



OUR IMPACT

2023

 The
Vegan Society



WELCOME TO OUR IMPACT 2023

I feel very proud to introduce this publication, which highlights the achievements of The Vegan Society throughout 2023. This is the third annual edition of *Our Impact*, created to demonstrate the progress we have made as an organisation towards effecting long-term change.

Some of my personal highlights from 2023 include visiting South Korea to meet our trademark clients, a very successful Veganuary event in parliament celebrating the growth of veganism, speaking on a panel at the New Food Magazine event and being part of a debate team articulating the merits of veganism at Durham University (the vegans won!)

At all of these events, and in my day-to-day duties, I continue to be inspired by the compassionate and hardworking people that make up our movement.

Our Strategic Plan plays a key role in helping us to gauge our impact. Our four key Strategic Outcomes are:

- 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.

These four outcomes form the structure of this publication. To see the full Strategic Plan visit the members' section of our website or contact us directly.



So much of our work would not be possible without the dedication and support of our members, followers, donors and volunteers. Thank you for continuing to play an important part in the creation of a world that is kinder, fairer and greener.

Steve Hamon, CEO

Resident chicken at Goodheart Farm Animal Sanctuary,
Worcestershire

“

Thank you so much for helping me to feel empowered to stand by my values, and for equipping me with the knowledge of what my rights are so I could stand my ground. I'm so grateful!

Caley, who received support from our Vegan Rights expert when experiencing discrimination at work

“

I joined the Vegan Society back in 1984 when vegans were a minority compared to today when veganism is now much easier. The society provided me with information over the years in The Vegan magazine that helped me to find new products and new information resources and promote veganism on street stalls and in my local media. The membership meant that, along with other members, I was now part of a growing vegan voice. Our individual voice is made stronger by joining The Vegan Society.

Neil Williams, Vegan Society member

“

Many thanks to The Vegan Society for supporting me! I became vegan on 14 December 2018 and joined The Vegan Society the day after. I have no doubts that I will remain vegan for the rest of my life.

Leyton, Vegan Society member

“

To The Vegan Society, your pioneering work in advocating for veganism and its ethical, environmental and health benefits is truly remarkable. Your dedication has ignited a global movement for positive change. Keep leading the way toward a more compassionate and sustainable world!

Michael, on Facebook

“

As I live alone and don't come across fellow vegans on a regular basis, I look forward to receiving the new editions of The Vegan magazine through the post. It's a wonderful way to keep up with the latest events and thoughts. I love it.

Respondent to our anonymous magazine readership survey, 2023

“

I just wanted to pass on huge thanks for The Vegan Society's work organising the family area at Vegan Camp Out. The programme Laura [Chepner, Education Officer] puts together each year is incredible. I feel so blessed to be able to take my son to a space where he can feel completely himself. It's truly precious. Thank you so much for facilitating something that means so much to so many vegan families like ours.

Ruth Jenkins



STRATEGIC OUTCOME 1

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

NUTRITION SERVICE

In 2023 our Nutrition Team:

- Responded to **367 emails**, **52 phone calls** and **27 letters** in relation to queries from a wide range of people including members, the general public, imprisoned people, caterers and health and nutrition professionals.



- **Wrote 18 articles** for newspapers, online and print magazines and blogs, including *Healthy Life Guide* and The Royal Osteoporosis Society's publication.

- **Delivered eight outreach sessions** including three university lectures, an information session for the Royal College of General Practitioners and a presentation on raising vegan children at Vegan Camp Out festival.



- **Updated our webpages** on eight key nutrients accompanied by handy infographics.



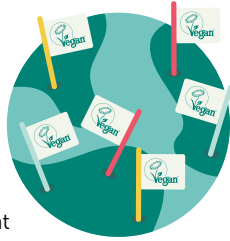
I want to send a big thank you and a big virtual hug that you can share with the rest of the team. Thank you soooo much for being so concise and thorough in your answer and for taking the time to write such a long email. You guys never disappoint and always provide awesome advice. Caroline, in an email to the Nutrition Team

Membership and Digital Content Coordinator,
Jemma Williams, at London Vegfest

VEGAN TRADEMARK

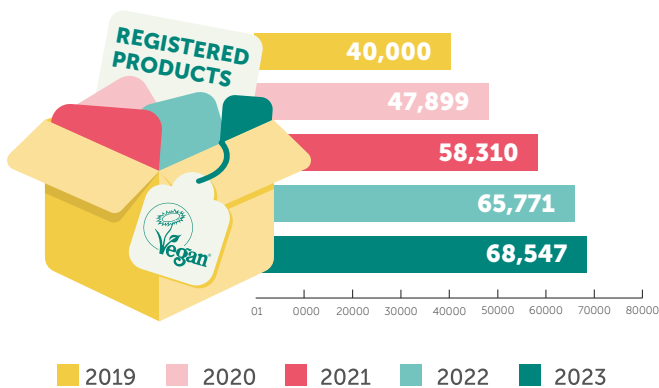
The Vegan Trademark continued to reach new heights, with **1385 clients from over 80 countries renewing their licence**.

The team took great strides to further the international reach of the trademark, with CEO Steve Hamon travelling to South Korea to meet a number of trademark holders and speak at trade events. We also worked with our sales agents from countries across the world and welcomed a new agent in Vietnam.



Our 2023 awareness survey showed that the Vegan Trademark continues to be the **most recognised and trusted of the certification logos**.

The total number of trademarked products at year end totalled **68,574**.

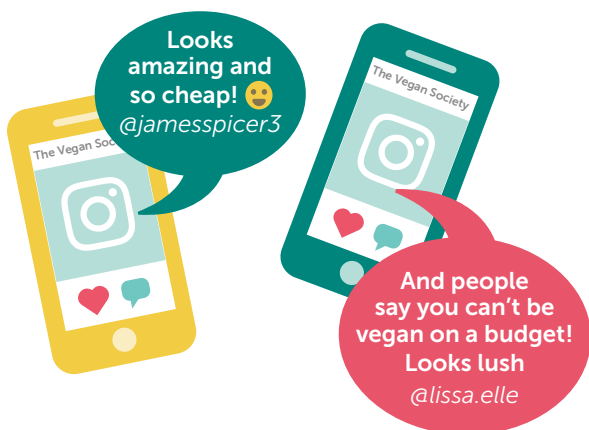


LIVE VEGAN FOR LESS

Our campaign to help people live vegan on a budget continued throughout the year, with new resources including videos, blogs, recipes and several competitions.

Our #LiveVeganForLess video series featured tips and recipes from our followers, and included a video on how vegans can save money during Ramadan.

We worked with recipe creator Natalia Rudin to develop a cooking reel on Instagram, which had over half a million views.



The Vegan Trademark continues to be **the most recognised and trusted of the certification logos**.

Events and Communications Officer, Eleanor McGregor, promoting the Vegan Trademark at the Sustainability Show, Manchester

We campaigned for **vegan-inclusive menus in schools.**

STRATEGIC OUTCOME 2

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

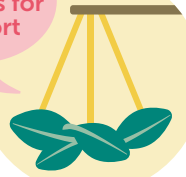
RIGHTS SERVICE

Our Rights Team continued to help vegans claim their rights in employment, education and as consumers of goods and services.

During the year we processed around 300 requests for support.

We provided information for an official legal document on the Rights of the Child. Our legal expert Jeanette Rowley says:

300 requests for support



The final published document includes guidance that children have the right to an education that equips them to live responsible and sustainable lifestyles.

The right to be free from violence also now includes being free from witnessing violence to non-human animals.

CATERING FOR EVERYONE

Our Catering for Everyone campaign continues to push for at least one vegan option on every public sector menu. In 2023 we published our Catering for Everyone report, which included a heatmap of the UK, showing which local authorities are leading the way and which are falling behind.



The report was highlighted over 50 times in local newspapers and trade press, including *Public Sector Catering*, *politics.co.uk* and many local titles across the UK. It has resulted in ongoing meaningful dialogue with MPs and local councillors.



Education Officer, Laura Chepner, at a Plant-Based Schools event

EDUCATION

Our Education Officer **assisted in 18 cases in which learners were experiencing difficulties** due to their veganism.

We campaigned for vegan-inclusive menus in schools. We also made the case for a non-leather toggle for the Scouts and Beavers uniform, resulting in a commitment to phase leather out of their uniforms.

We created a training course on vegan-inclusive education and delivered the first session to staff at Oakworth Primary School in West Yorkshire. Almost all attendees gave our CPD staff training session top marks for being comprehensive, well-structured and very helpful.



IMPROVING POLICY

In 2023 The Vegan Society:

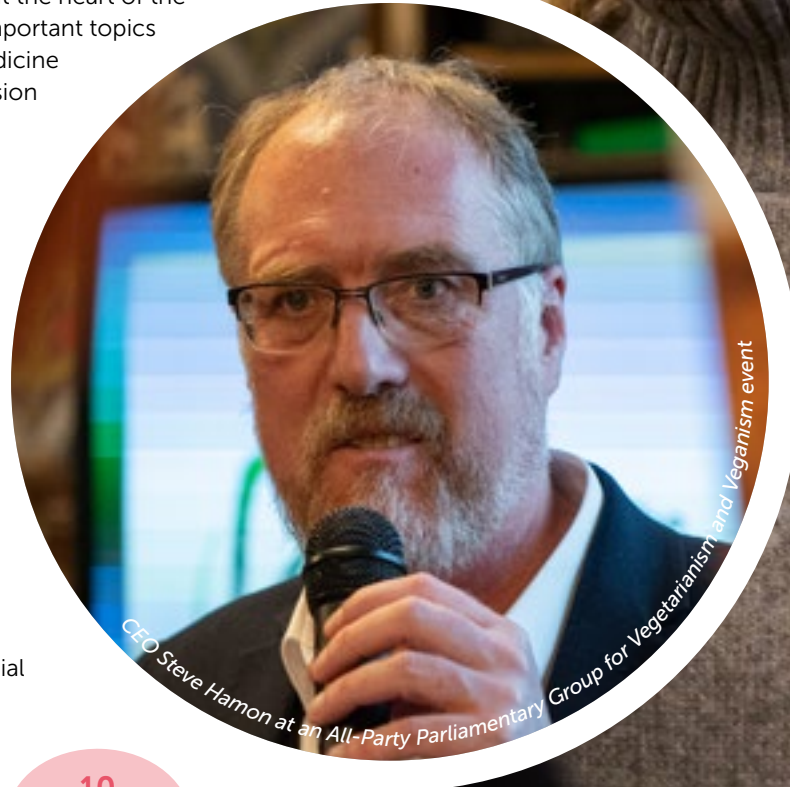
- **Continued our work as Secretariat for the All-Party Parliamentary Group for Vegetarianism and Veganism.**

The vegAPPG ensures we stay at the heart of the debate in parliament, getting important topics such as vegan catering and medicine labelling on the agenda of decision makers.

- **Had a positive meeting with Shadow Minister for Food, Daniel Zeichner MP,** to discuss measures to support the plant-based sector and our campaigns.

- **Presented at the SAFE Food Advocacy Conference** in Brussels alongside speakers including a Green MEP and organisations Action on Sugar and Slow Food.

- **Responded to 10 government consultations** on topics as diverse as textiles labelling and the UK Antimicrobial Resistance National strategy.



CEO Steve Hamon at an All-Party Parliamentary Group for Vegetarianism and Veganism event



10 government consultations



Claire Ogley
The Vegan Society

Head of Campaigns, Claire Ogley, at an All-Party Parliamentary Group for Vegetarianism and Veganism event, discussing the importance of improving vegan options throughout public sector catering

The Vegan and Thriving campaign addresses the underrepresentation of men within the vegan movement, engaging men and encouraging them to take steps towards veganism.

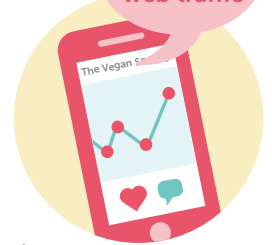
STRATEGIC OUTCOME 3

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

VEGAN AND THRIVING

We relaunched Vegan and Thriving, our health and nutrition campaign. Due to the underrepresentation of men within the vegan movement, we created new videos, recipes and blogs with the aim of engaging men and encouraging them to take steps towards veganism. Our thoughtful short film 'Are you man enough?' features vegan men speaking about their own experiences. The new content resulted in a 103% increase in web traffic, largely from a male audience.

103% increase in web traffic



“ As a new father I have a newfound appreciation of what it means to be a man. It's all about protecting your family, looking after those around you and also seeing the planet as our extended family.

Henry Firth (BOSH!) speaking in 'Are You Man Enough?', the new Vegan and Thriving short film.

RESEARCH

During 2023 our Research Team:

- **Published reports on masculinity and veganism**, and on vegan beauty products.
- **Created 21 research news articles** on a range of topics including health and wellbeing; society, culture and animal ethics; and the environment and sustainability.
- **Developed relationships** with the 30 active members of the Research Advisory



21 research news articles

Sean, who was featured in our Vegan and Thriving campaign video

Committee and the 51 active postgraduate members of the Researcher Network.

- **Collaborated with 41 UK universities** and nine international universities.
- **Broadcast three On the Pulse webinars** with 150 registered attendees.

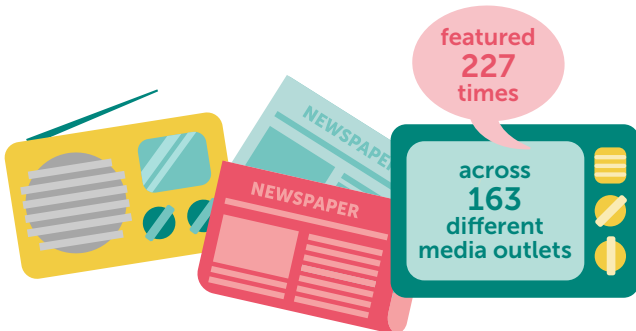
“*On the Pulse provides a platform to disseminate my research to those who are interested and able to take my research forward and out into the world beyond academia. It is also a space for conversation, with questions, suggestions, and open-ended dialogue following each presentation. On the Pulse is not just a way to share research, it is an opportunity for knowledge co-creation.* Dr Jack Waverley



MEDIA

In 2023:

- Our press releases and comments were **featured 227 times across 163 different media outlets.**

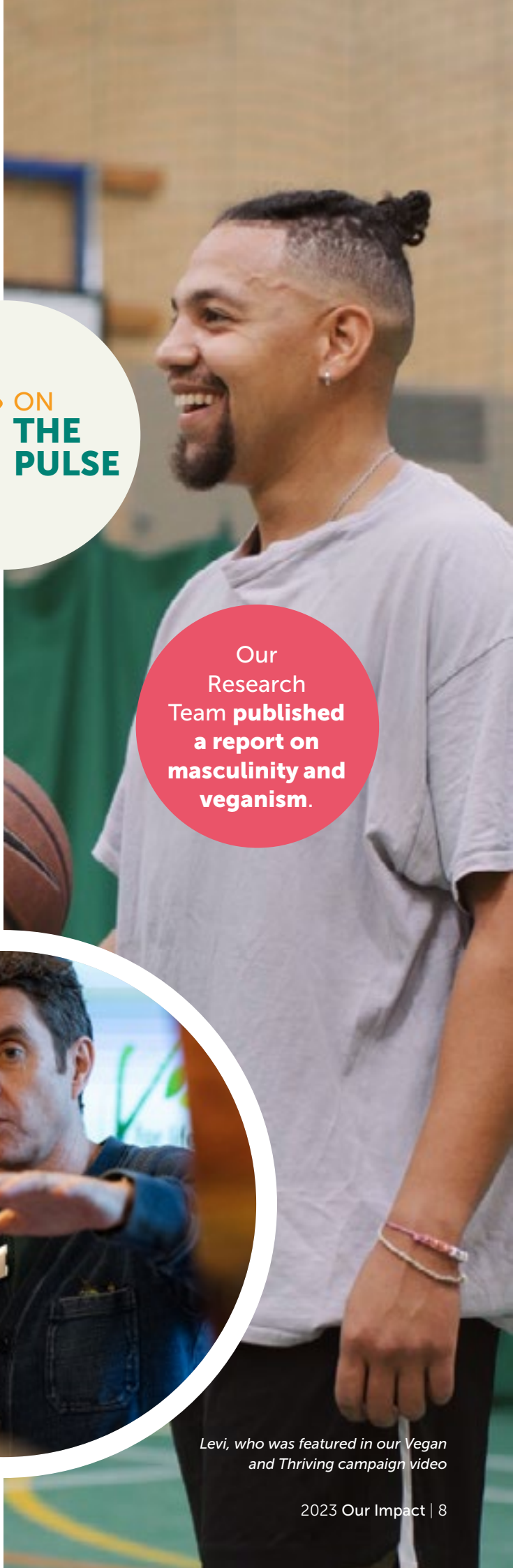


- There were **4500 media mentions** of The Vegan Society.
- **We appeared on various TV and radio shows**, including BBC Radio 2, GB News and Talk TV.
- We released an episode of our podcast The Vegan Pod every month, resulting in **over 14,000 podcast downloads** in 2023 – almost double that of 2022.
- We announced the appointment of actor Paul Higgins, known for appearing in *The Thick of It* and *Line of Duty*, as a new ambassador for The Vegan Society.



Paul Higgins

Our Research Team **published a report on masculinity and veganism.**



Levi, who was featured in our *Vegan and Thriving* campaign video



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

Video views on our social media channels performed particularly well, with a whopping **333,045 views on Instagram** (up 81% from 2022) and a total of **37,049 video views on Twitter** (up 48% from 2022).

“I’m so grateful to the society for being my main support and providing a sense that I was not alone, but part of a movement where others cared.” Commenter on our Instagram post for World Vegan Month

We worked to share more content created by people from marginalised backgrounds to support diversity and representation in our communications. We published a blog by Najah Raya for Ramadan, and several stunning recipes featuring African indigenous ingredients by Livhuwani Tshikhudo.

VOLUNTEERS

In 2023:

- We worked with **37 volunteers** (outside of the Community Network, Research Advisory Committee and Researcher Network).
- Volunteers **completed 385 research and proofreading tasks** – an increase of almost 10% compared with 2022.
- Our **volunteers gave 792 hours of their time**, an 11% increase compared with 2022.

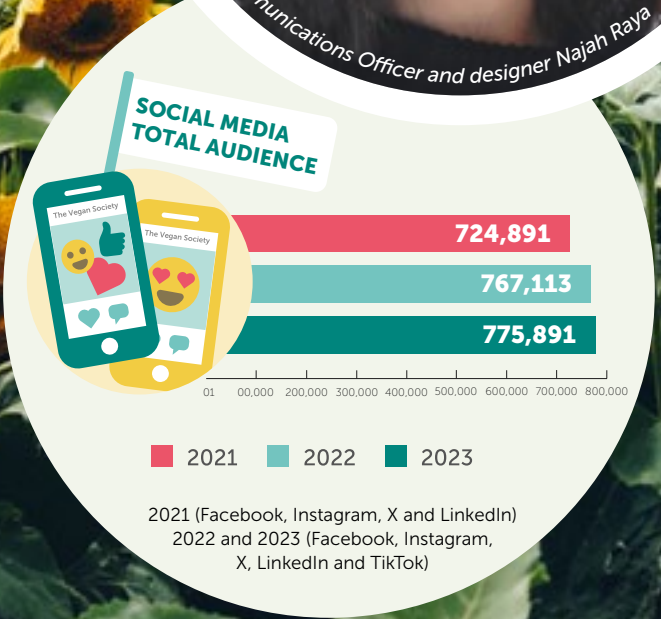


COMMUNITY NETWORK

- We now have **13 Community Organisers and 90 Community Advocates** bringing our campaigns to life in their local areas.
- We **delivered training to the Community Network** on how to write to your MP and the role of vegan-inclusive education.



Communications Officer and designer Najah Raya



Recipe creator and photographer Livhuwani Tshikhudo

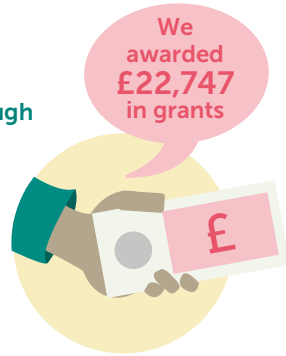
• The network also **coordinated 16 month-long informative displays for World Vegan Month** in their local libraries and eco-shops.



Volunteering for The Vegan Society allows me to be immersed in a vegan world and is a way of taking action towards making this world become a reality. Ursula Watson, magazine volunteer

GRANTS

We awarded a total of **£22,747** through **23 grants** to projects around the world. These projects encouraged new audiences to go vegan and included cooking classes for adults with learning disabilities, a street fair with free food samples, vegan advocacy workshops and a school vegan lunch campaign.



Twenty grants went to projects in economically developing countries, including Malawi, Uganda, Cameroon and Ghana, amongst others.



We want to extend a final appreciation to The Vegan Society for their belief in and support of our project. Berna Köse, who ran practical classes on veganism in Turkey

VEG 1

We sold the equivalent of a year's supply of VEG 1 for **37,498 adults**. We also sold 4528 bottles of the new VEG 1 Baby & Toddler supplement, providing **1861 babies** and toddlers with a year's supply.

FUNDRAISING

In 2023, The Vegan Society received a total of **£55,632.50** in legacy gifts. We also received a grant from the Altor foundation as well as many hundreds of individual donations from you, our supporters. All of these gifts make an enormous difference to our work.



MEMBERSHIP

Our membership **grew by 10% during 2023**.

We launched a free Youth Membership for those under 26 to support younger vegans. We are sending a huge thank you to each and every one of you!



One of our grants was awarded to Plant-Based Vegan Market Ghana. 200 attendees said they were now open to trying veganism!

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. Since 1944, 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 coined 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 EMPOWER PEOPLE

We encourage people to go vegan and support them to stay vegan by giving them the information, guidance and resources to follow a compassionate, healthy and sustainable vegan lifestyle. We celebrate diverse people, ideas, backgrounds and experiences.



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*Cover photo: Jo-Anne McArthur / We Animals Media.
Resident rescued calves at Farm Sanctuary, Watkins Glen, New York, USA, 2011.*