



World Vegan Day and World Vegan Month Opportunities

November 2018



Get involved in World Vegan Month 2018

www.vegansociety.com/worldveganmonth

The image of veganism is undergoing the most radical change in its history, with people now closely associating it with health, fitness and wellbeing as well as ethical concerns for animals and the environment. There are 600,000 vegans in Great Britain alone. (Ipsos Mori for The Vegan Society, 2018). The number doubled between 2014-16 and doubled again in the last two years. The word 'vegan' did not exist until 1944 when The Vegan Society's founding members, who were then called 'non-dairy vegetarians', coined it but it can now be seen on menus and products around the world.

Our research found that 1 in 2 Britons know a vegan and 56% of us adopt vegan buying behaviours. Offering vegan products makes clear commercial sense — it opens up the potential market to not only the 600,000 vegans in Britain, but also to a million more vegetarians, the huge number of meat and dairy reducers, the lactose intolerant, the health-conscious, followers of certain religions that have dietary requirements, and others who simply enjoy vegan food from time to time.

Celebrating the 24th World Vegan Day

World Vegan Day marks the founding of The Vegan Society at the beginning of November 1944 at a meeting in Holborn, London, that led to a worldwide movement which is now one of the fastest growing lifestyle trends. Taking place since 1994, World Vegan Day is the annual celebration that encourages people to try new vegan products when shopping or eating out and experiment with veganism.

Activities involve food outlets offering discounts on vegan dishes, businesses running competitions, and vegans taking part in celebrations under the hashtags [#worldveganday](#) and [#worldveganmonth](#).



What we achieved last year

Our social media reach

Combining its charity and trading arms, The Vegan Society's social media following is unlike any other vegan organisation's. With 400,000 'likes' on FB, 170,000 followers on Twitter, 35,000 followers in Instagram, and 60,000 readers of our e-newsletter, we are very well connected to a worldwide audience of vegans and the vegan-curious.

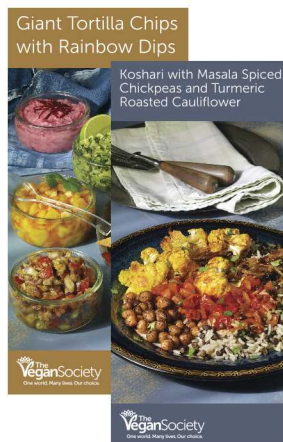
We managed to get trending on Twitter at number 1 worldwide for most of the day on 1 November. An extra 10,000 people visited our website on World Vegan Day compared to the average visitor numbers, and the World Vegan Month page was the third most viewed page on our site throughout November.

Media coverage and celebrity support

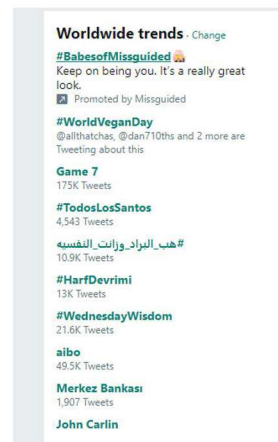
Vegan actor Peter Egan, best known for his roles as Paul Ryman in the sitcom Ever Decreasing Circles and Hugh 'Shrimpie' MacClare, Marquess of Flintshire in Downton Abbey, gave 15 interviews to radio stations on behalf of The Vegan Society. Interviews were secured by a London broadcast agency. Acclaimed poet, musician and Vegan Society Ambassador Benjamin Zephaniah penned a vegan anthem for The Vegan Society to celebrate World Vegan Day and we produced a music video celebrating World Vegan Month that featured Vegan Society supporters.



BENJAMIN ZEPHANIAH PENNED A VEGAN ANTHEM



TRY AT HOME FAMILY RECIPES



TRENDING ON TWITTER

Awareness days are a perfect hook for media articles – and an unmissable opportunity for your company to become part of the conversation. WVM activities inspired almost a hundred positive articles in at least 50 different online publications last year, including the Telegraph, the Guardian, Metro, Mirror Online, the Sun, the Daily Express and the Daily Star. From vegan recipes published all over the place, to advice pieces on how to veganise your dishes, to journalists taking the Vegan Pledge, veganism certainly took centre stage last November.

All over the world vegans hosted events for World Vegan Day from a World Vegan Day Lunch and Learn lecture at the Green Office of Vrije University Amsterdam to a 20-day vegan festival in Mumbai and to the launch of the first fully vegan pie shop in London to a World Vegan Day conference in Istanbul, there was plenty to celebrate.



SAM CALVERT, HEAD OF COMMUNICATIONS AND PETER EGAN ARE INTERVIEWED BY RADIO STATIONS ACROSS THE UK

Plans for World Vegan Month 2018

Building on the success of 2017

We will encourage the nation and people worldwide to try some vegan food during November

That might be cooking a vegan meal for the family, choosing a vegan dish on a menu or taking the Vegan Society's 30-day Vegan Pledge. Thousands of people every year complete the pledge on go to a lifetime of delicious and compassionate eating that is good for them, good for the environment and good for businesses supplying vegan products and services.

We will launch our VeGuide App



Usually taking a vegan challenge involves signing up to an email delivered to you daily for 30 days that contains recipes, support and advice to help you to stay vegan during the month.

For 2018 The Vegan Society is working on an exciting app to help that will be free to download that will help people go vegan. It will be released to coincide with World Vegan Day for both Apple and Android and will contain shopping, nutrition and recipe information. We think the first ever 'go vegan' app will really make a difference to how many people take the pledge in World Vegan Month. We will be encouraging thousands of people to download the app and start their new food adventure for November!

Parliamentary activity

We are aiming to get all Westminster canteens serving a vegan option during World Vegan Month rather than the current situation where only one of the many canteens has a vegan option on any given day. We also plan to have a Vegan Society information stand in the lobby at Westminster. We are currently working on plans for activity aimed at the Scottish Parliament and Welsh Assembly too.



Great new vegan recipes to share!

We will be offering them for use by the media and sharing them on our website and social media.

We will publish a World Vegan Month poster and flyer

These will promote the month and will be available to download online and will be distributed by our Campaigner Network and Local Contacts throughout the UK. We will also be encouraging supporters worldwide to register their World Vegan Month events and promotions with us so that everyone can see how they can get involved.

We will encourage the press to cover World Vegan Month...

By sharing delicious recipes and working with a well-known vegan to bring some magic into the nation's diet for World Vegan Month. Celebrity vegan Evanna Lynch, well-known for her portrayal of Luna Lovegood in the Harry Potter film series, will be supporting World Vegan Month PR by giving a series of media interviews.



EVANNA LYNCH WILL GIVE A SERIES OF MEDIA INTERVIEWS

How to get involved?

DOWNLOAD OUR VEGUIDE APP

VeGuide

Competitions and discounts

A large number of businesses used World Vegan Month as an opportunity to promote their business with discounts or other sales promotions or by holding competitions. Please feel free to use our hashtags **#worldveganday** and **#worldveganmonth**. It's a great hook for your social media posts.

Take potluck

Many businesses successfully hold staff potlucks where everyone brings in a vegan dish for a shared lunch. It's a great opportunity for a social media post and you may get your local media interested in covering it too.

Or take a challenge

Challenge some of your staff to download the **VeGuide App** and eat vegan for the month. They can blog about it or share social media updates with photos of their meals. It's another great way to get local press coverage.

Social media shout-outs

If you are holding a special event let us know and we will help you to promote it. Organic 'likes' and views on our Facebook and Twitter accounts shoot up on World Vegan Day due to Thunderclap which links back to our platforms. We gained 400 supporters in less than one week last year, with a social reach of 735,217.

Retailers

Why not flag up your vegan products with shelf barkers/wobblers and/or aisle signs to tell customers about World Vegan Month and to encourage sales?

Meal Deal and price promotions would encourage people who are downloading the **VeGuide App** for World Vegan Month, and are new to veganism, to try your products. From food to wine to toiletries, every section



PROMOTE VEGAN DISHES DURING THE MONTH



of a store can flag up its vegan offer.

In-store magazines and recipe cards as well as your website and social media could feature vegan recipes during World Vegan Month.

Challenge some of your staff to download the **VeGuide App** for World Vegan Month and get them to share their experiences in a blog or on social media.

In-store cafés could offer vegan specials or promotions on vegan dishes as well as of soya or any other plant milks that you sell.

Restaurants/cafés/canteens/contract catering

World Vegan Month is a great time to get on board and promote vegan dishes on your menu, any special dishes you are creating to celebrate World Vegan Day or World Vegan Month or even to host a special vegan banquet evening.

Why not offer a discount or a larger size drink at no extra charge for soya or any other plant milk drink in November? Rewarding customers who choose non-dairy milk with a vegan biscuit or a discount on a vegan cake would encourage more people to give plant milk a try.

Get involved...

We hope you will see the potential to get on board in 2018 and join the celebrations. We are not looking for you to sponsor anything in cash or in kind – we just want you to add your voice to ours and help people to try more vegan food in November.

Interested in getting involved in World Vegan Month 2018?

Get in touch with us at worldveganmonth@vegansociety.com
or call 0121 523 1738 to get started.



One world. Many lives. Our choice.

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