

THE VEGANUARY WORKPLACE CHALLENGE GUIDE

FOR A HEALTHIER AND HAPPIER WORKPLACE... GET YOUR COMPANY TO TAKE THE VEGANUARY CHALLENGE THIS JANUARY!



ABOUT VEGANUARY

Since launching in the UK in 2014, Veganuary, a **registered charity**, has inspired and supported almost **1 million people in 192 countries to try vegan for January** and beyond. Although Kantar data suggests more than **ten times as many people** actually participate and try vegan in January each year. We have worked with businesses to drive new vegan launches and activations, making veganism more visible and accessible through our work with national and international media. As well as continuing to drive large-scale change in the UK, we now run targeted campaigns in the **US, Germany and Latin America.**

The heart of our campaign is our **31-day vegan pledge**. People from all over the world receive daily



emails providing all the practical resources and advice they need to make the transition. This includes recipes, meal plans, information on nutrition, and much more.

The **Veganuary Workplace Challenge** is a 31-day pledge that **encourages your workforce to give vegan a try for the month of January** and offers lots of support

throughout to help you succeed. Encouraging your team to give Veganuary a try helps to **promote health and wellbeing amongst your staff**, shows your company is making a conscious effort to **do your bit for the environment**, and creates a **fun atmosphere within the team** by having staff collectively take part in the challenge.

Fifty seven companies and institutions from the UK, US, and Germany got on board in 2020, 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. Here are some of the workplaces that have taken part:

ecotricity

ROSSMANN



M&S
EST. 1884

contiki



pwc



NHS
Royal Devon and Exeter
NHS Foundation Trust



Upfield

wagamama

WHY TAKE PART:

JOIN A GROWING MOVEMENT



MORE THAN 400,000 PEOPLE WORLDWIDE REGISTERED TO TAKE PART IN VEGANUARY 2020

... 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 IN 2020

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

WHY TAKE PART:

COMPANIES LOVE THE VEGANUARY WORKPLACE CHALLENGE

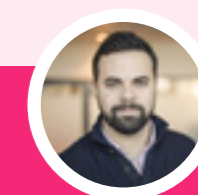
**JENS HOFMA,
CEO, PIZZA HUT:**

"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 program 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!"

WHY TAKE PART:

HELP THE ENVIRONMENT

What is the impact of **350,000 people worldwide doing Veganuary for January**? To show what a difference going vegan for just one month can make we asked an environmental

researcher to calculate the impact Veganuary 2020 would have if we hit our sign-up goal of 350,000 people. In the end we smashed our goal so the impact was even greater!

Data provided by Joseph Poore, environmental researcher

#VEGANUARY2021



41,200 TONS OF CO²EQ SAVED

the same as 450,000 flights from London to Berlin

160 TONS OF PO₄3-EQ (EUTROPHICATION) SAVED FROM WATERWAYS

the same impact as preventing 650 tons of sewage in our waterways



2.5 MILLION LITERS OF WATER SAVED

which is enough water to fill an Olympic-sized swimming pool

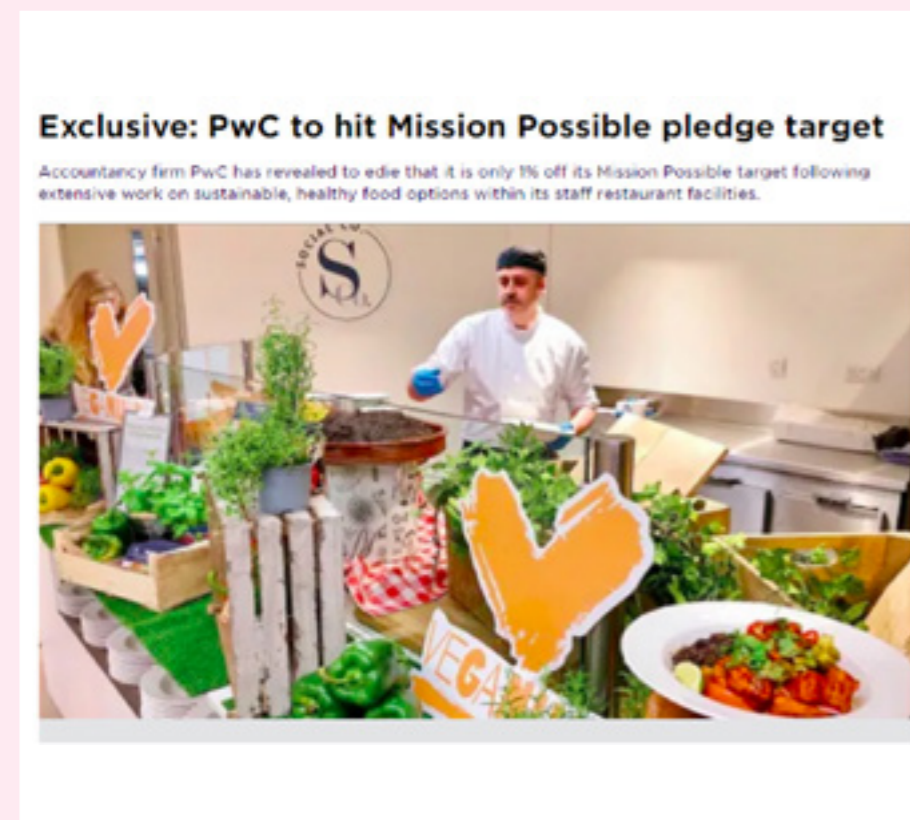
AND MORE THAN ONE MILLION ANIMALS SPARED!

according to the Vegan Society's calculator



WHY TAKE PART:**HELP THE ENVIRONMENT****COMPANY SUSTAINABILITY:**

With everyone being more conscious than ever about reducing our environmental impact, Veganuary is a fantastic opportunity for **companies to reduce their impact by offering more planet-friendly plant-based foods.**

**Exclusive: PwC to hit Mission Possible pledge target**

Accountancy firm PwC has revealed that it is only 1% off its Mission Possible target following extensive work on sustainable, healthy food options within its staff restaurant facilities.

**BRIDGET JACKSON ,
CHIEF SUSTAINABILITY
OFFICER , PWC UK:**

“We’ve committed to a target of 25% of all spend on food to be plant-based by 2020, versus a baseline of 15% in 2017, as part of our program to encourage our people to adopt sustainable lifestyles. We’re on track to achieve that, with spend at end 2019 around 24%. It’s been easier than we thought. Many people want to eat a more plant-based diet, for a variety of reasons - health, environmental, or animal welfare. Offering more options for our people to do this in their work context has been extremely well received. Last year 550 PwC people took part in the formal Veganuary Workplace Challenge, whilst many more tried plant-based options as part of a flexitarian approach. It looks like this year will be even bigger. With so many people in the UK now concerned about climate change, it’s an easy step for companies to take, to both reduce greenhouse gas emissions and increase employee engagement.”

DocuSign

**ANDY CHAMPION,
VP ENTERPRISE
SALES EMEA, DOCUSIGN:**

“Sustainability is core to DocuSign’s values, so when a group of employees approached me to support Veganuary in the London office, I had no hesitations. Our Veganuary activities have sparked incredible conversation among employees on how they can lead more sustainable lives. Vegan lunches, baking contests and cooking classes all increase employee engagement and unite us in this common purpose”

WHY TAKE PART:

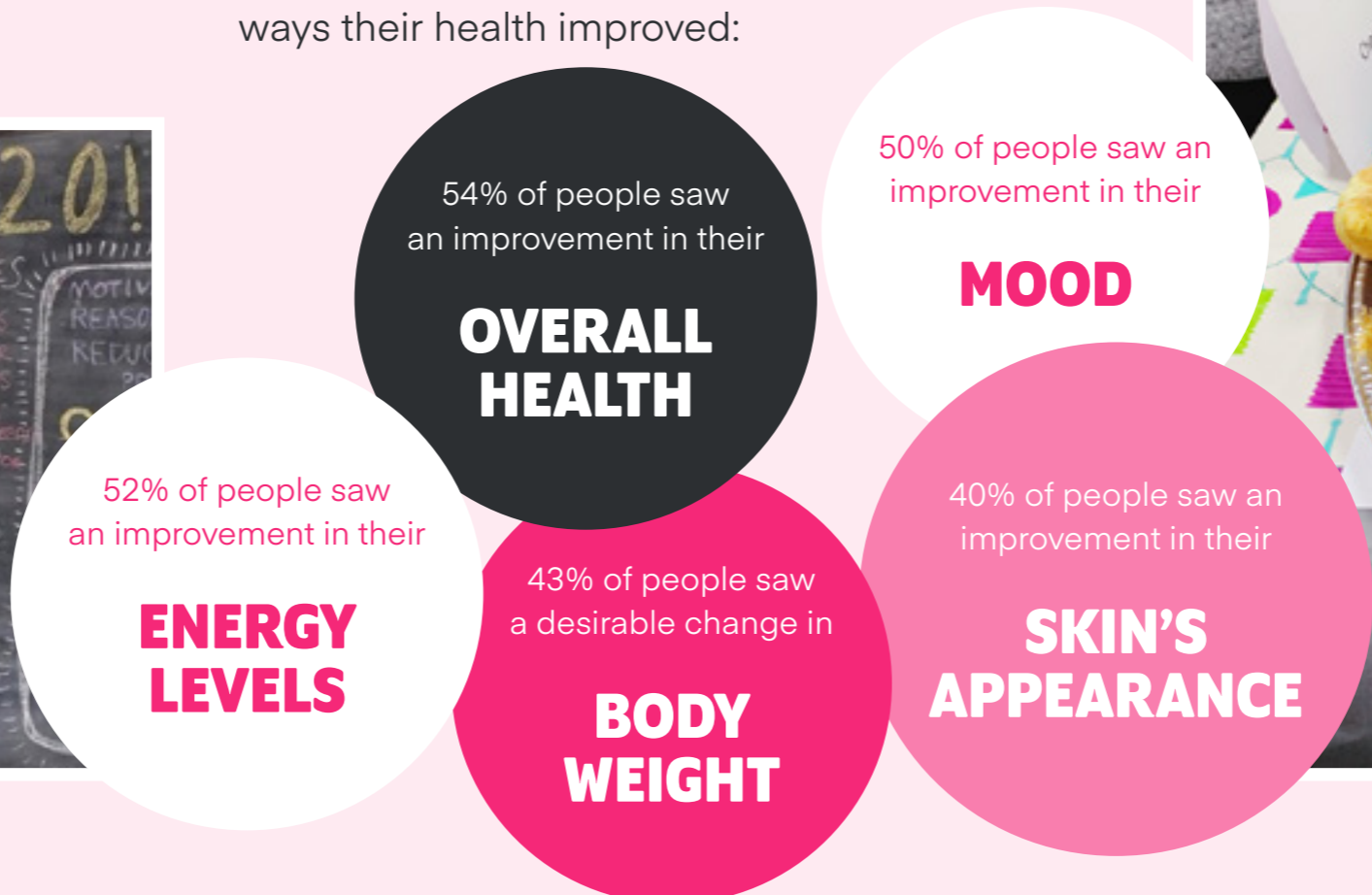
IT'S GOOD FOR STAFF & THE BUSINESS

TEAM BUILDING:

Collectively trying vegan for January with Veganuary is **good for team morale by uniting everyone in a shared experience.** This guide includes lots of ideas on team activities you can do to promote a positive experience for all of your colleagues, whether you work from home or in an office.

HEALTH AND WELLBEING:

Thirty-eight per cent of our 2020 participants said they signed up to Veganuary for health reasons, the most popular reason for taking part, while **52% of our surveyed participants said the reason for them staying vegan was because their health improved.** Here's some ways their health improved:



54% of people saw an improvement in their

OVERALL HEALTH

52% of people saw an improvement in their

ENERGY LEVELS

43% of people saw a desirable change in

BODY WEIGHT

50% of people saw an improvement in their

MOOD

40% of people saw an improvement in their

SKIN'S APPEARANCE

HOW TO TAKE PART:

A STEP BY STEP GUIDE

- 1. Spread the word and get your colleagues on board to try vegan in January.** Let them know well in advance so they can prepare themselves for something which some may see as a bit of a challenge (although it's really quite easy!).

Here are some ways to let colleagues know your company is taking part in the Veganuary Workplace Challenge:

 - Posters around the office - download posters [here](#) or create your own using our assets [here](#)
 - Staff e-newsletters - download a template [here](#)
 - Team meeting announcement
 - Through the HR department
 - Email them the Participant Guide - download it [here](#)
- 2. Get management on board.** It's great for team morale if senior staff get involved too (but don't be put off if they don't). We've written an email template for you to personalize and utilize to approach them [here](#)
- 3. If your workplace has a cafeteria, request that they add vegan options to the menu.** Make sure you ask in advance so they have time to prepare. Download an email template [here](#) you can use to approach them and a catering guide [here](#)
- 4. Encourage each team member to sign-up at veganuary.com/register** to receive 31 days of support emails giving information on nutrition, shopping, eating out, and just about everything you could think of to help you on your journey
- 5. Check out our free Veganuary Celebrity Cookbook,** containing a delicious array of celebrity-inspired vegan food, which you'll get in an email when you sign-up!
- 6. Take advantage of the great special offers and discounts on vegan meals and products** offered by restaurants and supermarkets during January. Check out the special offers [here](#)
- 7. Organize team activities** at your workplace (or online) to create a positive team spirit around completing Veganuary. We've got lots of fun ideas on [pages 9 and 10](#)
- 8. Proudly share the news that your company is taking part in the Veganuary Workplace Challenge.** Download a press release template [here](#) and contact us at uscorporate@veganuary.com for details on other PR opportunities

HOW TO TAKE PART:

TEAM ACTIVITIES

Taking on the challenge as a team will help you **keep one another motivated** and allow you to **have more fun with the experience**. Here are some suggestions for Veganuary-themed activities you can do as a team:

TEAM NIGHTS OUT

If your company organizes social events after work and it's been deemed safe in your area to do so, why not **organize an evening where the entire team eats only vegan**? Many restaurants offer vegan menus - you can see our chain restaurant guide [here](#) to see many of the vegan options available. Or, if a happy hour is more your team's thing, seek a bar or pub with a Beyond or Impossible Burger on the menu, or try YardHouse, known for their vegan-friendly appetizers.

POTLUCK

Hold a **communal lunch gathering where each staff member contributes a vegan dish** to share with the team. It can be homemade or store bought, either way it will help your colleagues try new vegan dishes they might not have tried otherwise and it's a fun way to bring the team together

WORKPLACE FILM SCREENINGS

Organize **film screenings at your workplace** to motivate staff. Some thought-provoking documentaries include The Game Changers, Cowspiracy, and Forks Over Knives, all of which are available to stream on Netflix. They're sure to provoke some lively discussions!



VEGAN COOKBOOK LIBRARY

Gather a few vegan cookbooks and put them in a communal area so staff can borrow them to try out some new vegan recipes at home

SPONSORSHIP

Create some healthy competition by **asking family and friends to sponsor you to do Veganuary**. We rely on donations to keep our movement going – **fundraise for us and you'll be helping spread our message**. We can help you set up a Just Giving campaign page for your company, and each of your colleagues can set up their own fundraising pages to link to the company page!

HOW TO TAKE PART:

WORKING FROM HOME

You can still take part in the Veganuary Workplace Challenge **even if you work from home**. The entire Veganuary team works remotely and we still find lots of ways to do team activities. Here are a few ideas of how you can do the Workplace Challenge from home:

ZOOM POTLUCK

As you aren't able to do it face to face, **hold a communal lunch gathering over a video call** instead. Each staff member cooks their own vegan lunch while you sit and eat together through a Zoom call or Google Hangout. You might not be able to taste one another's dishes, but you can exchange recipes!

SHARE YOUR EXPERIENCE

Set up a communication channel like Slack or a Whatsapp group to **share details on your experience** so you can share photos of vegan meals you've cooked, exciting supermarket finds, and tasty meals out

WATCH DOCUMENTARIES TOGETHER

You can still **organize film screenings for the whole team** to watch together by using netflixparty.com to synchronise your videos and allow you to group chat. Some **thought-provoking documentaries available on Netflix** include The Game Changers, Cowspiracy, and Forks Over Knives. They're sure to provoke some lively discussions!

TEAM NIGHTS IN

Organize a **vegan quiz night** for you and your colleagues over video chat. We have lots of fun quiz questions you can download [here](#)

SPONSORSHIP

Create some healthy competition by **asking family and friends to sponsor you to do Veganuary**. We rely on donations to keep our movement going – **fundraise for us and you'll be helping spread our message**. We can help you set up a Just Giving campaign page for your company, and each of your colleagues can set up their own fundraising pages to link to the company page!

THANK YOU LET'S MAKE VEGANUARY 2021 OUR BIGGEST AND BEST CAMPAIGN YET!

CONTACT:

uscorporate@veganuary.com

FOLLOW:

[facebook.com/veganuary](https://www.facebook.com/veganuary)

[instagram.com/weareveganuary](https://www.instagram.com/weareveganuary)

twitter.com/veganuary

[#veganuary2021](https://twitter.com/veganuary2021)

[#veganuaryworkplacechallenge2021](https://twitter.com/veganuaryworkplacechallenge2021)



If your workplace takes on the challenge we'd love to hear about it so we can discuss PR opportunities

Email us at uscorporate@veganuary.com

Take a look at our **Business Support Toolkit** to get guidance on how your business can join the Veganuary campaign. Download the toolkit [here](#)

VEGANUARY 