



Presentation to Culver City Sustainability Subcommittee





“

We believe in justice for animals, the environment and people. That's why we support the **Plant Based Treaty** and urge individuals and governments to sign it.

- Paul, Mary & Stella McCartney



36

CITY ENDORSERS



232,893

**INDIVIDUAL
ENDORSERS**



1,640

**ORGANIZATION
ENDORSERS**



2,283

**BUSINESS
ENDORSERS**

Culver City Sustainability Programs: Initiatives aligned with Plant Based Treaty

Carbon neutrality. A carbon neutral community by 2045 in line with or exceeding State targets.

1. Maintain and regularly update GHG. reduction measures in the General Plan to reduce GHG emissions generated within the city.
2. Support GHG reduction. Initiate or support legislation and regulations that are designed to establish achievable targets and to fund programs that ensure that all cities can achieve their GHG reduction goals.
3. New technologies. Regularly evaluate new and emerging technology changes that can help to reduce GHG emissions and encourage using technology that is demonstrated to be effective at reducing GHG emissions in a fiscally responsible manner.
4. Sustainability in City decision-making. Integrate environmental and sustainability outcomes and issues into City decision-making processes, operations, and community activities. Sustainability in City decision-making. Integrate environmental and sustainability outcomes and issues into City decision-making processes, operations, and community activities. GHG-6.2: Sustainability education. Coordinate with the Culver City Unified School District (CCUSD) to integrate environmental literacy into their student curriculum and in City-sponsored programs or events.

Work on the Ground - Plant Based Treaty Culver City Team

- Obtain endorsements from local restaurants, businesses and organizations
- Table with Vegan Joint restaurant at Motor Avenue Farmers Market since November
- Collaborate with local non-profits
- Distribute educational materials and coupons for plant-based products like Just Egg
- Raise awareness of the environmental devastation from animal agriculture



Collidescope
Foundation



Organized Climate Art Gallery at Youth Advocates for Change during LA Climate Week



West Hollywood City Engagement

“The City of West Hollywood has a long standing commitment to advancing meaningful solutions to address climate change. **We are immensely proud to sign onto the Plant Based Treaty and join voices around the world in calling for fundamental shifts in global food systems by reducing reliance on animal farming.** Our new plant based default policy at city events further demonstrates West Hollywood dedication, and we urge other cities to join us in embracing solutions that protect and support all life on this planet.”

CHELSEA BYERS
Vice Mayor
City of West Hollywood



News

West Hollywood City Council Adopts Resolution Supporting Veganuary

By Paulo Murillo December 17, 2024 14 Comments

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West Hollywood's plant-based policies:

- In June 2024, Mercy for Animals worked with City to pass a motion for Veg by Default at all city sponsored events
- In September 2024, Plant Based Treaty organized a town hall to highlight WeHo during LA Climate Week
- In October 2024, City of West Hollywood passed the Plant Based Treaty resolution
- In December 2024, Plant Based Treaty worked with city to pass motion to adopt Veganuary for staff, residents and businesses
- In April 2025, City is co-hosting and co-sponsoring Plant Based Treaty's Food Day during LACW (April 7, 2025)
- Ongoing efforts: Plant Based Treaty is working with WeHo on tax credits for local businesses to incentivize plant-based options

West Hollywood's Plant Based Treaty resolution

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD URGES THE UNITED STATES TO SUPPORT A PLANT BASED TREATY.

PASSED, APPROVED AND ADOPTED THIS ____ day of ____, 20__.



R1: REDIRECT

Proposal 8

Design public information campaigns to raise awareness about the climate and the environmental and health benefits of plant-based food, nutrition and cooking

Examples of good practices we have found include:

- (a) Cooking demonstrations & plant-based food sampling at city events
- (b) Outreach campaigns co-hosted with the city
- (c) City Declarations and Mayoral Proclamations
- (d) City petitions to support plant-based initiatives
- (e) Co-branded plant-based starter kits at city venues such as libraries, city council meetings/offices, park offices,



R1: REDIRECT

Proposal 10

Transition to plant-based meal plans in schools, hospitals, nursing homes, prisons, government institutions, universities and businesses.

Introduce plant-based by default at city facilities and sponsored events

Edinburgh: engaging with private and public sector to increase plant-based food in catering and ensuring council events, festivals, offices and cafes include plant-based options.

Health Considerations of Plant-Based Diets

- The increasing burden of chronic disease, including in children and diet is the leading factor for mortality
- Ill health has negative consequences on the economy
- Plant-based diets are important for prevention, treatment and reversal of chronic disease
- Please, try the hyper nourishing green smoothie with raw cruciferous vegetables & omega 3 from flax or chia seeds by **Dr. Brooke Goldner** (author of best selling *Goodbye Lupus*) and **Thomas Tadlock** (*Miracle Metabolism*)





**Our ask to Culver City
Sustainability
Subcommittee to
recommend to City
Council:
Introduce a motion
within next 6 months to
endorse the Plant Based
Treaty and add
plant-based initiatives to
the sustainability
programs**

Proposed motion within 6 months

- ❑ City motion to endorse [Plant Based Treaty](#) and to introduce plant-based policies such as: incorporate plant-based initiatives into the Culver City 2045 general plan for lowering GHG emissions, update the Culver City Best Practices Activities guide to include plant-based initiatives, to introduce plant-based by default for city-sponsored events and facilities
- ❑ Education
 - ❑ Spread awareness through outreach and advocacy campaigns, including co-branded plant-based eating guides
 - ❑ Public information campaign with Public Works Environmental program
- ❑ Menu change
 - ❑ Promote plant-based eating for 30 days for all staff, residents and businesses by adopting Veganuary
 - ❑ Tax incentives to local businesses to offer more plant-based options and products

Resources:

- Please review our [template motion](#) & consider introducing it in council
- [Plant Based Treaty in Action](#) has over 100 examples of actions cities can take