

A woman with short blonde hair, wearing a grey parka, is standing in a forest and kissing a brown and white cow on the nose. She is holding a tree branch with both hands above her head. The cow is looking up at her. The background is a dense forest with trees and fallen leaves on the ground.

 The Vegan Society
One world. Many lives. Our choice.

**OUR
IMPACT**
2021

WELCOME TO OUR IMPACT 2021

At The Vegan Society we have an ambitious vision: a world in which humans do not exploit other animals. The aim of this publication is to highlight our achievements, activities and outputs throughout 2021 and show the progress we have made towards long-term impact.

For many organisations, including ourselves, actively reporting on impact is a new venture. Given that, impact is often hard to measure. This document is a vital first step in our journey towards capturing 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 objective 1 by monitoring the number of vegans in different countries, and the increase in the use of vegan alternatives. One of the best markers of overall progress is the way veganism has grown in the UK, from 0.25% in 2014 to 1.2% in 2021. 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.

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 77 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.

STRATEGIC OUTCOME 1

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

VEGAN AND THRIVING



VEGAN & THRIVING

SUPERMARKET

Our health and nutrition campaign, Vegan and Thriving, was given a reboot with brand new recipe videos featuring six delicious and balanced meals.

- We had digital billboards outside supermarkets across the UK resulting in **9 million** advertising impressions.

- Over **17,000** people visited the refreshed webpages.
- We gained **23** pieces of positive media coverage.
- We distributed resources to over **3000** GP surgeries.

“The Vegan and Thriving campaign from The Vegan Society really promotes how we don’t just survive on a vegan diet, we can thrive as well.”
Rosie Martin, Dietitian, who promoted the campaign on BBC Radio Devon

NUTRITION SERVICE



2021 we hired a second dietitian, increasing the capacity of our nutrition service. Our dietitians:

- Responded to **733** emails, phone calls and letters in relation to queries from members, the public, caterers, health and nutrition professionals and prisoners.
- Wrote **17** articles for a wide range of press outlets including two articles in the British Dietetic Association’s magazine and a monthly column in *Vegan Food and Living*.

- Delivered **16** nutrition outreach sessions including an online seminar in collaboration with the Royal Osteoporosis Society attended by over **1000** health and nutrition professionals.

“Charlie contacted the nutrition team as he was experiencing low energy levels. He says, “Thank you so much for your advice. The suggestion to switch to soya milk made so much difference to my energy levels, as did the advice on getting enough carbohydrates. I recently completed the Liverpool marathon – not bad for someone in their 40s with weak knees who only eats twigs and leaves! ;)”

VEGAN TRADEMARK



The Vegan Trademark enables you to shop with confidence and be secure in the knowledge that every product carrying the sunflower logo has been checked against our standards by a team of experts. The vegan market is growing rapidly:

- The trademark was launched in 1990, and yet **82%** of product registrations have occurred in the last **five years**.



- In the UK, **61.1%** of those surveyed from the general population recognised the trademark, up **3.2%** from **2020**.



COMMUNITY NETWORK

We now have...

15 Community Organisers

245 Community Advocates
...bringing our campaigns to life in their local areas.



STRATEGIC OUTCOME 2

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



COP26 (Conference of the Parties 26)

The Vegan Society was an official delegate at the COP26 international climate summit, which we attended to raise awareness of the link between animal agriculture and the climate crisis. At the COP summit we:



- Spoke to over **30** decision-makers to gain support for specific policies.

- Promoted our key policy messages to over **2000** people via a virtual exhibit.

- Participated in an official UN side event attended by almost **1000** people.



POLICY CONSULTATION

In 2021 we responded to 11 policy consultations, putting forward robust and evidenced arguments for the inclusion of vegan solutions in the areas of:



Food policy



Education



Food labelling



Public procurement



Human rights



Advertising



COVID 19 response

CATERING FOR EVERYONE

We created a Continuing Professional Development accredited course to give healthcare professionals the tools they needed to deliver high quality plant-based catering.



- Over **100** people have already completed the course.

PLAY FAIR WITH PLANT MILK

Continuous dialogue with the Scottish government successfully led to the provision of plant milk in the new Healthy Milk and Snack scheme. We also participated in an Equalities Assessment to encourage a similar change in the UK Nursery Milk Scheme.



EDUCATION NETWORK

We launched our Education Network, a group of experts including teachers, lecturers, school food producers and child psychologists who together advocate for vegan-inclusive education.



“Johnny Way, Education Network member, says, “History has proven that education is at the core of advances in society. The work we are doing is vital at this time of rapid growth in veganism and will support new and existing vegans in the years to come.”

RIGHTS SERVICE

Over the year we provided expert support in **512** cases relating to vegan rights.

- 71%** say our rights service is ‘outstanding’, and **29%** say it is ‘excellent’.

“The rights service is absolutely above and beyond ... the kindness, support, patience, understanding and ability to explain complex legal issues in plain language is really invaluable.” Anonymous service user

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.

MEDIA



In 2021:

- The Vegan Society was mentioned **5503** times in the press – up **17%** from 2020.
- We secured over **1500** mentions of the Vegan Trademark, up **386%** from 2020.
- Our press releases were covered by over **350** different media outlets.



• We completed over **100** broadcast interviews across radio, TV and podcasts.

• Our work with 18-year-old Fiji Willets, the student who didn't want to visit a farm or abattoir as part of her college course, landed over **90** mentions in the press. We secured interviews on BBC Bristol and BBC Points West, while the case was covered on the Jeremy Vine show.



MARKET INSIGHTS

During 2021 we produced **38** market insight reports – a **65%** increase from 2020. Topics covered included the uptake of vegan diets during COVID19, as well as the growing vegan fashion and beauty markets.



These new statistics gained positive media coverage and added to the growing number of evidence-based reports encouraging businesses to develop vegan alternatives – increasing options for vegans and moving the market away from the use of animal products.

RESEARCH

In 2021 our Research Team:

- Collaborated with **33** UK universities and **4** international universities.

“Building the research capacity of The Vegan Society serves to improve the robustness and evidence-based nature of our activities, while also making a unique contribution to the capacity building, networking and career development of academics involved in vegan-relevant research.”
Dr Richard Twine, Chair of the RAC

• Continued to develop a flourishing relationship with our **26** Research Advisory Committee (RAC) members.

• Promoted the ideas and knowledge of our **28**-member postgraduate Researcher Network.

• Published **41** Research News articles – a **52%** increase from 2020.



PLATE UP FOR THE PLANET

Our environmental campaign Plate Up for the Planet resulted in...

- **34,000** Plate Up website visitors.
- **1740** new 7-day challenge sign-ups, bringing the total to **23,500**.
- **40** pieces of media coverage.



• Over **1.5 million** views of our billboard and bus adverts.



“We only really eat fish or chicken, but now I've decided we're going vegan.”
Instagram user who engaged with Future Normal

FUTURE NORMAL

Our animal rights focused campaign Future Normal encourages non-vegan animal lovers to make the connection. 2021's activities resulted in:

- **142,000** visitors to the Future Normal website.
- Our first ever large-scale billboard, which was viewed in person by an estimated **500,000** people.
- A Future Normal advert on Video On Demand TV channels.
- Collaborations with **5** social media influencers, who shared Future Normal with their followers.



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

PLANT-BASED FOOD ALLIANCE



In 2021 The Vegan Society was instrumental in establishing the Plant-Based Food Alliance UK, of which we are a founding member. The alliance acts as a voice for Britain's growing plant-based food and drink sector.

MEMBERSHIP



Vegan Society membership reached its highest ever level in August 2021 at **8639**.

“Being new to veganism The Vegan Society was my first stop for information. Your first-class campaigning has alerted me to what we can all do to try and change the world to be a kinder place for animals.” *Vegan Society member*

WEBSITE



We had **1.7 million** website users in 2021 and took home the title of Best Online Resource from the 2021 Veggie Awards.



SOCIAL MEDIA FOLLOWERS



	The Vegan Society	Vegan Trademark
Instagram	65,537 (up 20%)	28,953 (up 16%)
Twitter	251,366 (up 7%)	7174 (up 10%)
Facebook	389,461 (up 2%)	N/A
LinkedIn	25,589 (up 48%)	8483 (up 180%)

VOLUNTEERS

We worked with **35** volunteers (outside of the Community Network and Research volunteers).

Our expert research and proofreading volunteers completed **192** tasks and proofread **331,886** words for us.



“Volunteering at The Vegan Society has not only allowed me to support an organisation that I am passionate about but has equipped me with vital skills and experiences that will hugely benefit me in my future career.” *Alice Wibberley*

GRANTS

We awarded **£7000** in grants from our International Fund to vegan projects in economically developing countries.



VEG 1

We sold over **110,000** pots of our multivitamin VEG 1, sufficient to supply over **45,000** people and promoting wider understanding of the requirements for a healthy vegan diet. We also donated **6021** pots to foodbanks and other charities supporting vegans at high risk of poor nutrition, reaching part of the public who might otherwise be missed. These donations were enough to provide **1950** people with a year's supply of VEG 1.



DONATIONS



IN 2022 WE WILL...

- **Build on existing campaigns** which encourage the public to adopt a vegan lifestyle, with a focus on increasing awareness of the environmental benefits of veganism and improving access to healthy vegan food.
- **Continue dialogue with policy makers** to highlight the vital role plant-based solutions must play in tackling a multitude of issues faced by society.
- **Conduct pioneering research** into the relationship between vegan lifestyle and wellbeing, values, authenticity and purpose.
- **Further the successes of the Vegan Trademark** by expanding growth across new industries and internationally.
- **Develop a new website**, improving the user experience and providing a better service to members, visitors and more.



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