



**VEGANUARY 2021**

**CAMPAIGN IN REVIEW**



# FOREWORD

## DEAR SUPPORTERS AND FRIENDS,

When we were first confronted with the possible consequences of an ongoing global pandemic in early 2020, we didn't know what to expect or how it would impact our work going forward, but we knew that things would change drastically and challenges would be put in our way.

We knew that it would be difficult to cut through the noise and generate media attention for our cause and to drive corporate change forward when countless businesses were closed or unable to plan their marketing activations or product launches in an unstable climate dominated by lockdowns all over the world.

**That is why it fills me with immense pride and joy to report that the Veganuary team has been able to navigate through these challenging times with a huge amount of dedication, vision, and hard work.** By finding alternate strategies and creative solutions we ended up inspiring record numbers of people to choose a vegan diet and we surpassed our objectives for the 2021 campaign by far!

**This year, more than ever, I feel that another world is possible.** A world where plant-based food is the mainstream choice, where the word "vegan" is associated with something positive and desirable, where major food companies are investing millions to switch to more sustainable animal-free options and are telling the world that this is the food of the future – and the food of today. A world where vegan products are easily accessible to everyone everywhere, omnipresent in supermarkets, restaurants, and in cafeterias.

**This January gave us a glimpse of what is possible.**

During this campaign we have seen Veganuary activations in almost all major UK and German retailers and discounters. We were trending on Twitter and TikTok with the hashtag #Veganuary receiving over 170 million views on the latter by the end of January 2021. Hundreds of media articles were published about our work in all of our official Veganuary countries and there were at least 20 TV reports about us in Germany alone.



We've had food giants such as Subway, IKEA, Unilever, McDonalds, Papa John's, Burger King, and Costco launch new vegan products with Veganuary or promote the idea of eating plant-based for a month with us. More than 50 major companies took part in our workplace challenge and encouraged their staff to eat vegan for January, often joined by their senior management or CEOs taking part in the challenge themselves.

**And last but not least, we ended up with a record sign-up number of over 580,000 participants for this campaign.** Knowing that around 10 times as many people usually take part in Veganuary than actually sign-up through our website, that means over 5 million people gave vegan eating a go!

I am immensely grateful to everyone who has supported us to make all of this possible. Our incredible donors, hardworking partners, committed volunteers, inspiring celebrities and influencers and everyone who has helped us spread the word through social media and beyond.

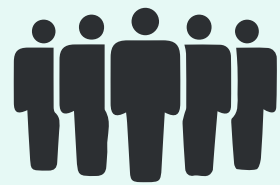
I hope you will enjoy reading this review and will celebrate with us the amazing progress we were able to achieve for veganism this campaign.

In gratitude,



**Ria Rehberg**  
**CEO VEGANUARY**

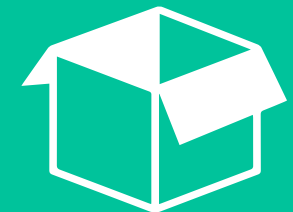
# THE 2021 CAMPAIGN IN NUMBERS



More than **582,000 PEOPLE** worldwide registered to try vegan with us



The hashtag Veganuary had over **170 MILLION VIEWS** on TikTok at the end of January



**566 NEW VEGAN PRODUCTS** were launched for Veganuary



**259 NEW VEGAN MENUS** were added to (chain-) restaurants for Veganuary



More than **1500 MEDIA STORIES** were published about Veganuary



**224 MILLION PEOPLE** were reached through Veganuary's social media channels in the 2021 campaign year



**57 MAJOR COMPANIES** took the Veganuary workplace challenge



**17.6 MILLION SUPPORT EMAILS** were sent to participants during the campaign period



# THE 'VEGANUARY EFFECT'



## WHY WE EXIST

Industrial scale animal farming is a leading driver of climate change, deforestation, and species loss, as well as being a significant cause of pollution. It drastically increases the risk of global pandemics and antibiotic resistance while being responsible for the deaths of billions of sentient animals each year. **The current way we produce food is highly inefficient, unsustainable, and won't allow us to feed a growing global population.** That is why we advocate a change towards more plant-based alternatives and ultimately, a vegan world.

## HOW WE CHANGE THE STATUS QUO

**We are convinced that things need to change, and they need to change fast.**

To get closer to our vision of a vegan world we will need to break down the main barriers to vegan eating and make plant-based foods more visible, tasty, and accessible to the population. We want to see the benefits of veganism widely discussed on TV and social media every day, we want to see it in workplaces, on banners on the streets, in every supermarket, restaurant, cafeteria, and petrol station.

To help vegan eating reach the mainstream, we focus on three main areas of work:

- Encouraging and supporting millions of people to try vegan
- Creating the necessary media and social media buzz to raise awareness of the topic and the benefits of a vegan lifestyle
- Encouraging companies to promote and launch more delicious vegan options to increase the quality, availability, and visibility of vegan food

With this approach we have contributed to the increase in popularity of veganism in several countries across the world, spared millions of animals' lives through the choices of our participants and have made Veganuary a bigger feature in the retail calendar than Christmas for many UK supermarkets. **We're especially proud of the fact that many of the newly introduced vegan products and options are set to stay on the shelves and on the menus after January** as businesses are recording record sales of their vegan offerings after successful Veganuary launches. We have seen that the 'Veganuary Effect' works and we're ready to spread it across the world.

## OUR VALUES

### IMPACT

We are committed to a vegan world; we will utilize research to evaluate how the highest number of lives can be spared and direct resources to that end.

### EMPOWERMENT

We will optimize our outreach to support and encourage people on their vegan journey in a non-judgmental, positive, constructive, and easily accessible way.

### COLLABORATION

By partnering with other mission-driven organizations and working closely with businesses, we will make a bigger difference.

### DIVERSITY AND INCLUSION

We know that it takes people with different ideas, strengths, interests, and backgrounds to achieve our vision; we appreciate the value of this and how it brings us closer to achieving our mission.

### RESPECT AND INTEGRITY

In all internal and external relationships, we will strive for genuine, honest, and transparent communication.

### RESILIENCE

We will continue to create a professional and sustainable (human, social, economic, and environmental) organization.

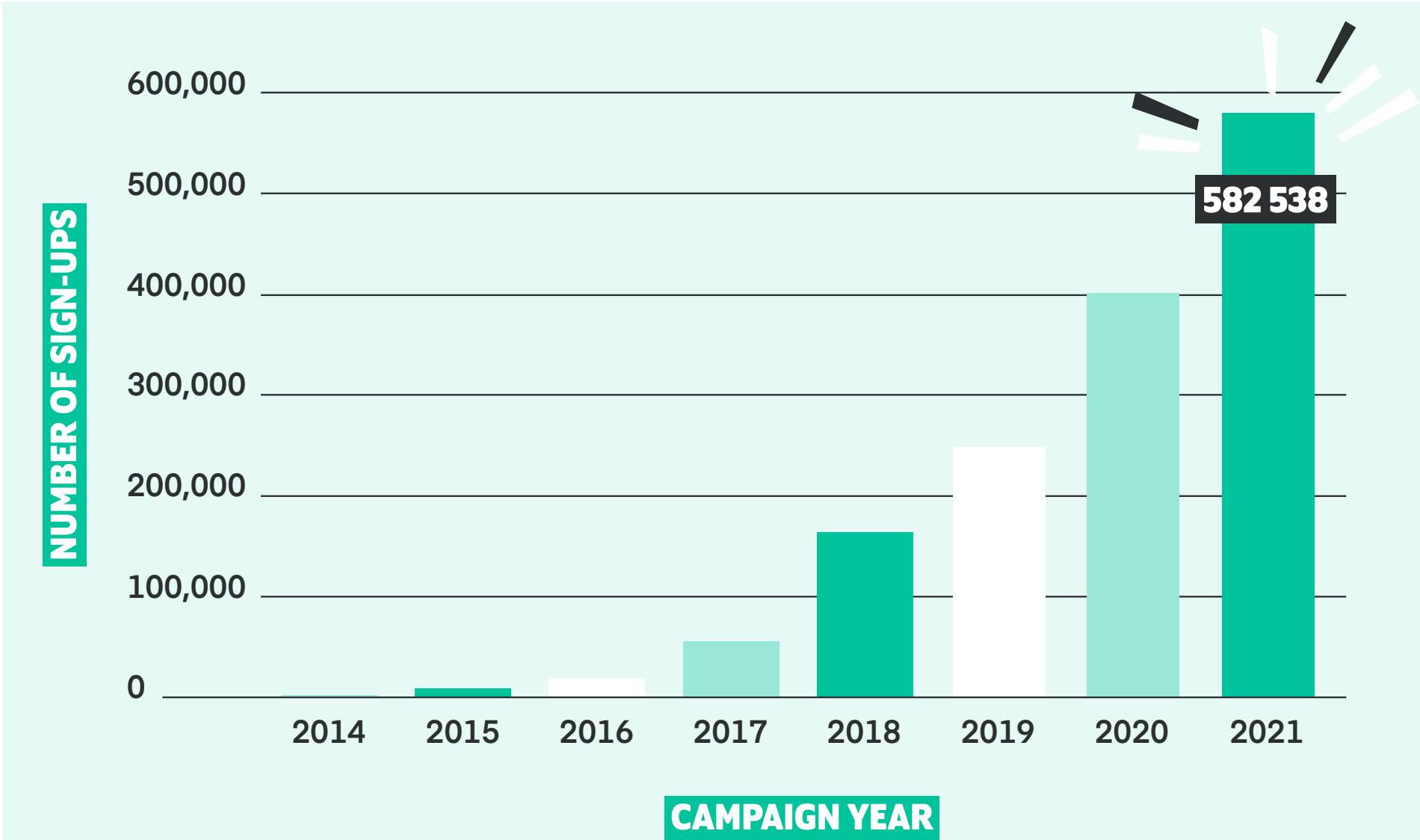
**OUR VISION** is simple; we want a vegan world.

A world without animal farms and slaughterhouses. A world where food production does not decimate forests, pollute rivers and oceans, exacerbate climate change, and drive wild animal populations to extinction.

**OUR MISSION** is to inspire and support people to try vegan, drive corporate change, and create a global mass movement championing compassionate food choices with the aim of ending animal farming, protecting the planet, and improving human health.



# A GROWING MOVEMENT



Data from Kantar suggests that each year ten times more people actually participate and try vegan in January than register through the Veganuary website. That would mean more than five million people took part in the 2021 campaign year.

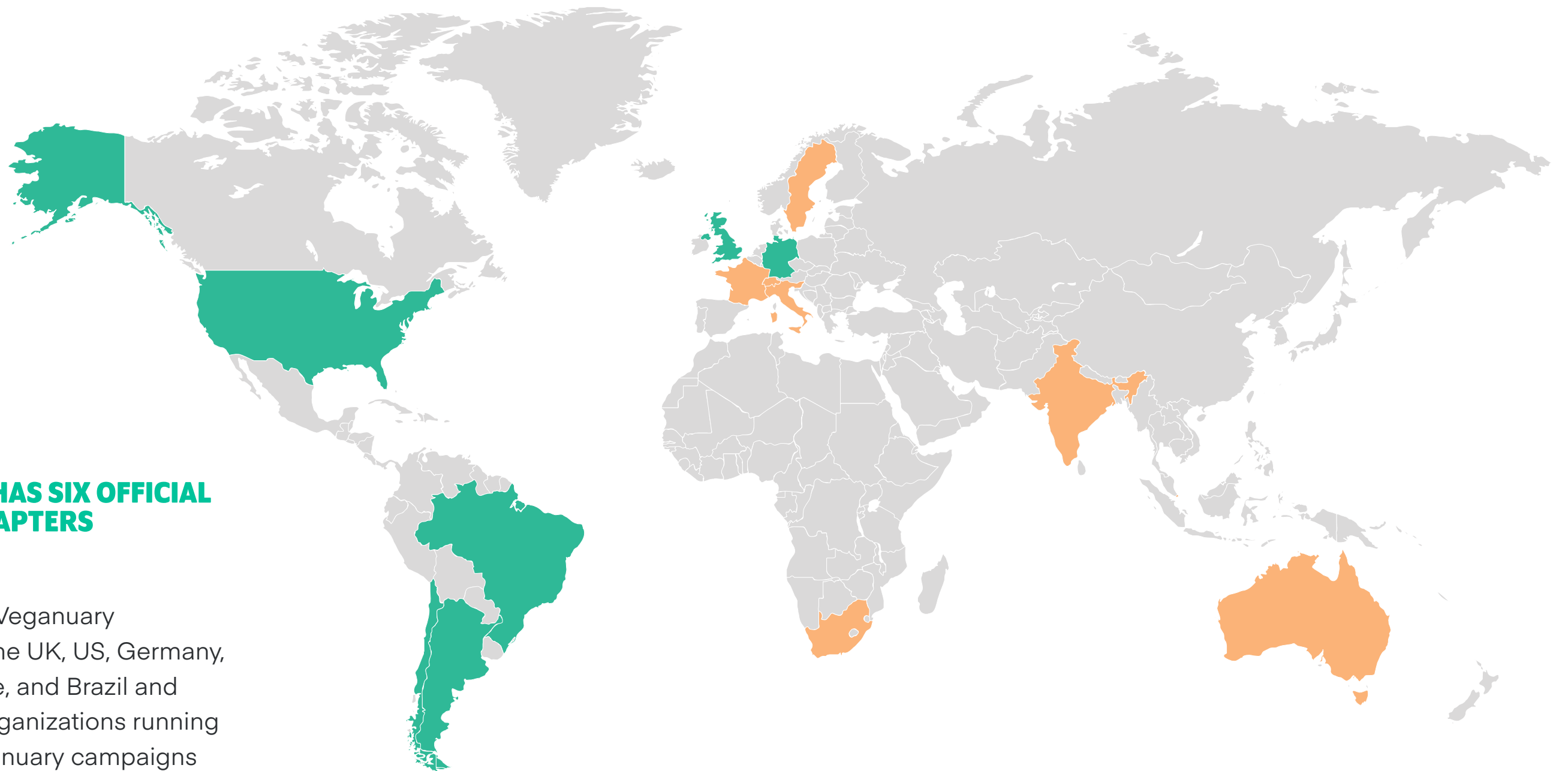
OUR TOP 15 COUNTRIES	
#	COUNTRY
1	United Kingdom
2	United States
3	India
4	Germany
5	Argentina
6	Chile
7	Italy
8	Colombia
9	Mexico
10	Brazil
11	France
12	Switzerland
13	South Africa
14	Venezuela
15	Sweden



# VEGANUARY AROUND THE WORLD

## VEGANUARY HAS SIX OFFICIAL COUNTRY CHAPTERS WORLDWIDE

We run official Veganuary campaigns in the UK, US, Germany, Argentina, Chile, and Brazil and have partner organizations running additional Veganuary campaigns in Sweden, Italy, India, France, Switzerland, Singapore, Australia, and South Africa.



Our countries ■  
Partner countries ■



# VEGANUARY WORKPLACE CHALLENGE

This January over 50 major businesses - including financial and banking, global media, beauty and tech giants as well as foodservice and contract caterers - encouraged their employees and workforce to participate in Veganuary through our Workplace Challenge. In many cases their senior leadership or CEOs were leading by example and also taking part.

Among the companies that joined were leading accountancy firms PwC and EY, as well as media giant Bloomberg, Kings College London, Docusign, Deliveroo, O2, VeggieGrill and Tesco. They were joined by Nestle, M&S, and Quorn, whose UK senior leadership also took part, as well as Unilever (Germany, Austria, and Switzerland) with their Vice President setting a positive example and joining the challenge. Germany's famous discount supermarket Aldi officially took part as well as Germany's biggest food delivery service Lieferando, with their Managing Director spearheading the Veganuary challenge.



## **AVEDA – BARBARA DE LAERE, GLOBAL BRAND PRESIDENT:**

"This January, more than 1,000 people in the Aveda network – in addition to many of their family members who inadvertently took part in the challenge – transitioned to a plant-based diet as part of a celebration around our brand's recent news: 100% of our products are now 100% vegan, now and forever! The announcement that the brand has fully transitioned to a vegan portfolio has been incredibly well-received by consumers, our network of professional stylists, and our partner salons around the world. Achieving this milestone alongside our participation in the Veganuary challenge has been particularly rewarding for us as a team – not to mention it has opened many eyes to the impact individual diet and lifestyle changes can have on our collective environmental footprint."



## **EY (ERNST & YOUNG) – HARRY GASKELL, PURPOSE AND SUSTAINABILITY LEADER:**

"We're on board with Veganuary! What a great way to inspire, support and encourage EY people to consider a plant-based diet considering meat and dairy free is one of the ways our individual choices can help in Building a Better Working World. I'm looking forward to the challenge!"



## **NESTLÉ – MARCO SETTEMBRI, CEO OF NESTLÉ ZONE EMENA (EUROPE, MIDDLE EAST AND NORTH AFRICA):**

"As someone who stepped up to the Veganuary challenge this year, I am happy to be part of this movement as it grows across Europe and beyond. For me, now, behind Veganuary there's a bigger picture – and one which induces long-term action. It's about really feeling the need of the consumer. That is why, this year I am promoting Veganuary across many of our categories and initiatives. Afterall, a well-planned plant-based diet can meet the nutritional needs during all stages of life. And there are the environmental and health benefits too. This year I am passing the baton and encouraging all employees to participate in Veganuary and sign-up to the challenge. We will inspire them with delicious recipes from our Garden Gourmet colleagues, vegan options in the restaurant, tips from experts, and dietary advice."



## **LIEFERANDO – KATHARINA HAUKE, MANAGING DIRECTOR:**

"I am excited to see how I will master the Vegan Challenge and am already looking forward to the delicious dishes from our partners, which will certainly make the 31 days easier for me. And who knows, maybe I will give up animal products beyond January as well."



# THE BUZZ AROUND THE CAMPAIGN

ONCE AGAIN VEGANUARY GRABBED GLOBAL MEDIA ATTENTION

UK AND ADDITIONAL COUNTRIES

MINIMUM OF 735 MEDIA STORIES

MINIMUM OF 195 MEDIA STORIES

LATIN AMERICA

USA

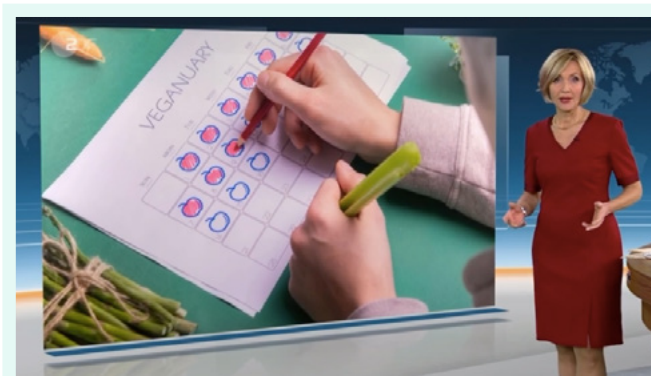
MINIMUM OF 401 MEDIA STORIES

GERMANY

MINIMUM OF 217 MEDIA STORIES



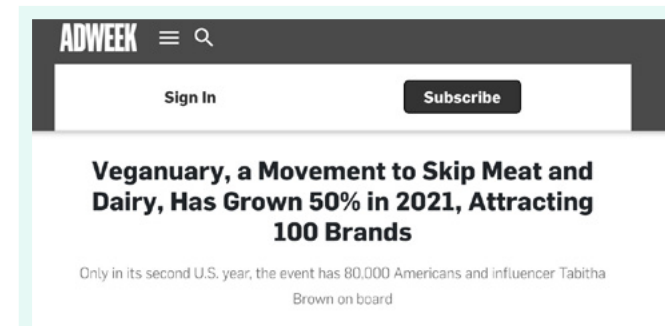
Latin America Campaign Manager Mauricio Serrano being interviewed live on CNN Argentina about the success of Veganuary in Latin America



Veganuary was discussed on the German main evening news program "heute" on national media channel ZDF with an estimated viewership of 3.7 million people



Veganuary received widespread media coverage in the UK this year



Veganuary making headlines in Adweek US



German Business Insider title - Veganuary: Why the Vegan January could be the new Black Friday of retail



Veganuary published research revealing that plant-based meals on average cost less and take less time to prepare than meat/fish based meals



The Voice, Britain's only national black newspaper, reporting on Veganuary's video advert with TikTok star Tabitha Brown



# CELEBRITY SUPPORTERS AND INFLUENCERS HELPED SPREAD THE MESSAGE



TikTok superstar **TABITHA BROWN** encouraged millions to try vegan in January by starring in the official Veganuary TV ad



Long-time supporter **CHRIS PACKHAM** encourages people to try vegan for the environment



Actor and Veganuary supporter **DANIELLA MONET** was the face of a new Veganuary video titled 'Why my family will never eat dairy'



Brazilian superstar **XUXA** supported our campaign for the first time this year



Hollywood star **ALEC BALDWIN** supported Veganuary for the first time this year stating that his entire family has moved to a plant-based diet when eating at home



British actor **SUSAN WOKOMA** encouraged people to join the challenge during a Veganuary photoshoot at a local sanctuary



Actor **JAMES MOORE** joined Veganuary as an ambassador last year and his 'talking head' video became one of the most watched videos on our channel



Actor **EMILY DESCHANEL** described Veganuary as a "win win win" and encouraged everyone to give it a go

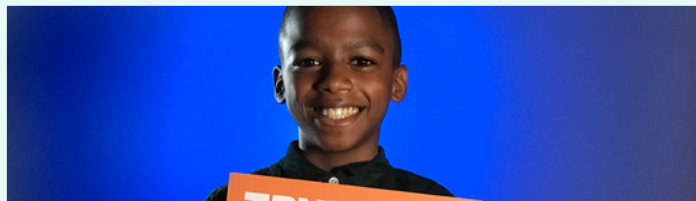


VegNews



## JANE GOODALL, RICKY GERVAIS, BRYAN ADAMS, AND 100 OTHER CELEBRITIES SIGN OPEN LETTER URGING PUBLIC TO GO VEGAN IN JANUARY

Veganuary's open letter addressing the link between climate breakdown, future global pandemics, and industrial animal farming was signed by **OVER 100 INDIVIDUALS AND ORGANIZATIONS**, including Dr Jane Goodall, Ricky Gervais and Bryan Adams



**OMARI MCQUEEN**, Britain's youngest TV chef & restaurateur, filmed a passionate "talking head" video about his mission to bring vegan food to the world



Vegan activist **BRUNNA SACH** is asking people in Brazil to join Veganuary for the animals



Chilean television personality **MATÍAS VEGA** supported us in Latin America



We also gained support of Argentinian influencer **CONNIE ISLA**



SONNTAG, 20. DEZEMBER 2020

Offener Brief an alle

## Promis rufen zum "Veganuary" auf



Auch Ex-Beatle Paul McCartney unterstützt "Veganuary".  
(Foto: imago images/ZUMA Wire)

Musician **PAUL MCCARTNEY** also signed Veganuary's open letter urging everyone to make 2021 the year for positive change



# TAKING TO THE STREETS

**HUNDREDS OF BILLBOARDS, POSTERS AND BANNERS MADE SURE VEGANUARY COULD NOT BE MISSED THIS YEAR**



Our campaign banners in metro stations in **ARGENTINA**



Adtower Veganuary ads in **GERMANY**



Tens of thousands have seen these ads on the highway between **FRANKFURT AND KÖLN**



Veganuary placed ads all over **SANTIAGO (CHILE)** to reach a wider audience



Our Swiss partner organization Vegane Gesellschaft Schweiz ran a successful out of home campaign with adverts and billboards all over **SWITZERLAND**



Our partners, Centre for Responsible Future and Green Monday joined efforts to place the Veganuary ads on the streets of **SINGAPORE**



# CORPORATE ENGAGEMENT IN THE UK

**HUNDREDS OF NEW PLANT-BASED PRODUCTS AND MENU ITEMS WERE LAUNCHED FOR VEGANUARY WITH SALES OF MANY EXCEEDING ALL EXPECTATIONS.**

Just a week after launching, Leon's new Vegan Sweet Carolina BBQ Burger swept up the title of its bestselling burger. M&S sold one of its new No Salt Beef Pretzel Roll every 30 seconds and its Plant Kitchen Vegan Chocolate Cookie was its most popular single cookie. Pret's new Meatless Meatball Hot Wrap was the first new product to become a top five best seller in launch week in Pret's history. Deliveroo confirmed they also saw a huge increase in demand for vegan food and thousands of new customers looking for it. **Order volume from vegan restaurants was up 146% and vegan options from other restaurants up 114% year-on-year, while new customers purchasing vegan were up 163% year-on-year.**

Other restaurant product launches included Subway's plant-based T.L.C. Sub, Papa John's and Domino's new vegan pizzas, Starbucks' Winter Menu Launch, Burger Kings' Vegan Bean Burger and Taco Bell launching Pulled Oats for Veganuary. TGI Fridays, KFC, Greggs and McDonalds delighted Veganuary participants with vegan comebacks of their ranges.

**439 NEW VEGAN PRODUCT LAUNCHES FOR VEGANUARY**

**154 NEW VEGAN MENU OPTIONS IN (CHAIN-) RESTAURANTS**

**MEATLESS FARM**  
LOVINGLY MADE FROM PLANTS

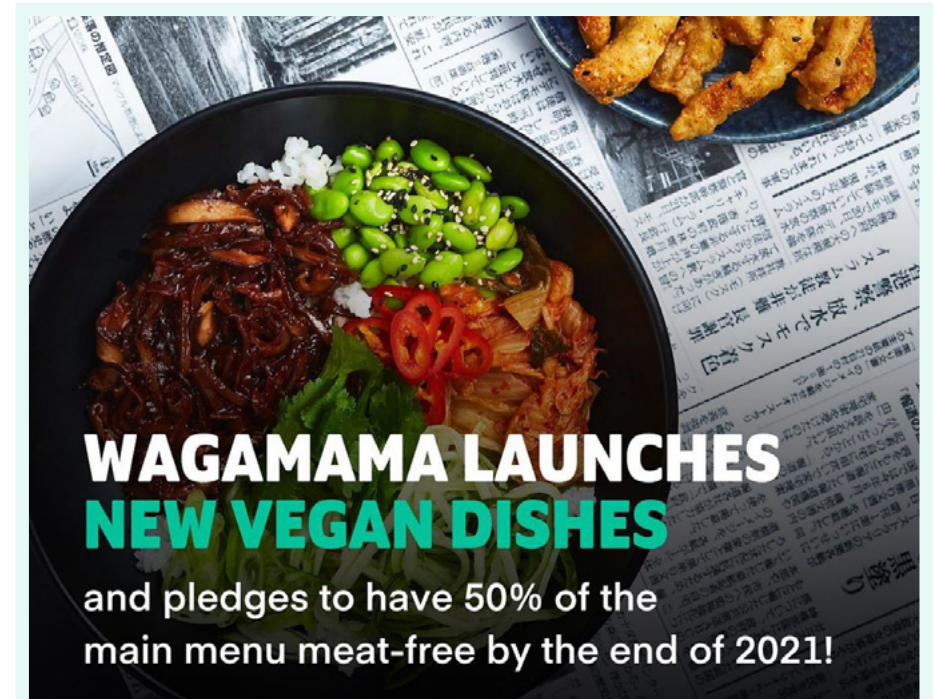
**MICHAEL HUNTER, MANAGING DIRECTOR OF MEATLESS FARM:**

**"It's been an incredible month for us and the plant-based category as a whole.** We know that during the first two weeks of January our sales were up 111% year-on-year and we're expecting to have seen this grow further towards the end of the month. Not to mention, our partnerships with major brands, Pret, Leon and itsu which have seen a phenomenal response and are really testament to how mainstream plant-based eating has become. This has really set the tone for 2021 and we're looking forward to an even bigger Veganuary next year."

★ **PRET** ★

**GUY MEAKIN, UK TRADING DIRECTOR AT PRET:**

"I'm thrilled that we have been able to add a hot vegan item to our already robust vegan range which customers have gone crazy for this Veganuary. **At Pret we've never seen a new product come in and shift our best sellers list, and to see it during a lockdown and in less than three weeks says a lot.**"



**WAGAMAMA LAUNCHES NEW VEGAN DISHES**

**and pledges to have 50% of the main menu meat-free by the end of 2021!**

Restaurant chain **WAGAMAMA** launched new vegan dishes for Veganuary and pledges to have 50% of the main menu meat-free by the end of 2021!

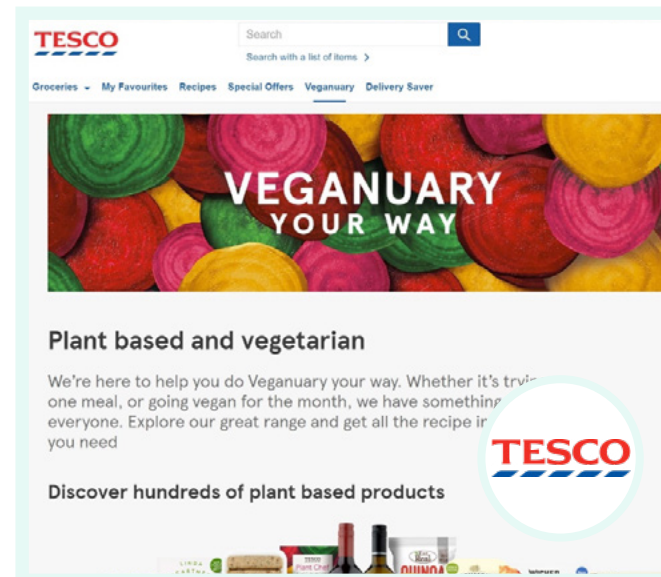


# VEGANUARY BOOMS AT UK RETAILERS

**A HUGE LANDMARK OF THIS YEAR'S CAMPAIGN WAS THE INVOLVEMENT OF ALL OF BRITAIN'S MAJOR SUPERMARKETS IN PROMOTING VEGANUARY WITH SOME EVEN ADVOCATING THE REASONS TO TRY A VEGAN DIET.**



**ALDI** had a Veganuary webpage that not only highlighted its plant-based products but also set out the main reasons to try vegan: Caring for animals, staying healthy, being greener, and more sustainability. It also featured dozens of vegan recipes, tips on vegan swaps and a link to Veganuary's website.



**TESCO** launched its first Veganuary TV and radio ads in January. It also had a dedicated webpage with recipes, product highlights and tips on making vegan swaps. The retailer - which has over 3700 stores across the UK - launched the "Veganuary Your Way" theme as well as more than 30 new vegan own-label products.

## JULIE ASHFIELD, MANAGING DIRECTOR OF BUYING AT ALDI:

"This year has seen Aldi add more vegan products to its shelves than ever before and expects to see sales of vegan food double as a result. We want to show that opting to go plant-based – or simply reducing the amount of meat in your diet – can be exciting and delicious without breaking the bank. The response to our range so far has been incredible."

## TESCO:

"Brits have made this Veganuary the biggest ever at Tesco with demand for plant-based foods up by more than a third on the previous year's event. Tesco Own-Brand Plant Based products were +38% in the first 3 weeks of Veganuary with over 700,000 shoppers buying Plant Chef or Wicked Kitchen (an 81% increase)."

**ASDA** had a dedicated Veganuary webpage that explained what a vegan diet is and highlighted three of the reasons to try vegan: It's better for the environment, it could improve your health, and it's delicious! It also featured their top vegan product picks and encouraged people to sign-up for Veganuary with a link to Veganuary's website. Asda also included a Vegan Butcher section in one of their stores and added 22 new meat-free alternatives to its plant-based range in January.



All major UK retailers engaged with the Veganuary 2021 Campaign either through social media and digital advertising, instore activations or 360 campaigns including billboards, out of home campaigns, TV and radio adverts, print campaigns and instore signage.



# VEGANUARY IN UK SUPERMARKETS



Retail Times  
be inspired

## THE RETAIL TIMES:

**"UK sees record sales of plant-based foods as Veganuary proves more popular than ever"**

Dunnhumby, the global leader in customer data science, has released UK shopper data from the last week which shows a boom in plant-based food sales, as many consumers switch to meat and dairy alternatives for January. The data, taken from the past week's shopper receipts across the top nine UK grocery retailers, shows a significant increase in sales of meat and dairy alternatives with shoppers embracing Veganuary and reducing their meat and dairy consumption. Sales of plant-based meat and dairy alternatives have increased 50% year-on-year in the first week of January, representing a record £12m in sales for the plant-based food and drink category. The increase has been largely driven by shoppers exploring new ranges, with nearly 31% more shoppers buying foods from the 'meat and dairy alternatives' category for the first time."



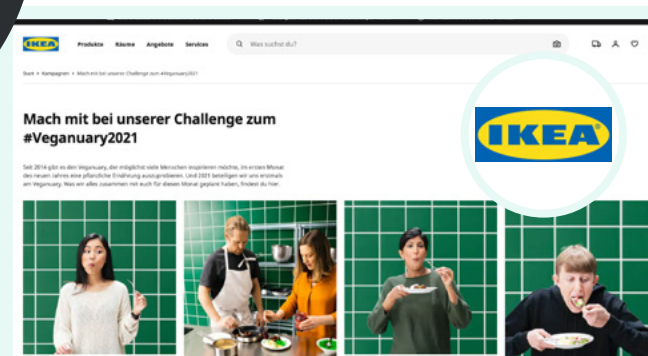
# CORPORATE ENGAGEMENT IN GERMANY

116 NEW VEGAN  
PRODUCT  
LAUNCHES FOR  
VEGANUARY

40 NEW VEGAN  
MENU OPTIONS  
IN (CHAIN-)  
RESTAURANTS

More than 170 companies in Germany, including leading discounter and supermarket chains, delivery services, fast food giants, gastronomy and manufacturing companies joined Veganuary this year and promoted veganism through their campaigns.

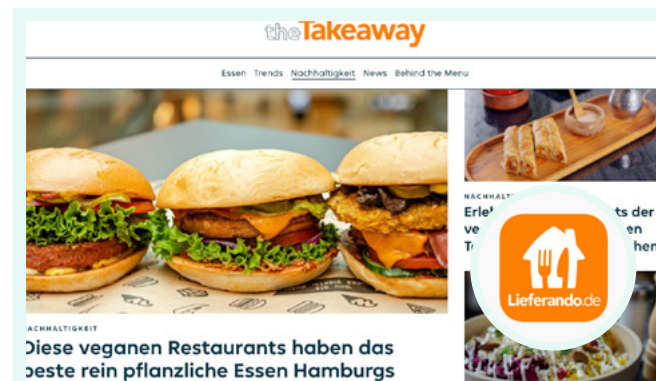
## HIGHLIGHTS



**IKEA** launched two new vegan menus as part of their Veganuary campaign



**SUBWAY** took part in Veganuary with their vegan chicken sub and a newly launched vegan cookie



**LIEFERANDO**, the biggest German food delivery service promoted Veganuary, encouraged their partner restaurants to take part and joined the workplace challenge



Discount supermarket chains **ALDI NORD, ALDI SÜD, LIDL AND PENNY** all ran major Veganuary campaigns including distributing millions of leaflets, new product launches and even a Lidl TV advert



**MCDONALD'S** joined Veganuary with promotions around the Big Vegan TS burger and even launched a Veganuary hoodie as part of their campaign



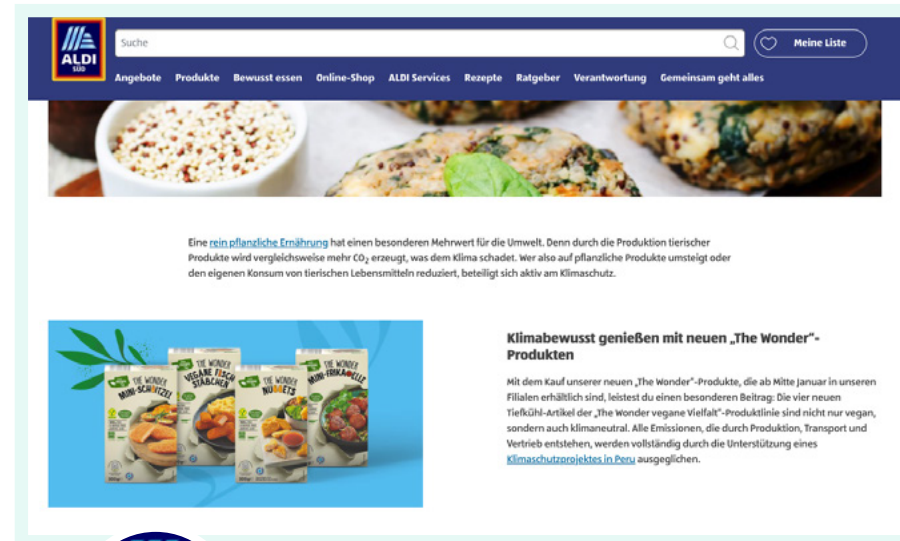
**FRANKFURT AIRPORT** joined the workplace challenge by offering daily vegan meals in their staff cafeteria as part of Veganuary





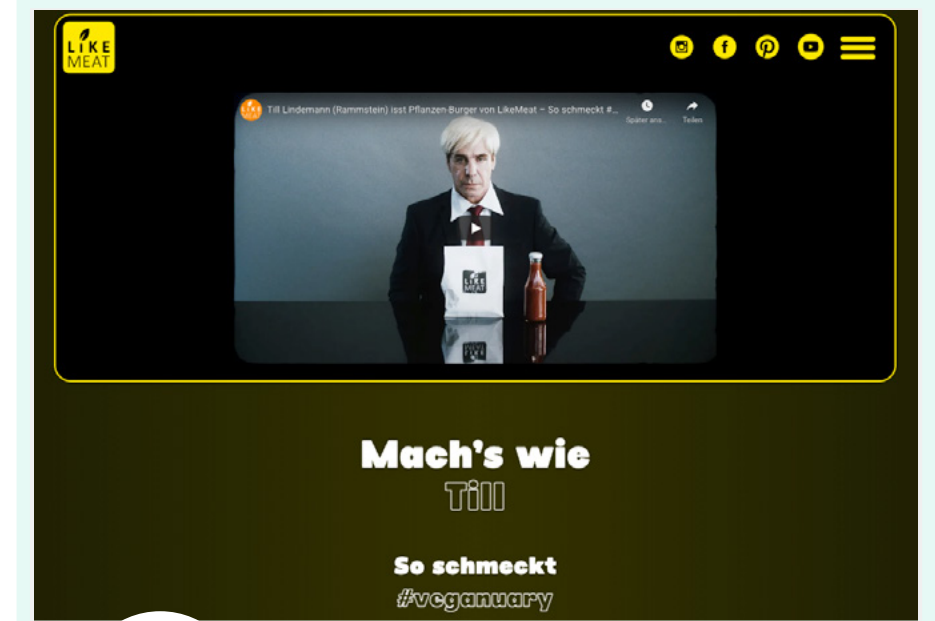
### MARCUS HAUS, HEAD OF MARKETING AT PENNY:

"Veganuary 2021 was a great success. We had a real run on our Food for Future products in several Penny stores."



### DR ANNETT WERNY, CORPORATE RESPONSIBILITY MANAGER AT ALDI SÜD:

"With our variety in vegan offerings and extensive promotion around vegan eating and nutrition, we were able to reach and inspire many customers and employees in January."



### ANJA GRUNEFELD, GENERAL MANAGER OF LIVEKINDLY COLLECTIVE DACH:

"We at LikeMeat supported this year's Veganuary with our own branded campaign. The focus was on a video ad with Rammstein singer Till Lindemann, which was very successful with over 1.1 million views on YouTube. The campaign also had a positive impact on sales of our products in Germany. Compared to the same period last year, we were able to record double-digit growth. This shows that the Veganuary message has reached the awareness of Germans and people are starting to eat more and more purely plant-based."



# CORPORATE ENGAGEMENT IN THE US

9 NEW VEGAN  
PRODUCT  
LAUNCHES FOR  
VEGANUARY

65 NEW  
VEGAN MENU  
OPTIONS IN  
RESTAURANTS

At least 131 brands, restaurants and retailers promoted Veganuary through special offers, online promotions, social media, email marketing, product launches, or menu items in the US, more than tripling 2020 participation.

## HIGHLIGHTS



### NESTLE PROFESSIONAL US

encouraged brands and food service to get involved in Veganuary. Nestle also offered Toolkits for foodservice outlets looking to promote Veganuary via specials on their Sweet Earth line.



100% VEGAN  
NOW AND FOREVER



**AVEDA** announced that they officially went 100% vegan this year in honour of Veganuary. Their staff around the globe also took part in Veganuary's Workplace Challenge.



VEGAN  
VOYAGE  
2021

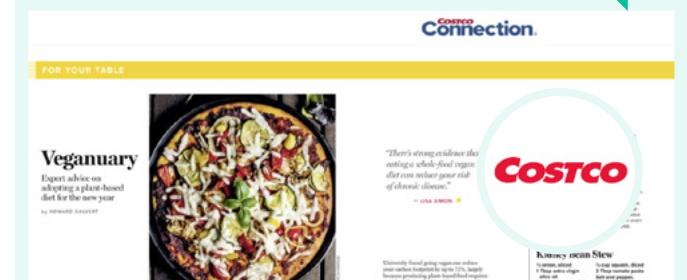
**YELP** created a "Vegan Voyage" in partnership with Veganuary, featuring plant-based restaurants around the country, hosting virtual events, and encouraging followers to sign-up for Veganuary.

### JOI BROZEK, SENIOR REGIONAL MANAGER- COMMUNITY, YELP:

"We chose Veganuary as our partner for this promo because they are an authentic force in the vegan movement! We appreciate Veganuary's dedication to inspiring people all over the world to get started on their vegan journey by providing an array of free and valuable resources."

### COSTCO CONNECTION:

"The introduction of Veganuary—where you take a pledge to give up meat, dairy and eggs during January—provides one way to make a significant change that not only benefits your health but also has a positive impact on animal welfare and the environment."



**COSTCO** promoted Veganuary in a two-page spread in their Costco Connection magazine in January, mailed to 15 million Costco members. The article highlighted the benefits of trying vegan, offered easy recipes featuring ingredients from their stores, and cited excellent tips to make transitioning to a plant-based diet easy.



# CORPORATE ENGAGEMENT IN LATIN AMERICA

2 NEW VEGAN  
PRODUCT  
LAUNCHES FOR  
VEGANUARY

38 BUSINESSES  
JOINING AND  
PROMOTING  
VEGANUARY

Our team in Latin America worked with 38 companies in Chile, Argentina, Mexico, Panama, Costa Rica, and Brazil on their Veganuary campaigns and promotions. Pizza giant Papa John's joined Veganuary with special promotions around two vegan pizzas in Chile and reported an increase in sales of the Veganuary promotion by 42% compared to a normal week. Other companies joining Veganuary this year included beauty brand Aveda in Brazil, Argentinian ice cream company El Piave, who launched two new vegan ice cream flavors for Veganuary and vegan pioneer Vegusta in Chile, who joined with a successful Veganuary product pack.



Argentinian ice cream company **EL PIAVE** created two new flavors especially for Veganuary



First ever vegan company in Chile, **VEGUSTA**, launched a Veganuary product pack to make the transition to a vegan diet as easy as possible

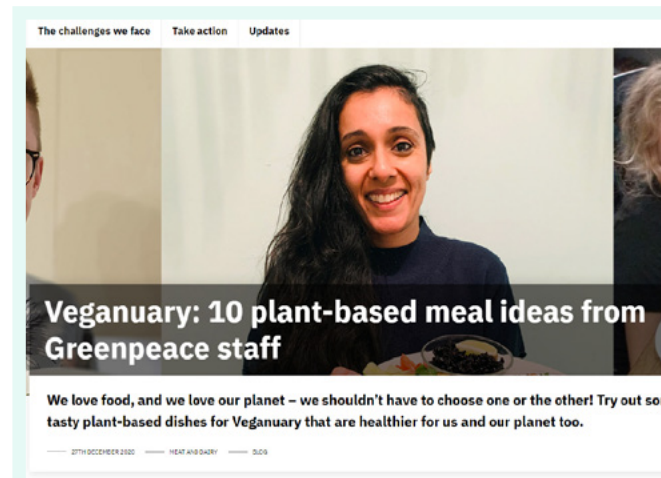


Pizza giant **PAPA JOHN'S** joined Veganuary with special promotions around two vegan pizzas in Chile, Panama, and Costa Rica



# OUR PARTNERS FOR VEGANUARY 2021

We worked with 18 official partner organisations all over the world in order to launch or amplify the Veganuary movement. Thanks to their amazing efforts we were able to extend the reach and impact of the campaign to six continents.



Our partner **GREENPEACE UK** promoted Veganuary to their millions of supporters via email, social media and blog



Our Swiss partner **VEGANE GESELLSCHAFT SCHWEIZ** worked with supermarket chain Lidl who joined the campaign and promoted their vegan range in Switzerland



Our partner organisation **ESSERE ANIMALI** organised a Veganuary street action in Rome



A Veganuary branded escalator by the vegan food brand **FRY'S** in South Africa



We now also offer all of our resources in French, including our Official Veganuary Starter Kit

We were also able to improve and extend our free support resources for Veganuary participants around the world. Now we offer localised and translated programs for the following countries: Chile, Argentina, Brasil, France, Switzerland, Australia, India, Italy, Singapore, the UK, South Africa, Germany, Sweden and the United States.



**THANK YOU FOR YOUR SUPPORT  
OF VEGANUARY AND HELPING  
TO MAKE ALL OF THIS PROGRESS  
POSSIBLE. TOGETHER WE CAN  
OVERCOME WHATEVER CHALLENGES  
THE FUTURE MIGHT HOLD.**

"Another world is not only possible, she is on her way.  
On a quiet day, I can hear her breathing." **Arundhati Roy**

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