Supplementary Material

1. Detailed description of impact analysis results (biodiversity & GHG emissions; Stage 1)

Here, we provide further description of the baseline impacts estimated in Stage 1. The primary focus for this research was to quantify relative biodiversity impacts and assess feasibility of mitigating impacts to reach specific biodiversity targets. However, here we include estimates for both biodiversity and greenhouse gas (GHG) emissions (measured in tonnes of CO_2 equivalent), in recognition that organisations will need to tackle biodiversity and climate targets in tandem to identify synergies and trade-offs between approaches. GHG emissions were estimated using the same approach as biodiversity, with per-product GHG emission values taken from the Poore & Nemecek[1] dataset (see Methods section of the main manuscript).

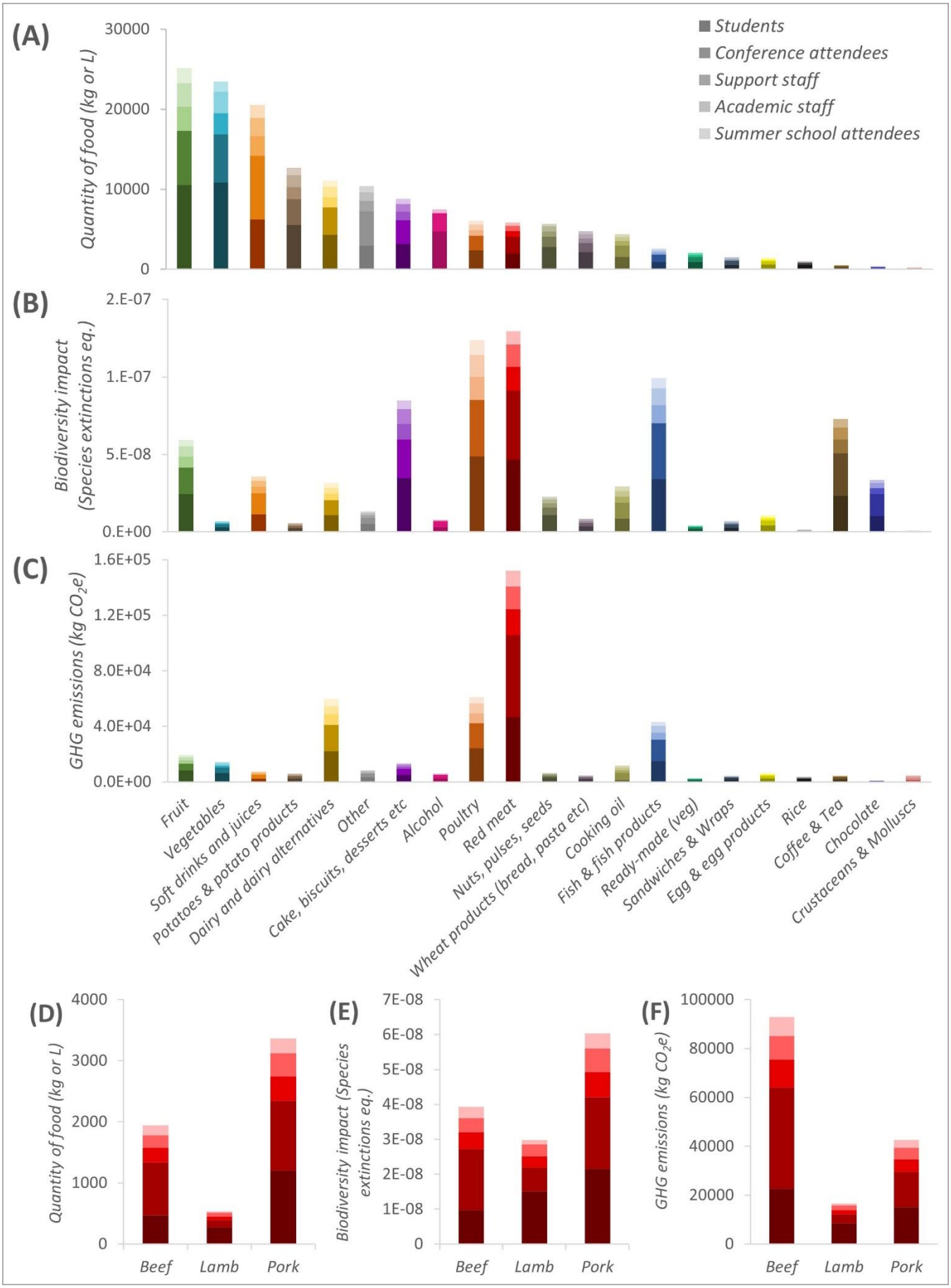
We estimate that the college purchased a total of ~156 tonnes of food over the 2018/19 academic year (Figure S1A). This used ~541,904 m^2 of land, resulting in a biodiversity loss equivalent to ~7.9×10^{-7} global species extinctions (although this figure should not be over-interpreted in an absolute sense[2]; Figure S1B). Total embodied GHG emissions were estimated at a total of 438 t CO_2e (Figure S1C). The highest impacts were driven by foods with disproportionately large land footprints – primarily meat. Red meat was the most impactful food group, driving 16.5% of total biodiversity impacts and 34.7% of GHG emissions despite accounting for only 3.7% of the overall mass of food purchased. Within the red meat category, pork was purchased in the largest quantities (57.6% of red meat) and had the greatest biodiversity impacts (46.6% of impacts from red meat; Figure S1D & E), whereas beef was the most impactful in terms of GHG emissions (61% of impacts from red meat; Figure S1F). Poultry was consumed slightly more frequently than red meat, accounting for 3.9% of the overall quantity of food purchased and linked to 15.7% of total biodiversity impacts and 13.9% of GHG emissions. Fish, which was primarily farmed rather than wild-caught, accounted for approximately 1.7% of the overall quantity of food purchased and was linked to 12.6% of biodiversity impacts and 9.8% of GHG emissions.

A significant proportion of biodiversity impacts was also driven by products containing ingredients sourced from highly biodiverse regions, including desserts and confectionary (5.6% of total quantity), which collectively accounted for 15.1% of total biodiversity impacts and were therefore of a similar magnitude to impacts from red meat and poultry (Figure S1B). Notably, coffee and tea made up a small fraction of the total quantity of food purchased - approximately 0.3% - but drove 9.3% of total biodiversity impacts, most of which (80%) were linked to coffee consumption. Fruit was purchased in the largest quantities (16.1% of total quantity) and was also an important driver of biodiversity impacts (7.5% of all impacts), with 38.4%, 19% and 14.8% of biodiversity impacts from fruit linked to citrus fruit, olives, and bananas, respectively. Conversely, desserts/confectionary, coffee/tea, and fruit had much lower relative GHG emissions, accounting for only 3.0%, 1.0%, and 4.4% of emissions, respectively (Figure S1C).

When breaking these figures down by college stakeholder group, students consumed the greatest overall quantity of food (~63 tonnes, ~40% of total annual consumption), followed by commercial conference attendees (48 tonnes, ~31%), support staff (11%), academic staff (11%), and finally summer school attendees (7%). While student food consumption was linked to the greatest overall impact on biodiversity (36.8% of total impacts), it also had the lowest biodiversity impacts per kilogram or litre of food (4.61×10^{-12} species eq. per kg). Conversely, conference attendees had the greatest impacts per kilogram or litre of food consumed (5.44×10^{-12} species eq. per kg), closely followed by summer school attendees (5.39×10^{-12} species eq. per kg). This was driven by higher consumption of certain impactful foods – including beef, coffee, fish, and chocolate. A similar general pattern of results by consumer group was observed for GHG emissions, with conference attendees showing greater relative impacts from red meat due to higher levels of beef consumption.

Climate impacts from global food systems are considerable (accounting for 21-37% of anthropogenic greenhouse gas emissions[3]), but food consumption may not typically rank among an organisation's top priorities for reducing GHG emissions, which are often limited to Scope 1 and 2 carbon emissions as defined by the Greenhouse Gas Protocol (www.ghgprotocol.org). Differences shown here in relative impacts for biodiversity and GHG emissions emphasise that key areas of impact may be overlooked if environmental impacts are only considered in terms of GHG emissions. However, it also indicates that the relative biodiversity impact of different products (particularly red meat) would likely change if indirect impacts of climate change on biodiversity were also included within the biodiversity metric used here[2].

Figure 1: (A) Total food quantities (in terms of mass or volume) consumed by food product group, (B) Estimated baseline biodiversity impacts by food product group, (C) Estimated GHG emissions by food product group, and (D – F) Quantity and impacts from red meat broken down by type of meat. Shading represents the proportional breakdown between different consumer groups.



2. Table S1 – Description of target scenarios (Stage 2)

Descriptions of different possible targets to reduce biodiversity loss from food consumption at the College, an example of the process that would enable them to achieve this target, and the overall outcomes for biodiversity (in both annual and cumulative terms). These targets are visualised in Figure 2 of the main text. Note that many possible targets could be set, and many potential paths could achieve those targets. The targets and processes described here are illustrative examples and are not intended to be prescriptive.

Target scenario	*Description*	*Process*	*Outcome*
'Business as usual' (BAU)	A counterfactual scenario that predicts annual biodiversity impacts from food at the college in the absence of any further intervention (assuming that any sustainability practices already in place during the baseline year are continued). This is important to estimate whether actions that are taken at the College are additional to general trends.	A slight decrease in annual impacts is seen each year, due to observed national trends[4] of declining red meat consumption and increasing poultry and vegetable consumption for adults in the UK.	A large negative *cumulative* impact on biodiversity occurs in the period between the baseline year and 2035. The magnitude of this impact is estimated to be ~16 times the total baseline biodiversity impacts for 2018/19. By 2035, *annual* impacts are reduced overall by ~10%, relative to the baseline year.
'Healthy and sustainable diets' (EL2035)	The College sets a target to ensure that all parts of its community are fed a healthy, nutritious, and sustainable diet, informed by science and best practice. In this case, we use the 'flexitarian' EAT-Lancet diet – which meets international dietary guidelines and health recommendations[5] – as a benchmark for the College to work towards.	We assume that the College begins working towards this target in the next academic year (2021/2022) and makes similar progress each year until the food served at meets this dietary composition in 2035.	The *cumulative* impacts on biodiversity during this period would be ~12% lower than the BAU scenario. This would still be a poor outcome for biodiversity overall (~14 times the magnitude of baseline biodiversity impacts). This would be the equivalent of reducing *annual* impacts by ~34% by 2035, relative to the baseline and by ~26% relative to BAU.
'Managed net loss (50%)' (MNL50)	The College sets a target to reduce the *cumulative* biodiversity impacts from food consumption that occur between the baseline year and 2035 by 50%, relative to the cumulative impacts predicted under BAU.	In this example, we assume that the College begins working towards this target in 2021/2022 and initially reduces annual impacts by 20% each year until 2024. After 2024, annual impacts are then more gradually reduced each year to achieve an overall net loss of biodiversity of 50% by 2035, compared to the BAU scenario.	*Cumulative* impacts are reduced by 50% relative to BAU. In this example, this is achieved by reaching *annual* impacts by 2035 that are ~19% of the impacts caused during the baseline year (a reduction of 81% relative to the baseline, and 79% relative to BAU).
'Managed net loss (75%)' (MNL75)	The College sets a target to reduce the cumulative biodiversity impacts from food consumption that occur between the baseline year and 2035 by 75%, relative to the cumulative impacts predicted under BAU.	In this example, we assume that the college begins working towards this target in 2021/2022, initially reducing annual impacts by a third each year until 2024. Annual biodiversity impacts are then reduced to net-zero by 2031, from which point, net-positive impacts are each year up to 2035.	*Cumulative* impacts are reduced by 75% relative to BAU. In this example, this is achieved by working towards *annual* impacts by 2035 that are positive for biodiversity overall (a *positive* impact equivalent to ~17% of the 2018/19 baseline)
'No net loss' (NNL)	The College sets a target to achieve no net loss of biodiversity from food consumption between the baseline year and 2035.	In this example, the College begins working towards this target in 2021, from which point residual impacts are halved each year until reaching annual net-zero impacts in 2025. After this point, any residual impacts that occurred between the baseline and 2025 are compensated for by achieving a net gain in biodiversity	*Cumulative* impacts that occur between the baseline and 2035 are entirely mitigated and compensated for, such that there is no net loss of biodiversity from the College's food consumption.

		each year until reaching cumulative no net loss in 2035.	
'Net gain (10%)' (NG10)	The College sets a target to achieve an overall net gain of 10% in biodiversity linked to food consumption between the baseline and 2035.	The same pattern of actions as in the NNL scenario is followed until achieving annual net zero in 2025. After this, greater biodiversity gains are achieved each year to overcompensate for the 2018-2025 impacts and achieve a cumulative gain of 10%.	*Cumulative* impacts that occur between the baseline and 2035 are entirely mitigated and overcompensated for, such that the College's food consumption has a positive cumulative impact on biodiversity overall.

3. Table S2 – Assessment of interventions (Stage 3)

Table S2 provides a list of the interventions explored as part of the Stage 3 assessments – including approximated mitigation values calculated as part of the technical assessment, and an assessment of social risk for each of the main groups of consumers at the College as part of the feasibility assessment. The latter was categorised into one of three risk levels based on predicted consumer perceptions: high risk (poorly perceived), medium risk (some poor perceptions), and low risk (few poor perceptions). In some cases, interventions were identified as not practically applicable to certain consumer groups. Risk levels were assigned based on consultations with college stakeholders. Technical effectiveness for bottom-up behavioural interventions (included in interventions M12 – M38 of Table S2a) were approximated based on results of prior research, which is referenced in Table S2a. See Methods for further details.

Table S2a: *Collated interventions to 'refrain' from or 'reduce' impacts from food consumption, with results of the technical assessment (estimated percentage impact reduction against baseline biodiversity impacts) and predicted consumer perceptions. Grey cells indicate that a percentage value was unable to be calculated. Grey percentage values in italics indicate high uncertainty in the calculation method (although all of these values are to be considered as approximations). Sources used to approximate the effectiveness of behavioural interventions are provided in the Intervention Description column where appropriate. The predicted perceptions of different consumer groups are categorised into high risk/poorly perceived (red), medium risk/some poor perceptions (amber), low risk/few poor perceptions (green), or not applicable (white).*

Intervention Description			**Technical Assessment**	**Predicted stakeholder perceptions (risk level)**			
Intervention Category	**ID**	**Intervention description**	Effectiveness (Estimated % biodiversity impact reduction)	STUDENTS	STAFF	CONFERENCE	SUMMER SCHOOLS
REFRAIN							
Refrain from serving the most environmentally damaging meats	**A1**	Refrain from serving red meat, replace with plant-based alternatives	14.8	H	H	M	M
	A2	Refrain from serving ruminant meat, replace with plant-based alternatives	8.1	M	H	M	M
	A3	Refrain from serving red meat, replace with alternative meat/fish (50% poultry, 50% fish)	8.5	M	H	L	M
	A4	Refrain from serving ruminant meat, replace with alternative meat/fish (1/3 fish, 1/3 chicken, 1/3 pork)	4.7	M	H	L	L
	A5	Have an additional weekly public meat-free day	3.8	M	H	NA	M
	A6	Have an additional weekly meat-free day that is not advertised (silent meat-free day)	3.8	H	H	NA	M
Refrain from serving coffee	**A7**	Remove coffee machine	2.5	H	H	M	M
	A8	Refrain from serving coffee at events or meals	4.1	L	H	H	L
	A9	Refrain from serving all coffee	6.4	H	H	H	H

Refrain from serving the most impactful desserts & sweet treats	**A11**	Refrain from serving desserts with high environmental impacts (e.g., chocolate or dairy-based desserts)	7.6	H	M	M	M
	A12	Refrain from serving chocolate bars / chocolates	4.2	H	M	M	M
REDUCE							
Best practice sourcing for reducing biodiversity impacts	**M1**	Buy 100% meat that is produced using best practice methods for biodiversity	18.8	L	L	L	L
	M2	Buy 100% red meat that is produced using best practice methods for biodiversity	9.0	L	L	L	L
	M3	Buy 100% ruminant meat that is produced using best practice methods for biodiversity	2.4	L	L	L	L
	M4	Buy 100% fish that is produced using best practice methods for biodiversity	12.4	L	L	L	L
	M5	Buy 100% coffee that is produced using best practice methods for biodiversity	5.3	L	L	L	L
	M6	Buy 100% sweet treats (desserts, cakes, chocolate, biscuits) that are produced using best practice methods for biodiversity	7.3	L	L	L	L
	M7	Buy local, seasonal fruit and veg that is sourced sustainably	6.5	L	L	L	L
	M8	Buy from an inventory of food grown on college estates and surplus food from other colleges	-	L	L	L	L
Order and produce appropriate amounts of food to avoid excess/waste	**M12**	Offer smaller portion sizes at a lower cost for those who don't want a big meal	-	L	L	L	L
	M13	Update online meal ordering / sign-in process to provide more accurate information on customer numbers for catering staff	-	M	M	NA	M
PRODUCT **Altering the food products offered at the College to reduce the relative amount of high-impact food offered or chosen**	**M15**	Increase the relative numbers of low-impact dishes available on menus compared to high-impact dishes[6]	*4.6*	NA	NA	L	NA
	M16	Reduce relative proportion of high impact foods served within dish recipes, increase proportions of low impact foods[7]	*2.8*	L	L	M	M
	M17	Improve the sensory characteristics of low impact items.	-	L	L	L	L
	M18	Reduce amount of red meat offered overall by 50%, replace with plant-based meat alternatives	7.4	M	H	M	M
	M19	Reduce amount of ruminant meat offered overall by 50%, replace with plant-based meat alternatives	4.0	M	M	L	L
	M20	Reduce amount of red meat offered overall by 50%, replace with 50% poultry, 50% fish	4.3	M	M	L	L
	M21	Reduce amount of ruminant meat offered overall by 50%, replace with 1/3 fish, 1/3 chicken, 1/3 pork	2.3	L	M	L	L
	M22	Reduce amount of high impact desserts (e.g., chocolate or dairy-based desserts) purchased overall by 50%, replace with locally sourced fruit-based desserts	3.8	M	M	L	M
	M23	Reduce amount of cheese offered by 50%, replace with vegan alternatives	1.0	M	H	M	M
	M24	Reduce coffee served at conferences/events by 50%, replace with fruit/herbal tea	2.6	L	M	M	L
PRESENTATION **Increase attractiveness of less impactful foods through altering menu presentation**	**M27**	Promote low impact food using language and design on menus	-	L	L	L	L
	M29	List least impactful options as the default/ first item on menus	-	L	L	L	L
	M30	Eco-labelling[8]	*1.0*	L	L	L	L
PROMOTION **Promote the consumption of low-impact foods through advertising, communication, events etc**	**M31**	Promoting pro-environmental social norms within LMH - e.g., through advertising, social media, and competitions. Tie these in with local, national, and international campaigns where possible.	-	L	L	L	L
	M33	Offer diners free samples or taste testing events for low impact dishes[9]	*1.1*	L	L	NA	L
	M34	Run more vegetarian/vegan only events/formal hall dinners	-	L	L	L	L

PRICING **Provide financial incentives to encourage consumers to choose low impact foods**	**M35**	Have a predominantly plant-rich menu, allowing diners to add meat to plant-rich dishes for a surcharge[10]	*9.4*	M	M	NA	M
	M37	Run temporary price promotions on the least impactful dishes	-	L	L	NA	NA
PEOPLE **provide staff with the tools and knowledge to encourage low-impact food choices**	**M38**	Encourage serving staff to promote low-impact meals when serving customers	-	L	L	NA	L

Table S2b: *Possible compensatory actions to 'restore' or 'renew' biodiversity linked to food consumptions, including additional pro-active actions. Compensatory actions would mitigate residual impacts from food served at the College that remain after actions to refrain or reduce have been taken. Proactive actions would not directly mitigate for these impacts but would help the College to strive towards a net-positive impact overall and drive systemic change. Percentage reduction values were unable to be calculated for these interventions due to data limitations.*

Intervention Category	ID	Intervention Description
RESTORE		
Reduce food waste by re-purposing leftover food	**R3**	Donate excess food to food redistribution charities/organisations (e.g., apps like 'Olio' or 'Too Good to Go') or for use by other Colleges.
	R4	Compost suitable food waste that cannot be reused on-site for use to grow food on college vegetable patches.
Biodiversity restoration	**R5**	Invest in habitat restoration efforts of farms that food is directly being purchased from. Reach out to suppliers and identify farms that could be targeted for investment in habitat restoration/rewilding.
RENEW		
Biodiversity restoration offsetting	**O1**	Purchase or engage in biodiversity offsets to mitigate residual (remaining) biodiversity impacts of food.
Local pro-active actions	**P1**	Improve monitoring of food procurement and waste.
	P2	Promote education/research/innovation into sustainable diets and food systems.
	P3	Organise volunteer gardening opportunities for community members to increase diversity on college vegetable/herb gardens.
	P6	Engage with other colleges to share practices, tools, and guidance on delivering sustainable food.
Regional/global pro-active actions	**P7**	Support healthy and low-impact diets overseas - e.g., by twinning with a college in a developing country and supporting them with sustainable food improvements. This could be in a country/region where the College is causing biodiversity impacts via its food supply chain - although it would not necessarily be limited to overseas organisations (e.g., the College could work with an organisation in a deprived area of the UK).
	P8	Invest in supporting the College's key food suppliers to improve their own sustainability practices. Reach out to suppliers and identify tools, knowledge, guidance, or resources that would be required to improve their sustainability and reduce biodiversity impacts.

4. Table S3 – Mitigation Strategy descriptions (Stage 4)

Table S3: Descriptions of mitigation strategies A-E and the specific interventions included in each strategy. These strategies are visualised in Figure 3 of the main text. Numbers in square brackets link to the intervention IDs provided in Table S2.

A	**'As far as you could go by refraining and reducing'**	***This scenario shows just how far the College could avoid and reduce impacts on biodiversity while still feeding its community a healthy diet. It assumes that the College switches to serving nutritionally balanced vegan food (based on Supplementary Table 7 of Springmann et al.[11]; see Methods). It also assumes that 100% of ingredients are purchased from suppliers with the best possible practice for improving biodiversity (i.e., the top 5th percentile of producers with the lowest biodiversity impacts). This is unlikely to be logistically, financially, or socially feasible for the foreseeable future. However, it suggests that it is hypothetically possible to reduce biodiversity impacts from food consumption by up to 83% while still feeding consumers at the College a nutritionally balanced diet.***
B	**'Avoidance -focussed'**	***This scenario places emphasis on refraining from consuming the most impactful foods at the College. It includes the following interventions:*** Refrain from serving all red meat, replace with plant-based alternatives [A1] Refrain from serving coffee at events/meals. Offer herbal/fruit teas instead [A8] Refrain from serving desserts/cakes with high added sugar, unsustainable palm oil, or dairy content; serve locally sourced fruit-based desserts instead [A11] Refrain from offering chocolate bars, replace with homemade baked goods [A12] Reduce all cheese consumption by 50%, replace with vegan alternatives [M23] Buy 50% best-practice certified sustainable fish [M4] Buy 50% local, seasonal fruit and vegetables [M7] Buy best best-practice (e.g., 'Bird-Friendly') coffee to be served in or instead of the coffee machine. [M5]
C	**'Mixed approach'**	***This scenario uses a mixture of interventions – including some that refrain from the consumption of certain impactful foods, and then reducing impacts of other foods through a combination of changing the overall quantity of impactful foods served, best practice sustainable sourcing, and behavioural interventions. It includes the following interventions:*** Refrain from serving all ruminant meat, replace with alternative meat or fish [A4] Refrain from offering chocolate bars, replace with homemade baked goods [A12] An additional* meat-free day each week in the canteen [A5] Reduce coffee served at events/meals by 50%, replace with fruit/herbal tea [M24] Reduce all high impact dessert consumption by 50%, replace with locally sourced fruit-based desserts [M22] Ensure 50% of remaining meat is sourced from best-practice suppliers (e.g., Pasture for Life, organic etc) [M1] Buy 50% best-practice certified sustainable fish [M4] Buy best practice certified coffee (e.g., 'Bird-friendly') for remaining events/meals [M5] Reduce all cheese consumption by 50%, replace with vegan alternatives [M23] Increase the relative numbers of low-impact dishes available on conference/commercial events menus** [M15]
D	**'Reduce-focussed'**	***This scenario involves no actions that refrain from serving any of the food groups but instead focuses on actions that reduce consumption of a broader range of foods. It includes the following interventions:*** Reduce red meat consumption at conferences/commercial events by 50%, replace this with 50% poultry, 50% fish [M20] Reduce relative proportions of high impact foods served in canteen meal recipes, increase proportions of low impact foods [M16] Reduce all high impact dessert consumption by 50%, replace with locally sourced fruit-based desserts [M22] Buy 50% best-practice certified sustainable fish [M4] Buy 50% best-practice certified sustainable red meat for remaining meat consumption [M2] Buy 50% best practice certified sustainable coffee for events/meals [M5] Increase the relative numbers of low-impact dishes available on conference/commercial events menus [M15]

E	**'Nudge-focussed'**	***This scenario focusses entirely on reducing the impacts of food through behavioural and sustainable sourcing interventions. It involves no 'refrain' actions. It includes the following interventions:*** Increase the relative numbers of low-impact dishes available on menus compared to high-impact dishes [M15] Eco-labelling [M30] Offer diners free samples or taste-testing events for low impact dishes [M33] Allow diners to add meat to vegetarian dishes for a surcharge [M35] Buy 100% best-practice certified sustainable red meat [M2] Buy 100% best-practice certified sustainable fish [M4] Buy best practice certified sustainable coffee for events/meals [M5] Buy 50% best practice certified sustainable sweet treats (desserts, cakes, chocolate, biscuits) [M6] Buy 50% local, seasonal fruit and veg that is sourced sustainably [M7]

** The College already runs one meat-free day in the canteen.*
*** Other menus (e.g., for the canteen) already have more low-impact options compared to high-impact options.*

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