

Diet, us & the Environment...

Studies of the global ecosystem explain key elements of nature to be interdependent, including diet, wellbeing, and the environment we live in. What is the basis of this? What are the trends? What is the current state of affairs? And what is the future?

Accenture and the ICVA are hosting a thought-provoking discussion with some of the UK's experts in health and wellbeing, the environment, and corporate responsibility.

Topics include:

- Global ecosystems: how consuming at different places in the food chain has a differing impact on the global ecosystem and environment
- Physical wellbeing: the link between what we consume and physical health
- Mental wellbeing: psychiatric perspective on states of mind and food we consume

Panel discussion chaired by BBC Chief Advisor for Corporate Responsibility & Chair of the Corporate Responsibility Group (CSG), Yogesh Chauhan

- **Max Tomlinson:** *Voted in UK's Top 10 health practitioner by The Guardian, and Daily Mail. Features on Channel 4, Vogue, Elle and Marie Claire magazines*
- **Dr Chetna Kang:** *Psychiatrist, regular guest on BBC radio*
- **Anthony Kleanthous:** Senior Policy Adviser, WWF Sustainable Business and Economics, adviser to UK Governments Foreign and Commonwealth Office

Tuesday 28 June 2011

18.00-20.00

Accenture, 30 Fenchurch Street

RSVP only: info@proveg.org



Diet, Us and The Environment

EVENT BRIEFING



This event, hosted by Accenture, marked the launch of the International Corporate Vegetarian Association (ICVA) in the city of London. It brought together representatives from over 30 global organisations operating in the UK, for a lively evening of discussions around topics like corporate responsibility, psychology, sustainability and nutrition.

After introductory remarks from the ICVA team and Accenture's catering manager Rikki Spinks, the discussion began through moderation from Yogesh Chauhan of BBC. Yogesh talked about his experience through the City of London's Corporate Responsibility group, which he chairs. He highlighted the business impact of initiatives like reduction of environmental footprints and meat consumption, for BBC and other organisations with global presence. The next speaker in line was Anthony Kleanthous of WWF, who built upon Yogesh's theme of responsibility and bolstered it with arguments around sustainability. Himself a non-vegetarian, he shared a consensus with audience when he presented figures akin to a 30% decline in the Global Living Planet Index over last two decades and almost 23% of global ecological footprints arising from food. Acknowledging the role of meat and dairy as part of a healthy diet, he also advocated the adoption of a sustainable and equitable food regime through higher plant-based consumption, reduction in the waste across food supply chain, role of technology & the expectations from retailers.





Taking the discussion to a more personal level, renowned psychiatrist Dr. Chetna Kang highlighted the fact that how we consume, e.g. sitting down, chewing slowly etc., is no less important than what we consume, the latter being at the heart of most popular discussions. She then elaborated upon the various dimensions through which food interacts with human psyche and uplifted the daily meal beyond its trivial roles of satisfying hunger and providing nutrition. Max Tomlinsion, celebrity naturopath, finally brought the evening to a lighter mood and the apt crux of this gathering, the food itself. In an acute analogy, he tagged vegetables as provider of spark plugs within the human body system and also cautioned audiences against stereotypical vegetarians who put little efforts in understanding what a healthy diet comprises of. With his zeal and vigor, he presented a live example of what he dubbed as becoming ‘biologically younger’.

Overall, since all the speakers were active professionals themselves, they connected very well with ICVA’s primary audience. The session was thus able to closely meet its intentions - to be the beginning of providing relevant insight, promoting dialogue and discussion, and creating opportunities for meaningful engagements. It raised awareness between aspects that are sometimes viewed disparately, viz. what we eat, our physical and mental wellbeing, and the environment. Maintaining the spirit of sustaining, the leftover food from this event was donated to ‘Providence Row’, which offers day centre services to homeless people in Central London.



FACILITATING QUESTIONS FOR THE EVENT

- *Animals let off a lot of emissions, surely by consuming them we’re helping reduce their impact on the environment?*
- *Isn’t global warming exaggerated? The planet goes through natural cycles. We want to engage in such initiatives, but want to know it is genuinely a legitimate cause.*
- *There are many meat eaters who are perfectly healthy mentally and physically, why move towards a meat reduced diet?*
- *Mental health depends on how strong one is at mind, how determined they are, not what diet they eat. Surely this is just a speculation? What solid evidence is there to build such a correlation?*



SPEAKERS



Yogesh is BBC's Chief Adviser on Corporate Responsibility & Environment. His work embraces BBC's ethical, environmental and corporate citizenship activities as well as leading on BBC's environmental strategy. Prior to joining the BBC, Yogesh worked in both the commercial and charitable sectors specialising in infrastructure support, grant-giving, funding and organisational development.



Max Tomlinson, the 'Nature Doctor', is a fully qualified, Australian trained naturopath, nutritionist, homeopath and medical herbalist. Max was voted one of the top 10 alternative practitioners in the UK by the Guardian Weekend Newspaper. He had a regular TV show in Australia and has made numerous guest appearances on UK television, including a regular slot on The Big Breakfast on Channel 4. Max currently appears regularly on Sky in the UK. Max is also a regular health columnist in Elle, Marie Clare, Grazia amongst other publications.



Anthony Kleanthous is WWF-UK's Senior Policy Adviser on Corporate Accountability. He also serves on the Steering Committee of the Chartered Institute of Marketing's Sustainable Marketing programme and is a registered adviser to the UK government's Foreign and Commonwealth Office. After six years as an advertising executive with Saatchi & Saatchi and BMP DDB Needham, Anthony gained an MSc in Sustainable Development from Imperial College, London.



Dr Chetna Kang, a member of the Royal College of Psychiatrists and a Graduate of Imperial College School of Medicine, specialises in transpersonal psychiatry and the interface between physical illness and mental disorders. In parallel to her medical career, she has studied Vedic philosophy and its practical application. As a Founder and Director of Masterpiece Lifestyle she brings together innovative success techniques on a background of eastern wisdom. With over 10 years' experience she regularly features on radio and in print media.

ICVA TEAM

Ankit Gandhi is co-founder of the ICVA. He is a Manager with Tyco International's corporate sourcing team. Based out of London, he procures Energy and manages Carbon and Waste related projects for all Tyco businesses in EMEA. He holds dual masters, in Management and Strategy from London School of Economics and in Industrial Engineering from IIT Kharagpur.

Prashant Joshi is co-founder of the ICVA. He is a Manager with Ernst & Young LLP in Investment Banking Advisory Services, specialising in serving clients operating in the Commodities markets. He is based in London, and has worked in New York, Tokyo, Geneva and Singapore. He sits on the Diversity Working Group and works with the Financial Services Corporate Social Responsibility Group. He graduated with an MSc in Management from the London School of Economics and BSc in Computer Science from King's College, London.

Vinay Gulati is a strategic advisor for the ICVA and currently works for Accenture, leading a Strategic Industrialisation Program for their UK Delivery Centre. He has had the pleasure of working for several fortune-500 companies in improving their business process capability and organisational productivity, reducing costs, while ensuring compliance. Trained by Al Gore as an educator for the climate project, he is helping drive the global climate agenda. He is also the founder and chair of spinlondon and ambassador of the Centre for Social Brilliance. He graduated with a B. Tech. in Computer Science from IIT, Kanpur.



PARTNERS

ACCENTURE'S VEGETARIAN INTEREST GROUP (VIG)

VIG, ran within the Accenture premises and led by Vinay Gulati, is far from the usual 'meet and eat' type of social events. In its third year of operation now, the group has broken boundaries on imaginations that tag themselves with vegetarian stereotypes. VIG has provided environmental, musical, spiritual and emotional dimension to its cause, thus taking a holistic approach to a rather disciplinarian routine. The group aims at raising awareness on lifestyle options and their impact on health and environment. And it's not just preaching, but educating, practicing and adopting such holistic lifestyle which lends VIG a pragmatic appeal.

SPINLONDON

Spinlondon is a non-profit organisation, which provides an open & independent forum to promote and accelerate sustainable excellence. The mission of Spinlondon is to provide a conducive environment to promote innovators in professional services industry, provide a channel for information sharing and create a platform for promoting best practices. Kavita Gulati, the Director of Operations for spinlondon, has lived and worked in India, UK and USA and is very well versed in cross-cultural interactions. She is also passionately involved in various charitable organizations, especially for children's cause, Girls Scouts, Delaware, New Jersey and Leo Club.

INTERNATIONAL CORPORATE VEGETARIAN ASSOCIATION (ICVA)

ICVA is an independent association created to facilitate corporate organisations to raise awareness and engagement in sustainable dietary practices. The ICVA commits to initiatives that have a tangible and progressive input to the corporate world and society in relation to sustainable diet, that provide for holistic well being. The ICVA recognizes that as the corporate world and others move to a more mature understanding of the link between diet, people, and environment, there is a real need to receive guidance and facilitate input from the most experienced and recognized experts within the sustainability and environmental arena.

FOR ANY FURTHER INFORMATION, PLEASE CONTACT:

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