Charity number: 1168566

VEGANUARY

5-YEAR STRATEGY

Campaign Years 2022/23 – 2026/27
Revised Version April 2025

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WHO WE ARE AND HOW WE MAKE A DIFFERENCE

Originating in England, Veganuary is an international organization that is changing the way we eat by driving a global shift towards plant-based food.

Through the Veganuary campaign, we encourage millions of people to eat vegan in January (and beyond) and work with thousands of businesses around the world to increase their vegan options to capitalize on this audience. This in turn inspires many more people to try the vegan options that are more easily available. Our huge media presence and strong social media following further increase the visibility of veganism and the growing plant-based food revolution.

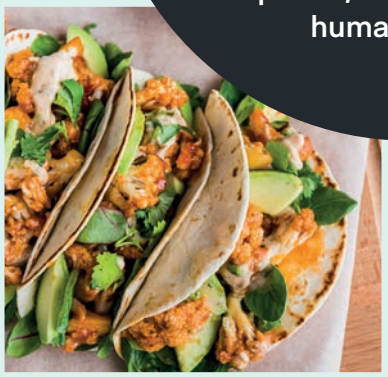
OUR VISION

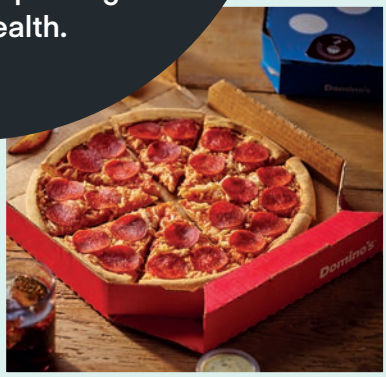
Our vision is simple; we want a vegan world.

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

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.





WHY WE EXIST

Industrial scale animal farming is a leading driver of climate change, deforestation, and species loss, as well as a significant cause of pollution. It drastically increases the risk of global pandemics and antibiotic resistance and is 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.

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.

Veganuary creates a month-long moment in time when the benefits of plant-based eating are at the center of public awareness, posing the perfect marketing opportunity for brands, retailers, and restaurants to highlight, improve, and expand their vegan offerings. By striving to make the month of January all about veganism in the public consciousness of the countries we are working in, we aspire to give plant-based eating the necessary visibility and popularity to effect long-term, sustainable change throughout the rest of the year. And it's working: Veganuary participants report that they continue to reduce their consumption of animal products even after January, and food companies keep a larger and better variety of plant-based options on the shelves after successful product and menu launches during Veganuary.

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 STRATEGIC AREAS OF FOCUS

Veganuary has established five strategic areas of focus necessary for achieving our mission and vision, and remaining as effective as possible in our efforts to maximize our impact.

INCREASING PARTICIPATION

The first strategic area is the very heart of our campaign: Inspiring people to try vegan with us for the month of January and beyond. With each person who eats fewer animal products, or eliminates them completely, our environmental footprint and the suffering of animals is reduced.

RAISING AWARENESS

In order to encourage people to try vegan and to create the greatest awareness of a plant-based diet and its benefits, our second strategic area focuses on social and traditional media reach. We educate the public through our social media channels and our work with mainstream media, creating a campaign buzz that leads to many of the most important press outlets in the world reporting on the topics of animal agriculture, veganism, and environmental protection during the Veganuary campaign. By working with influencers and celebrities, using innovative marketing techniques and tools, as well as creating media-worthy stories, we can reach an ever-growing number of people with our message.

CORPORATE ENGAGEMENT

Strategic area number three is what we call the "Veganuary effect" and it is where the greatest impact of our campaign lies. Our year-round work engaging with businesses leads to many of the biggest companies in the world joining Veganuary and increasing the visibility and availability of plant-based foods. The greater the visibility and excitement around the campaign – with major media coverage, influencers, and celebrities joining, and our social media reach increasing – the greater the incentive for brands, restaurants, and retailers to market their vegan products and launch new vegan options to the market. Greater availability of delicious vegan options, paired with companies using their advertising budget to market these vegan offerings, leads to an increased number of people choosing plant-based products over animal products in shops and in restaurants. Many of the products launched during the Veganuary campaign stay on the shelves year-round, making it easier and more inviting to continue choosing vegan throughout the rest of the year. The "Veganuary effect" is further amplified by businesses that participate in our Workplace Challenge, often securing positive press coverage by encouraging staff or corporate leadership to take part in Veganuary collectively.

GROWING A GLOBAL MOVEMENT

Our fourth strategic area focuses on internationalizing the campaign to multiply the impact we can have for animals, our planet, and on human health. This is achieved by adding new Veganuary country chapters to our existing structure, as well as working with already established partner organizations, either to amplify the campaign or initiate the Veganuary campaign in new regions and territories.

Veganuary currently runs country chapters in the UK, US, Germany, India, Spain, and Latin America (Chile and Argentina). Additional Veganuary campaigns are currently led by partner organizations in Australia, Singapore, France, South Africa, Switzerland, Greece, Austria, Italy, and Mexico.

INTERNAL DEVELOPMENT

Last but not least, our fifth strategic area focuses on building and maintaining the foundation for everything we do and achieve by creating a positive internal culture supported by practices that are effective and aimed at impact. This strategic focus area includes governance, fundraising, human resources, IT, finance, legal compliance, sustainability, and staff welfare, diversity and inclusion practices, research, as well as administration and operations.

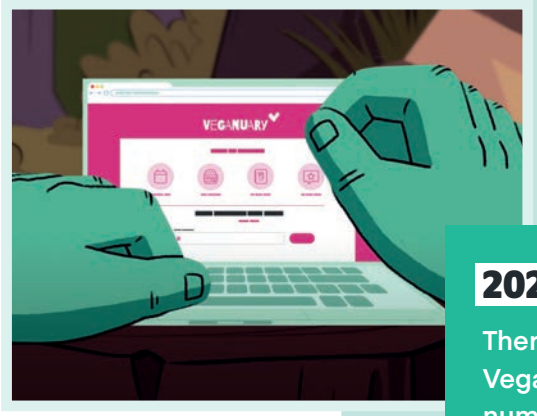
LOOKING AHEAD: OUR 5-YEAR STRATEGIC OBJECTIVES

At Veganuary we want to continuously increase our impact on animals' lives, the planet, and global human health to come closer to our vision of a vegan world as fast as possible. Therefore, we need to grow all our strategic areas of focus as they complement and amplify one another.

Over the next five years, we aim to make powerful strides toward a world where vegan is the norm rather than the exception. Our work will expand across the globe, with some regions seeing veganism become mainstream and having less need for a one-month vegan-focused campaign, while others will still be on an upward trajectory towards this aim.

With this in mind, and with your support, these are the strategic directions the organization will take over the next five years, as well as our main objectives for the 2027 campaign*:

*This is a working strategy document and may be updated to take into account further data and learnings acquired in advance of the 2027 campaign (1 February 2026 to 28 February 2027). This document is version 2 of our five-year strategy, and was last updated in June 2024.



INCREASING PARTICIPATION

The first Veganuary campaign in 2014 took place in a very different world than we live in today. Facebook and Twitter were the dominant social media channels, email was the primary way we communicated in business and with businesses, and mobile apps were still largely limited to those that came preloaded on your smartphone. Our participation model was therefore built around email sign-ups where participants could receive daily support and resources direct to their inbox. It is clear that times have changed, and we need to change with them to continue expanding our reach and impact.

Over the next five years, we will develop new ways of delivering our resources so that participants can receive support in a format that suits their lifestyle. This will mean a shift from reporting solely on email sign-ups and towards a broader measurement of participation that includes analysis by market research agencies, downloads of Veganuary resources in a variety of formats (e.g. podcast, video series, gated website content) as well as email sign-ups. By diversifying participation methods in this way, we can engage with the widest possible audience and ensure we are achieving maximum impact.

2027 OBJECTIVE

There will be 30 million participants globally during the Veganuary 2027 campaign period. We will reach this number through significantly strengthening our country chapters as well as continuing our focus on globalization.

RAISING AWARENESS

Veganuary has the power to bring veganism and plant-based eating into mainstream culture and top-line conversation between December and January. A large percentage of our media reach is achieved by companies joining in the campaign and spending their significant advertising budgets on dedicated vegan messaging and promotion of plant-based products. This corporate-based messaging is typically positive and reinforces the idea that vegan eating is trendy, affordable, delicious, and healthy. Veganuary's huge social media reach is also greatly influenced by announcements of new vegan products and menu options which generate excitement among vegans and veg-curious followers around the world.

Getting our issues-focused messaging into the media on a limited budget takes more creativity and we have several proven strategies that we can build on going forward: Celebrity endorsements and participation; presenting new research around Veganuary and veganism; utilizing past participants' experiences; as well as a range of marketing tools and PR stunts such as launching the first ever vegan TV ad or high-profile billboard campaigns. Our work with celebrity ambassadors has proven highly successful, which is why Veganuary will focus on creating and amplifying a diverse and committed range of celebrity ambassadors in each of our main countries.

What is most powerful about Veganuary is the experience of seeing it everywhere around you in January – that very emotional and visceral response to seeing it in major supermarkets and retailers, hearing it on the news, in your workplace, on your favorite celebrity's social media channels, or through personal conversations. This excitement and buzz around the campaign are what we are aiming to achieve in all of the countries we are building a presence in.

2027 OBJECTIVE

Veganuary will strengthen its position as a leader in the conversation around plant-based food, with 20,000 media stories featuring our 2027 campaign and a social media reach of 85 million.

In the countries with a strong Veganuary presence, veganism will be amongst the top-line conversations during January and impossible to miss for anyone engaging with traditional or digital media.

CORPORATE ENGAGEMENT

The bigger the buzz around the campaign, and the greater the number of people eating plant-based in January, the higher the incentive for companies to use the period between December and the end of January for vegan-related marketing activations, product launches, or participation in the one-month challenge as a workplace, thereby significantly increasing the impact of the Veganuary campaign. Our efforts in scaling the campaign buzz, therefore, go hand in hand with the efforts of our dedicated corporate engagement teams who work with companies year-round to encourage and support them to participate in Veganuary. In the UK, where this work has been conducted the longest, major retailers are now viewing Veganuary as a bigger feature in the retail calendar than Christmas.

We have significantly scaled up resources and staff in our corporate engagement departments over the past few years and have developed a range of resources to support businesses through their Veganuary activations. Yet, despite already directly engaging or consulting with several hundred companies per year in most of the countries we are working in, we are currently not able to meet the demand from the wide range of businesses wanting to engage with Veganuary and looking for tailored support and guidance. We will therefore further scale our corporate engagement departments to meet the growing demand from participating businesses.

In some of the countries where Veganuary has seen the highest demand for corporate collaborations, such as the UK or Germany, we have seen hundreds of new product and menu launches hit the market during January and the innovation in plant-based products has far exceeded that of other countries. We will therefore start focusing some of our efforts towards more longer-term corporate commitments from companies in those countries, such as working towards making the majority of their product ranges plant-based over the coming years.

Through our positive approach and extensive networking, we have built strong relationships with many of the largest companies in the food sector and are regularly giving talks and presentations on the opportunities of joining the plant-based trend and utilising Veganuary to drive sales in the vegan category. We want to scale this approach further to effect long-term change in the sector.

CORPORATE ENGAGEMENT (CONTINUED)

We will also continue to work closely with partner organizations in additional countries and provide them with the tools and training needed to effectively use the Veganuary campaign to ensure corporate participation. We will continue to collaborate with the widest range of businesses possible, while focusing first on the biggest companies which sell the largest amount of animal products as this has the potential for the greatest impact.

2027 OBJECTIVE

The "Veganuary effect" will be an undeniable force in strategic regions across the globe, with over 2,500 new products or menu items launched during the 2027 campaign and direct collaborations with at least 400 major businesses. More than 350 companies will participate in our 2027 Veganuary Workplace Challenge, with an increased focus on institutions. We will secure long-term plant-based commitments from at least 15 companies to ensure that the momentum of the main campaign period has a lasting impact.

GROWING A GLOBAL MOVEMENT

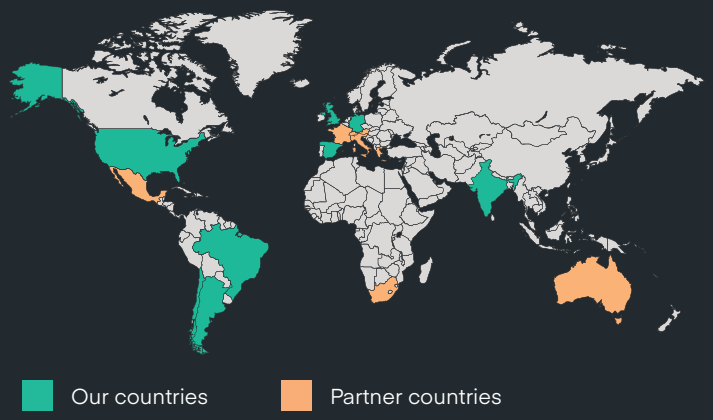
To multiply our impact, we will continue our focus on internationalization and creating a thriving global movement. This requires dual priorities of both building upon our work in existing Veganuary countries and regions, as well as expanding into new areas.

First, we will focus on strengthening and growing our influence in existing Veganuary regions and countries where the campaign model has proven successful and where we've identified significant opportunities for growth. We will build upon the foundations we've laid for success in all program areas, including participation, media and social media buzz, and corporate engagement.

Second, we will aim to add new country chapters, either by establishing an official Veganuary campaign or by working in close collaboration with partner organizations which are comparatively effective to our existing official countries. In regions where Veganuary can identify a suitable partner organization with the capacity to create resources in their language and country context and effectively run an impactful campaign, a partnership arrangement will be prioritized.

We will select target countries by conducting a thorough analysis of key success factors, including identifying suitable partners or staff, potential for market engagement, and global influence. We will also carefully assess the potential for impact, conduct a cost-benefit analysis, and identify possible risk factors. Expanding our work into a new country or region will be based on confidence that there is potential for all our strategic priorities to work in tandem in that area.

CURRENT VEGANUARY COUNTRY CHAPTERS AND PARTNER COUNTRIES



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2027 OBJECTIVE

By 2027, Veganuary will have a strong presence in 23 countries around the world, either through our own team or a partner organization managing the campaign in each country. Veganuary will expand its partnership program and ensure each partner campaign runs effectively and includes all of our strategic focus areas. Our resources will be available in language and country contexts for the majority of the global population.

INTERNAL DEVELOPMENT

We need a strong, sustainable, and resilient foundation to create a lasting impact and grow our potential to effect positive change. To do so, we will focus on the following areas:

We will continue to build robust processes and procedures that allow sustainable growth both internally and externally.

One of our core values is striving for impact, continuously assessing how the highest number of lives can be spared and directing resources to that end. Therefore, we will track, monitor, and evaluate our progress as well as invest in research to ensure we are operating as efficiently and effectively as possible and all of our efforts are targeted at achieving the maximum impact.

We will increase and diversify our fundraising efforts to lay the financial foundation we need to scale and amplify our work.

We will continue to prioritize staff welfare by remaining attentive to their needs and implementing measures that increase team wellbeing, reduce stress, and nurture open communication as well as personal and professional growth.

We will strengthen our commitment to diversity, equity, and inclusion with the aim of increasing our impact as an organization and celebrating our diverse world.

We will continue to invest in the professional development of our staff by creating robust opportunities for teams to gain new skills and build on existing ones.

We will strive to build a more sustainable organizational structure that supports our growth over the coming years.

We will continue to utilize and leverage state-of-the-art technology and digital trends to increase our impact in all areas.

We will continue to refine and expand our cyber-security measures to safeguard the organization in the growing digital workspace.

As we grow, we will maintain good governance, financial responsibility, and legal compliance in all areas, including data protection, while continuously ensuring efficiency and efficacy in our approach.

2027 OBJECTIVE

To reach our five-year strategic objectives, we will expand our talented and motivated international team and continue to adapt and promote the campaign in a way that resonates with target demographics in respective regions. We will aim to maintain a positive internal culture for all team members while increasing diversity, equity, and inclusion practices, ensure all of our processes are effective and aimed at impact maximization while maintaining legal compliance and high standards in all areas including governance, data protection, operations, finance, IT, and HR.

VEGANUARY'S IMPACT

VEGANUARY IS SO MUCH BIGGER THAN JUST JANUARY.

In fact, over 80% of participants each year tell us that they plan to significantly reduce their intake of animal products long-term, meaning the enduring impact is much, much greater.

Each participant we recruit, business we engage, or media story we secure serves to accelerate the impact we have for animals, our planet, and global human health. Some areas of impact are easier to measure than others, but here is how we hope to change the world five years from now.

By the 2027 Veganuary campaign we aim to have at least 33 million people participating globally each year and eating vegan for at least a month. Together, these 33 million participants eating vegan for one month during the 2027 campaign will save approximately*:

13,365 METRIC TONS OF PO_4^{3-}eq SAVED (EUTROPHICATION)

110 MILLION ANIMAL LIVES

3,426,720 METRIC TONS OF CO_2eq

52 MILLION GALLONS OF WATER

*Figures are based on previous Veganuary participant data and take into account participants' geographical location (country) and their pre-Veganuary diet. The CO_2eq, PO_4^{3}eq and water calculations are extrapolated from the data in *Poore & Nemecek (2018) Science*. Animal lives saved is based on the Vegan Society's Veganalyser app.

SUPPORTING THE GROWTH OF THE VEGAN MARKET

The demand driven by Veganuary contributes significantly to the market shift that is bringing plant-based options to the forefront. While we cannot measure our cumulative impact on the growth of the plant-based market directly, we know that major food companies have spent millions from their marketing budgets highlighting plant-based options during their Veganuary campaigns. Their messaging reinforces that vegan food can be delicious and varied on a much larger scale than we'd be able to achieve as a non-profit alone.

At the same time, their extensive vegan-focused marketing campaigns increase the popularity of Veganuary and encourage a larger number of people to give vegan eating a go for a month. Research conducted by global market research agency Kantar found that in January 2019, ten times more British people gave up animal products than the number of people that had officially signed up on the Veganuary website that year from the UK. As our corporate engagement work increases in other countries, we are seeing similar patterns emerge.

We have also seen that the thousands of Veganuary-related product promotions, as well as menu and product launches, increase the visibility and availability of vegan options overall and automatically lead to more people choosing them, beyond just those consumers who are participating in Veganuary and/or trying vegan for a month.

Apart from having the option of choosing easily available vegan foods everywhere, the choices of consumers are also in large part influenced by price and taste. By encouraging thousands of companies to launch plant-based options in January, the market becomes more competitive and the products both higher quality and more affordable.

Therefore, we believe that the activations by companies around Veganuary and throughout the month of January have the potential to entice millions of people to choose plant-based over animal products simply because tastier, more affordable, and higher-profile options are available for consumers to choose from. Those consumers might have never participated in Veganuary, or even heard of our campaign, but thanks to the increased offering sparked by Veganuary, they are now choosing plant-based options more often throughout the year and reducing their animal product consumption long-term.

Because of this, we believe that the impact of our corporate engagement efforts is much greater than what we are achieving through our campaign alone.

Veganuary is a charity registered
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VEGANUARY