial decrease of the CO₂ emissions. Several studies have pointed out that plant-based options emit 30%-90% less greenhouse gas than meat (<https://gfi.org/resource/environmental-impact-of-meat-vs-plant-based-meat/>). This would also be a visible effort that JSU can take toward their sustainability goals.

We are aware that probably the meat options are leading in products sold at Rio at the moment. We believe this can be due to the limited offer of plant-based selections as well as . due to the fact that many students have not had the option to try the alternative. With a vegan day at Rio, students would be motivated to try new options and are therefore more likely to choose these options in the future. Thus, the sales of vegan products would increase which means more vegan sandwiches would be necessary and they could be produced or ordered at a lower cost per unit. We hope that eventually, we can have more vegan options in the regular offer as well.

Proposal

The proposal is to have one day in the week where Rio only offers vegan options.

Signatures

Students For Sustainable Action

The JSU Boards reply to the motion:

Vegan Day at Rio

Reply

The Board would like it to be noted that chapter 6 Sustainability in Plan of operation was deliberately left without a goal as the board felt we did not know how to express our wishes or know where to start. Thereby we are very grateful for the motions within in this area.

Our interpretation of the motion is that the goal is to encourage students to try vegan food and beverage options. This goal is something the Board, in general, agrees with and believes to be a good ambition and a way to promote sustainability. However, we believe that the proposal is unrealistic from both a logistical and economic perspective.

Logistically: The proposal would mean an unreasonable extra work to remove all products which are not vegan for just one day a week. For example, all beverages that are not vegan. We believe that the work hours of our staff shall be spent on other parts of the operations and there are already today limited time which means this would potentially add extra time which the staff doesn't have.

Economically: We do not believe that the majority of students currently not choosing vegan options would do so just because it is the only option offered but rather go to another café on campus as they are relatively close to Rio. It would thereby be difficult to estimate how much we will sell.

This would result in that there is a high risk we will lose income and potentially have higher costs if we need to throw away food which is not sold or sell it at discount to reduce the food waste. As our goal is to not make any money, we already have very slim marginals which mean if Rio is to continue existing, we can not afford to lose sales and increase the cost. Especially not after two pandemic years which has had a large negative effect on the financial results. We can also see right now that the vegan options are not selling and are forced to throw away uneaten food. This last part we can see is affected by more factors than that not enough people are interested in vegan options as of right now.

Additionally, in our experience, people do not like the feeling of being forced into choosing food options and we see the risk that the proposal will lead to that feeling, which would affect the union and Rio's relationship with the students in a negative way. Given the result that JSU in the end has a lower possibility of influencing them.

Again, the board believes in the idea of trying to encourage students to try vegan options and therefore we proposed a counterclaim.

Counterclaim

The JSU Board claims to change the proposal into 1 goal to enter under chapter 6 *Sustainability* in the Plan of Operations.

In 2022/2023 the Student Union Shall:

- Investigate and create a plan to execute how the union can encourage students to try out vegan options in Rio.

Motivation:

The Board believe there are many options as to how the union could promote vegan options and directly encourage students to try them out. We can look over the placement of the vegan products, we could have special discounts on vegan options for a day (so a vegan day in one sense), invite our students to give feedback on new vegan sandwiches or completely leave in their suggestions, look over the regular offer and surely much more. This is again an opportunity to invite students to understand more about how we operate for them to have the chance to better influence how we operate.