



App'etite for Change Campaign November 2015

We would be delighted if you can help us spread the word and have prepared some social media snippets for you to use on twitter, facebook or a blog. Do not hesitate to get in touch should you require any further information.

Many thanks for your help! Together we will cut the footprint in half and contribute to tackling climate change!

Social Media Snippets:

Twitter/Facebook:

Do you have an App'etite for change? Join reducing emissions at #COP21 with climate-friendly #Eaternity meals: <http://www.eaternity.org/appetite-for-change/>

Reduce emissions at #COP21 with this climate-friendly #Eaternity recipe. Cook, share and save 1131 g CO₂ <http://app.eaternity.org/?locale=en#!menu:4e6675be-1c10-478e-9fe1-c7de2aafc8c5>

Get FREE access to the #Eaternity App <http://www.eaternity.org/appetite-for-change/> and reduce emissions with climate-friendly meals at #COP21

The Swiss Startup #Eaternity releases today their App to reduce emissions with climate friendly meals. Just in time for #COP21 <http://www.eaternity.org/appetite-for-change/> help share the good news!

Facebook:

31% of consumption based greenhouse gas emissions originate from our foods. That's why we have an App'etite for change! Join now reducing emissions at #COP21 in Paris with climate-friendly #Eaternity meals: <http://www.eaternity.org/appetite-for-change/>

With climate-friendly meals we can potentially save 5.6 Giga tons of CO₂eq worldwide per year already; That's why #Eaternity has released their App just in time for #COP21 to make a difference. Check out their campaign and help spread the word: <http://www.eaternity.org/appetite-for-change/>

Blog:

App'etite for change

Our food choices matter! With 31% of all greenhouse gas emissions originating from our food consumption, a reduction by half is possible and has a significant impact potentially saving 5.6 Giga tons of CO₂eq worldwide per year! This is equivalent to more than 5 times the total yearly emissions of a country like Germany.

To support these food choices [Eaternity](#) has developed the Eaternity App, a comprehensive management solution for the restaurant industry that gives restaurant owners intelligent insights into the supply-chain and enables smart decision-making for the benefit of people, planet and profit.

For COP21 [Eaternity](#) has launched the [App'etite for change](#) campaign making available an app to support climate friendly food choices. Goal is to raise the awareness on the [foodprint](#) and have as many restaurants and conference centers serve climate friendly meals in Paris. This is a special step for eaternity. Over the last 7 years, they have gained reputation through their track record (in Switzerland) and the scientific knowledge. Still, things do not progress fast enough to save our climate. In order to accelerate this process, eaternity took the decision to set its assets free - allowing everyone to use its software and create a movement on its own. This took some guts (for the entire team), but they are certain: this is just the right thing to do!

So what can you do? Remember you are part of the solution! Have an impact by [sharing and cooking climate friendly recipes](#). Talk about it. Spread the word to raise general awareness on greenhouse gas emissions related to foods. And of course: [JOIN the app'etite for change campaign!](#)

Images and Logos for download:

<http://www.eaternity.org/assets/2015-11-20-App'etite-for-change.zip>

http://www.eaternity.org/assets/2015-11-05-Eaternity_logo_set.zip