

# THE VEGANUARY WORKPLACE CHALLENGE

FOR A HEALTHIER  
AND HAPPIER WORKPLACE





# ABOUT VEGANUARY

Our mission is to inspire and support people across the globe to try vegan for January and beyond and we're celebrating our 10th Veganuary campaign in 2023! More **than two million people** have officially signed up since our pledge began in January 2014.

Our 2022 campaign had **a record sign-up number of over 629,000 participants** from nearly every country in the world (except Tajikistan and North Korea). Kantar research suggests around **10 times more people** usually take part in Veganuary than officially sign-up through our website, which means **over 6 million people gave vegan eating a try during our 2022 campaign!**

The Veganuary Workplace Challenge is a **31-day pledge** that encourages your workforce to give vegan a go for the month of January by [signing-up to Veganuary](#) and offers lots of support to help you succeed.



Some of the benefits of encouraging your team to take part include:

- Promotes health and wellbeing amongst staff
- Shows that your business is doing its bit for the environment
- Creates a fun challenge for staff to participate in
- Offers great PR opportunities if you'd like to get involved publicly

In January 2022, more than **100 organisations worldwide** – including Harrods, Lindt UK, Aveda, Volkswagen Group UK, Superdrug, Sky, Adept Care Homes, Papa John's, Allianz Germany, EY and Quorn – took part in the Veganuary Workplace Challenge, encouraging their employees to try vegan in January and providing more vegan options in the workplace. In many cases, leading by example, CEOs and other senior executives and team leaders take part too! Here are some of the workplaces that have taken part previously:



# THE 2022 CAMPAIGN IN NUMBERS



## 629,000 PARTICIPANTS

More than 629,000 people officially signed-up from nearly every country in the world (except Tajikistan and North Korea). Kantar research suggests around 10 times more people actually take part than officially sign-up to our email pledge, that means over 6 million people gave vegan eating a go!



## THE TOP 3 REASONS PEOPLE TOOK PART

were to help animals, protect the environment and improve their health



## 4,351 MEDIA STORIES

Veganuary's campaign was mentioned in over 4,351 media stories across the globe including features on Sky News and The Daily Show with Trevor Noah and articles in The Guardian, The Observer and iNews.

**76% ARE VERY/EXTREMELY LIKELY TO TRY VEGAN AGAIN IN THE FUTURE.**

## 83% PLAN

### PERMANENT DIET CHANGE

In total, 83% of participants who were not already vegan when they signed up will permanently change their diet by either staying vegan or at least halving their intake of animal products.

## 19.6 MILLION SUPPORT EMAILS

were sent to participants during the campaign period.

## 49% SAW IMPROVEMENTS TO THEIR ENERGY LEVELS



## 98% WOULD RECOMMEND

98% would recommend Veganuary to a friend or family member.



## WHY TAKE PART:

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

### MARK HARRISON, CAMBRIDGE'S UK CATERING MANAGER:

"Cambridge University Press & Assessment again supported Veganuary this year, offering discounts to staff and visitors to choose plant-based alternatives. Between 5-25 January, 47% of the main lunch dishes purchased across our on-site restaurants were vegan.

Veganuary has been very well received by those visiting our restaurants and we've had excellent feedback about the quality and the diversity of choice. The financial incentive has encouraged our colleagues to try out another way of eating."



### LIZ WILLIAMS, PAPA JOHN'S UK MANAGING DIRECTOR:

"2022 marks 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. 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."



### DR RUTH LONGFELLOW, CHIEF MEDICAL OFFICER FOR THE ROBERT JONES AND AGNES HUNT (RJA) ORTHOPAEDIC HOSPITAL NHS FOUNDATION TRUST:

"I am delighted that we have pledged to get involved with the Veganuary initiative. We already offer our inpatients and staff an extensive vegan menu, and throughout the month, we will be promoting a variety of vegan meals in our onsite restaurant with the aim to encourage as many people as possible to try vegan options."



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

"At Superdrug, we are 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. We are pleased that our customers can confidently shop with us for products that are not only high quality, but align with their ethics and purchasing priorities."



## WHY TAKE PART:

# HELP THE ENVIRONMENT

**WHAT IMPACT  
HAVE VEGANUARY'S  
TWO MILLION  
PAST PARTICIPANTS  
HAD BY EATING  
VEGAN FOR  
31 DAYS?**

Based on calculations extrapolated from  
Poore & Nemecek (2018) Science

[science.sciencemag.org/content/360/6392/987/](https://science.sciencemag.org/content/360/6392/987/)



**12.4 MILLION  
LITRES OF  
WATER SAVED**



**810 TONNES OF  
PO<sub>4</sub><sup>3-</sup>eq SAVED  
(EUTROPHICATION)  
the same as 3,290 tonnes  
of sewage spared from  
waterways**



**207,680 TONNES  
OF CO<sub>2</sub>eq SAVED  
equivalent to  
2.4 million flights  
from London  
to Paris**



**6.7 MILLION ANIMALS  
SPARED FROM A LIFETIME  
OF SUFFERING\*\*  
\*\*according to  
The Vegan Society's calculator**



# WHY TAKE PART: IT'S GOOD FOR STAFF & THE BUSINESS

## TEAM BUILDING:

Collectively trying vegan for January with Veganuary is **great for team morale by uniting everyone in a shared experience**. This guide includes lots of ideas and inspiration around team activities so you can promote a positive experience for all of your colleagues, whether working from home or in the office.



## HEALTH AND WELLBEING:

Giving vegan a go can really help your team's health and wellbeing. From all 2022 participants surveyed, **48% saw improvements to their overall health**. Here are some of the ways they saw improvements:

49% of people saw an improvement in their

**ENERGY LEVELS**

39% of people saw an improvement in their

**SKIN'S APPEARANCE**

37% of people saw a desirable change in

**BODY WEIGHT\***

48% of people saw an improvement in their

**MOOD**

\* We asked respondents to report any desirable change in weight (e.g. loss in weight for those seeking to lose weight, or increase in weight for those seeking to gain weight) as an improvement.



# 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](#)
  - Send an email to staff, encouraging them to get involved - download a template [here](#)
  - Team meeting announcement
  - Through the HR department
- 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 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](https://veganuary.com/try-vegan)** to receive 31 days of support emails giving information on nutrition, shopping and eating out, recipes and meal plans and just about everything you could think of to help you on your journey
- 5. Check out our free Veganuary Celebrity Cookbook and meal plans!** Containing a delicious array of celebrity-inspired vegan food or low carbon and budget meal plans which you'll receive in our 31-day email series.
- 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](#)
- 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



# 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's some suggestions for Veganuary-themed activities you can do as a team:

## POTLUCK

Or hold a communal lunch gathering where each staff member **contributes a vegan dish to share** with the team. It can be homemade or shop 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.

## TEAM NIGHT OR LUNCH OUT

If your company organises social events, why not organise an **evening or lunch where the entire team eats only vegan?** Lots of high street restaurants offer vegan menus (check out our restaurant guide [here](#) to see many of the options available)

## VEGAN COOKBOOK LIBRARY

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



## LUNCH & LEARN

Organise a **film screening, vegan-themed Ted Talk or maybe a guest speaker** at your workplace to motivate staff. Some thought provoking documentaries include The Game Changers, Cowspiracy and Forks over Knives (available on Netflix) or check out Ed Winters' Ted Talks.

## FOOD IN THE OFFICE

Order some **vegan friendly snacks** for the office for people to try. Got a meeting coming up? Try swapping your regular meeting catering for a plant-based selection instead for Veganuary.

## SET UP A SHARED CHANNEL

Use Teams, Slack or similar? Set up a Veganuary channel for your team to **share recipes, meals, inspiration** and other helpful tips to motivate each other.

## ORGANISE A TEAM COOKALONG

Nominate an amateur chef on the team to lead a Zoom **cookalong!** Give your staff an ingredient list to pick up ahead of their session so they can follow along, creating a delicious vegan dish in the comfort of their own kitchen. Or simply get in touch with our friends at [Made in Hackney](#) and [9Kitchens](#) to arrange an in-person or online cookalong class.



## BAKE OFF

Get the competitive juices flowing and organise a bake off. Whether it's a bake sale or a competition, ask colleagues to **give vegan baking a go and everyone gets to taste!**

## 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 main company page!

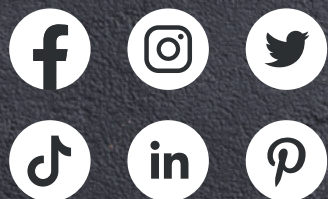


# THANK YOU! LET'S MAKE VEGANUARY 2023 THE BIGGEST AND BEST CAMPAIGN YET!

## CONTACT:

corporate@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](#)

WE HAVE EXCITING  
PR OPPORTUNITIES  
IF YOU'RE INTERESTED  
IN TAKING PART IN THE  
WORKPLACE CHALLENGE  
PUBLICLY. GET IN  
TOUCH TODAY!

EMAIL US AT  
**CORPORATE@VEGANUARY.COM**

