

# 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 km<sup>2</sup>)
- 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 km<sup>2</sup>)

Check out our calculator to help you measure your planetary impact!  
[meatfreemondays.com/calculator](https://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 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

111K



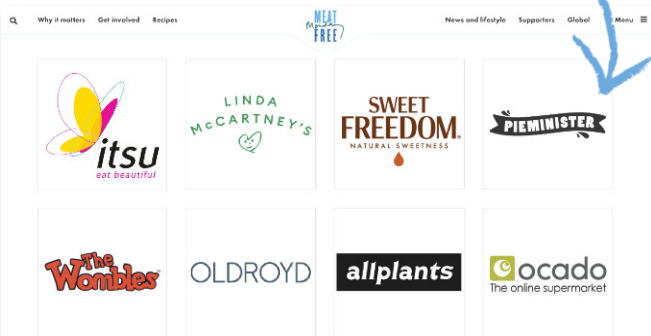
50K



52K



We'll list you as an  
official supporter

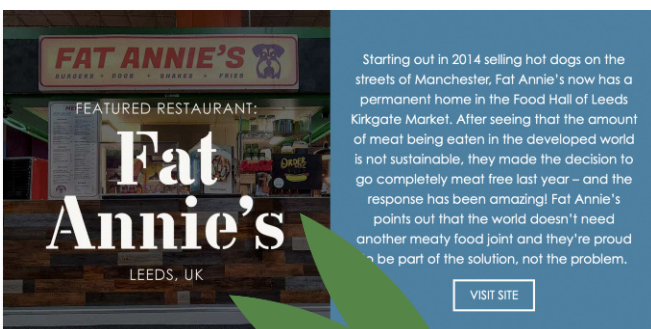


We'll run promotions  
with you



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 'The easiest way to help save the world' campaign have been supported by a group of creative industry experts.