

VEGANUARY 2020 CAMPAIGN IN REVIEW



CREATING THE VEGANUARY EFFECT

DEAR SUPPORTERS AND FRIENDS,

Veganism is a trend that is here to stay – the success of this year’s Veganuary campaign is proof of that, and it gives us hope that a kinder, more compassionate and sustainable world is possible.



Since we were founded in 2014 by Matthew Glover and Jane Land, the campaign has seen its most impactful year yet – with **400,000 people signing up to try vegan with us** in January 2020, **over 1370 media stories** published internationally and thousands of **companies launching new plant-based products and menus** on to the market or using their advertising budget to shout loudly about vegan options and promotions.

Originally founded in the UK, the charity recently underwent some changes – we took on board a new CEO and a Board of nine Trustees to help us govern the charity, and then we spent the beginning of 2019 strategising and rebranding the organisation. We set a **new vision and mission** and decided on four **strategic objectives** that shall guide our work in the future.

The first objective is - and will always stay - at the very heart of our campaign: **inspiring people to sign up to our 31-day pledge and try vegan** with us for the month of January and beyond.

To create the biggest visibility for a plant-based diet and its benefits, our second objective focuses on **media reach and creating the campaign buzz** that leads to many of the most important media outlets in the world reporting on the topics of animal agriculture, veganism and environmental protection.

Objective number three is what we call **“the Veganuary effect”** and it is where the true impact of our campaign lies. Our work around corporate engagement leads to many of the **biggest companies in the world joining Veganuary** and increasing the visibility and availability of plant-based foods.



And last but not least, our fourth objective focuses on **internationalising the campaign** to multiply the impact we can have for animals and our planet. This year, we decided to add an additional four regions/countries to the already existing Veganuary chapter in the UK, and so we officially started Veganuary campaigns in the United States, in South Africa, several Latin American countries as well as Germany, Austria and Switzerland.

To make the Veganuary phenomenon truly go global, we also worked with **24 partner organisations** around the world to bring the campaign to **13 additional countries**, including Italy, Switzerland, Sweden, India, Australia and Singapore.

To say that this year's Veganuary campaign has exceeded our expectations is an understatement – we would never have been able to foresee **the amount of traction, positive media and corporate engagement** that we actually achieved. All of this is only possible because of the support of our donors and partners and we would like to thank you wholeheartedly for making the campaign possible.

We hope you enjoy reading this review and will **celebrate with us the amazing progress we were able to achieve** for veganism in January 2020 and onwards.

**KIND REGARDS,
THE VEGANUARY TEAM**



OUR VISION

Our vision is simple; we want a vegan world. A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

OUR MISSION

Our mission is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet and improving human health.



THE CAMPAIGN IN NUMBERS



MORE THAN 400,000 PEOPLE WORLDWIDE REGISTERED TO TAKE PART IN VEGANUARY

... data from Kantar suggests that ten times more people actually participate and try vegan in January each year than register through the Veganuary website. That would mean more than four million people took part!



OVER 80 CELEBRITY AMBASSADORS SUPPORTED THE CAMPAIGN AND GAVE VEGANISM VISIBILITY

... among them Hollywood A-listers, environmentalists and athletes, such as Joaquin Phoenix, Paul McCartney, Evanna Lynch, Chris Packham and Patrik Baboumian.



THE FIRST VEGANUARY TV AD AIRED ON MAJOR NETWORKS IN FIVE COUNTRIES AND WAS SEEN BY MILLIONS AROUND THE WORLD

... on TV, on social media and through media reports.



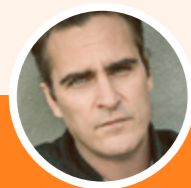
PEOPLE FROM ALMOST EVERY COUNTRY IN THE WORLD SIGNED UP TO TRY VEGANUARY THIS YEAR

... the only countries without participants were North Korea, Vatican City and Eswatini (formerly known as Swaziland).



MAYIM BIALIK, ACTOR:

“Do you have a sense that you’d like to switch to a healthier, cleaner, kinder diet, but need more information? Ask questions, try things, do research, and make decisions based on facts, but don’t discount your feelings either. Veganuary is a great place to start exploring!”



JOAQUIN PHOENIX, ACTOR:

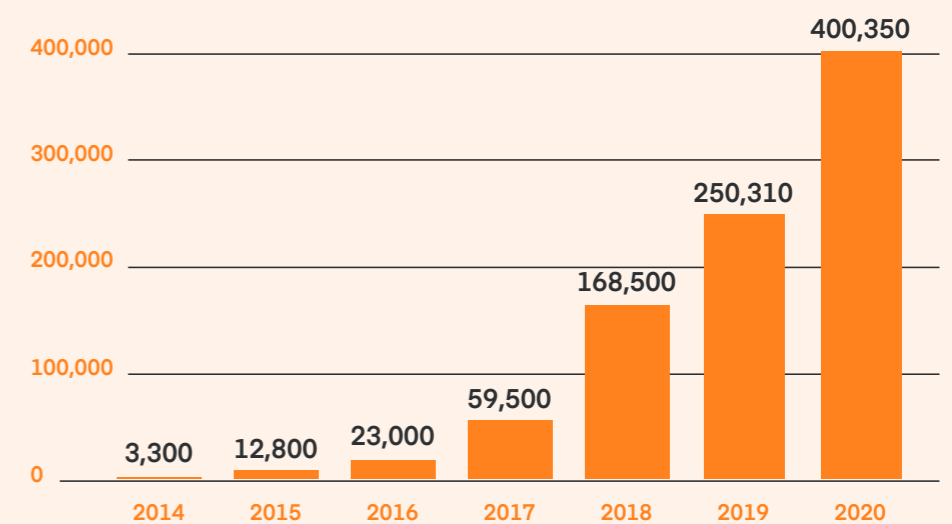
“If you look at the climate crisis or the violence of our food system and feel helpless, thinking ‘I wish there was something I could do’- you can. Right now. Sign up to try vegan this January.”



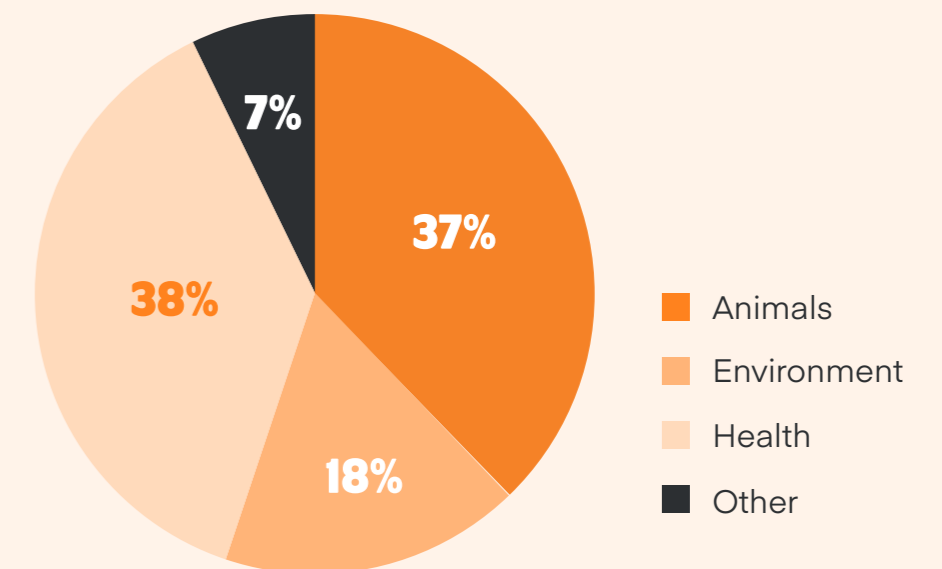
EVANNA LYNCH, ACTOR:

“I’ve loved Veganuary’s work for a long time because I know, having been a vegetarian who was intimidated by veganism, that so many people just won’t start because they think it’s too hard and that they’re going to fail. And Veganuary presents you an opportunity to do it with other people, with a community, and it’s not saying it’s a lifelong commitment, it’s saying ‘try it for a month and see how you feel!’”

SIGN UPS PER YEAR:



REASONS FOR SIGNING UP 2020:



THE BUZZ AROUND THE CAMPAIGN

ONE OF OUR OBJECTIVES IS TO CREATE MORE VISIBILITY FOR PLANT-BASED FOODS AND THE BENEFITS OF A VEGAN DIET – FOR ANIMALS, THE PLANET AND PEOPLE ALIKE.

Therefore, one of our most important metrics is the amount of positive media attention we can achieve. Some of our most compelling media stories this year were achieved through:

- working with **Joseph Poore, an environmental researcher at Oxford University**, who calculated for us the environmental benefit of 350,000 people doing Veganuary in January
- the publication of data we commissioned with Kantar that showed **the number of animal lives spared through the 2019 Veganuary campaign** (a staggering 3.6 million animals in six months – in the UK alone!)

12.3 BILLION

MEDIA REACH

Veganuary gave visibility to the benefits of plant-based foods through radio shows, newspaper articles, podcasts, TV shows and online media. Our spokespeople appeared in 17 TV segments in the UK, Germany, Chile, France and South Africa alone.

- getting the support of well-known celebrities such as **Paul McCartney** and **Natalie Portman**, who publicly endorsed the campaign
- **working with hundreds of companies** on their Veganuary-branded campaigns
- the creation of **our very first Veganuary TV spot** that played with the idea of trusting your instincts in choosing plants over animals body parts.

A MINIMUM OF

1370 MEDIA STORIES

Veganuary could not be missed! We were featured in mainstream media every single day during the main campaign period and many of the most renowned media in the world covered our stories, such as the Sunday print edition of The New York Times, Frankfurter Allgemeine Zeitung, Wall Street Journal, CNN Chile, The Guardian, BBC, Forbes, The Washington Post and we were featured on the cover of The Times and New Scientist.

VEGANUARY GRABBED GLOBAL MEDIA ATTENTION



CORPORATE ENGAGEMENT

OUR CORPORATE ENGAGEMENT TEAMS IN THE UK, GERMANY AND THE US ARE WORKING WITH FOOD-RELATED BUSINESSES ALL YEAR AROUND.

Our aim is to inspire them to actively participate in and support the Veganuary campaign by improving, increasing and promoting new vegan products, launches and menu items. They do this by marketing their new and existing plant-based products to coincide with the January campaign, and to continue beyond Veganuary. We especially focus on businesses that currently have a high percentage of animal-based products and encourage them to place emphasis on replacing these offerings with plant-based alternatives.

THE VEGANUARY EFFECT TOOK OVER “BIG FOOD”

OVER 600 LARGE AND MEDIUM-SIZED FOOD COMPANIES PROMOTED VEGANUARY (ALONG WITH THOUSANDS OF SMALLER INDEPENDENT BRANDS, RETAILERS AND RESTAURANTS) AND SHOWED THAT A PLANT-BASED DIET CAN BE DELICIOUS, AFFORDABLE AND ACCESSIBLE TO MAINSTREAM CONSUMERS

- Among them were fast-food and restaurant giants such as KFC, Subway, Burger King, McDonald's, TGI Fridays, Wagamama and Pizza Hut as well as mainstream household brands such as Heinz, Hellman's, Ben & Jerry's, Quorn and Dr Oetker

OVER 650 NEW VEGAN PRODUCTS WERE LAUNCHED DURING VEGANUARY

- Among them were more than 460 supermarket own-label vegan products as well as huge brand launches including Dr Oetker's Vegan Stuffed Crust Pizza, Marks & Spencer's Vegan Chicken Kiev and Kettle's Vegan Sheese & Red Onion Crisps



OVER 550 NEW VEGAN MENU OPTIONS WERE ADDED INTO CHAIN RESTAURANTS

- Including Pizza Hut's Pepperphoni Pizza, Greggs' Vegan Steak Bake, Subway's Meatless Meatball Marinara Melt, Wagamama's Watermelon Vegan Tuna, McDonald's Veggie Dippers, KFC's Zero Chicken Vegan Burger and TGI Fridays' Watermelon Steak

NINE MAJOR UK RETAILERS PROMOTED VEGANUARY AND THEIR PLANT-BASED LAUNCHES INSTORE WITH ACTIVATION AND SIGNAGE FOCUSED ON THEIR VEGAN RANGES

- Including Asda, Tesco, Morrisons, Aldi, Iceland and Whole Foods Market.

CORPORATE ENGAGEMENT



"In the UK alone hundreds of new plant-based products and menu items were launched this January – including the first Veganuary offerings from the fast-food giants KFC, McDonald's and Burger King. Sales in many cases exceeded expectations.

KFC said it sold one million vegan burgers in the first month they were on sale, while the food delivery service Deliveroo said orders of vegan dishes had increased by 78% compared with last year. Pret a Manger launched its first vegan croissant in stores in early January and is now selling twice as many a day as the non-vegan jam croissant. At Tesco, sales of Hellmann's vegan mayonnaise soared nearly 400% during January, while M&S said its vegan chicken kiev sold at a rate of four every minute since going on sale in early January."

THE GUARDIAN, 3 FEBRUARY 2020



The soaring popularity of Veganuary has led to a raft of shortages of the UK's biggest plant-based brands, research by The Grocer can reveal.

A Quorn spokesman confirmed "unprecedented levels" of demand for both Quorn and Cauldron products had resulted in shortages. It couldn't confirm when it would "fully meet demand for all products", he added. This was partly due to uncertainty over how many Veganuary participants would remain in the category. Fry's said it was "working to ensure production keeps pace with that demand". Vivera said it had extended production capacity by 50% in January.

THE GROCER, 13TH FEBRUARY 2020



"Veganuary "clearly affected" consumer behaviour according to the Kantar research, which found that more than twice as many people purchased a product explicitly labelled "plant-based" from a supermarket in January 2020 than in December 2019.

Sales of meat substitutes such as soya mince and vegetarian burgers and sausages were 14 per cent higher than in January last year, while sales of lentils rose six per cent and lettuce was up 10 per cent. Aubergine sales were also up 14 per cent year on year.

Veganuary organisers revealed yesterday that a record 400,000 people officially pledged to go meat- and dairy-free for the month of January this year, "far exceeding" the group's expectations. Retailers prepared for the return of Veganuary by launching multiple product lines, including Gro at Co-op, Asda Plant Based and a string of new additions to Waitrose's vegan range."

**THE INDEPENDENT,
4 FEBRUARY 2020**

THE WORKPLACE CHALLENGE

VEGANUARY IS SO MUCH MORE THAN JUST AN ONLINE PLEDGE!

Our corporate outreach team works hard not only to ensure companies launch exciting new vegan products in January, but also to help businesses increase their sustainability efforts by encouraging their staff to take part in Veganuary and provide more vegan options in their canteens.

This year, 57 companies and institutions from the UK, US and Germany got on board, not only supporting their workforce to eat vegan in January, but in many cases, leading by example with CEOs and other senior team leaders taking part. Among the institutions that joined the workplace challenge were several universities, companies such as ITV, PwC, Upfield, Ernst & Young, food companies Deliveroo, Wagamama, Pizza Hut and Marks & Spencer, as well as businesses Ecotricity, Booking.com and Contiki Travel, health institutions Royal Devon and Exeter NHS Foundation Trust, Rossmann, one of the biggest drug store companies in Germany, and even Sheffield United FC!



THE WORKPLACE CHALLENGE



JENS HOFMA, CEO PIZZA HUT:

"Taking part in Veganuary, was a natural step for us to show our support for our vegan offering and also reflect our aim to be a carbon neutral business by 2030. At Pizza Hut Restaurants we are dedicated to evolving our practices and processes with the aim of being a more responsible business. Our Vegan Menu is one of the many initiatives we have in place - including our food donation programme and our continued commitment to food waste reduction.

Having easy access to alternative products will be key to help us stay on track, that's why we've already started introducing milk alternatives at our Restaurant Support Centre and also have a dedicated company vegan group set up for all our team members to share their experiences and useful hints and tips to eating vegan."



STUART MACHIN, MANAGING DIRECTOR OF FOOD, MARKS & SPENCER:

"At M&S, we've seen a dramatic increase in interest in plant-based food and we are changing to meet this demand. We launched our award-winning Plant Kitchen range in January 2019 – one of our most successful launches ever, with over 1.5 million customers trying the products and 81% coming back to re-purchase. This January, we're growing even further introducing over a hundred brand new products which are 100% delicious and suitable for vegans, and we're encouraging colleagues and their families to sign up to Veganuary and to give them a go. I'm personally really looking forward to the challenge."



BRYAN BATISTA, CEO, BOOKING.COM TRANSPORT DIVISION:

"This is the first time that Booking.com has taken on the Veganuary Workplace Challenge and it's been great to see so much enthusiasm and interest throughout the company, reflecting the importance of sustainability and well-being for our employees and company as a whole. As well as promoting it on digital displays all over our Manchester offices, we've reached out to colleagues around the world through our internal social media channels. We've had bake sales, food-sampling events and daily tasty vegan dishes in our canteen throughout the month. And it doesn't end when January does: we've inspired a lot of people to continue exploring all things connected to sustainability, so I'm looking forward to seeing some lasting impact: healthier people, keen to live on a healthier planet!"

GOING GLOBAL

HOW VEGANUARY IS TRULY GOING INTERNATIONAL

One of the main objectives for this year's Veganuary campaign was to replicate what we call "The Veganuary Effect" – countless companies joining the campaign to promote plant-based eating – in other countries in order to multiply the impact we are having on actual animal lives saved.

We have officially launched Veganuary in four additional regions: the United States, South Africa, several Latin American countries and Germany, and we worked with media, influencers, celebrities, companies and other stakeholders on the ground.

We have also extended our International Partnerships Program and worked with 24 partner organisations around the world in order to launch or amplify the Veganuary movement. Two new languages were added (German and Italian), four existing languages (Spanish, Portuguese, Swedish and English) and five English

localised versions (South Africa, US, India, Singapore, Australia) were successfully updated following our rebranding earlier in 2019.

OUR PARTNERS FOR VEGANUARY 2020 SOME PARTNER HIGHLIGHTS

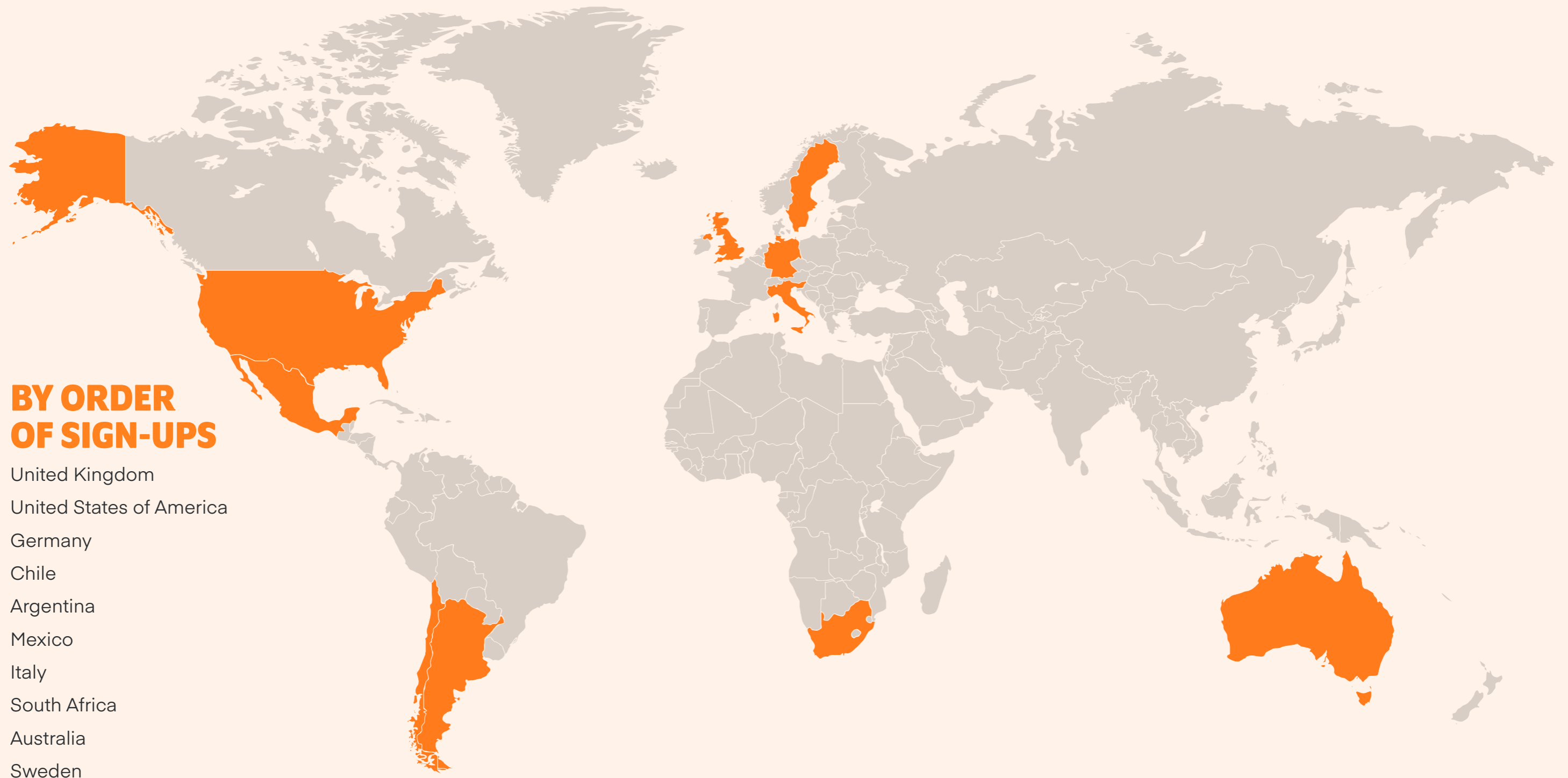


- Our Italian partner Essere Animalì got over 15,000 people signed up for the campaign in Italy. With the help of Veg Fund, they hired a PR specialist and generated 11,764,511 impressions in 24 media outlets of various sizes and audiences in Italy. They also collaborated with a large number of Italian celebrities.

- After raising more than 40,000 CHF, The Vegan Society in Switzerland organised a country-wide public transport ad campaign in Zurich, Basel and Bern. They also worked with businesses to promote Veganuary in Switzerland, got celebrities on board and managed to achieve over 8,000 sign-ups.

- The Humane League US and UK committed fully to the campaign by aiming to raise 5,000 sign-ups each for their UK and US branches. They even created a Veganuary promotion kit for their volunteers and they surpassed their target. More than 10,000 people signed up through their partner landing pages.

OUR TOP 10 VEGANUARY COUNTRIES 2020



CAMPAIGN HIGHLIGHTS UK

VEGANUARY ABSOLUTELY COULD NOT BE MISSED IN THE UK THIS YEAR!

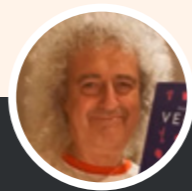
To break the campaign down into just a few highlights is virtually impossible, as the amount of coverage, corporate engagement and media buzz has been overwhelmingly positive, to say the least. Every day of the campaign period, Veganuary was discussed in the media and even Prime Minister Boris Johnson was asked in an interview whether he was joining the challenge!



MEDIA REACH

11
BILLION

Among the new Veganuary participants were rock legend **Brian May**, Dragons' Den star **Deborah Meaden** and actor **Rebecca Callard**, all of whom enjoyed the month so much they are going to make permanent diet changes.



BRIAN MAY, LEAD GUITARIST OF THE ROCK BAND QUEEN:

"Veganuary! Yes! It's done - and I loved it. Not a morsel of meat or fish or dairy passed my lips. It was so much easier than I expected, and gave me so much. So I am now plunging in for a vegan February! I certainly don't feel like giving up this new journey of discovery. Who's with me?"

SOME OF THE BIGGEST MEDIA HIGHLIGHTS WERE:

- We made it onto the **cover of The Times**
- Veganuary was **mentioned on the Gavin & Stacey Christmas Special** (11.6 million people watched it)
- **New Scientist included Veganuary on the cover** of its January edition
- On 1st of January, Veganuary's Head of Communications Toni Vernelli was **live on Sky News** to debate the success of the campaign
- Veganuary **appeared on the backdrop of Have I Got News for You**, which shows we are now part of mainstream culture

CAMPAIGN HIGHLIGHTS UK

HUNDREDS OF BUSINESSES JOINING THE HYPE

Hundreds of new plant-based products and menu items were also launched this January - including the first Veganuary offerings from fast-food giants KFC, McDonald's and Burger King - with sales of many exceeding all expectations. KFC sold one million vegan burgers in the first month they were on sale - equivalent to one being sold every three seconds since the launch on 2nd January. And according to Deliveroo, orders of vegan dishes almost doubled when comparing the numbers in January 2019 and January 2020.



PIZZA HUT

RESTAURANTS SAW SIMILAR RESULTS:

"This January the number of guests trying a vegan pizza has almost doubled! (compared to pre-Veganuary). Additionally, guests and teams have loved the Pepperphoni so much that it will make a return to our main menu from Feb 26th."

AS DID

GREGGS:

"The launch of our Vegan Steak Bake as been a huge success, even bigger than we had originally anticipated. Due to the success of the launch we're now working on rolling the Vegan Steak Bake out to all shops as soon as we can."



AND

SUBWAY:

"We've seen an incredible response from guests to the Meatless Meatball Marinara. People are loving the taste and have said that they are as equally delicious as the original. We've seen a phenomenal uplift in sales as a result and hope our guests continue to enjoy our meatless options now Veganuary has finished."



Retailers also saw interest in vegan products soar. Sales of Hellman's Vegan Mayo saw a **growth of nearly 400 per cent** in Tesco during Veganuary, while M&S' Plant Kitchen No Chicken Kiev **sold at a rate of four every minute** since it launched on 2nd January.

CAMPAIGN HIGHLIGHTS UNITED STATES

VEGANUARY CREATED A MASSIVE BUZZ IN THE US IN 2020 WITH WIDE MEDIA COVERAGE, TOP-TIER CELEBRITY SUPPORT, AND SIGN-UPS IN ALL 50 STATES.

**MEDIA
REACH**

**548
MILLION**

This number includes coverage in top major national newspapers like The Wall Street Journal, The New York Times, the New York Post, and Washington Post. Veganuary was also popular with high-traffic online publications like TODAY.com and Forbes.

32 BRANDS WORKING WITH VEGANUARY

We saw 32 brands promoting the campaign on their social media channels, and over 120 new plant-based menu items launched for Veganuary.

HOLLYWOOD A-LISTERS JOINING THE CAMPAIGN

Three new Hollywood A-list celebrities were brought on as Veganuary ambassadors in 2020: Joaquin Phoenix, Alicia Silverstone, and Mayim Bialik, as well as actress and musician Daniella Monet. And while she did not sign on as a formal supporter, Natalie Portman posted on New Year's Eve encouraging her six million followers to sign up for Veganuary as their New Year's resolution.



AMAZING PARTNERS

We were delighted to have the support of several new partner organisations in the United States this year, whose support has been invaluable in launching the campaign overseas. Our US partners are The Humane League, Mercy for Animals, Center for Biological Diversity, Farm Sanctuary and A Well-Fed World.

CAMPAIGN HIGHLIGHTS GERMANY

VEGANUARY LAUNCHING IN GERMANY ACTIVATED TENS OF THOUSANDS OF PARTICIPANTS, MEDIA OUTLETS AND BUSINESSES FOR A SUCCESSFUL START TO THE VEGANUARY MOVEMENT.

MEDIA REACH

GERMANY, AUSTRIA AND SWITZERLAND

377 MILLION

This included TV coverage on ARD, ZDF, ProSieben and Sat.1 as well as coverage in some of the biggest newspapers and consumer mags such as FAZ, Berliner Zeitung, Hamburger Abendblatt, Focus, Stern and Brigitte.

CELEBRITIES AND SOCIAL MEDIA

More than 20 celebrity supporters encouraged millions of fans and followers to sign the pledge and our fast-growing German social media channels reached more than two million people organically since launching the campaign in Germany in December 2019.

CORPORATE ENGAGEMENT

More than 50 businesses actively promoted Veganuary and launched 47 new vegan products and menu options with a direct reference to Veganuary. Some of the biggest retailers promoted Veganuary through their millions of leaflets, while drugstore chain Rossmann asked their 35,000 employees to try vegan in January. During the campaign, the Veganuary logo was used and printed over 100 million times by businesses promoting Veganuary in Germany alone.

PARTNERS

Thanks to our partners ProVeg and Albert-Schweitzer-Foundation we were able to reach a broader audience and appeal to more people than ever!

Tageskarte

"Bookings in vegan restaurants in January 2020 grew by 100% compared to January 2019"

TAGESKARTE, FEBRUARY 13TH

FAZ

"The British organisation 'Veganuary' wishes to drive Germans out of meat for January - and therefore partners with notable and well-known companies. A pretty good business for German retailers."

FRANKFURTER ALLGEMEINE ZEITUNG, JANUARY 21ST 2020

BLONDE

"Try vegan for January - sounds like a modern New Year's resolution. In fact, this resolution has not only become reality for a few but has grown into a collective movement. #Veganuary2020 has arrived in Germany and many celebrities prove that everyone can have a successful Veganuary."

BLONDE, JANUARY 6TH 2020

OMR

"Aside from all the numbers and calculations it is quite clear: veganism is booming and Veganuary is about to become a brand that represents a better lifestyle."

OMR, JANUARY 10TH 2020

CAMPAIGN HIGHLIGHTS SOUTH AFRICA AND LATIN AMERICA

FOR THE FIRST TIME, WE OFFICIALLY STARTED THE VEGANUARY CAMPAIGN ON TWO NEW CONTINENTS: SOUTH AMERICA AND AFRICA. WE HAVE WORKED WITH MEDIA, CELEBRITIES AND COMPANIES IN CHILE, ARGENTINA, MEXICO AND IN SOUTH AFRICA – AND THE RESULTS ARE QUITE EXCITING!

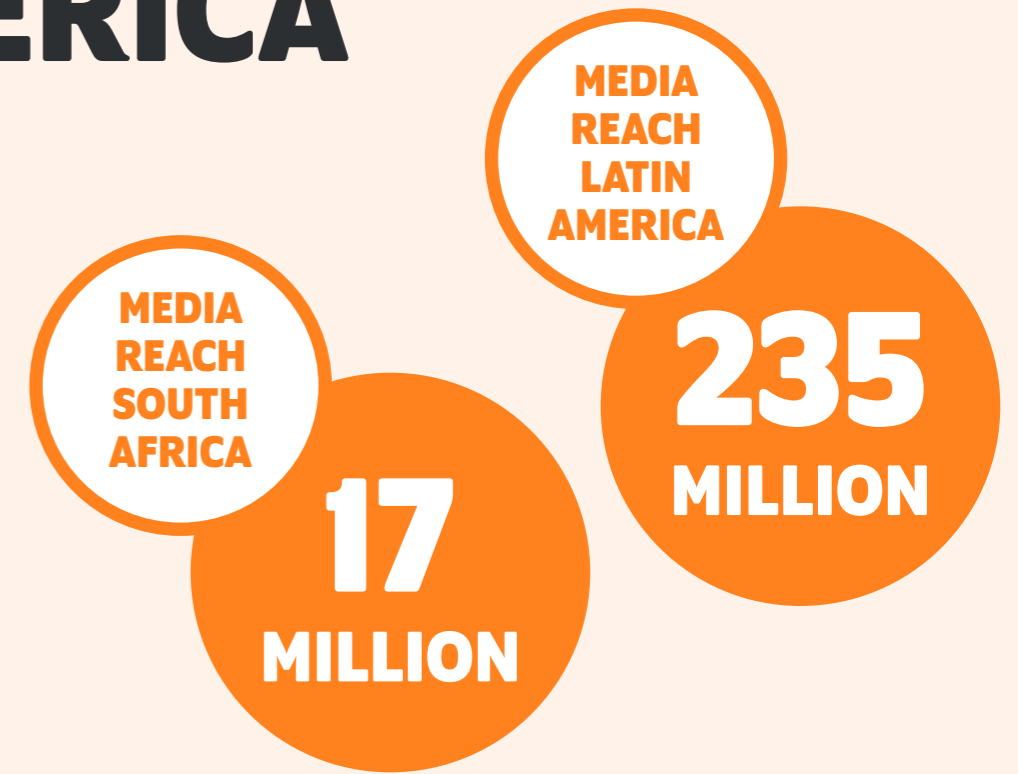


The campaign in Latin America was far-reaching, both in terms of the number of people who took part and the media coverage of the campaign. The greatest reach was on the 29th, 30th and 31st December, possibly thanks to the television spot that appeared on December 29th on Chilean National Television, which generated a lot of interaction on social networks, as well as from registered people.

One of the first media outlets to talk about Veganuary was CNN Chile, which highlighted the campaign and Joaquin Phoenix's participation in it.

COMPANIES JOINING VEGANUARY IN THE SPANISH-SPEAKING WORLD

We worked with five companies on their specific Veganuary campaigns, the highlight being a Vegan Pizza launched by Papa John's in Spain.



Some highlights of the Veganuary campaign in South Africa included the promotion of the challenge by 10 local celebrity ambassadors and the appearance of our spokespeople on three TV programs highlighting the benefits of a vegan diet. Through our corporate engagement work we were able to activate several companies to join the challenge, including Pick n Pay (the second largest supermarket chain in South Africa) which promoted its plant-based range during January and highlighted Veganuary in 700,000 leaflets as well as instore promotion nationwide.

THANK YOU FOR YOUR SUPPORT OF VEGANUARY!