Low Carbon Recipes Cookbook

eat your way to our healthier future

Task 1 God Metrics
*TONNES CO2e REDUCED

*FEEL GOOD MEALS (Low Carbon) > is a subset of.

*Estimate CO2e of foods
*CO2e per meal ?10kg high CO2e meal ?2kg low co2e meals = 8kg saved per meal
1 reduce tonnes of co2
2 low carbon meals reduce high CO2e meals

Notes *Number of participants trying Low Carbon recipes
24 current / (projected target aspirational 1000)
Number of participants giving Low Carbon recipes 3
Number of Low Carbon Recipes published 1
People buying/using (email sign-in) book (free or sold)
Signup of participants for Feel Good Meals Challenge FGM
Low Carbon or Meat free meals MFM tracking
New Original progress is likely to be unique
Enhance your Carbon Footprint Reduction efforts, sign up to FGM tracking

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Need to scale green actions in your community like heat pump installation, zero-waste, or bike riding? Learn how to design the world's most effective climate program in six weeks.

'S.TEAM'

SRD | Society for Responsible Design

Task 2 Target Groups	3 First Contact	4 Cue	5 Data	6 Action	7 Progress & Goals	8 Nudges & Gamification	9 Enhancers	10 Rewards
	How will you make first contact with your target person?	How will you cue your target person to act?	What data is available to measure your progress?	What exact action do you want your target person to do?	How will you track your target person's progress towards a goal?	How will you motivate your target action to complete the action?	How can you enhance the impact of the experience?	How will you reward your target person after they complete the action?
Community Volunteers Group	Conversation, Email from a friend, Social Media (WhatsApp)	WhatsApp, Email, Try our Sample Low Carbon Recipe PDF, Print, Invite to contribute a Recipe,	Number of participants trialling or contributing recipes, Sign up to 21-day Challenge	Try our Sample Low Carbon Recipe PDF, Print, Invite to contribute a Recipe, look at CO2e stats	Use all Progress & Goals ideas, from Levels 1-3 or4, progress bar, goals for each group	Multi-day Challenge, Public Pledge	Conversation, Group Activities, Group & Name Identity,	Colour Level Up, Positive Messages, Outperform Others. Progress to Next Level
SRD members & friends	Conversation, Email Newsletter, Social Media (facebook, LinkedIn)	S.Media, Newsletter, Web, Try our Sample Low Carbon Recipe PDF, Print, Invite to contribute a Recipe,	Number of members involved, plus all above. Data firstly variable, in Challenge weekly	Share & Try our Sample Low Carbon Recipe PDF, Print, Invite to contribute a Recipe, & CO2e stats	Use all Progress & Goals ideas, from Levels 1-3 or4, progress bar, goals for each group	Colour Grading, ABC grades,Feedback Loops, Star Ratings, Compare to Self & Teams & Average,	As above plus unique design, imagination	As above plus Digital Badges, Fun Facts,
Influencers & Politicial groups	Email, Social Media (LinkedIn), Conversation	Email, Special Invite to contribute a Recipe, Help the Low Carbon push with our Recipe PDF	Number of influencers involved, per electorate, state, country is possible plus all above	As above	As above	Plus Leaderboard, Disclosure Labels, Written Norms.	As above plus unique characters, imagination	Outperform others, plus all above
All General Community	Conversation, YouTube, S.Media (facebook, LinkedIn), 'Retail' store, Events	S.Media, as above	Number of public involved, plus all above	As above	Use all Progress & Goals ideas, from Levels 1-3 or4, progress bar, goals for each group	As above	As above plus unique design,	Positive Messages, Outperform others, plus all above draft 27jul25