

# 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 our 31-day plant-based pledge since we launched in 2014. Our 2022 campaign had **a record sign-up number of over 629,000 registered 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, India, and Latin America**, as well as working with partners in several other countries to create a global phenomenon.

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.

**More than one hundred companies and institutions from the UK, US, and Germany got on board in 2022**, 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 2022 GLOBAL CAMPAIGN IN NUMBERS



## 629,000 SIGN-UPS

More than 629,000 people from 228 countries and territories took part in Veganuary 2022 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!



## 74% REDUCING ANIMAL PRODUCTS

74% 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 2022 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, and skin appearance.

## 36% STAYING VEGAN

36% of Veganuary participants plan to stay vegan.

## THE US WAS THE #1 COUNTRY FOR SIGN-UPS

In 2022, more Americans signed up for Veganuary than any other country.



## 4351 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 LA Times.

# HOW TO PARTICIPATE

## SO, WHAT DOES IT MEAN TO PARTICIPATE IN THE WORKPLACE CHALLENGE? IT'S SIMPLE!

1. [Let us know](#) that your workplace is taking part.
2. We'll provide a dedicated, trackable sign-up link. Or, you can simply sign-up [here](#).
3. Encourage your colleagues to sign-up to try vegan with us for the month of January!
4. Receive a daily supportive email from our team with recipes and tips.
5. Send us a quote from a team representative if you'd like to be included in our Workplace Challenge press release (optional).

**THAT'S IT! READ ON FOR IDEAS FOR PROMOTING THE CHALLENGE INTERNALLY AND MAKING IT FUN AND ENGAGING FOR YOUR STAFF.**



**WHY TAKE PART:**

# COMPANIES LOVE THE VEGANUARY WORKPLACE CHALLENGE



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

"We were thrilled to partner with Veganuary again this year for the annual Workplace Challenge, as we believe that it is one of the most effective ways we can understand our individual impact and remind us to examine our everyday items -- beyond what's on our plate -- and what they're made from. We look forward to growing our collective impact...and inspiring others to join us!"



**JO MACKIE, CUSTOMER AND PEOPLE  
DIRECTOR AT SUPERDRUG:**

"At Superdrug, we were so excited to be supporting the Veganuary Workplace Challenge this year. As a business, we care deeply about our continued commitment to initiatives such as Veganuary, our vegan and cruelty-free offering, CSR strategy and being the go-to place on the high street for vegan products."



**LIZ WILLIAMS, PAPA JOHN'S UK  
MANAGING DIRECTOR (SPEAKING  
ON BEHALF OF PAPA JOHN'S  
INTERNATIONAL):**

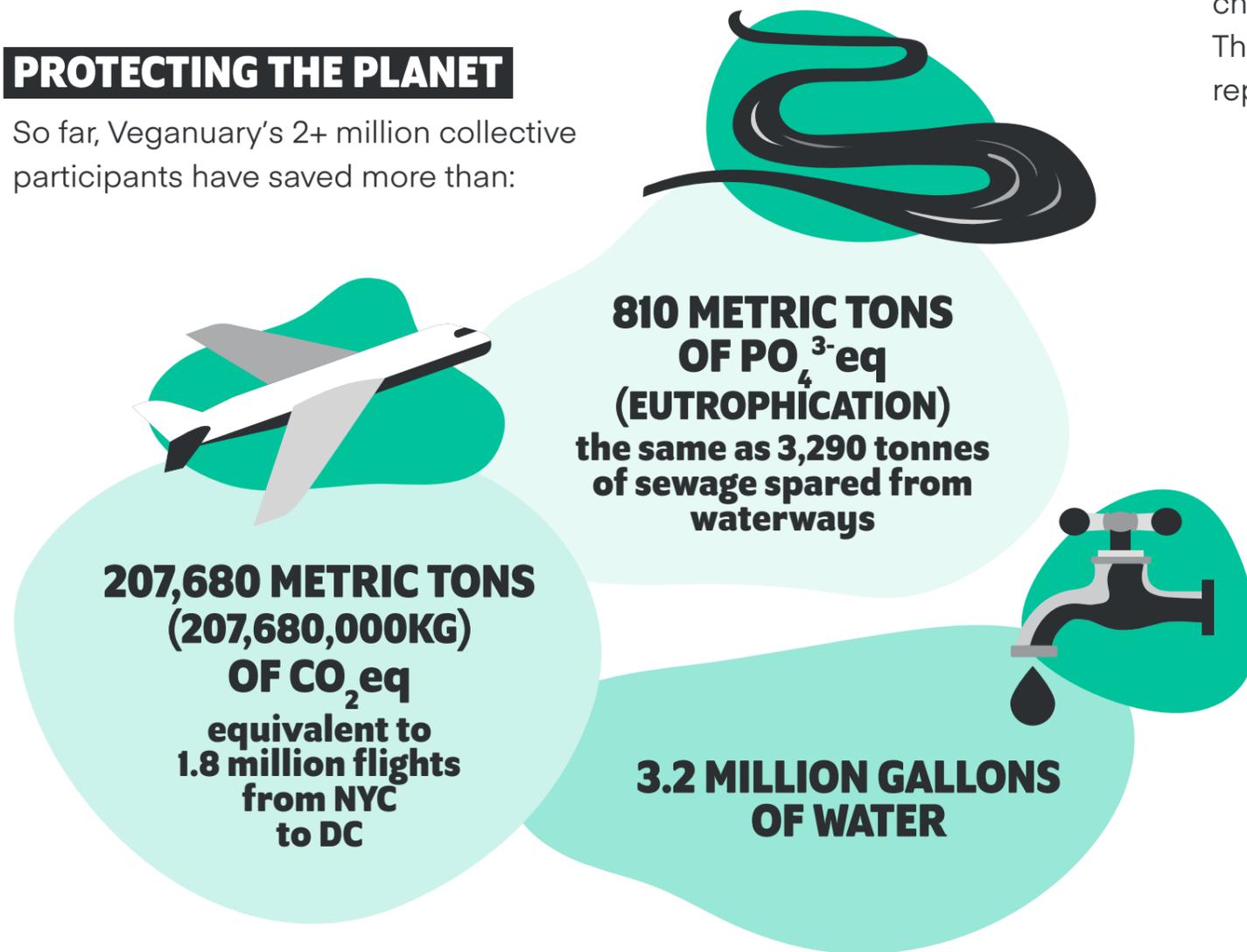
"2022 marked the first year of the Veganuary Workplace Challenge at Papa John's, and another small step in our Plant Love mission. Through this global campaign, our aim is to plant love for the people, planet and communities we serve, and in doing so, demonstrate the benefits of plant-based food and how nature makes many pizza ingredients better. Milestones in our Plant Love pledge include the ongoing expansion of our plant-based and flexitarian offering, as well as plant-based and vegan industry award wins in the UK and Middle East. The call to sign-up to Veganuary's 31-day challenge has been shared with colleagues in over 45 countries, many have answered, and they will be supported through January and beyond with helpful tips and plant-based recipe inspiration."

**WHY TAKE PART:**

**MAKE A BIG IMPACT**

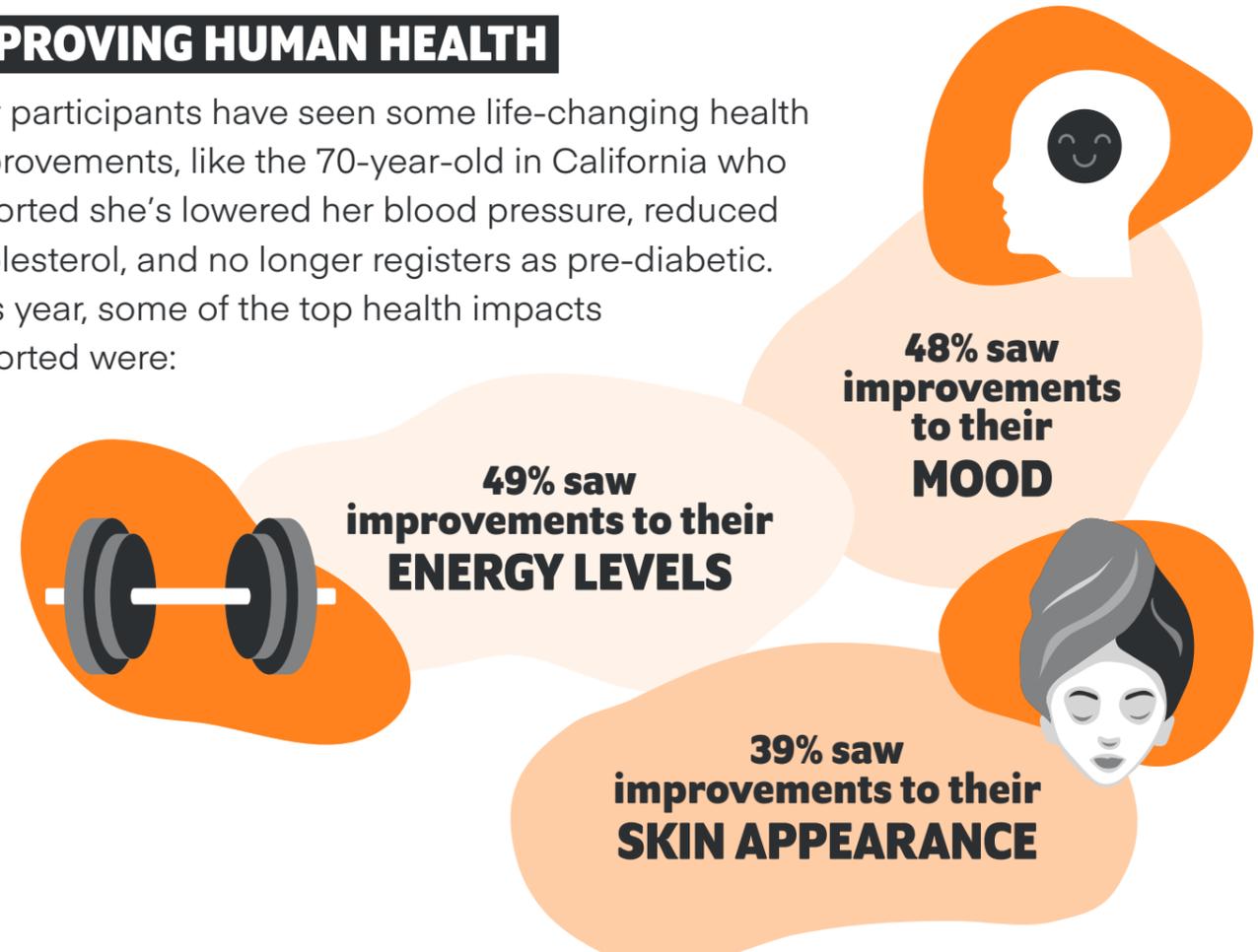
**PROTECTING THE PLANET**

So far, Veganuary's 2+ million collective participants have saved more than:



**IMPROVING HUMAN HEALTH**

Our participants have seen some life-changing health improvements, like the 70-year-old in California who reported she's lowered her blood pressure, reduced cholesterol, and no longer registers as pre-diabetic. This year, some of the top health impacts reported were:



**SPARING ANIMALS**

One of the key reasons people sign-up for Veganuary is for animals.



FOR MORE ABOUT VEGANUARY'S IMPACT, SEE OUR [2022 END OF CAMPAIGN REPORT](#)

AND [THE OFFICIAL VEGANUARY 2022 PARTICIPANT SURVEY](#)

## WHY TAKE PART:

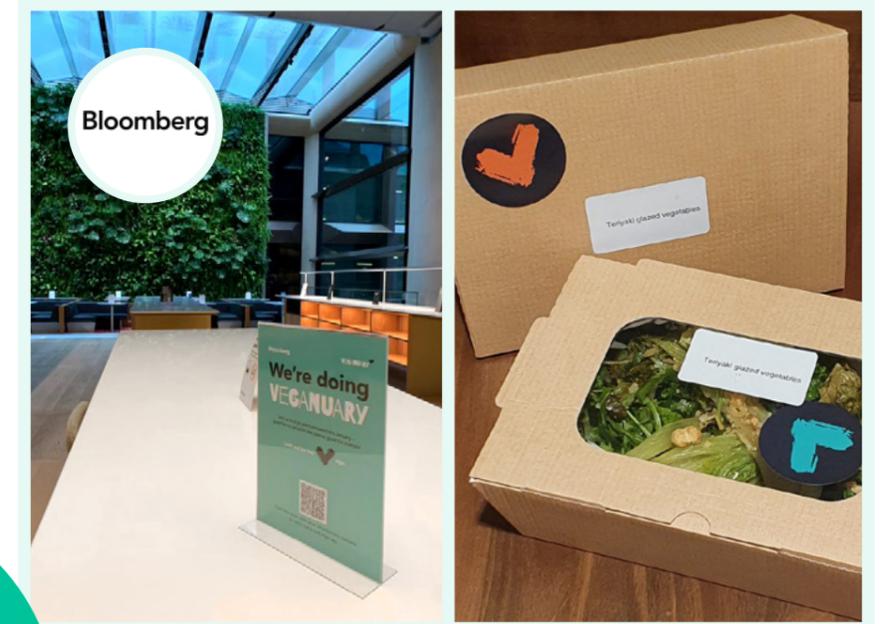
# IT'S GOOD FOR STAFF & THE BUSINESS

### TEAM BUILDING:

Collectively trying vegan for January with Veganuary **boosts team morale by uniting everyone in a shared experience.** This guide includes lots of ideas for 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:

Globally **20% of our participants surveyed said their reason for staying vegan was that their health improved.** Here are some of the benefits they noticed:



50% of people saw an improvement in their  
**OVERALL HEALTH**

48% of people saw an improvement in their  
**MOOD**

49% of people saw improvements to their  
**ENERGY LEVELS**

39% 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](#). 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) or your dedicated link** 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!

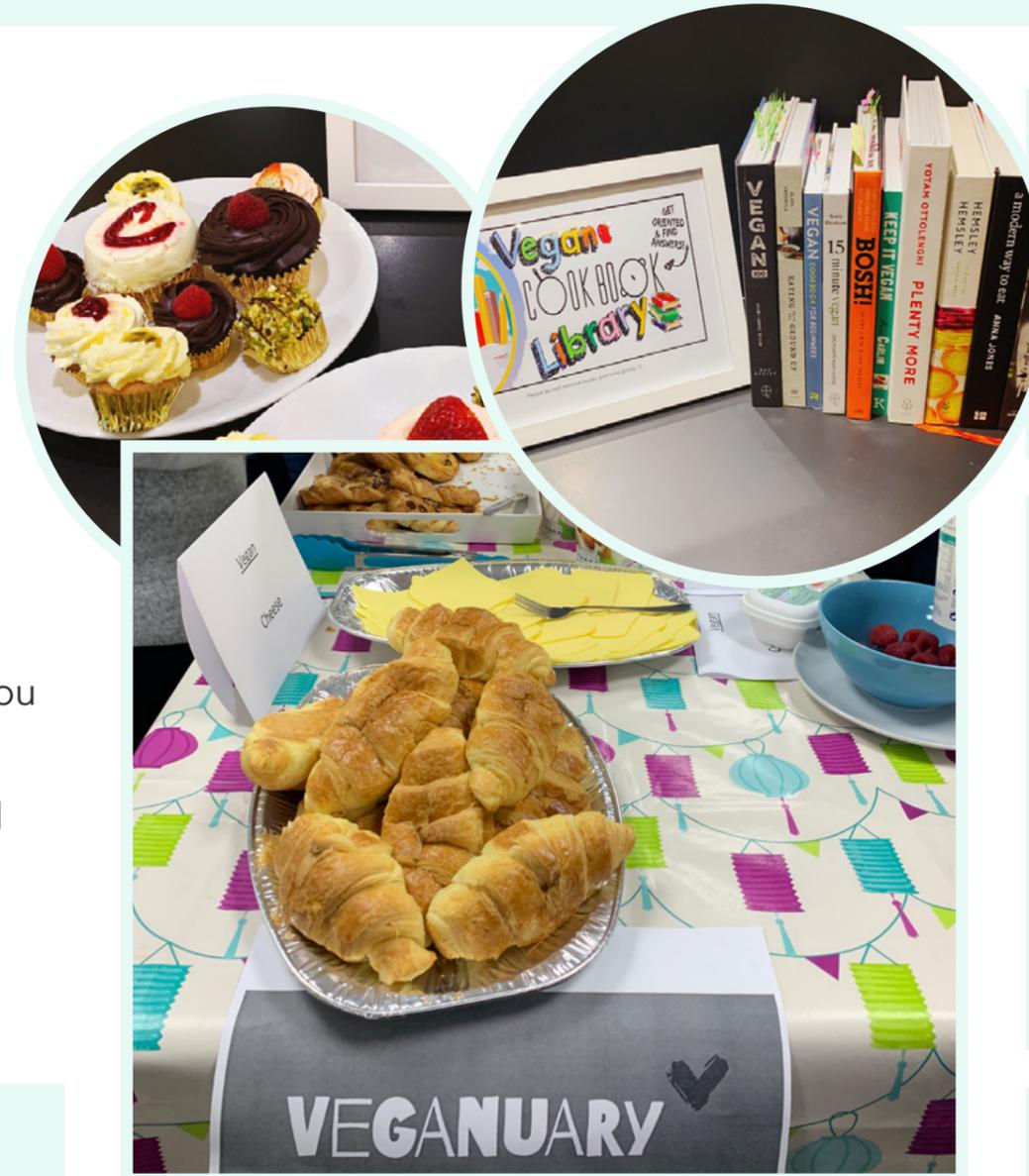
**6. Take advantage of the great special offers and discounts on vegan meals and products** offered by restaurants and supermarkets during January. Check out the special offers [here](#) (page goes live on January 1).

**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 [wendy@veganuary.com](mailto:wendy@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:



## 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!

## 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. You can also download the [HappyCow app](#) to find great vegan options near your office!

## 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 then 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 synchronize 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

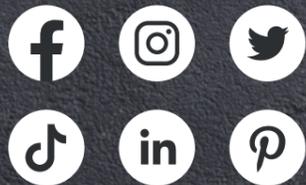
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# THANK YOU! LET'S MAKE VEGANUARY 2023 OUR BIGGEST AND BEST CAMPAIGN YET!

## CONTACT:

uscorporate@veganuary.com

## FOLLOW:



#Veganuary2023

#VeganuaryWorkplaceChallenge2023

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  
[WENDY@VEGANUARY.COM](mailto:WENDY@VEGANUARY.COM)

