



# One Little SWITCH

A business guide



# Welcome!

You're here because your organisation is interested in exploring changes you can make to help protect our planet.

We want to help you take the next step in your business's eco-conscious journey by giving you the tools you need to start introducing simple plant-based swaps to support your people and your sustainable ethos.

Vegan-friendly changes can help your business to save money and meet your sustainability targets. It's also a fantastic way to increase inclusivity and show that your workplace is forward-thinking and people-orientated.

Here at The Vegan Society, we understand that you may have questions or concerns about improving your vegan offering. You may not know where to start and which switches are easiest to make. But we are here to help, and with **#OneLittleSwitch** at a time, we can help get you started!

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# Sustainability is good for business

Companies everywhere are ramping up their eco-friendly policies to cut down on greenhouse gas emissions and operate more sustainably, with **more than 80% of large companies** now setting emission reduction targets.<sup>1</sup> Many are examining their own business operations processes and switching to plant-based procurement or banning single-use plastics.

**Sustainability is also becoming a high priority for customers and staff.**

In the UK,

**85% of job seekers,**

especially Gen Z and Millennials, think sustainable practices are important for companies to have, and over half check out a company's sustainability plans before applying.<sup>2</sup>

**Over 65% of global employees**

also find environmental policies and practices to be important when choosing to stay with a company.<sup>3</sup>

**Going green isn't just good for hiring – it's great for business too!**

In the last five years,

**85% of consumers**

have started buying products that are kinder to the planet,<sup>4</sup> and, when it comes to brand loyalty, 82% of UK buyers feel they would be deterred from brands with a poor environmental track record.<sup>5</sup>





# Follow the science

Scientific research shows time and time again that animal product industries are bad news for the planet in so many ways. We've broken down several key areas to give you the facts you need.

## Water wastage

Water is used for farm animals to drink as well as cleaning, sanitation and managing animal wastes, but animal products also have a huge 'embedded' water footprint – water which is needed to grow crops for animal feed. It's estimated that moving to diets which exclude animal products worldwide would reduce agriculture's water use by 19%.<sup>6</sup>

## Water pollution

Moving to plant-based diets would drastically lower the use of fertiliser and pesticides, reducing the damage this does to our rivers, lakes, and seas and it would help protect the world's oceans from 'acidification' and other pollution sources such as plastics from the fishing industry.

## Vegan diets

Switching to a vegan diet is one of the most effective ways to reduce your impact on the planet. By making this personal commitment to reduce the impact of your diet, you'll be joining the millions of people worldwide who have already made the change.

## Greenhouse gas emissions

Agriculture is responsible for up to one third of the world's greenhouse gas emissions and the majority of this comes from animal farming. It's estimated that animal products account for 83% of the emissions caused by EU diets.<sup>7</sup> That's why switching to a plant-based diet is one of the most effective ways to reduce your carbon footprint.

## Deforestation

Expansion of grazing pasture and cropland to grow animal feed are the leading causes of global deforestation. By switching to a plant-based diet you can help protect these vital ecosystems.

## Biodiversity loss

Habitat destruction and fragmentation caused by the expansion of agricultural land is the leading driver of biodiversity loss worldwide. The food system accounts for around 60% of all biodiversity loss.<sup>8</sup> Most of this is caused by animal farming which uses 77% of all agricultural land area.<sup>9</sup> Switching to a plant-based diet can help prevent biodiversity loss and make more space for nature.



# Explore food swaps

## Follow the stats

We know that switching to a plant-based diet can reduce your carbon footprint by up to 50%, but how do individual foods compare? We worked with Foodsteps to measure the environmental footprint of some everyday products such as milk, burgers, fish, ice cream and chocolate sweets.

### Beef burger

Per serving: 3.93 kg CO<sub>2</sub>e  
Serving size: 0.113 kg



### Moving Mountains Burger

Per serving: 0.35 kg CO<sub>2</sub>e  
Serving size: 0.113 kg



### Cow's milk

Per serving: 0.56 kg CO<sub>2</sub>e  
Serving size: 0.24 kg



### Unsweetened oat drink

Per serving: 0.15 kg CO<sub>2</sub>e  
Serving size: 0.24 kg



### Minced beef

Per serving: 4.83 kg CO<sub>2</sub>e  
Serving size: 0.125 kg



### Red lentils

Per serving: 0.11 kg CO<sub>2</sub>e  
Serving size: 0.05 kg



### Milk chocolate peanuts

Per serving: 0.23 kg CO<sub>2</sub>e  
Serving size: 0.040 kg



### Doisy & Dam Dark Chocolate Peanuts

Per serving: 0.19 kg CO<sub>2</sub>e  
Serving size: 0.040 kg



### Chicken breasts

Per serving: 1.17 kg CO<sub>2</sub>e  
Serving size: 0.12 kg



### Tempeh

Per serving: 0.16 kg CO<sub>2</sub>e  
Serving size: 0.1 kg





# Why vegan food is good for business

As well as helping us with the crucial task of protecting the planet, improving the vegan offering at your organisation also ticks a lot of other boxes you may not be aware of.

## Vegan food is:

### Easy to swap in

There are so many like-for-like replacements you can go for, whether that is plant milk in the place of dairy milk, or swapping beef for beans or lentils in a chilli.



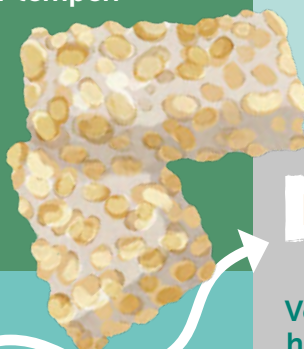
### Good for you

Balanced vegan diets contain everything our bodies need to thrive, and can play an important role in keeping your workforce energetic and healthy. Fruit, vegetables and pulses, including beans, peas and lentils, are low in saturated fat and high in fibre, protein, vitamins and minerals. Vegan protein sources such as tofu or tempeh are often good sources of iron and low in saturated fat.



### Inclusive

Vegan food isn't just for vegans – it can be for everyone, whether they are vegetarian, flexitarian, avoiding certain animal products for religious or cultural reasons, or are just curious about trying new things.



### Good for food safety

You can worry less about harmful bacteria in your food, which are mostly found in animal products such as meat, dairy, fish and eggs.



### Often very affordable

Pasta, rice, fruit, vegetables, beans, pulses and legumes are some of the cheapest foods around – especially when you're buying in bulk.



### Delicious!

Vegan food can be flavour-packed, hearty, crowd-pleasing and incredibly attractive, including a rainbow of colours.





# How to make one little switch to sustainable vegan alternatives

Start small and introduce simple plant-based switches to help promote a more sustainable and healthier workplace culture. Here are some tips to get you started!

## Offering plant-based cafeteria or catering options

Offering a higher proportion of plant-based options in a company cafeteria or for catered events or meetings aligns with the growing trend of employees choosing more plant-based diets. To successfully encourage the uptake of new plant-based options, it can be most effective to offer these as the default or first option, ensure fair pricing, and use enticing language to name and describe the options.



## Communal vegan-friendly staples

Stock up your employee communal area with diverse plant-based staples, including granola, oats, bread, plant milks and margarine for variety and convenience. It's important to ensure all plant-based options are clearly labelled so everyone can make informed choices. Over 70,000 products globally are certified with our trusted Vegan Trademark.



## Diversify the office snack station

There are plenty of healthy vegan snacks available, such as fresh fruit and nuts, protein bars, energy balls and savoury snacks such as popcorn or vegetable crisps. By diversifying your snack selection, you will not only help cater to different tastes and dietary preferences, you will also create a workplace that is healthy and welcoming to all employees.

## Plan a plant-based challenge

Get your employees excited about a plant-based challenge. For example, why not try plant-based meals on Mondays or as a monthly challenge for Veganuary? These challenges encourage employees to explore plant-based eating, potentially improving health, team morale and even productivity.

## Consider policy changes

One way to show your commitment to sustainability and to spark change could be to implement a sustainable food policy that clearly outlines the workplace's commitment to plant-based and sustainable eating and guarantees many plant-based options.





# One Little SWITCH

## We appreciate you!

We appreciate your commitment to sustainable business practices. Thank you for allowing The Vegan Society to support you on the first step of your journey towards introducing more plant-based food options in your organisation. We wish you the best of luck, and thank you for helping to protect as well as preserve our beautiful planet Earth!

Here are some helpful resources to help you in your journey:


The Vegan Society can support your business when transitioning to plant-based alternatives – whether that's nutritional advice, recipes, advice on supporting employees or catering suggestions, you can get in touch with us at:


Find out more about our trusted Vegan Trademark.


If you're looking for recipe inspiration for sustainable plant-based menus or catering, The Vegan Society has plenty to get you started that includes: Buckwheat Crepes, Red Pepper Pesto Pasta, Coronation Chickpea Sandwiches, and Lentil Bolognese.


To find out more, search 'sustainable' within our recipe hub.


Follow us on socials to stay in touch and follow our campaign hashtag **#OneLittleSwitch** for more updates.

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