

Hello and welcome to our Meat Free Monday Supporter Pack

This pack covers everything you need to know in order to activate Meat Free Monday!

The history

Launched by Paul, Mary and Stella McCartney in 2009, Meat Free Monday is a not-for-profit campaign intended to create a simple and accessible way for everyone beginning the journey to greener and healthier eating.

Today Meat Free Monday lives beyond the family – it's an idea, a movement, a weekly moment which thousands of people make their own!



Now, in the midst of a climate emergency, the need and desire to embrace more sustainable lifestyles is greater than ever. But research shows that this desire does not always translate into action because people find it hard to make changes on a day-to-day basis. (Kantar data: 92% of people want to live a more sustainable lifestyle but only 16% are actively changing their lifestyle.)

“Many of us feel helpless in the face of environmental challenges, and it can be hard to sort through all the advice and find what we can do to help make a cleaner and more sustainable world. One designated meat free day is an easy change that everyone can make.” – Paul McCartney



How does eating meat free help?

Skipping meat for a day may be a small change but it has a surprisingly significant impact.

Almost a third of all land on Earth is used for livestock production, and an area of rainforest the size of a hundred football pitches is cut down every hour to create room for grazing cattle. It can take 2,350 litres of fresh water (30 bathtubs!) to produce just one beef burger.

In terms of your annual carbon footprint, skipping meat for one day a week has the same impact as not driving your car for a whole month!

If all of us in the UK did Meat Free Monday for a year, we would collectively:

- Save an area of the world's forest the size of all the national parks in England and Wales combined (16,689 km²)
- Save the same amount of greenhouse gases as emitted by driving 20 billion km – 134 times the distance to the Sun
- Effectively create a marine reserve twice the size of Wales (41,613 km²)

Check out our brand new calculator to help you measure your planetary impact!
meatfreemondays.com/calculator

Impact calculator

See the difference you can make

Calculate how you can have a positive impact by eating less meat and dairy ...

Participating people

Meat free days a week

For how long (years)?

Submit



How you can help us make this change

Be part of our new campaign!

Share our campaign materials



Get
'The easiest
way to help
save the world'
materials
here

Post your recipes and ideas



Post
on
Twitter
here

Post
on
Instagram
here

Offer consumers meat free solutions



Use our logo



What we can offer you

We'll spread the word far and wide!

We'll shout about you to our
200K followers

110K



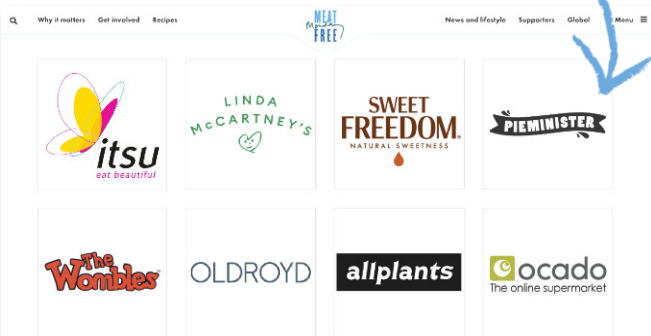
52K



43K



We'll list you as an
official supporter

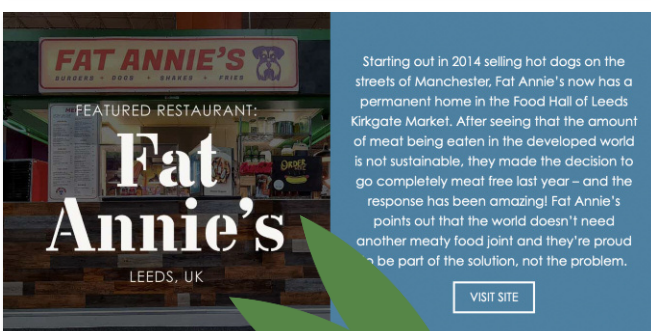


We'll run promotions
with you



Win a vegan meals bundle
from COOK!

We'll feature you in
our newsletter



Contact

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More information at
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Meat Free Monday is headed by Paul, Mary and Stella McCartney and run by a small team in London. This pack and our new 'The easiest way to help save the world' campaign have been supported by a group of creative industry experts.