

THE VEGANUARY WORKPLACE CHALLENGE

FOR A MORE SUSTAINABLE
AND INCLUSIVE WORKPLACE

VEGANUARY 



VEGANUARY WORKPLACE CHALLENGE 2027

**READY TO BRING YOUR TEAM TOGETHER WHILE
MAKING A REAL IMPACT?**

The Veganuary Workplace Challenge is a 31-day initiative where employers encourage their teams to try plant-based throughout January. Companies can create a 'team' on the Veganuary app, and receive ready-to-use resources, activities and support materials to make participation light-hearted, easy and engaging.

It's a team-driven way to boost employee engagement, promote inclusivity and build healthier habits in the workplace. All while making meaningful progress towards your ESG goals!





HOW TO TAKE PART



DRIVE PARTICIPATION

- The Veganuary app is coming September 2026! Download the Veganuary app and sign up as a team. Your organisation can calculate your collective impact at the end of the month.
- Host a **Veganuary 2027 Coffee Morning** in the office this January. Speak to us for more information and we'll send you a digital pack.
- Invite your Senior Leadership team to participate. Leadership involvement shows authentic commitment to sustainability and employee wellbeing while uniting your team in a shared challenge.
- Promote Veganuary from December via internal communications. Use our digital and/or printable branding and assets including logos, posters, newsletters and in-canteen/office signage.
- Build community through shared experiences. Host a lunch-and-learn, team meals, bake-offs and fun food challenges to keep momentum high and engagement strong.



PLANT-FORWARD FOCUS

- Book a speaker or join Veganuary's January workplace webinar to learn more about the environmental impact of the food we consume. Drop us an email for more information!
- Include easy additions and swaps such as:
 - Switch all meeting catering to plant-based for the month of January
 - Offer oat/soya milk as the default for staff at the coffee station
 - Offer meat-free days in canteens and cafés or significant discounts/rewards for staff choosing the plant-based option
- Review in-canteen menus to ensure plant-based options are the star of the show, using '**nudging techniques**' to encourage staff. Even renaming the veg options can help (for example: the 'vegan burger' could become the 'California Burger').
- Opportunity to support the company's ESG goals since plant-rich diets are more environmentally friendly and support employee wellbeing too.



SPOTLIGHT YOUR IMPACT

- Taking part publicly? Share your story with us. For example, let us know an estimate of how many employees took part or send quotes and photos from your experience. We may feature them in Veganuary press, social media, guides or on our website.
- Share your experience and intent to participate on social media and LinkedIn using the **#VeganuaryWorkplaceChallenge** hashtag.





BRINGING VEGANUARY TO LIFE

See how other organisations have successfully run the Veganuary Workplace Challenge. These real-world case studies show creative approaches and the positive impact companies achieved by bringing Veganuary into their workplace.



Clatterbridge Cancer Centre, Wirral

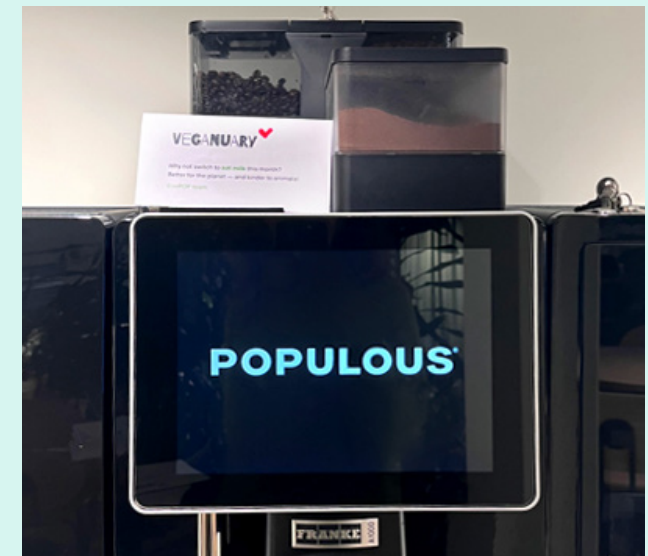
P POPULOUS

When international architecture firm Populous took on the Veganuary Workplace Challenge, they started simple. They placed labels by coffee machines encouraging people to choose oat milk, and a shared recipe collection connected teams across APAC and EMEA offices.

What began as small prompts quickly sparked conversations about sustainable eating across time zones and cultures. Teams in Brisbane and throughout Europe swapped vegan recipes and colleagues discovered new favourites like Philadelphia's plant-based spread and Oatly's Greek-style yoghurt, while others made personal health discoveries.

Maddalena Cannarsa, who led the challenge in EMEA said, "What really stood out was how quickly people picked it up and made it their own. Once it got going, it naturally carried on beyond January." Another colleague shared that plant-based alternatives "will definitely stay as vegan substitutes in my diet."

The real transformation came after January ended. Inspired by team engagement, Populous' internal



sustainability group, EcoPop, **committed to plant-based catering for all their events going forward, going completely vegan by May 2026.**

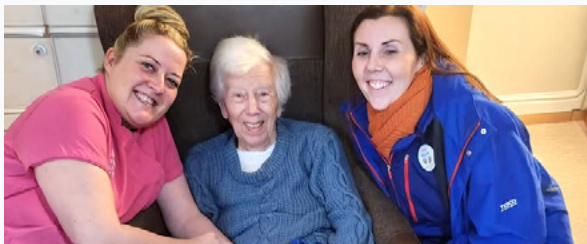
As Dr. Kavita Gonsalves, Head of Sustainability APAC, noted, the initiative brought two regions together "in a shared experience of eating well and being careful about what and how we consume." What started as a January challenge became a lasting shift, proving that workplace culture change starts with curiosity, not perfection.



ADEPT CARE HOMES

Adept Care Homes has taken part in the Veganuary Workplace Challenge for many years, transforming it into an inclusive experience for both staff and residents. They've delighted residents by holding sensory spa sessions using vegan products during January as well as sampling plant-based cuisine, making their own hummus, pizzas and cheese straws. The interactive approach turned meals into memorable moments of discovery.

The success of their January initiatives shows how Veganuary can create lasting cultural change in care settings where food and wellbeing are deeply intertwined.



“

Every year, I enthusiastically engage in Veganuary to explore innovative plant-based dishes, and the experience has been truly enriching. I've had the opportunity to witness the positive influence of Veganuary on our residents. They've not only enjoyed sampling vegan cuisine but have also expressed a desire for more vegan-related activities throughout the year. Veganuary goes beyond food; it embodies a commitment to personal wellbeing and sustainability.

JOE LOCK

Communities Director
Adept Care Homes



Birmingham University's Student Hub

was awarded an 'Innovation for Engagement Award' for its innovative sustainability engagement strategies, which included running the Veganuary Workplace Challenge in January 2025. The campaign generated widespread discussion about plant-based eating and sustainable lifestyle choices across campus.



Throughout January, personal care brand **Wild** created a little healthy competition in the office, with staff earning points for signing up to Veganuary's 31-day email series, trying new recipes or bringing plant-based dishes to share. The team invited vegan educator Ed Winters (Earthling Ed) to speak about the impact of animal agriculture, paired with a fully plant-based lunch that let the food do the talking. They also hosted vegan taste tests and a bake sale to raise funds for Veganuary and Surge Sanctuary.



Bloomberg

NHS
Supply Chain

Pinterest

Tameside
Metropolitan Borough
"an excellent council"

TESCO

DocuSign

Superdrug ☆

M&S
— FOOD —

ORIGINAL
PHILADELPHIA

salesforce

EY

deliveroo

University
of Exeter

verizon

LNER
LONDON NORTH EASTERN RAILWAY

Action for
Children

adeptcarehomes

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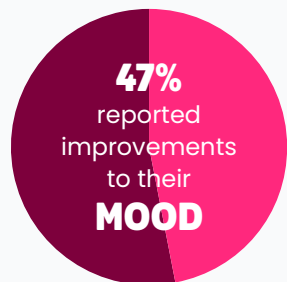
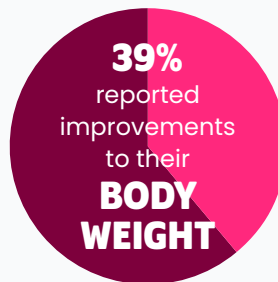
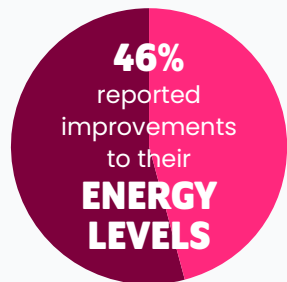
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RESOURCES & SUPPORT

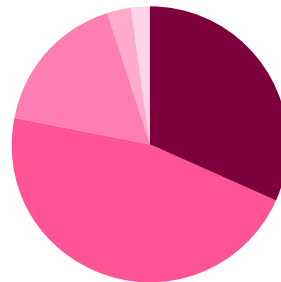


49% OF RESPONDENTS REPORTED IMPROVEMENTS TO THEIR OVERALL HEALTH.

IN ADDITION:



OVERALL, HOW MANY PARTICIPANTS PLAN TO MAKE A SIGNIFICANT DIET CHANGE AFTER VEGANUARY?



- 32%** Staying fully vegan
- 47%** Reducing by at least half
- 17%** Reducing by less than half
- 3%** Not sure
- 2%** Not reducing

NUDGING IN WORKPLACES

- [Plant-based catering across workplaces and institutions](#), for Veganuary and beyond
- [Reducing meat consumption and a nudge by proxy](#) – a Greggs experiment
- [Nudging](#) people to choose a plant-based option in the canteen or workplaces

RESOURCES



[VEGANUARY ASSETS](#) such as:

- Logos and badges (to add to your email signature)
- Icons to add to menus to indicate a 'Veganuary Special'
- Posters and social media assets (for online and print)
- Email templates to ask your Senior Leadership team, canteen or HR manager to consider taking on the Workplace Challenge
- Press release templates



[BRAND GUIDELINES](#)



[NUTRITIONAL GUIDES](#)



THANK YOU! LET'S MAKE VEGANUARY 2027 THE BIGGEST & BEST CAMPAIGN YET!

INTERESTED IN GOING ONE STEP FURTHER?

Workplaces love taking on the challenge so much they go on to integrate some of those habits beyond January. Just look at Populous (see page 4)!

If you're keen to make lasting, meaningful change, Veganuary would love to work with you on a long term commitment to further your ESG goals. **Let's chat!**

CONTACT

Drop us an email corporate@veganuary.com

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