



# **THE VEGANUARY BUSINESS SUPPORT TOOLKIT**

## **HOW TO GET INVOLVED IN VEGANUARY 2024**

**DOWNLOAD  
THE OFFICIAL  
VEGANUARY 2024  
ASSETS AND LOGO  
TO USE IN YOUR  
MARKETING  
MATERIALS HERE!**



# WHAT IS VEGANUARY?

Veganuary's mission is to inspire and support people across the globe to try vegan for January and beyond! We work closely with businesses to **drive corporate change** and aim to create a global mass-movement championing compassionate food choices.

What started with an idea around a kitchen table in York, UK in 2014 has now become a powerful international movement that inspires millions each year to change the way we eat to protect animals, the planet, and our future.

More than three million people have officially taken part in our 31-day vegan pledge since Veganuary began. However, research suggests that a far greater number of people participate than formally sign up through our channels. In a representative YouGov survey\* conducted during January 2023, **7% of US adults reported participating in Veganuary** for at least part of the month.

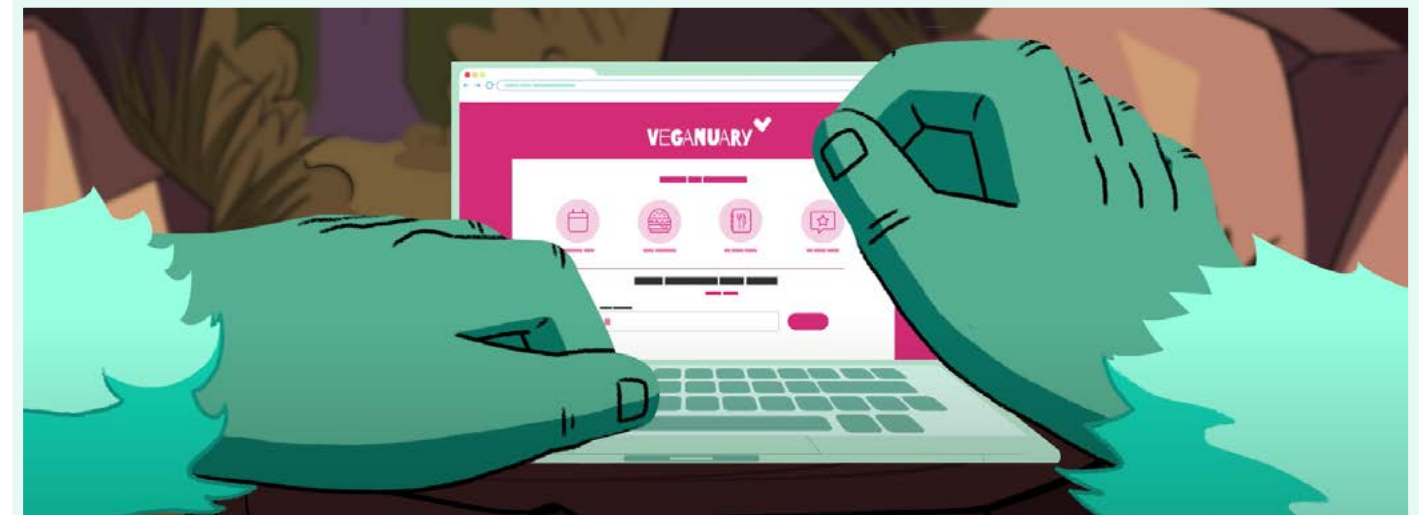
Veganuary is also a fantastic free marketing tool that helps brands, retailers, and restaurants launch and promote

their vegan products and menu items during January.

Our aim is to connect veg-curious consumers generated by our pledge campaign to brands that can provide the plant-based options they are looking for during January and beyond.

More US brands and businesses than ever before supported Veganuary in 2023 and our logo could be seen across billboards in out-of-home advertising campaigns, social media, email marketing and in-store. Many businesses reported a significant increase in sales and customer engagement throughout the month.

In addition to driving large-scale change in the US, we run **targeted campaigns in the UK, India, Germany and Latin America**, as well as working with partners in several other countries to create a global campaign. The heart of our campaign is our 31-day vegan pledge, where participants receive daily emails providing all the resources and advice they need to make the transition to a plant-based diet.

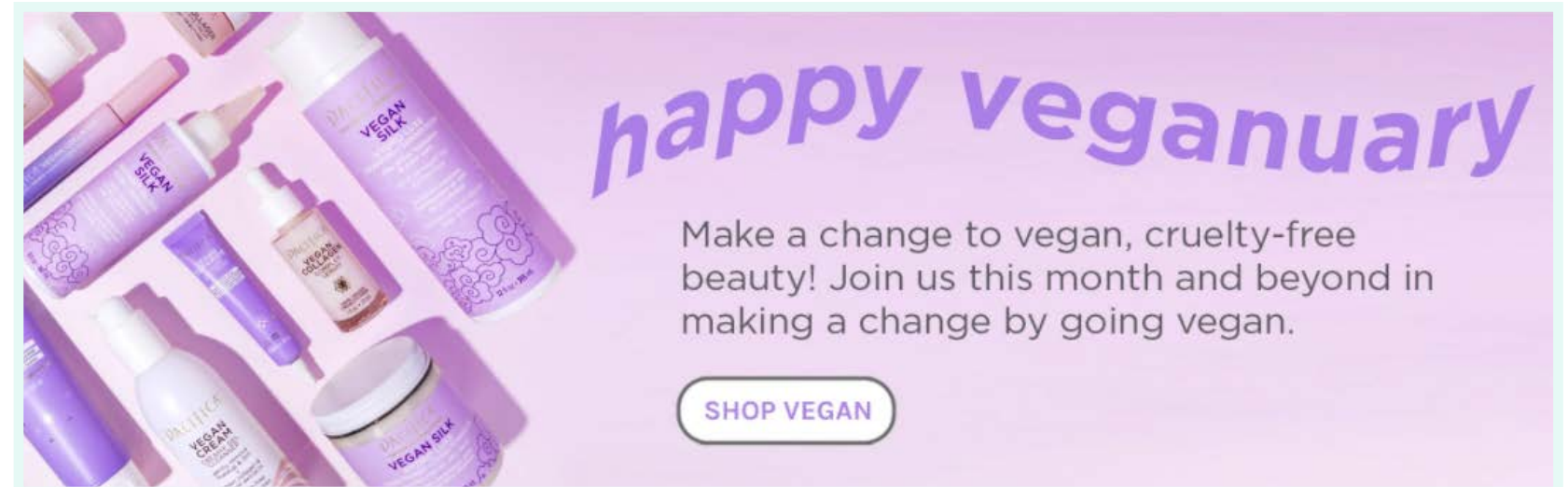




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**PLEASE TAKE  
A QUICK LOOK  
AT OUR BRAND  
GUIDELINES**





# FAQ

## IS THERE A COST TO GET INVOLVED WITH VEGANUARY?

The good news is that there is no cost or fee for you to get involved and support the Veganuary campaign! Ultimately, our aim is to connect veg-curious individuals to businesses that can provide the plant-based options they are looking for during January and beyond.

You can utilize our [logos, graphics, and other assets](#) for free to show your involvement and promote your vegan-friendly products both in-store and online! Essentially, the more aligned we are, the stronger the campaign will be and the more we can support each other through PR, digital, and socials.

## IS VEGANUARY JUST FOR VEGANS?

Veganuary is for everyone that wants to give vegan a try! From the flexitarians that want to incorporate a bit more plant-based into their diet right through to the long-time vegans. In 2023, 82% of our participants told us they were omnivores, pescatarian, or vegetarian before taking part in Veganuary. Some participants choose to stay vegan after taking part and the majority significantly reduced their consumption of animal products. Our 2023 participant survey showed a whopping 72% of those who were not staying vegan would be reducing their animal-products by at least half!

## WHAT OPPORTUNITIES ARE THERE FOR MY BUSINESS TO GET INVOLVED WITH VEGANUARY?

Veganuary is a great free marketing tool that helps brands, retailers, and restaurants launch and promote their vegan products in January and beyond. Check out our [‘Opportunities with Veganuary’](#) page and speak to our Corporate Engagement team to see how Veganuary can support you.

## WHAT DOES VEGANUARY DO OUTSIDE OF THE JANUARY CAMPAIGN PERIOD?

Veganuary works year-round to encourage people to give vegan a try and provide free resources to make it as easy as possible. We also work with companies to help them commit to increasing the plant-based proportion of their business year-round as a key step in addressing the climate crisis. Read more about making a corporate commitment [here](#).

Take a look at our [‘Opportunities with Veganuary’](#) page and stay in touch with our corporate team to find out how to engage with our audience beyond January, including through our regular mini campaigns.

## WE’RE AN INTERNATIONAL BRAND. HOW CAN WE GET INVOLVED GLOBALLY?

Veganuary has offices in the UK, Germany, Latin America, and India. However, we also work with partner organizations across the globe! [Drop us an email](#) and we’ll put you in touch with your local contact.



## OTHER QUESTIONS?

Please send them to [uscorporate@veganuary.com](mailto:uscorporate@veganuary.com) and we’ll get back to you ASAP.



# THE IMPACT OF VEGANUARY

**FOR EVERY  
ONE MILLION  
PARTICIPANTS  
WHO EAT VEGAN  
FOR 31 DAYS THE  
POSITIVE IMPACTS  
ARE HUGE!**

Based on calculations extrapolated from  
Poore & Nemecek (2018) Science. Tons are in metric.

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



\*Tons are in metric



**1.6 MILLION  
GALLONS OF  
WATER SAVED**



**405 TONS\* OF  
PO<sub>4</sub><sup>3-</sup>eq SAVED  
(EUTROPHICATION)  
the same as 1,645 tons  
of sewage spared from  
waterways**



**103,840 TONS  
OF CO<sub>2</sub>eq SAVED  
equivalent to  
1.2 million flights  
from London  
to Paris**



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

# THE 2023 CAMPAIGN IN NUMBERS

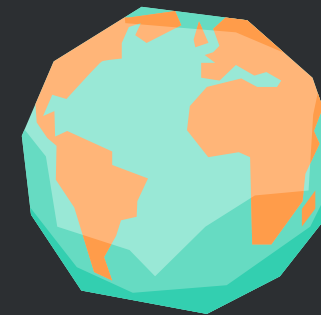
## MORE THAN 3 MILLION PEOPLE

worldwide have officially signed up on our website to try vegan with us since 2014. Studies show that millions more participate without signing up!



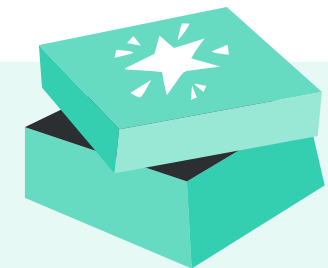
## OVER 155 MILLION PEOPLE WERE REACHED

through Veganuary's social media channels internationally



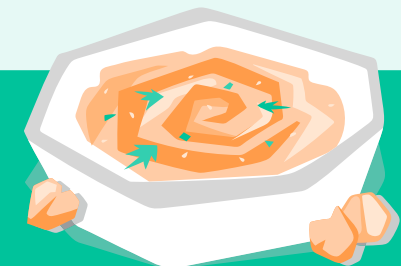
## PEOPLE FROM NEARLY EVERY COUNTRY IN THE WORLD

took part in Veganuary this year (only Vatican City and North Korea had no sign-ups recorded)



## MORE THAN 820 NEW VEGAN PRODUCTS

were launched for Veganuary



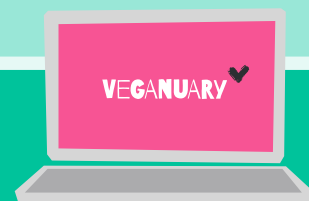
## MORE THAN 790 NEW VEGAN MENUS

were added to (chain-)restaurants for Veganuary



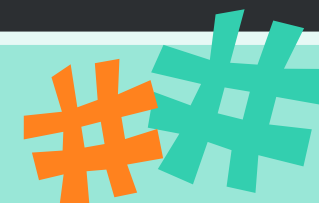
## MORE THAN 6,800 MEDIA STORIES

were published about Veganuary around the world



## 2.3 MILLION PEOPLE VISITED THE VEGANUARY WEBSITE

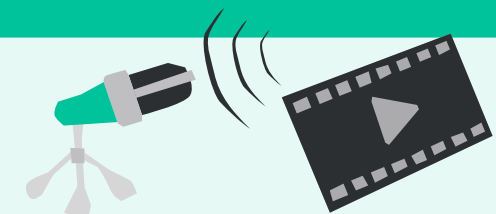
looking for helpful tips and advice on going plant-based



The hashtag #Veganuary was viewed on TikTok

## MORE THAN 894 MILLION TIMES

by the end of January 2023



Our new YouTube series and Veganuary podcast received

## TENS OF THOUSANDS OF VIEWS AND LISTENS

throughout the campaign



# THE RISE OF PLANT-BASED

**ONE-THIRD OF US CONSUMERS SAY THEY WILL EAT MORE PLANT-BASED FOODS IN THE COMING YEAR.**

Source: Plant Based Foods Association



**THE GLOBAL VEGAN FOOD INDUSTRY WILL EXCEED A STAGGERING \$91 BILLION BY THE YEAR 2027**

thanks to growing “consumer demand.” The new analysis also hails vegan food for ‘reducing the risk of zoonotic disease and antibiotics’ as well as the ability to ‘feed more people with fewer resources’

Source: Research and Markets



**DOLLAR SALES FOR PLANT-BASED FOODS GREW BY 44% FROM 2019 TO 2022**

During the same period, unit sales grew by 23%.

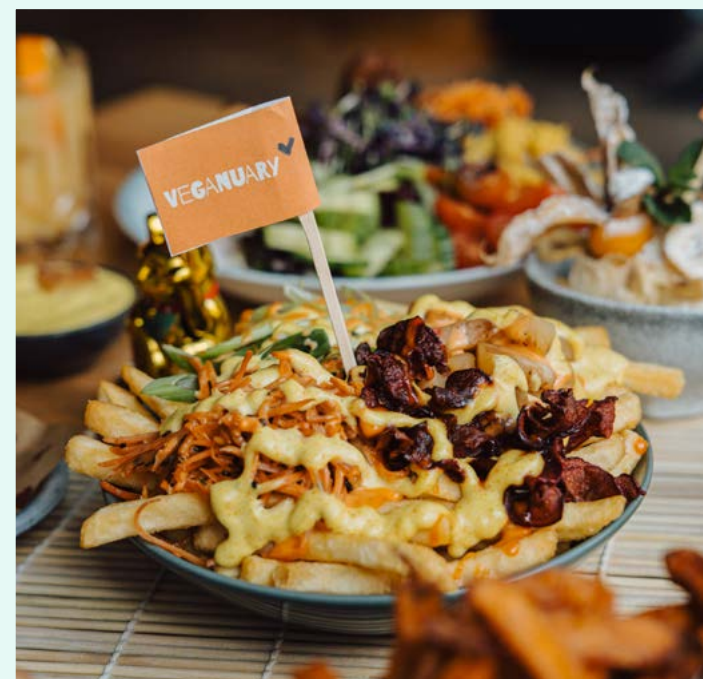
Source: GFI



**IN THE LAST TWO YEARS ALONE, MEAT-FREE SHOPPERS HAVE INCREASED BY 6.5%**

Health and environmental factors are the biggest driving forces behind purchase: 37% and 31% of consumers cited these reasons, respectively.

Source: Talking Retail



**6 IN 10 US HOUSEHOLDS PURCHASED PLANT-BASED FOODS IN 2022**

What’s more, the majority were repeat customers, with 8 in 10 households purchasing more than once across all plant-based categories.

Source: GFI/PBFA





# VEGANUARY'S SOCIAL AND MEDIA REACH

ONCE AGAIN VEGANUARY GRABBED GLOBAL MEDIA ATTENTION. HERE'S SOME OF THE COVERAGE WE RECEIVED IN THE US...



## VEGANUARY'S REACH & FOLLOWING

- 2023 campaign featured in **MORE THAN 6,800** media stories
- English language email subscribers: **695K+**
- 2023 social media reach: **155 MILLION**
- #Veganuary views on TikTok: **894M**
- Facebook: **369K**
- Instagram: **455K**
- Twitter: **88K**

\*as of May 2023

## OFFICIAL CONSUMER SURVEY OF VEGANUARY DATABASE

Want to survey Veganuary's database to find out what they think of your products and brand or to gain valuable insights from our participants? **GET IN TOUCH** to find out more about packages available.

We advise against doing your own 'Veganuary' related surveys as a PR angle. The results often conflict with our official participant survey and are not helpful to the plant-based cause. Thanks for understanding!



# HOW TO GET INVOLVED IN THE VEGANUARY 2024 CAMPAIGN

## 1) UTILIZE THE FREE VEGANUARY ASSETS

Show your participation in the campaign by adding [Veganuary's logo](#) to your marketing materials including social, point of sale, in-store and online, and on-pack. You can check out our brand guidelines [here](#) and use our free ready-to-use Veganuary marketing materials.

## 2) ACTIVATE VEGANUARY AND BRING IT TO LIFE

Veganuary activation is about collaboration between brands, restaurants, and retailers to bring the campaign to life for the consumer. Connect with your buyers or commercial teams to discuss how you can get involved in their plans or ways to collaborate.

## 3) TAG US ON SOCIAL AND USE #VEGANUARY2024

Use the hashtag #veganuary2024 on socials and tag us across social media (including LinkedIn!) so that our social media team has a chance to engage and repost your content.



## 4) JOIN THE CAMPAIGN GLOBALLY!

Veganuary runs targeted campaigns in the UK, US, Germany, Latin America, India and (new for this year) Spain. We work with partners in several other countries to create a coordinated global campaign. [Drop us an email](#) to discuss working with us internationally.

## 5) TAKE ON THE VEGANUARY WORKPLACE CHALLENGE

Give Veganuary a go in your workplace and let us support you throughout January! It's a fun staff challenge that shows you're doing your part for the environment and there's some great PR opportunities too if you'd like to get involved publicly. Check out the Workplace Challenge Guide [here](#).

## 6) MAKE A CORPORATE COMMITMENT

Veganuary is working with businesses to help them develop a plant-based commitment as part of their corporate social responsibility or sustainability initiatives. Head to page 14 to find out more!



Interested in sponsoring Veganuary? **GET IN TOUCH** to find out about the last remaining spots for 2024 and opportunities for 2025!



# OPPORTUNITIES WITH VEGANUARY

**VEGANUARY IS A GREAT FREE MARKETING TOOL THAT HELPS BRANDS, RETAILERS, AND RESTAURANTS LAUNCH AND PROMOTE THEIR VEGAN PRODUCTS DURING JANUARY. OUR AIM IS TO CONNECT VEG-CURIOUS CONSUMERS GENERATED BY OUR PLEDGE CAMPAIGN TO BRANDS THAT CAN PROVIDE THE PLANT-BASED OPTIONS THEY ARE LOOKING FOR DURING JANUARY AND BEYOND. SO HOW CAN WE HELP SUPPORT YOU?**



## SHARE YOUR NEWS WITH US

[Send us](#) your press releases for Veganuary and beyond! Whether it's a new product or menu launch, an exciting collaboration or brand news - send us your press release and high-res images and the marketing team may post to socials from an editorial perspective.

## GET A QUOTE FOR YOUR PRESS RELEASE

Our US Director is available to provide a quote for you to include in your press release to support and endorse your Veganuary activity.

## JOIN VEGANUARY'S RESTAURANT GUIDE

If you are a US restaurant chain, send us details of your vegan options to be added to our [Restaurant Guide](#), a resource on our website that gets millions of visitors!

## DEVELOP VEGANUARY SPECIAL OFFERS

Create enticing promotions for your customers for January 2024. We feature our Supporting Brands on our Special Offers web page throughout Veganuary, and promote it through our social channels and email series for consumers to find out about all the latest launches and promos from brands.

## CREATE UNIQUE AND EXCLUSIVE RECIPES FOR VEGANUARY

Our participants love to utilize the [recipes](#) we share on our website and we regularly re-share across our email series and social media throughout the year too. If you'd like to create an exclusive recipe for our website (recipe must not be listed anywhere else online as this will damage our website's SEO performance as well as wherever else the recipe is listed) then we'll just need the recipe along with high-res images.

## KEY DATES & DEADLINES

**8 DEC**

Submit special offer details for website inclusion

**15 DEC**

Submit all press releases for major news with embargo dates and details

**EARLY DECEMBER**

Veganuary 2024 campaign officially launches

**8 DEC**

Workplace Challenge participants to submit quotes for potential inclusion in Veganuary press release

**THROUGHOUT 2024**

Get involved with Veganuary throughout the year and join our mini campaigns:

**CHOOSE CHICKEN-FREE WEEK**

April 8-14<sup>th</sup>

**CHOOSE FISH-FREE WEEK**

June 3-9<sup>th</sup>

**CHOOSE DAIRY-FREE WEEK**

August 19-25<sup>th</sup>

## REQUEST A QUOTE FOR YOUR PRESS RELEASE

Our US Director would be happy to provide a quote for you to include in your press release to support and endorse your Veganuary activity.



# IDEAS AND INSPIRATION: IN-STORE AND ONLINE

Show your participation in the campaign by adding [Veganuary's logo](#) to your marketing materials including social, point of sale, in-store and online, and on-pack

Conduct samplings, pop-ups, and giveaways to get people trying your vegan dishes or items

Mention Veganuary in your press release and don't forget to request a quote from us to include too

Launch new products or menu items

Tag us on social media and use the hashtags [#Veganuary](#) and [#Veganuary2024](#)

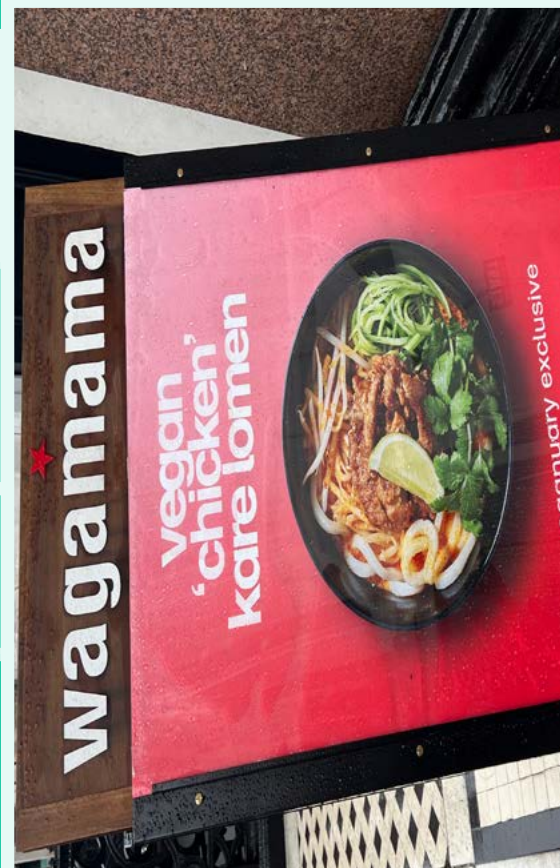
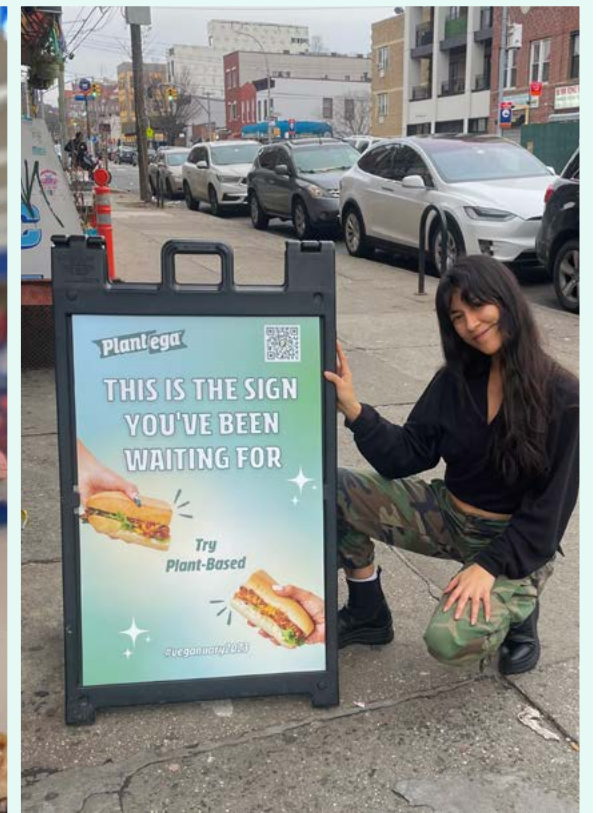
Speak to your buying teams to create special promotions and get involved with any activations they are planning instore, in magazines, or online

Liaise with retailers' press teams to ensure your brand is included in publications, social content, or Veganuary round-ups they are planning

Write blog content and recipes on a plant-based diet and why people should sign up for Veganuary

Engage your email subscribers with Veganuary activity

Highlight your vegan range with feature space in-store or online



TRY VEGAN THIS JANUARY



# IDEAS AND INSPIRATION: PRESS STUNTS

**VEGANUARY IS THE PERFECT TIME FOR A PRESS STUNT TO ATTRACT BUZZ AND PUBLICITY AROUND YOUR PLANT-BASED OPTIONS. HERE'S SOME INSPIRATION TO GET YOU STARTED...**



**MAGNUM** launched Veganuary "emergency kits" to support any participants who might feel the temptation to give up on Veganuary.



**SWEET EARTH** partnered with Chef and former NFL pro Eddie Jackson to create a series of vegan recipes to celebrate Veganuary.



**BEYOND MEAT** partnered with 90s legend, Peter Andre, this January to encourage people to switch out animal-based crumbles and burgers for Beyond. It also ran a competition for a lucky winner to cook with Peter.



French vegan bacon brand, **LA VIE** took a cheeky swipe at the competition as it launched its out-of-home campaign to coincide with its much anticipated Burger King collaboration.



To celebrate the launch of its "game-changing" streaky bacon, in true **THIS** style, the brand held a funeral for bacon. The PR stunt featured a funeral car, flowers, and coffin being laid to rest and the advert ran on the side of London buses.

**AT UNITY DINER NON-VEGANS CAN EAT FOR FREE THIS VEGANUARY**

Restaurant chains, **WAHACA, PUREZZA, AND UNITY DINER** launched "try vegan for free" initiatives throughout the month.

**NEW YEAR, NEW MEAT**

The World's First Plant-Based Steakhouse

The South Wales pub that turned vegan after Veganuary 2022, **THE QUEEN INN** launched "The World's First Plant-Based Steak House" in collaboration with Redefine Meat.

**PRESS STUNTS ARE A HUGE OPPORTUNITY AREA FOR US-BASED BUSINESSES TO GAIN VEGANUARY PRESS COVERAGE. LETS GET CREATIVE TOGETHER!**



# THE VEGANUARY WORKPLACE CHALLENGE

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 for Veganuary](#) and offers lots of support to help you succeed.

## BENEFITS OF TAKING PART

- ✓ **PROMOTE HEALTH & WELLBEING AMONG YOUR STAFF**
- ✓ **DO YOUR BIT FOR THE ENVIRONMENT**
- ✓ **CREATE A FUN CHALLENGE FOR STAFF TO TAKE PART IN**
- ✓ **TAKE ADVANTAGE OF GREAT PR OPPORTUNITIES IF YOU'D LIKE TO GET INVOLVED PUBLICLY**

**DOWNLOAD  
THE VEGANUARY  
WORKPLACE  
CHALLENGE GUIDE  
HERE TO FIND  
OUT MORE!**

If you'd like to learn more or are interested in discussing PR and media opportunities please email us at

**USCORPORATE@VEGANUARY.COM**



In January 2023, more than 100 organizations worldwide – including Mars Food Europe, Loyola Marymount University, UK's Ministry of Defense Veg Network, Aveda, and Lam Research – took part in the Veganuary Workplace Challenge, encouraging their employees to try vegan in January and providing more plant-based options in the workplace.



AVEDA

**MELISSA CHELMINIAK, DIRECTOR  
MISSION PARTNERSHIPS AND  
ENGAGEMENT, AVEDA :**

"Aveda [was] thrilled to return as a sponsor of Veganuary's Workplace Challenge. With our Aveda Mission to care for the world we live in, it is a natural fit to work with an organization dedicated to providing engaging education around the positive impacts of choosing vegan. Our Aveda employees and artists from around the world have enjoyed the excellent resources and support provided by the Veganuary team, and we are proud to once again be part of this year's challenge."



**RHONDA WROBEL, CO-OWNER/  
FOUNDER, HIGHER TASTE:**

"As a natural food manufacturer, Veganuary Workplace Challenge is ideal for Higher Taste to participate in. We love the idea of a healthier way of life and Veganuary gives us the tools to take it to our employees in a fun and exciting way, allowing them to grow and experience new things."



# MAKE A CORPORATE COMMITMENT WITH VEGANUARY

Veganuary is working with businesses to help them commit to increasing the proportion of their business that is plant-based. Many brands and businesses have ambitious sustainability targets, and committing to concrete changes that result in a reduction of animal product consumption are vital to achieving global climate goals and halting biodiversity loss. We would love to help you incorporate plant-based commitments into your plans.

Making a plant-based pledge with Veganuary could be a part of your corporate social responsibility strategy or sustainability pillars and shows that your business is dedicated to tackling the climate crisis and biodiversity loss. [Get in touch with us today](#) to discuss what a corporate commitment could look like for your business and to review PR opportunities too.



## MANY BUSINESSES HAVE ALREADY COMMITTED

- [Sodexo](#) – Committed to making 33% of their menus plant-based by 2025 to promote sustainable eating.
- [Lidl](#) – aims to increase sales of its own brand meat free and milk alternative range by 400% by 2025. The initiative comes as Lidl identifies the need for food security with the increasing global population.
- [Wagamama](#) – became the UK's first restaurant chain to offer an equal plant-based menu. The menu is now 50% plant-based as a part of the chain's pledge to combat climate change.
- [University of Sterling](#) – The university became the first to ban animal products in campus outlets. Students voted, and as a result, only plant-based products will be served by 2025.
- [Ikea](#) – In a bid to become a 'climate positive business' by 2030, fifty percent of Ikea's main meals served in its restaurants will be plant-based by 2025.
- [Burger King UK](#) – Pledge to make 50% of its menu meat-free by 2030 to achieve their sustainability targets.
- [Unilever](#) – Committed to an annual €1.5 billion sales target from plant-based meat and dairy alternatives by 2025.

## ADDITIONAL EXAMPLES OF WHAT A LONG-TERM CORPORATE COMMITMENT MIGHT LOOK LIKE:

- ✓ **COMPANY OR CATERING TO GO FULLY PLANT-BASED BY 2025**
- ✓ **FIFTY PER CENT OF COMPANY'S FOOD OFFERINGS (PRODUCTS/MENUS) TO BE PLANT-BASED BY 2028**
- ✓ **FASHION BRAND TO DITCH FUR, LEATHER, WOOL, FEATHERS, AND OTHER ANIMAL FIBERS BY 2026**
- ✓ **COMPANY REMOVES A SPECIFIC ANIMAL-DERIVED INGREDIENT (E.G. EGGS OR WHEY POWDER) FROM A PRODUCT RANGE TO MAKE IT VEGAN**
- ✓ **CATERING PLEDGES TO MAKE 33% OF ALL OPTIONS VEGAN AT EVERY OUTLET (STADIUMS, THEME PARKS, UNIVERSITIES, CANTEENS, ON-SITE RESTAURANTS)**
- ✓ **MAJOR EVENT (E.G. OSCARS, GRAMMYS) TO SERVE ONLY VEGAN FOOD FROM 2024**

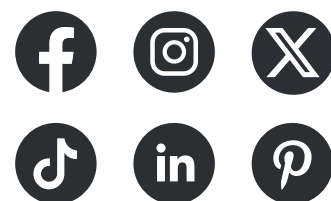


# THANK YOU! LET'S MAKE IT THE BIGGEST VEGANUARY YET!

CONTACT: [USCORPORATE@VEGANUARY.COM](mailto:USCORPORATE@VEGANUARY.COM)



Chris Shapard  
**CORPORATE ENGAGEMENT  
MANAGER, US**



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Veganuary is a registered charity in England & Wales (no. 1168566).