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# METRO MAIL



BULLETIN OF ROTARY CLUB OF CALCUTTA METRO CITY

RI District 3291 | Charter Date : 14/06/1995 | Club No. : 30869



Today social media has become an integral part of our daily lives and we cannot escape the reality that it must be exploited for the benefit of organizations like Rotary to maximise outreach. But are we using the platforms effectively? Are we reaching our target group (TG)? Are we able to forge greater collaborations, partnerships by effectively using social media?

Overwhelming majority are experts these days about using the platforms as Facebook with over two billion users gives you more chances to share your work throughout your network and then through the network of your followers leading to fundraising. Facebook is a very easy way to share your work with your beneficiaries or people who want to support you. Networking is very important in the world of fundraising. On Facebook, you can not only connect with other similar organizations that could be potential partners but also with donors, professionals from your field and potential supporters.

Twitter is one of the biggest and most influential social media networks out there. Many non-profits have a profile there, but before you open a twitter account, you should carefully consider if you have enough time to manage the account. With over 350 million users, twitter is more focussed on news and information. Twitter uses hashtags to categorize tweets. Sometimes, a hashtag about current events is trending and many people will use it in their tweets. This makes it very easy for people who join the discussion to find relevant tweets. On Twitter, you can share your own website articles. It is also a great way to share articles and links that have information about your field of work.

Instagram is an extremely visual social network that is based on pictures and videos. It only makes sense to consider opening an account on this network if you can feed it with pictures that will attract attention. Think and discuss with your team about this before and find out if this is something that would work for your organization. Visuals attract attention, Social media in general, but also Instagram, in particular, is a great medium to connect with potential supporters. Through pictures, people will get to know your project on a much more personal level and will be more likely to support you. They can follow a project closely and create a meaningful connection with your organization. By sharing pictures, you can show the human side of your work and make it easier for people to create an emotional connection with your project. YouTube is one of the fastest growing networks worldwide. Almost everybody uses YouTube to watch videos which are an amazing way to give great insights into your project. With today's technology advances, every smartphone can produce videos with decent quality and they are much more engaging than pictures and text only. Videos can give voice to the beneficiaries and make your project much more real for the viewers. In the end, that is one of the main goals when using social media for Non profits. YouTube is also a platform where not many non profits are represented yet. If you have a great channel, this could be somewhere where you can shine and be bright. You could also use YouTube to connect with beneficiaries and volunteers – people love seeing themselves in videos.

So what are you waiting for? Some out of the box thinking and letting go your creative genius within you, get going to exploit social media platforms to the hilt. Maximise outreach and get new members as well as collaborators, funds and more through effective use of the social media handles.

***(This editorial is based entirely on my personal views and may not reflect my Club's Views)***

## EDITORIAL

Subhojit Roy

## Consider Your Carbon 'Foodprint'

- By Michaela Haas

If the entire climate changes solutions, from electric cars to wind turbines, there's a powerful one that's staring you in the face – at breakfast, lunch, and dinner. What we eat doesn't just affect our health, experts say, it affects the health of our planet, profoundly.

By some estimates, a third of all human-caused greenhouse gas emissions come from the world's food systems, with a large share of that linked to animal agriculture. As a result, what we choose to put on our plates can have a big impact. People who stick to plant-based diets, for instance, are responsible for a whopping 75 percent less greenhouse gas emission than people who eat around a typical serving of meat daily, according to a University of Oxford study.

Cameron is a member of the **Environmental Sustainability Rotary Action Group** and its plant-rich diet task force, which educates people around the world about the power their individual and collective food choices have to reduce emissions that heat the planet.



*Niels Lund of the Rotary Club of Solana Beach Eco, California, collects unsold produce from a farmer's market for distribution at a food pantry. Reducing food waste is one of the most impactful climate solutions.*

- Courtesy of Amelie Catheli

Interest in plant-based diets is growing, in large part, because of concerns about climate change, other environmental

impacts, animal welfare, and health. Like the name suggests, these diets include fruits and vegetables, along with nuts, seeds, oils, whole grains, legumes, and beans. And they involve fewer animal products, such as meat, dairy, eggs, fish, and seafood.

Cameron's club, the Rotary Club of Wenatchee Confluence in central Washington, educates its community by hosting a monthly plant-based potluck that draws lively crowds to a YWCA. On a Thursday evening in June, the community kitchen there filled with laughter and the intriguing aroma of a dozen dishes, including a vegetarian paella with artichoke hearts instead of seafood, a tangy raw pad thai, and colorful salads.

The biggest drivers of emissions in food production are from agriculture and land use, including methane from cattle's digestion, nitrous oxide from fertilizers, and carbon dioxide released by clearing forests for farms and grazing. Food waste, along with the methane it generates in landfills, is another contributor.

A worldwide shift toward plant-based diets by 2050 could lead to the removal of enough carbon dioxide from the atmosphere to keep global warming to 1.5 degrees Celsius above preindustrial levels, according to a study published in 2021 in *Nature Sustainability*. Conversely, without

changes, global food consumption could add nearly 1 degree Celsius to warming by 2100, a study in the journal *Nature Climate Change* finds.

The Oxford study, which was conducted in the UK, found that if people there who ate more than 3.5 ounces of meat (less than a quarter-pound hamburger) a day reduced their consumption to less than 1.7 ounces, that would be the equivalent of taking 8 million cars off the road.

Capitalizing on that potential, climate activists are pushing for a **Plant Based Treaty**, a food-focused pledge to mitigate climate change, as a companion to the 2015 Paris Agreement. And **Project Drawdown**, a research group studying climate solutions, considers the large-scale adoption of plant-rich diets to be the second most effective way to keep global temperature rise below 2 degrees Celsius by 2100.

### By the numbers

**1/3- The share of human-caused greenhouse gas emissions from food systems**

**+1°- Warming in Celsius that current food consumption could add between now and 2100-7**

**5%-Difference between emissions generated by a vegan diet and one with at least 3.5 ounces of meat per day**

Cameron grew up in cattle ranching country in a rural stretch of Washington state. "If you didn't eat meat every day, there was something wrong with you," she says.

Her pivot to plant-based foods started two years ago, after she brought home four baby chicks. As she researched how best to care for them and the more she read about farming, the less she wanted to eat animals raised on industrial farms. Already a dedicated Rotarian, she joined the action group's plant-rich diet task force in 2022 and learned that nearly 600 people around the world had participated in the group's online 15-day plant-rich diet challenge the year before.

She organizes presentations at the municipal museum, encourages education about plant-based cooking at a food bank, and engages with a health organization that operates clinics throughout the region. Cameron also helped put together a regional resource guide that lists the plant-based options at area restaurants and grocery stores.

Information is key. In Germany, when students at university dining halls were told the environmental cost of each dish, they chose dishes that reduced their carbon footprint by nearly 10 percent. The U.S. nonprofit **Greener by Default** works with institutions to make plant-based foods the default option on menus, an approach that has been shown to significantly increase the amount of plant-based meals chosen and thus reduce carbon emissions.

For Cameron and her fellow Rotarians, cutting out meat was only the first step. According to Project Drawdown, reducing food waste is the climate solution that would have the greatest impact on limiting global warming to 2 degrees Celsius by 2100.

The action group recently published a **Green Events Handbook** to help Rotarians organize events that reduce material and energy use and minimize pollution.



**Left** : Cindy Volyn at the nondairy ice cream sundae bar during one of the Wenatchee club's plant-based potlucks.

**Right** : Brittney Loveall-Talley shows off the plant-based burgers at a lunch meeting of the Rotary Club of Wenatchee Confluence.

Courtesy of Kris Cameron

As food waste breaks down, it produces methane, a greenhouse gas even more potent than CO2 in the short term. Globally, landfills and wastewater emit 70 million metric tons of methane, about a fifth of all human-caused methane emissions, according to the **United Nations Environment Programme**.

Catheline's club provides support for local events, including a farmer's market where members collect unsold food to donate to a food pantry and festivals in the park for which they provide waste sorting stations, labeled with the overarching goal "Zero Waste."

What these changes in habits don't mean is missing out on fun. The Wenatchee Confluence club's potlucks were the idea of its 2022-23 president, Wendy DalPez, because "especially at the beginning when you try to cook more plant-based food, it seems overwhelming and costly to buy all the ingredients for new dishes you don't even know you like." The potlucks offer the opportunity to try new meals and swap ideas and recipes. And they're open to everybody, not just Rotarians.

**This story originally appeared in the December 2023 issue of Rotary magazine.**

## Rotary Projects around the Globe- December 2023

*By Brad Webber*

### United States



Earl Knauss got a lesson in food waste when he received a neighbor's gift of three bushels of red peppers that had been cast aside by a farm because they were misshapen. He asked the farm's owner for more of the unsalable produce and collected 18-gallon totes of vegetables that he sent to food pantries. The Farm to Family project has since expanded to include three farms,

and the Hamburg club formally adopted it in 2018. From May to December, Rotary members and friends work alongside Knauss delivering vegetables to about 3,000 families. In 2022, they provided more than 100,000 pounds of vegetables to 23 distribution sites. Among them is the Resurrection Life Food Pantry in Cheektowaga, where pantry director Kim Reynolds says the site would not have many fresh vegetables without the program.

### Peru



Much of the milk produced in Peru never leaves the farm: It's consumed directly by farming families, fed to calves, and used to make artisanal cheeses. The Rotary E-

Club of Fusión Latina Distrito 4465 teamed up with the nonprofit **CEDEPAS Norte** to help subsistence farmers in the country's northern highlands. Last year the club delivered stainless steel presses and molds to open two cheese production facilities. A global grant of more than \$50,000 helped pay for the equipment, training, management, and marketing.

- \$ 600 billion Annual value of food wasted worldwide during or just after harvest
- 36,849 tons Peru's cheese production in 2021

### Italy



A rising number of young people with eating disorders prompted the Rotaract Club of Terre Cremasche and the nonprofit Consultorio Insieme Crema to conduct workshops for people

ages 20 to 35. Beginning in April, the series covered three topics: body image, mindful eating, and wellness and sustainable dining. The sessions were developed in collaboration with counseling centers and psychologists. The club funded much of the program with a gala cocktail reception in the town of Crema's civic museum, housed in a 15th century convent.

### Philippines



With two club leaders being registered nutritionist dieticians, the Rotary Club of Lucena University District takes healthy eating seriously. The club paired with the Quezon chapter of the 'Nutritionist-Dietitians

Association of the Philippines to offer lessons at a jail on how diet can prevent disease, the importance of exercise, sleep, and drinking enough water, and other topics. Club President Joey Kathlyn Samonte and Past President Bella Castro also explained a food chart on optimal portion sizes for various food groups. And aspiring chefs tested their skills in a cooking contest using the organic vegetables grown at the jail. Club member Jasper Panganiban lauds the pair's devotion.

- 3 million Italians with eating disorders
- 6.4% Share of adult Filipinos considered obese



# Papua New Guinea



Protein deficiency is a leading cause of stunted growth, which affects about half of children under age 5 in Papua New Guinea. Working with the nonprofit **Kyeema Foundation**,

members of the Rotary Club of Brisbane, Australia, donated about \$2,900 to construct a chicken shed and yard in the town of Wau. The aim is to conserve indigenous breeds of poultry that are better at resisting disease, require less supplemental food, and produce nutrient-dense eggs and leaner meat. After training the villagers and stocking the farm with native breeding hens, the club created a similar facility in Gabagaba village. Celia Grenning, a club member and a director with Kyeema, says the project is a blessing for the community, which previously relied on the overfished and reef-damaged coast for most of its protein.

This story originally appeared in the December 2023 issue of Rotary magazine.

# Club News

## Club Fellowship



Members enjoying Fellowship at the Eastern Metropolitan Club

# Blood Donation Camp



Rotary Club of Calcutta Metro City in association with Falguni Sangha and a few other Rotary clubs organized a Blood Donation camp in aid of thalassaemia and cancer patients.

Saroj Gupta Memorial Cancer Research Centre Blood bank collected the blood.

The club also distributed thalassaemia awareness leaflets among the local population on the occasion.

Several dignitaries as Prof Sougata Roy, MP, Debasish Kumar, MLA were present on the occasion.

the club was represented by PP Rtns Subhojit Roy, Arindam Ghosh and Rajnish Kapoor ( who coordinated the entire program on behalf of the club).

Over 100 units of blood were collected at the camp.

## Greetings

**Happy Birthday**

**Rtn Sudipta Das for 13th December!**

**Happy Anniversary**

**Namrata & Rtn Preetam Ghosh for 10th December!**



	PLATINUM	GOLD	SILVER
<b>Who Donates?</b>	50% of the district membership (minimum 1000 members)	40% of the district membership (minimum 2000 members)	30% of the district membership (minimum 3000 members)
<b>Award</b>	Platinum Club	Gold Club	Silver Club
<b>Per Club</b>	Maximum \$10,000 (minimum \$5000)	Maximum \$5,000 (minimum \$2500)	Maximum \$2,500 (minimum \$1250)
<b>Award</b>	10 years or more	5 years or more	1 year or more

**Paul Harris Society Championship Award for Districts:**  
 Requires 50% of the total registered club members contributing to Annual Fund (clubhouse lighting, their yearly contribution of \$1,000) by 31 January 2024 (provided the club is in good standing) as of 31 December 2023.

**1.4 million**

**WE CONNECT PEOPLE**

1.4 million members worldwide

**47 million**

**WE TRANSFORM COMMUNITIES**

Approximately 47 million volunteer hours each year

**\$333 million**

**WE FUND SUSTAINABLE PROJECTS**

\$333 million awarded for global service initiatives in 2020-21