

# 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!**



In addition to driving large-scale change in the UK, we also run **targeted campaigns in the US, Germany and Latin America and India**, as well as working with partners in several other countries to create a global campaign.

The Veganuary Workplace Challenge is a **31-day vegan pledge** 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 month a success.

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.

**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 WAS 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 Independent and The Times of India.

**WHY TAKE PART:**

# THE UK'S BIGGEST COMPANIES LOVE THE VEGANUARY WORKPLACE CHALLENGE



**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 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.”



**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.”

**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?**

Statistics compiled by Dr Helen Harwatt from Harvard University's Animal Law and Policy program\*



**6.2 MILLION LITRES 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 TONNES OF CO<sup>2</sup>EQ SAVED**

**equivalent to driving around the world almost 15,000 times**

**405 TONNES OF PO<sub>4</sub>-EQ (EUTROPHICATION) SAVED**

**the same as 1,645 tonnes of sewage spared from waterways**



**WHY TAKE PART:**

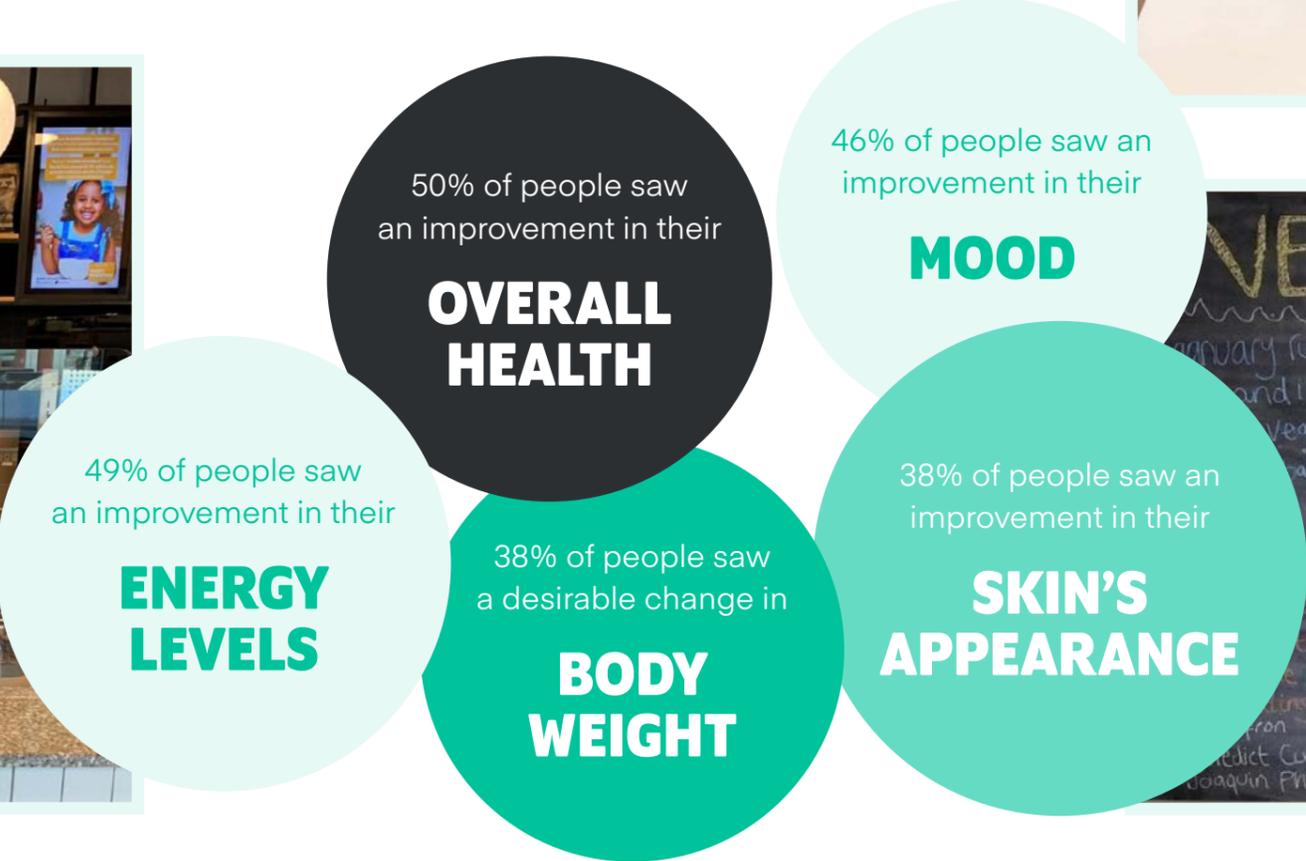
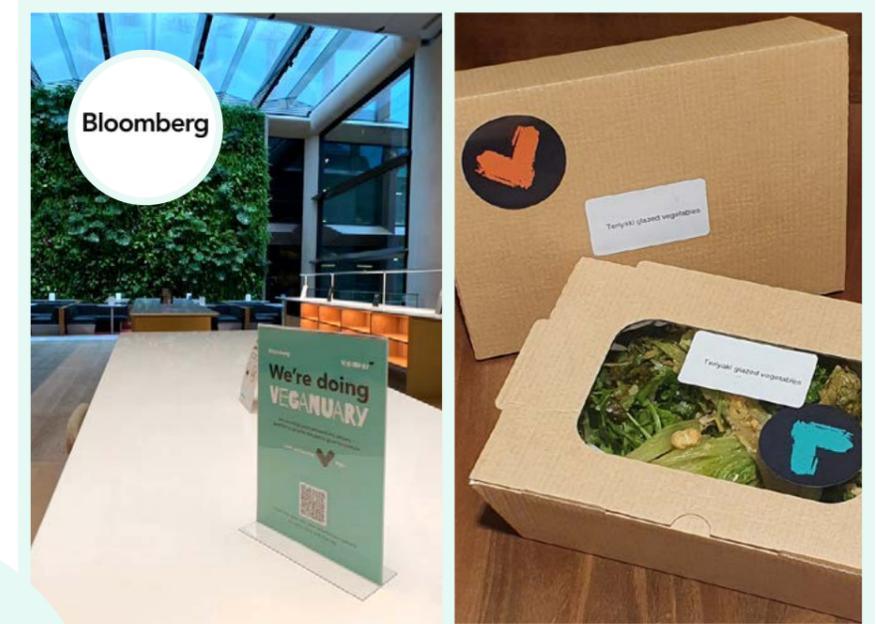
# IT'S GOOD FOR STAFF & THE BUSINESS

**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:**

Twenty-two per cent of our 2021 participants said they signed up to Veganuary for health reasons, the second most popular reason for taking part, while **21% of our surveyed participants said the reason for them staying vegan was because their health improved.** Here's some ways their health improved:



# 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's some ways to let them 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 personalise and utilise to approach them [here](#)

**3.** If your workplace has a canteen, **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](http://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 high street restaurants and supermarkets during January. Check out the special offers [here](#)

**7. Organise team activities** at your workplace 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 [corporate@veganuary.com](mailto:corporate@veganuary.com) for details on other PR opportunities

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