

# 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!! We celebrated our 10th Veganuary campaign in 2023 and nearly **three million people** have officially signed up since our pledge began in January 2014. However, Kantar research suggests around 10 times more people take part in Veganuary every year than officially sign-up through our website! The Veganuary Workplace Challenge is a 31-day challenge that encourages your workforce to give vegan a go for the month of January by signing-up to Veganuary.

Whether this is part of your Sustainability pillar or Health and Wellbeing Policy, **we'll be there every step of the way** to provide lots of support. We can even send you a personalised business sign-up link so you can track how many employees get involved and calculate your impact.



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

- Promotes health and wellbeing amongst staff
- Demonstrates your commitment to helping the environment
- Creates a fun and engaging challenge for staff
- Offers great PR opportunities if you'd like to get involved publicly. [See here](#)

In January 2023, **nearly 100 organisations in the UK** – including Mars Food Europe, Just Eat Takeaway, Ministry of Defence, BATFA, ODEON, Too Good To Go, Aveda, EY, PwC, Kings, Activision, and Blizzard, Surrey Council, NHS Trusts and Supply Chain – took part in the Veganuary Workplace Challenge. In many cases, leading by example, CEOs and other senior executives take part too! Here are some of the workplaces that have be involved previously: →



**WHY TAKE PART:**

# OUR FOODPRINT: IMPACT OF DIET CHANGE

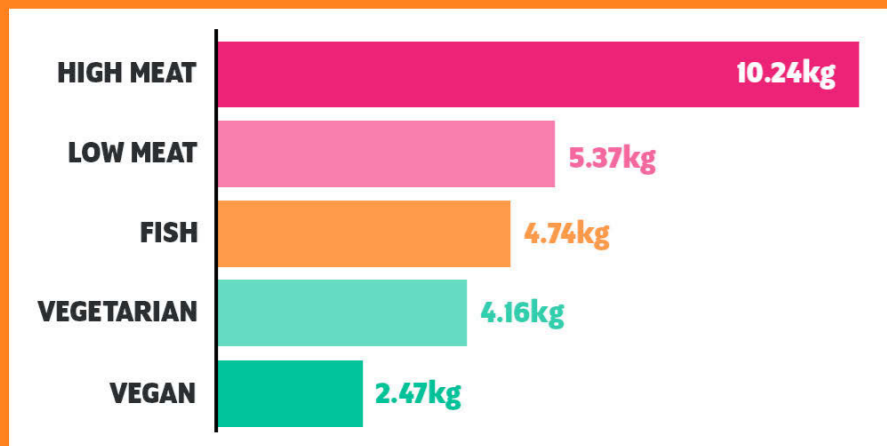
Researchers at the University of Oxford **found** that cutting meat and dairy products from our diets could reduce an individual's carbon footprint from food by up to 73%. Encouraging your staff to participate in a fun 31-day challenge to try vegan demonstrates your company's commitment to reduce food related carbon emissions.

**"A vegan diet is the single biggest way to reduce our impact on earth."** – Jonathon Poore, University of Oxford.

The United Nations Food and Agriculture Organization **stated** that animal agriculture is responsible for 14.5% of human-induced emissions- which makes animal products more damaging than the direct fuel emissions from every car, plane, bus, truck, train and ship on the planet.

Eating animal derived foods places enormous stress on our planet as animal agriculture uses vast amounts of land, water and energy, while giving us fewer calories back than what we feed the animals. Research **reveals** that meat and dairy provide just 18% of calories in the average diet but take up 83% of farmland and produce 60% of all GHG emissions from agriculture.

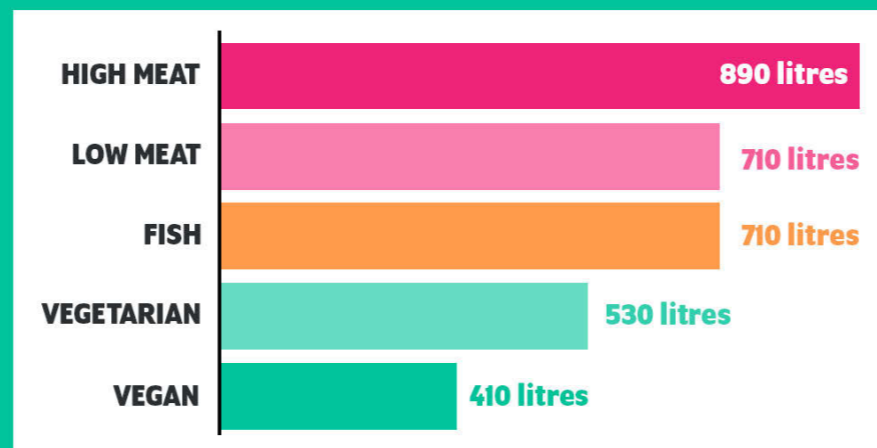
## HOW MUCH CARBON DIOXIDE DO DIFFERENT TYPES OF DIET PRODUCE PER PERSON\* EACH DAY?



\*Based on an adult eating 2,000 calories a day  
Source: LEAP Project/Nature Foods



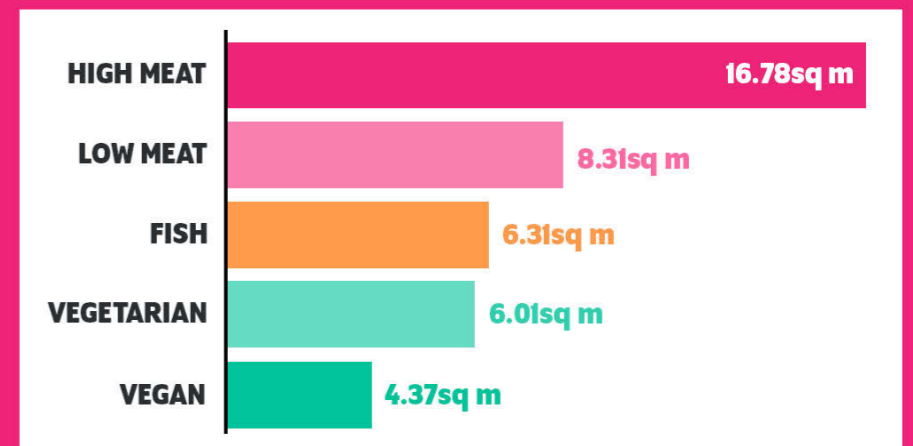
## HOW MUCH WATER IS USED TO PRODUCE FOOD FOR DIFFERENT TYPES OF DIET



\*Based on an adult eating 2,000 calories a day  
Source: LEAP Project/Nature Foods



## HOW MUCH LAND IS NEEDED TO SUPPORT A PERSON ON DIFFERENT TYPES OF DIET\* EACH DAY?



\*Based on an adult eating 2,000 calories a day  
Source: LEAP Project/Nature Foods



# 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

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



**6.2 MILLION  
LITRES OF  
WATER SAVED**



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



**103,840 TONNES  
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**

## 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 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 2023 participants surveyed, **47% saw improvements to their overall health**. Here are some of the ways they saw improvements:

**46%** of people saw an improvement in their

**ENERGY LEVELS**

**38%** of people saw an improvement in their

**SKIN'S APPEARANCE**

**35%** of people saw a desirable change in

**BODY WEIGHT\***

**49%** 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:

# TEAM ACTIVITIES

Using activities to take part in the challenge will help you **keep one another motivated** and allow you to **have more fun with the experience**. Here are our suggestions for Veganuary-themed activities as well as some resources you can use:

### USE OUR LOGO

[Download our Workplace Challenge logos](#) and use across your website, marketing materials and socials

### POTLUCK

Hold a communal Lunch 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

When you sign up to Veganuary you'll be sent our [FREE Celebrity Cookbook](#) as well as easy-to-follow meal plans. You could also gather some of the other amazing 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. If you would like a Veganuary speaker let us know and we can try to arrange this for you. Some thought-provoking documentaries include The Game Changers, Cowspiracy and Forks over Knives (available on Netflix) or check out Ed Winters' Ted Talks on Youtube.

### BAKE OFF

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

### 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. When you sign-up, we have an email campaign with some incredible information so you don't need to lift a finger.

### 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.



### FOOD IN THE OFFICE

Order some **vegan friendly snacks** for the office, swap out your meeting/event foods for plant-based options or add more vegan options to your lunch menu. This won't cost you the earth if you take advantage of the great special offers and discounts on vegan products offered by high street restaurants and supermarkets during January. Check out the special offers [here](#).

### 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. More on this can be found [here](#).

# BIGGEST COMPANIES WHO'VE LOVED THE VEGANUARY WORKPLACE CHALLENGE



**PWC — HELEN JENNINGS-PETZ, SUSTAINABILITY ENGAGEMENT LEAD:**

“This is the fifth consecutive year that PwC UK has run a Veganuary Workplace Challenge and we have now had more than 2,300 pledges from our people to support plant-based diets. This ongoing initiative is an important aspect of our wider sustainability engagement, and we can see that our people are keen to explore how their food choices can support nature and the journey to net zero. Alongside the increasingly wide variety of plant-based options we already serve year-round in our office restaurants, we’ve also made a number of plant-based switches this year to celebrate Veganuary, including increasing the number of oat-milk coffee machines throughout our 18 offices by over 30%.”



**CIVIL SERVICE VEG NETWORK — CLAUDIA HEDGER, CIVIL SERVICE VEG NETWORK CO-CHAIR:**

“Throughout the year we put on exciting events for people to attend in their personal time, send out newsletters and provide resources for improving inclusion of veganism in the Civil Service, so we couldn’t think of anything more relevant than encouraging people to give Veganuary a go! To support those interested we’ve got a range of events running in January including drop-in sessions for those trying Veganuary to get some inspiration and support, as well as speakers talking about their experiences and veganism more broadly.”



**EY — AMY BRACHIO, GLOBAL DEPUTY VICE CHAIR SUSTAINABILITY:**

“We’re excited to be on board with Veganuary again. What a fantastic way to empower EY people to consider a plant-based diet and help in Building a Better, and more Sustainable, Working World. We are delighted that EY is focusing on being net zero in 2025 and considering meat and dairy free is one of the ways our individual choices can make a huge difference.”



**MARS FOOD EUROPE — DAVE DUSANGH, GENERAL MANAGER, MARS FOOD EUROPE:**

“At Mars Food, we know the importance of what we eat, where it comes from and who we share it with. We believe a better world tomorrow is one where everyone has access to nutritious and planet-friendly food, and that’s why we are encouraging our associates to participate in Veganuary, something that I am personally excited about taking part in.”

# THE 2023 CAMPAIGN IN NUMBERS



**46% SAW IMPROVEMENTS TO THEIR ENERGY LEVELS**

**6,800 MEDIA STORIES**

Veganuary's campaign was mentioned in over 6800 media stories across the globe including features on Sky News and BBC Sunday Morning Live



**THE TOP 3 REASONS PEOPLE TOOK PART**

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

**69% ARE VERY OR EXTREMELY LIKELY TO TRY A VEGAN DIET AGAIN IN THE FUTURE**

**78% WILL MAKE SIGNIFICANT DIET CHANGE AND CONTINUE EATING MORE PLANT BASED**



**33.7 MILLION SUPPORT EMAILS**

were sent to participants during the campaign period



**98% WOULD RECOMMEND**

98% would recommend Veganuary to a friend



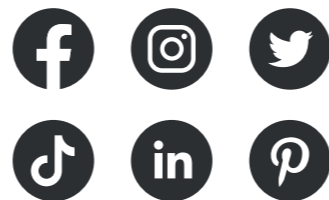


# THANK YOU! LET'S MAKE IT THE BIGGEST VEGANUARY YET!

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