



# OUR IMPACT

2022





# WELCOME TO OUR IMPACT 2022

At The Vegan Society we have an ambitious vision: a world in which humans do not exploit other animals. In 2021 we published [our first impact report](#), highlighting our achievements, activities and outputs throughout the previous year. *Our Impact 2022* continues this work, to show the progress we have made towards effecting long-term change.

Our Strategic Plan plays a key role in helping us to gauge our impact. Created in 2017, the Strategic Plan outlines the progress we want to make by 2025. It sets out four key outcomes which we are working towards:

- 1 More people choose to become vegan or at least use vegan alternatives.
- 2 A more favourable legal and policy framework for veganism and vegan products and services.
- 3 Wider society increasingly recognises the ethical, environmental and human justice problems with animal farming and other uses of animals for human purposes.
- 4 The Vegan Society is a strong global organisation that is competent and proactive in addressing vegan issues in an efficient and appropriate manner.

Each outcome has been broken down into specific objectives and indicators of success. For example, we can gauge our progress towards outcome one by monitoring the number of vegans in different countries, and the increase in the use of vegan alternatives. To see the full Strategic Plan, please visit the members' section of our website, or contact us directly.

The collective effort of many individuals and organisations to promote veganism has resulted in great progress over the past decade. In many cases we can't separate the contribution of The Vegan Society to these overall changes from the contribution of many others, including our members. However, we can describe key activities and achievements that have supported and promoted these very welcome changes.



Thank you for directly supporting the growth and success of the vegan movement. Together we are taking steps towards a more compassionate, sustainable and fairer world.



“

*It's wonderful that your dedicated hard work is bringing in such positive results now. So many young people are aware of the issues and changing their lifestyles for the better. I didn't expect to see such a fundamental change in my lifetime* - Pat Rudderham, Vegan Society member

“

*I joined The Vegan Society for my whole family, simply to have that feeling of belonging to a bigger community of vegans for moral support in what sometimes seems like a very uncaring world. I didn't expect all the other benefits, like discounts for members on products as diverse as subscriptions like Films for Change (which is fantastic), books, clothing, services and holidays. The information on the International Rights Network and how to plan for families is all essential reading on your vegan journey. One of my favourite destinations is the fantastic searchable recipes page!*

- Alexandra Carter, Vegan Society member

“

*Thank you for your VeGuide app. I have been vegetarian for 32 years and have tried to become vegan many times, unsuccessfully. VeGuide has been amazing for the last 30 days, and I can say from the bottom of my heart that I am now vegan for life.* - Angela

“

*Thank you so much [to Jeanette Rowley, Vegan Rights Advocate for The Vegan Society] for such an interesting and valuable presentation today! You have made today the highlight of my 10-year teaching career!* - Dr Donelle Gadenne, University of Winchester

“

*I should like to thank The Vegan Society for its thoughtful and generous offer of 'Life Membership' status, in recognition of my 30+ years membership of the society, which I greatly appreciate and feel delighted and privileged to accept.* - John Dyson

“

*During my time volunteering at The Vegan Society, everyone I've spoken to and collaborated with has been really friendly, patient, helpful and understanding. Being part of this team and being involved with The Vegan Society is honestly so fulfilling, and I'm so grateful for the opportunity. My confidence has grown so much since joining, and I often think about how happy I am to be volunteering here.* - Flo Porter





**Our Nutrition Team delivered 19 outreach sessions**

# STRATEGIC OUTCOME 1

**More people choose to be vegan or at least use vegan alternatives.**

## NUMBER OF VEGANS

Surveys by The Vegan Society and the Food Standards Agency show that around 1% of the UK adult population were vegan by 2018. By 2022 about 1.35% of the adult population were vegan – more than 700,000 people.

## NUTRITION SERVICE

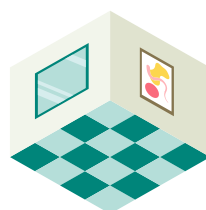
In 2022 our Nutrition Team:

- **Responded to 445 emails, phone calls and letters** in relation to queries from members, the public, caterers, health and nutrition professionals and prisoners.
- **Wrote 18 articles** for online and print magazines, blogs and newspapers, including a monthly feature for The Vegan, Vegan Food and Living and the Daily Mail Healthy Living Guide.
- **Delivered 19 outreach sessions** including practical kitchen training for university students, talks to the general public at vegan festivals and events and presentations at the Primary Care and Public Health conference.
- Secured the use of our **Vegan Eatwell Guide** on the Public Health Wales website.

## VEGAN TRADEMARK

Veganuary 2022 landed in full swing, with new registrations from Lucy & Yak clothing, Krispy Kreme doughnuts, Wagamama and many more.

The **60,000th product** to be registered with the Vegan Trademark was announced in March. The news was covered in Vegeconomist, The Vegan Kind News and V-Land, to name a few. **Firsts for the trademark in 2022 included** the registration of:



**a flooring product**

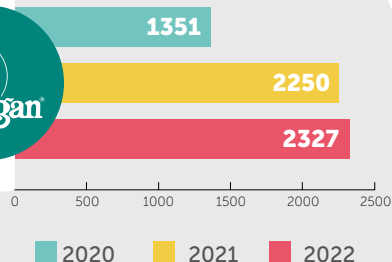


**a packaging product**



**a vegan violin**

### NEW REGISTERED SUPERMARKET PRODUCTS







We continued to consistently increase the number of supermarket products, having registered 2327 new supermarket products in 2022. **The number of products trademarked at year end totalled 65,771.**



## ONE LITTLE SWITCH

As part of our Plate Up for the Planet campaign, in 2022 we launched One Little Switch. We spread the message that a vegan lifestyle is the best choice for environmentalists.

The campaign achieved an **incredible reach of over 10 million**. 2500 people downloaded our e-book filled with delicious plant-based recipes.

The campaign achieved **over 20 pieces of media coverage**, including in national titles such as the Times, the Sun, the Daily Mail and the Guardian.



*The One Little Switch e-book was perfectly tailored for people looking to start their vegan journey.*

– Brian, One Little Switch participant

## LIVE VEGAN FOR LESS

Our campaign to help people live vegan on a budget continued into 2022 with new cost-comparison research, recipes and blogs. We achieved **14 pieces of press coverage**, including being part of the Daily Mail's three-month online campaign which provides resources to people during the cost-of-living crisis. This alone has 4.8 million readers.



## VEGUIDE

Our free app provides everything an individual needs to start their vegan journey. In 2022 **we surpassed 100,000 downloads!**







**We held our first Education Conference** which saw 10 speakers present on a range of topics concerning veganism and legal obligations in education

## STRATEGIC OUTCOME 2

**A more favourable legal and policy framework for veganism and vegan products and services.**

### RIGHTS SERVICE

**Our Rights Team handled 377 enquiries.** 73% of evaluations say our service is 'outstanding', and 27% say it is 'excellent'.



Our legal work included conducting a comprehensive review of how the human rights reforms impact on the legal protection of veganism and vegans, and providing expert guidance to an NHS health trust focus group regarding the protection of vegans and medicine labelling.

Our legal expert, Dr Jeanette Rowley, supported a person through a very stressful issue with their workplace not accommodating their vegan beliefs. They said:

**“Jeanette was amazing, not only very supportive and telling me about my rights as an ethical vegan, but also she has been very caring and responsive.”**

### EDUCATION

2022 was our first full year of employing a dedicated Education Officer, Laura Chepner. Laura also chairs The Vegan Society's Education Network.



In October **we held our first Education Conference** which saw 10 speakers present on a range of topics concerning veganism and legal obligations in education. 100% of respondents rated the day as 'excellent'.

*Your sessions were so good, and I'm so happy with how you've raised the children's awareness of the issues around meat, deforestation and how we can make a difference.* – Elaine, primary school teacher



At the launch of the Animals

**The Policy Team responded to 18 government consultations.** The aim of these consultations is to allow the government to make informed decisions on changes to policy. **Our consultation and policy work helped to prevent strict labelling enforcements for dairy-related terminology.**

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**Our Research Team held a conference at Manchester University, where 10 speakers gave a variety of talks on a range of vegan-related research topics**

## STRATEGIC OUTCOME 3

**Wider society increasingly recognises the ethical, environmental and human justice problems with animal farming and other uses of animals for human purposes.**

### WORLD VEGAN MONTH

During World Vegan Month in November, we shone a light on the animals at the heart of our message. We:

- **Released the results of a new study** about the public's attitudes towards non-human animals, which found that **90% of Brits agree that farmed animals experience the same emotions as cats and dogs.**
- **Published** a number of blogs sharing individuals' connections with non-human animals, including tips on adopting ex-battery hens and experiences volunteering at sanctuaries.
- **Shared** brand new videos featuring our members and supporters talking about their connection with non-human animals.



**“I wanted to share my story with The Vegan Society because through caring for animals we grow to understand how alike we are. The Vegan Society brings the small voices together to create a big roar.**

– Dr Sepi Sefy, owner of Earth Healer Animal Rescue Sanctuary



### ON THE PULSE

### RESEARCH

During 2022 our Research Team:

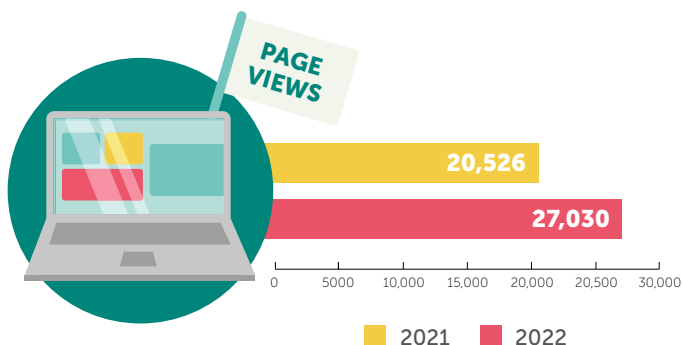
- **Held a conference** at Manchester University, where 10 speakers gave a variety of talks on a range of vegan-related research topics.
- **Launched our research webinar 'On the Pulse'**, which invites academics to present on a range of vegan-related research topics.





We broadcast nine episodes during the year.

- **Published 26 Research News articles** on our website.
- **Increased the number of page views** on the Research area of our website by almost 32% compared with 2021.



- **Developed relationships** with the 30 active members of the Research Advisory Committee and 43 active postgraduate members of our Researcher Network.

- **Collaborated** with 41 UK universities.

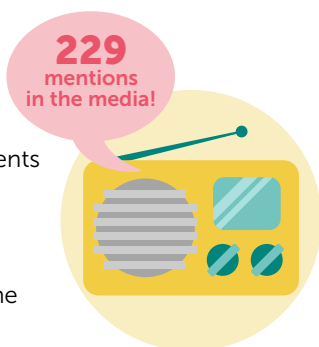


***Fantastic organisation and networking opportunities. Very refreshing to have candid conversations at an explicitly vegan event!*** - Research Conference attendee

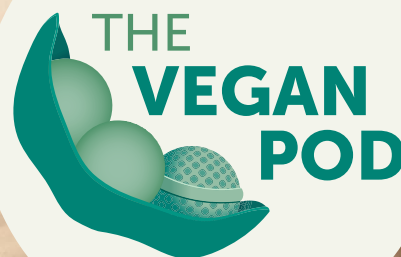
## MEDIA

In 2022:

- Our press releases and comments **featured 229 times across 150 different media outlets.**
- We appeared on various TV shows, including the Jeremy Vine Show and GB News.
- **We relaunched our podcast The Vegan Pod**, releasing a monthly episode throughout the year.



***I just came across your podcast and wanted to congratulate you, as I thought it was really excellent – really well presented, balanced, empathetic and informative.*** – Kirsten Lavine



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We worked with 49 volunteers – a 40% increase compared to 2021

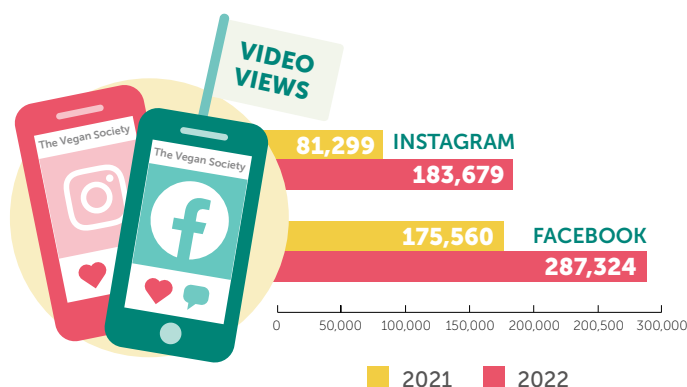
## STRATEGIC OUTCOME 4

The Vegan Society is recognised as a strong global organisation that is competent and proactive in addressing vegan issues in an efficient and appropriate manner.

### DIGITAL COMMUNICATIONS

In 2022:

- We launched a Vegan Society account on TikTok.
- Facebook engagement increased by 36%.
- Facebook total video views reached 287,324 – an increase of 64%.
- Instagram total video views reached 183,679 – up by 126%.



### VOLUNTEERS

In 2022:

- We worked with 49 volunteers (outside of the Community Network, Research Advisory Committee and Researcher Network) – a 40% increase compared to 2021.
- Volunteers completed 352 research and proofreading tasks – an increase of 61%.
- Our volunteers gave 737 hours of their time.



*“I have volunteered with several different institutions, and I can safely say that The Vegan Society has the best volunteering culture of them all. Our work is genuinely valued. That appreciation is shown at every turn. Thank you.”* – Eva Laurenstein

Despite positive growth in so many areas, website page views totalled 3,034,196 (compared to 4,244,119 in 2021), and users totalled 1,296,177 (compared to 1,748,231 in 2021).

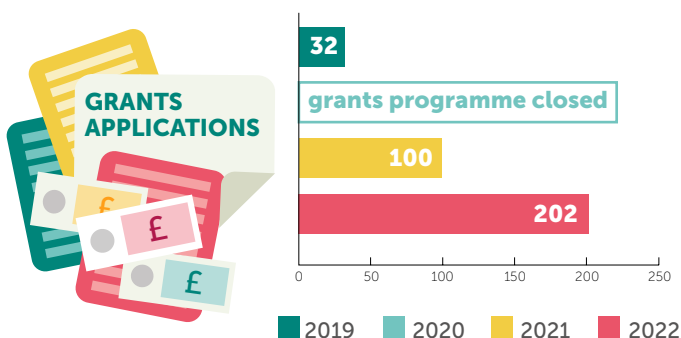
We ended 2022 with 7727 members – sadly, 744 fewer than at the end of 2021.



## GRANTS

We awarded a total of **£25,371** through **22 grants** to projects around the world. These projects encouraged new audiences to go vegan and included radio shows, cooking courses, festivals, school talks, workshops and more.

**16 grants went to projects in economically developing countries.** Six went to projects based in the UK, Serbia and Turkey.



## COMMUNITY NETWORK

We now have **14 Community Organisers** and **306 Community Advocates** bringing our campaigns to life in their local areas.

*“In the network, people are energised and empowered to share their ideas. I feel optimistic about how we can make a difference.”* – Abi Smith, Community Organiser for Manchester

## VEG 1

We sold the equivalent of a year's supply of our multivitamin VEG 1 to **38,000 adults**.

VEG 1 celebrated being **one year plastic-free** in the summer. Switching the packaging to aluminium has saved 4032 kg of plastic. That's roughly the weight of:



**In 2022 we launched VEG 1 Baby & Toddler.** This nutritional supplement is suitable for those aged six months to four years and meets an important need for those caring for young children.

*“My toddler is super picky with vitamins, but he LOVES this one! It's an absolute win!!!”* – Arya

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# OUR VALUES

## OUR VALUES ARE AT THE HEART OF EVERYTHING WE DO

Our values guide us in all areas of our work, from day-to-day activities to major strategy decisions. In 78 years, our commitment to achieving our vision of a vegan world has not wavered. We see our values as our strength as well as our responsibility.

## WE HAVE RESPECT FOR LIFE

All animals have a right to life and freedom, and deserve to be valued as individuals. Respect for life means an end to all animal use.

## WE USE A POSITIVE APPROACH

We share everything there is to love about the vegan lifestyle. We maintain a sense of focus which, when combined with positive messages, goes a long way to attract new vegans from all walks of life.

## WE ARE LEADING THE WAY

The word 'vegan' was created in 1944 by our founding

members. The Vegan Society is always looking to the future, providing solutions and celebrating the indicators of progress, which light the road ahead.

## WE PROVIDE FACTS YOU CAN TRUST

We are an evidence-based organisation providing resources, campaigns and solutions based on the latest science.

## WE ACHIEVE MORE TOGETHER

Collaboration makes possible that which could not be accomplished by The Vegan Society alone. Together we are achieving positive and long-term change.

## WE MAINTAIN TRANSPARENCY AT WORK

The Vegan Society is a charity and receives no government funding. We are always assessing how to use our resources more efficiently and to report accurately on our work. We care about transparency and being accountable to our members.



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