

# 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 been involved previously: →

**MARS**  
food

**NHS**  
Supply Chain

Superdrug ☆

M&S  
— FOOD —

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

Higgidy

PIZZA  
**PAPA JOHN'S**

**TESCO**

**Suffolk**  
County Council

Hastings DIRECT

**VOLKSWAGEN**  
GROUP UNITED KINGDOM LTD

Cauldron  
**Carbon Neutral**  
Eat better for our planet

**adeptcarehomes**

**AVEDA**

Action for Children

**pwc**

**Pinterest**

**O<sub>2</sub>**

**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 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



## WHY TAKE PART:

# THE UK'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%."


**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."



## 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

[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**



# 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

## SANCTUARY VISIT OR VOLUNTEER DAY

Veganuary have partnered with animal sanctuaries to bring fun, educational and activity filled days out for your business. Whether you use this as an opportunity for your CSR volunteer days or simply a visit with the team, it's a great way to get staff engaged and active in the Veganuary campaign. We have partners all over the UK so please get in contact to find out which one is closest to you.

## 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.

## OFFICE GAMES AND ACTIVITIES

We have lots of activities for your employees to get involved with including a wordsearch and a quiz. Why not host an activities lunch or an online event and put their knowledge to the test?

## 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](#).

# 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 it's restaurants will be plant-based by 2025.
- [Burger King UK](#) – Pledge to make 50% of it's 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**



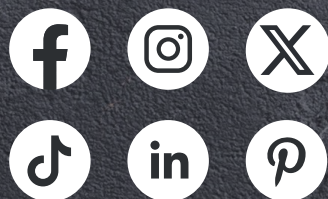
# THANK YOU!

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

### CONTACT:

corporate@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  
**CORPORATE@VEGANUARY.COM**



Tom Matthews  
**CORPORATE  
ENGAGEMENT  
OFFICER**

