

THE VEGANUARY

WORKPLACE CHALLENGE GUIDE

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



ABOUT VEGANUARY

Our mission is to inspire and support people to try vegan. Millions of people from around the world have taken part in Veganuary since we launched in 2014. Our 2021 campaign had **a record sign-up number of over 580,000 participants**. Kantar research shows that around **10 times as many people** usually take part in Veganuary than officially sign-up through our website, which means **over 5 million people gave vegan eating a try!**



We drive large-scale change through our **targeted campaigns in the US, UK, Germany and Latin America**, as well as working with partners in several other countries to create a global campaign.

The Veganuary Workplace Challenge is a **31-day vegan challenge** that encourages your workforce to give vegan a try for the month of January and offers participants the resources and advice they need to make the transition to a plant-based diet.

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 part for the environment, and creates a fun atmosphere within the team** by having staff collectively take part in the challenge.

Sixty-three companies and institutions from the UK, US and Germany got on board in 2021, 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:



THE 2021 CAMPAIGN IN NUMBERS



582,000 PARTICIPANTS

More than 580,000 people from 209 countries took part in Veganuary 2021 by signing-up to give vegan a try. Knowing that around 10 times as many people usually take part in Veganuary than officially sign-up through our website, that means over 5 million people gave vegan eating a go!



75% REDUCING ANIMAL PRODUCTS

75% of those not staying vegan are reducing by 50% or more



93% LIKELY TO TRY VEGAN AGAIN

93% of those participants who aren't committing to stay vegan after Veganuary said they were 'somewhat likely', 'very likely' or 'extremely likely' to try veganism again in the future, showing plant based demand remains on an upward trajectory

98% WOULD RECOMMEND

Veganuary is enjoyable. 98% of participants surveyed in 2020 said they would recommend Veganuary to others

50% SAW HEALTH IMPROVEMENTS

Half of the respondents saw some improvements to their overall health, including improvements to their energy levels, mood, skin appearance and body weight

40% STAYING VEGAN

40% of Veganuary participants plan to stay vegan

46% SAID ANIMALS WERE THEIR MAIN MOTIVATION FOR SIGNING UP

Reasons for taking part in 2021: 46% Animals, 22% Health, 21% Environment



1500 MEDIA STORIES

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 Guardian and The Independent.

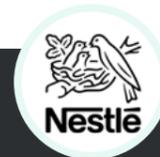
WHY TAKE PART:

COMPANIES LOVE THE VEGANUARY WORKPLACE CHALLENGE



**AVEDA'S GLOBAL BRAND
PRESIDENT BARBARA DE LAERE:**

"This Veganuary, more than 1,500 people in the Aveda network transitioned to a plant-based diet as part of a celebration around our brand's recent news: 100% of our products are now 100% vegan, now and forever! Achieving this milestone alongside our participation in the Veganuary challenge has been particularly rewarding for us as a team – not to mention it has opened many eyes to the impact individual diet and lifestyle changes can have on our collective environmental footprint."



**NESTLÉ ZONE EMENA CEO
MARCO SETTEMBRI:**

"As someone who stepped up to the Veganuary challenge this year, I am happy to be part of this movement as it grows across Europe and beyond. For me, now, behind Veganuary there's a bigger picture – and one which induces long-term action. It's about really feeling the need of the consumer. That is why, this year I am promoting Veganuary across many of our categories and initiatives."



PIZZA HUT CEO JENS HOFMA:

"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."

WHY TAKE PART:

HELP THE ENVIRONMENT

MORE THAN ONE MILLION PEOPLE HAVE ALREADY COMPLETED VEGANUARY'S ONE-MONTH CHALLENGE SINCE IT BEGAN IN 2014. WHAT IMPACT HAVE THEY HAD?

Data provided by Dr Helen Harwatt from Harvard University's Animal Law and Policy program*



1.6 MILLION GALLONS OF WATER SAVED

the same as flushing the toilet almost half a million times



ALSO SPARED THE LIVES OF 3.4 MILLION ANIMALS**

****according to The Vegan Society's calculator**

*Based on calculations extrapolated from Poore & Nemecek (2018) Science <http://science.sciencemag.org/content/360/6392/987/>



103,840 METRIC TONS OF CO²EQ SAVED

equivalent to driving around the world almost 15,000 times

405 METRIC TONS OF P₀₄₃-EQ (EUTROPHICATION) SAVED

the same as 1,645 metric tons of sewage spared from waterways



WHY TAKE PART:

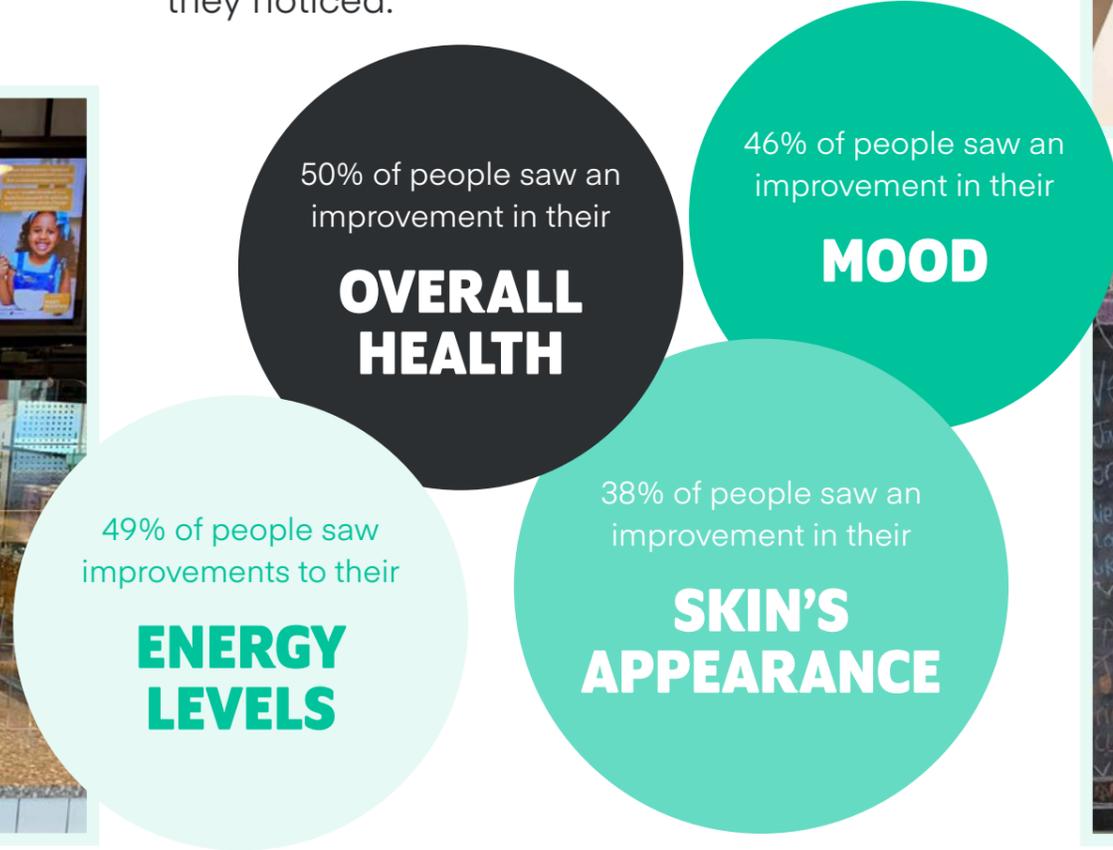
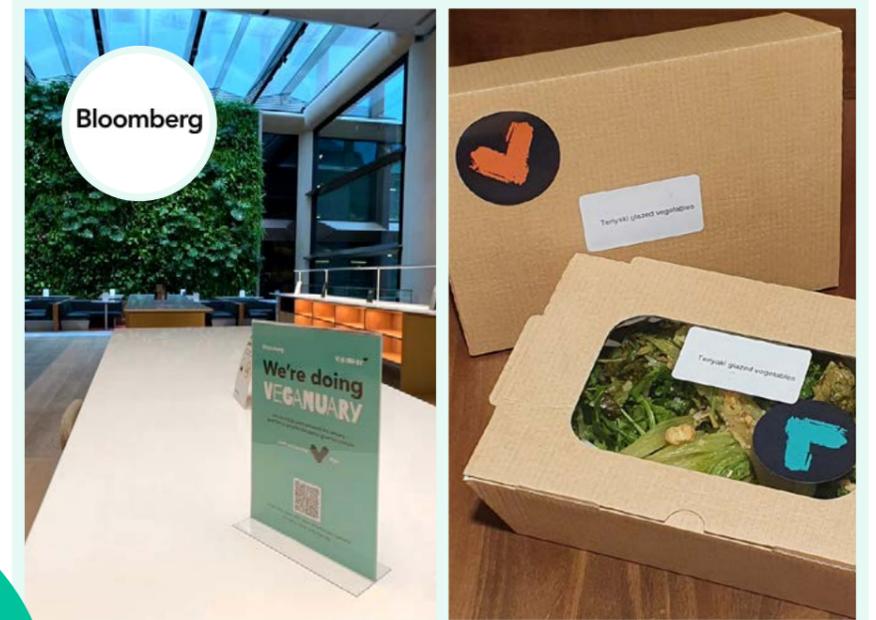
IT'S GOOD FOR STAFF & THE BUSINESS

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:

Forty-four per cent of our 2021 US participants said they signed up to Veganuary for health reasons, the most popular reason for taking part. Globally **21% of our participants surveyed said their reason for staying vegan was that their health improved.** Here are some of the benefits they noticed:



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. 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](#). If your canteen needs help with developing their vegan options, our friends at the Humane Society International can help. [Contact them](#) to find out more about their [Forward Food](#) campaign

4. Encourage each team member to sign-up at veganuary.com/try-vegan 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 8 and 9](#)

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.



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

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!

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!

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

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

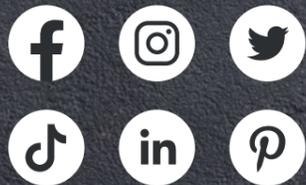
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THANK YOU! LET'S MAKE VEGANUARY 2022 OUR BIGGEST AND BEST CAMPAIGN YET!

CONTACT:

uscorporate@veganuary.com

FOLLOW:



#veganuary2022

#veganuaryworkplacechallenge2022

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

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