

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!! 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 personalized 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, **hundreds of organization around the world** – 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: →

MARS
food

NHS
Supply Chain

Superdrug ☆

NHS
The Robert Jones and Agnes Hunt
Orthopaedic Hospital
NHS Foundation Trust

linkgraph

PIZZA
PAPA JOHN'S

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Loyola Marymount University

VOLKSWAGEN
GROUP UNITED KINGDOM LTD

Beha>iorally

Lam
RESEARCH

AVEDA

pwc

Pinterest

O₂

EY

Bloomberg

verizon ✓

LNER
LONDON NORTH EASTERN RAILWAY

deliveroo

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 NBC News Now and New York 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



WHY TAKE PART:

THE WORLD'S BIGGEST COMPANIES LOVE 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%."



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."



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."



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."

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.



WHY TAKE PART:

HELP THE ENVIRONMENT

**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/



**1.6 MILLION
GALLONS OF
WATER SAVED**



**405 TONS* OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 1,645 tons
of sewage spared from
waterways**



**103,840 TONS
OF CO₂eq 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**

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.



HOW TO TAKE PART: TEAM ACTIVITIES

Planning activities for those taking 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

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 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.

TEAM NIGHT OR LUNCH OUT

If your company organizes social events, why not organize an **evening or lunch where the entire team eats only vegan?** Lots of chain 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

Organize 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 organize 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. After signing-up, you and your employees will receive daily emails with some incredible information so you don't need to lift a finger.

ORGANIZE 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.



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 chain 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](#).

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.

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](#).

4

Encourage each team member to sign-up at 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 sandra@veganuary.com for details on other PR opportunities.

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 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 high street restaurant 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 FIBRES 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, BRIT AWARDS) TO SERVE ONLY VEGAN FOOD FROM 2024**

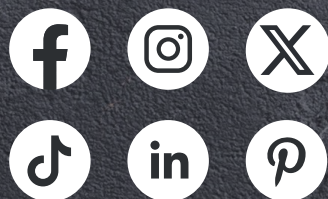
THANK YOU!

LET'S MAKE VEGANUARY 2024 THE BIGGEST AND BEST CAMPAIGN YET!

CONTACT:

sandra@veganuary.com

FOLLOW:



#Veganuary2024

#VeganuaryWorkplaceChallenge2024

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
SANDRA@VEGANUARY.COM



Sandra Hungate
DIRECTOR, US

