

# Join the DefaultVeg Internship: Transform Campus Dining

Join countless of passionate student advocates  
worldwide making plant-based meals the default choice  
on university campuses.



## Flip Your School's Food with Plant-Based Defaults

### 默认效应 THE DEFAULT EFFECT



素食  
Plant-Based



肉  
Meat



by Rakefet Cohen Ben-Arye  
Social Psychology Ph.D.

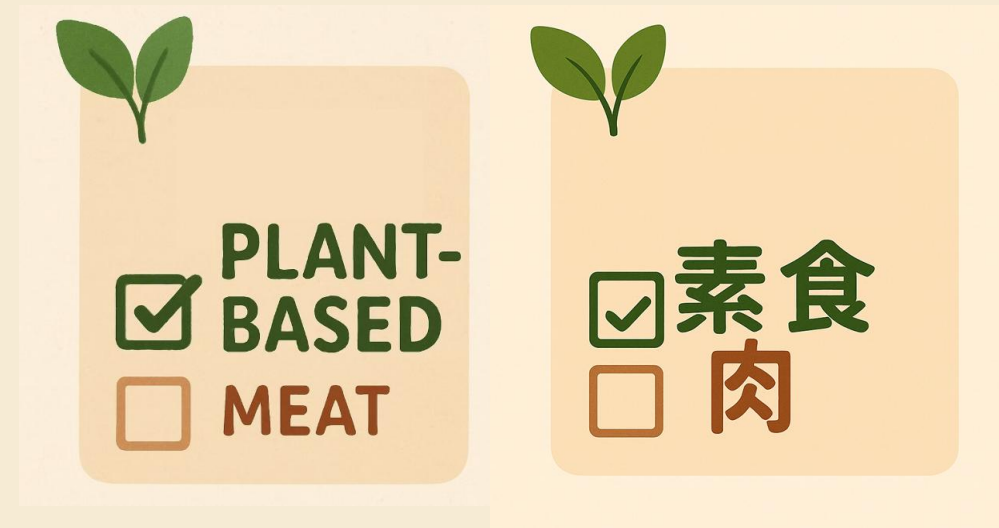
# What is DefaultVeg?

## A Global Movement

DefaultVeg is the Better Food Foundation's flagship internship program empowering students to change their campus.

Not just more vegetarian choices - but making plant-based meals the starting point.

Meat available only upon request.



# Why DefaultVeg Matters

## Environmental Impact

Millions of meals annually.

Carbon emissions

Water usage

Land degradation.

## Health Benefits

Chronic diseases including:

Heart disease

Diabetes

Certain cancers

## Social Justice

Accessibility and inclusivity  
for students with diverse  
dietary, religious, and  
ethical preferences.





# The Power of Default Choices

Defaults profoundly influence our decisions, making students naturally gravitate toward them without feeling restricted.

Following default plant-based: 40-80% increase compared to traditional opt-in approaches.



# What You'll Learn

# Core Knowledge & Skills

01

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## Strategic Advocacy

Master the art of persuasive communication tailored to dining administrators, university leadership, and fellow students.

03

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## Stakeholder Engagement

Build coalitions across student organizations, faculty groups, and administrative departments.

02

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## Data-Driven Approaches

Understand how to collect campus-specific data, analyze dining patterns, and present research-backed proposals.

04

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## Campaign Design

Develop comprehensive advocacy campaigns: social media, campus events, petition, media.



# Mastering the Pitch

## How to Approach Dining Services

You'll learn:

- How to schedule and structure meetings with decision-makers
- Which data points resonate most with administrators)
- How to address common objections
- Strategies for pilot programs

You'll receive templates, scripts, and case studies



# Building Community

## Global Network

Connect with passionate advocates from universities across the world.

## Peer Support

Join weekly virtual meetups, regional cohort groups, and a vibrant online community.

## Expert Mentorship

Access guidance from Better Food Foundation staff and experienced alumni.



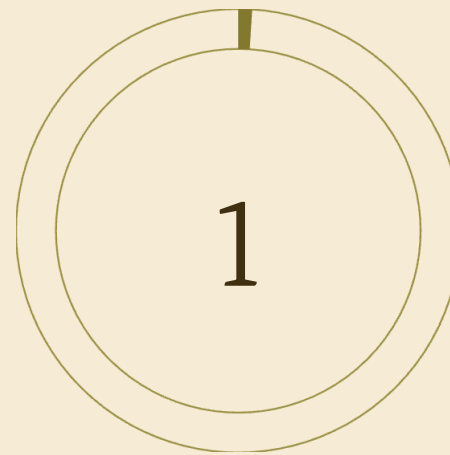


# Weekly Time Commitment



Hours Per Week

Flexible schedule designed for busy students.



Cohort Meeting

Weekly video call with your regional group.



Week Duration

Complete program in one semester.



# What You'll Gain

# Professional Development Benefits



## Official Certificate

Receive a completion certificate from the Better Food Foundation recognizing your advocacy skills and commitment to sustainability.

This credential demonstrates to future employers your initiative, leadership, and ability to drive institutional change.



## Letter of Recommendation

Earn a personalized letter of recommendation from program directors, highlighting your specific accomplishments and skills. These letters are invaluable for graduate school applications, fellowships, and career opportunities in sustainability, advocacy, or food systems.



## Alumni Network

Join a growing network of DefaultVeg alumni working in environmental organizations, food policy, public health, and social enterprises worldwide.

Access exclusive job postings and mentorship opportunities from alumni in your field of interest.



# Skills Employers Value



## Transferable Competencies

Through DefaultVeg, you'll develop highly marketable skills:

- Project Management
- Public Speaking
- Data Analysis
- Coalition Building
- Strategic Communication

# Real Impact Stories

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*"Through DefaultVeg, I successfully convinced our dining services to implement Meatless Mondays as a pilot. By the end of the semester, they expanded it to three days per week."*

”

— Li Wei, Peking University

“

*"The skills I learned in DefaultVeg directly led to my internship at a major environmental NGO. The certificate and recommendation letter made my application stand out."*

”

— Maya Chen, National University of Singapore

# Program Investment

## No Financial Cost

The DefaultVeg internship is completely free to join. There are no tuition fees, application fees, or hidden costs.





# Who Should Apply?



## Current Students

Undergraduate or graduate students at any university worldwide. All majors welcome.



## Passionate Advocates

Those who care deeply about sustainability, animal welfare, health, or food justice.



## Team Players

Individuals ready to collaborate with diverse groups.





## Growth-Minded

People eager to develop new skills, step outside comfort zones.

# Interested? Let us know!

## Interest in the Default Veg course



### Flip Your School's Food with Plant-Based Defaults

We appreciate your interest in the course.  
Together, we will create a society where **plant-based is the default!**  
Please fill out the form

Name

First Last

Email

City

University

Any additional comments or questions?