

BRAND AMBASSADORS NEEDED!

Plant+ by Finer Diner is a new initiative from Sodexo and WWF that helps you meet the needs of your climate-conscious learners by championing sustainable plant-based meals as alternatives to traditionally meat-based dishes. We give students the plant-based versions of the dishes they love so they can be the positive change they want to see in the world — without ever compromising on taste or flavour.

Plant+ is coming to your school in the spring term, so to get the entire school excited and encourage the best results possible, we would love for you to recruit student ambassadors, our Plant+ Heroes!

Our Plant+ Heroes will look after the Plant+ stand at lunch and on breaks where they can:

- Talk to their peers about who we are and what we stand for and engage them with the changes they can make that will have a positive impact on the planet.
- Hand out meal samples and inspire students to try them.
- Encourage their peers to pledge a small change in their eating habits for the good of the environment.

WHAT'S IN IT FOR THEM?

Being a Plant+ Hero is a chance for passionate students to be a part of real change through inspiring their peers to be kinder to the planet through the choices they make every single day. And for the future, being a Plant+ Hero will enhance their CVs with all the exciting ambassador activity. They will take part in an exclusive training day with WWF on How to #Eat4Change and be a Plant + Hero in January 2022, as well as an invitation to a workshop on the topic of sustainable food with other young people from across Europe in the Spring. They'll also receive a letter of participation from WWF to show future employers with a WWF goodie bag. It's a win win for our climate warriors!

HOW TO FIND YOUR PLANT+ HEROES:

How you recruit your Plant+ Heroes is totally up to you, and you might already have some great students in mind! If you need some ideas to get started, we'd recommend...

- Asking your school's eco council or the teachers for recommendations of students who've shown an interest in plant-based eating or are keen to help the environment.
- Engaging 3-4 Plant+ Heroes per school — this is our suggested number to ensure a good rotation between ambassadors when covering break times and lunches however the final number will be up to you.

WHAT'S NEXT?

We can't wait to bring you on the Plant+ journey with us, and we're super excited for the launch in your school. In the meantime, look out for more information to come, including an introductory pack on Plant+ for your chosen Heroes so they'll have all the information on hand before launch.

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#Eat4Change

