



# One Little SWITCH



# Welcome!

You're here because you want to help protect our planet, whether it's to tackle greenhouse gas emissions, deforestation, biodiversity loss, water usage or water pollution – we thank you.

Here at The Vegan Society, we understand that taking that first step towards veganism can be tough as you may not know where to start and what switches to make. Every journey starts with a first step and our campaign **#OneLittleSwitch** which includes this eBook – is your go-to guide – helping you on your journey!

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# 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>1</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>2</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>3</sup> Most of this is caused by animal farming which uses 77% of all agricultural land area.<sup>4</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



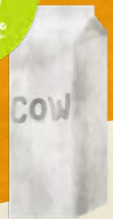
### Moving Mountains Burger

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



### Cows 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





# Easy vegan recipes

Pick and choose between these delicious meals with a low carbon footprint! A plant-based diet means saying yes to flavour and creativity. Want more inspiration? Find more recipes on our website.

## Breakfast



### Ingredients

- 100 g buckwheat flour
- 3 tbsp tapioca starch
- 1 tsp ground cinnamon
- ½ tsp baking powder
- Pinch of salt
- 100 ml almond milk
- 1 ½ tsp coconut oil
- 100 g plain soy yoghurt
- 100 g fresh blueberries
- 2 tbsp maple syrup

### Buckwheat Crepes

#### Directions

🕒 40 minutes    👤 6 servings

1. Preheat the oven to 200°F (95°C).
2. Whisk together the buckwheat flour, tapioca starch, cinnamon, baking powder and salt in a medium bowl. In a separate bowl, combine the almond milk with 200 ml water. Pour the wet ingredients into the dry ingredients and whisk until smooth.
3. Melt ¼ teaspoon of the coconut oil in a nonstick skillet over medium-high heat. Use a 60 ml measure to pour crêpe batter
- into the pan. Tilt the pan so the batter spreads in a thin, even layer over the whole surface. Cook the crêpe until golden brown on both sides, 2 to 3 minutes for each side. Remove the crêpe from the pan and place on a baking sheet in the oven to keep warm. Repeat with the remaining coconut oil and batter.
4. Divide the crêpes between two plates. Serve topped with yogurt, blueberries, and maple syrup.

From Nadine Horn and Jörg Mayer



### Ingredients

- 100 g rolled oats
- 300 ml oat milk
- 2 tbsp raw cacao powder
- 2 tbsp maple syrup
- 1 tbsp raw almonds
- 1 tbsp raw hazelnuts
- 1 banana
- 1 tbsp unsweetened shredded coconut

### Chocolate-for-Breakfast Porridge

#### Directions

🕒 20 minutes    👤 2 servings

1. Place the oats, milk and 200 ml water in a small pot over medium-high heat and bring to a boil. Lower the heat and put the lid on the pot askew. Simmer for about 10 minutes, stirring occasionally, until the oats are soft and thickened.
2. Remove from the heat and stir in the cacao and maple syrup.
3. Roughly chop the almonds and hazelnuts. Peel and slice the banana.
4. Divide the porridge between two bowls or tall glasses and garnish with the nuts, banana, and coconut.

From Nadine Horn and Jörg Mayer



# Lunch



## Ingredients

- 150 g (5 oz) roasted red peppers
- 50 g (2 oz) almonds or walnuts
- 2 garlic cloves
- 2 tbsp nutritional yeast
- finely grated zest and juice of 1 lemon
- 100 ml (3 ½ fl oz) olive oil or red pepper jar oil
- 200 g (7 oz) pasta
- salt and pepper to serve
- leaves from a few parsley sprigs, roughly chopped, to serve (optional)

## Red Pepper Pesto Pasta

### Directions

🕒 15 minutes

👤 4 servings

1. Put the red peppers, nuts, garlic and nutritional yeast in a food processor and blitz until broken down. Add the lemon zest and juice and slowly drizzle in the olive oil with the food processor running until you have a smooth and creamy pesto. Season to taste.
2. Boil the pasta for 8-10 minutes until al dente.
3. Toss through the pesto and scatter with parsley and Vegan 'Parmesan', if using.

From Saskia Sidey



## Ingredients

- 1 can of chickpeas, drained and smashed
- 50 ml rapeseed oil
- 1 mug celery, diced
- 1 small red onion, diced
- 2 cloves garlic, crushed
- ½ tsp paprika
- 2 tbsp fresh herbs, e.g. parsley, basil. Finely chopped
- ½ mug diced gherkins/pickles
- 2 tbsp lemon juice
- ½ tsp sea salt
- fresh pepper, to taste
- 3 tbsp vegan mayo

## Coronation Chickpea Sandwich

### Directions

🕒 5 minutes

1. Drain chickpeas and place in a large bowl (retain the chickpea water for step 2) and mash well – you can use a potato masher, or the bottom of a jar to smash them.
2. Blend the chickpea water until stiff peaks have formed and drizzle in the rapeseed oil until a creamy consistency is formed. Add a tbsp of lemon juice, salt and pepper to taste. Combine with the mashed chickpeas.
3. Add the celery, gherkins, red onion, crushed garlic, and paprika to the chickpeas and stir through.
4. Add remaining ingredients and mix well. Add more paprika or salt & pepper, or lemon juice to your taste.
5. Serve as a sandwich filling with lettuce, tomatoes or other fresh salad ingredients or alternatively, serve as a side to a salad. It tastes great on toast too!

From Sustainable Kitchen



# Dinner



## Ingredients

- 1 onion
- 3 cloves garlic
- 1 can chopped tomatoes
- 4 tbsp tomato puree
- 1 carrot
- 1 stalk celery
- 1 average sized courgette
- 1 red pepper
- 1 tsp oregano
- 1 tsp garlic powder
- 1 tsp onion powder
- 1 tsp paprika
- 1 tbsp brown sugar
- 2 tbsp rapeseed oil
- 150 g dried lentils
- 500 ml veg stock
- 1 tbsp reduced salt soy sauce
- Water as needed
- 480g (x4 portions) boiled wholewheat spaghetti

## Lentil Bolognese

### Directions

🕒 45 minutes 🧑 4 servings

1. Rinse lentils in water before placing in a pan of water. Make sure there is a lot more water than lentils as the lentils will double in size once cooked.
2. Leave to simmer for 30 minutes until the lentils are tender.
3. While the lentils are cooking, chop finely onion, garlic, carrot, courgette, celery, pepper.
4. Heat the oil in a pan on a medium heat. Sauté the onion, garlic, celery, carrot, courgette until softened.
5. Mix in the garlic, onion powder, oregano, paprika and tomato puree and sauté until combined.
6. Add the tomato puree sauté for another few minutes until combined.
7. Stir in the chopped tomatoes, vegetable stock, sugar and soy sauce.
8. Drain the cooked brown lentils and add to the pan.
9. Simmer for approx. 20 minutes until the sauce has reduced and carrot and courgette are cooked.
10. Serve with spaghetti and enjoy.

From The Vegan Society



## Ingredients

- 2 tbsp panang or red curry paste
- 200 g (7 oz) sweet potato or carrots, chopped
- 400 ml (14 fl oz) can of coconut milk
- 1 tbsp soy sauce
- 2 x 400 g (13 oz) cans of butter beans, drained and rinsed
- 2 tbsp peanut butter
- 2 tbsp raw peanuts, finely chopped
- 1 red pepper, chopped 1 yellow or orange pepper, chopped
- 150 g (5 oz) green beans, halved
- juice of 1 lime
- pinch of sugar (optional)
- salt

## Peanut and Sweet Potato Curry

### Directions

🕒 30 minutes 🧑 3-4 servings

1. Put the curry paste in a large saucepan and cook for 1 minute until the oil starts to separate. Add the sweet potato or carrots and cook for 5 minutes until beginning to soften. Add the coconut milk and soy sauce, bring to the boil and cook for 5 more minutes. Now add the butter beans and peanut butter with most of the chopped peanuts, reserving a few for the end. Cook for a further 10 minutes, then add the peppers and green beans. Cook for 5 minutes.
2. Season with the lime juice and salt, adding a pinch of sugar, if you like.
3. Serve with rice and scatter with the remaining chopped peanuts.
4. If you would like to add additional protein, add 100 g of tempeh per portion.

From Saskia Sidey



# Shop vegan & eco friendly

Not sure how to switch up your products? With our trusted Vegan Trademark, you can shop with confidence and make easier switches for some of your favourite products.



## Friendly Soap

Handmade and plastic-free

£2.45



## Mooncup

Menstrual cup

£20.95



## The Humble Co

Interdental bamboo toothbrush

£3.99



## Wild

Sustainable refill deodorant

£6.00



## Konjac Sponge Company

Suitable for all skin types

£9.00



## Ecozone

Stain removal pure oxygen tablets

£12.99



# Grow your own

Growing your own food at home is fun, empowering and has proven positive effects on your sense of wellbeing. Here are our top tips to help you get started.

## Veganic growing

Vegan and organic growing involves no animal inputs, and the use of no harmful chemicals. Check out the gardening pages of the Vegan Organic Network, who will help you grow incredible edibles, and in harmony with your wildlife neighbours.

## Start small

Especially useful advice for those of us without any outdoor space! You can grow delicious herbs on a kitchen counter, chilli plants in a warm dry spot, or microgreens on a windowsill.

## Short on time?

If you live a fast-paced lifestyle or face challenges which make gardening physically difficult, then growing perennial fruit and veg could be the right thing for you. Perennial plants come back every year, and include asparagus, artichokes, rhubarb, strawberries and kale.

## Grow salad

Salad is fast and easy to grow and can be produced pretty much all year round. You can even grow it inside on a windowsill if you're short on space. Cut and it will often come back again for one or two more flourishes.

## No-dig

Try not to dig the ground. Only use a spade or shovel to spread compost over your growing beds before planting young vegetables or sowing seeds. Digging the soil not only kills incredibly useful invertebrates, but breaks up the structure, making it more difficult for plants to get established and thrive.

## Keep weeds at bay

Use a hoe to strike through the first sign of weeds. Don't let them get any bigger than having two leaves or they'll get established and take energy away from your crop.

## Compost, compost, compost

Whether you make your own or buy it, compost is essential to good growing. Watch out though, as it's not all vegan-friendly! We recommend Fertile Fibre, which is trademarked by The Vegan Society.





# Zero-waste swaps

What can we do to opt for a lower waste lifestyle, while enjoying a delicious array of tasty plant-based foods?



## Refill stores

Some people are turning to the growing number of refill stores, where customers bring their own containers. Price and accessibility means that refill stores aren't for everyone – but they are an option worth exploring.

## Farmers' markets

See if your local area has a farmers' market where you can pick up locally grown, packaging-free fruit and veg. Visiting at the end of the day means you're more likely to get bargains – and it never hurts to get friendly with the vendors!

## At the supermarket

Take along your own reusable bag and opt for fruit and veg not packaged in plastic. Bulk buying is another way to reduce the amount of plastic you're bringing home.

## More than food

A journey towards a lower-waste lifestyle includes far more than just food. Try not to be overwhelmed by all the options out there – instead choose one or two areas of focus and find alternatives to packaged items that you enjoy.



# How to go vegan: six top tips to make the transition easy

Here are some of our top tips to help you make simple switches at the start of your journey.

## Start slowly



Small and simple swaps over a few weeks can help make the switch to a vegan lifestyle much easier. Dairy swaps are an easy place to start with many vegan substitutes available. Most supermarkets have their own range to help keep costs down.

## Swap proteins & save money

Beans, lentils, soya and nuts are all good sources of protein and are often cheaper than animal proteins. Simple meals such as chilli or porridge oats topped with fruit and chia seeds are nutritious and economical. Check out some of our nutritious and budget-friendly recipes.



## Don't be daunted by supplements



B12 is an essential supplement for vegans. The Vegan Society's multivitamin, VEG 1, is a reliable source and also includes iodine and Vitamin D. Omega fats are important in a vegan diet – one tablespoon of chia seeds, linseeds or a handful of walnuts each day is a good guideline.

## Plan ahead & carry snacks



Although there are now more vegan options on menus and more vegan products are becoming available, sometimes choices can be limited. Plan ahead with easy staples like oat bars, carrot sticks, nuts, and fruit for a healthy vegan option which are easy to carry. They can help avoid reaching for a mid-afternoon sugary snack too!

## Veganize it!



Have some fun and get creative! Choose some of your favourite meals to 'veganize'. Spaghetti bolognese can be made with lentils, scrambled tofu is a great cooked breakfast to substitute eggs and sweet potato can make tasty brownies if you have a sweet tooth. Check out our Instagram reels (@TheOriginalVeganSociety) for our take on several non-vegan classic meals.

## Instagram & Happy Cow

The Happy Cow app finds vegan restaurants wherever you are in any country. If you are cooking at home, Instagram is a great place to pick up ideas for vegan recipes.



# One Little SWITCH

## We appreciate you!

A huge thank you, from everyone at The Vegan Society, for allowing us to support you on the first step of your journey towards veganism. We have plenty more material to support you ranging from our newsletters, recipes and online blogs to social media content, latest news and our Vegan Magazine which you can access as a member of The Vegan Society. 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 moving forward:


VEG 1 is the nutritional supplement developed by The Vegan Society. It provides an affordable, reliable source of vitamin B12, vitamin D, iodine and selenium. Find out more about our product.


Find out more about our trusted Vegan Trademark.


Become a member at The Vegan Society from just £2 a month to get helpful nutrition guidance, access over 100 discounts including 10% off at Holland & Barrett and 15% at The Body Shop and to support our work. Everyone's welcome!


Subscribe to our newsletter to receive monthly competitions, offers and information on all things vegan.

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

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<sup>1</sup> Poore, J and Nemecek, T (2018) Reducing food's environmental impacts through producers and consumers, [https://www.researchgate.net/publication/325532198\\_Reducing\\_food's\\_environmental\\_impacts\\_through\\_producers\\_and\\_consumers](https://www.researchgate.net/publication/325532198_Reducing_food's_environmental_impacts_through_producers_and_consumers) (accessed 02 June 2025)

<sup>2</sup> Ritchie, H (2020) Less meat is nearly always better than sustainable meat, to reduce your carbon footprint, <https://ourworldindata.org/less-meat-or-sustainable-meat> (accessed 02 June 2025)

<sup>3</sup> Chatham House (2021) Food system impacts on biodiversity loss: Three levers for food system transformation in support of nature, Energy, Environment and Resources Programme Research Paper, [2021-02-03-food-system-biodiversity-loss-benton-et-al.pdf](https://www.chathamhouse.org/2021/02/food-system-biodiversity-loss-benton-et-al.pdf) (accessed 02 June 2025)

<sup>4</sup> de Ruiter, H (2017) Total global agricultural land footprint associated with UK food supply 1986–2011, [https://www.sciencedirect.com/science/article/abs/pii/S\\_0959378017301176?via%3Dihub](https://www.sciencedirect.com/science/article/abs/pii/S_0959378017301176?via%3Dihub) (accessed 02 June 2025)