

# *Vegetarian Week*

*An international effort towards a better world*





# *Vegetarians do it better!*

## *Better for the environment*

- Vegetarians have one less link in the food chain. This diet is more energy efficient:
  - Saves water
  - Saves the soil
  - Saves fossil fuels
- Example:
  - plant protein takes 3 to 15 times less water than equivalent meat protein





# *Vegetarians do it better!*

## *Better for the animals*

- The demand for meat makes animals objects of profit, treated in inhumane manners
- Vegetarians save about 100 animal lives per year





# *Vegetarians do it better!*

## *Better for your health*

- A balanced Vegetarian Diet is perfectly healthy
- Vegetarians in general suffer less heart problems and other diseases caused by excess cholesterol, fat or protein
- Vegetables in general contain less or none undesirable chemicals, antibiotics and hormones





# *Why a vegetarian week?*

## *An international effort*

- This is an international campaign, and you are invited to get involved
- October 01 to October 07
- These 7 days include:
  - October 01, World Vegetarian Day
  - October 04, World Animal Day





# *What you can do*

## *As an individual*

- Participate in leaflet distributing events;
- Invite your friends or family to a vegetarian dinner;
- Join your local vegetarian organisation;
- Ask for vegetarian meals and talk about the vegetarian week at your local restaurants.





# *What you can do*

## *As a non-profit organisation*

- Send a press release about this week and your efforts to promote it;
- Invite other organisations to get involved;
- Invite supermarkets, restaurants and other businesses to promote the event, e.g. having discounts or offering some gifts for free;
- Organise cooking demonstrations, talks, conferences or workshops;
- Create leaflets and posters and distribute them;
- Send a newsletter about the week to your members.



# *What you can do*

## *As a company*

- Offer some vegetarian gifts to your employees or customers (e.g., a book);
- Promote a workshop, talk, cooking demonstration or other activity related to vegetarianism;
- Promote a vegetarian lunch or dinner to all your employees.





# Now...

## *Why not take action?...*

- Translate this presentation into other languages;
- Pass the word;
- Decide what else you can do;
- Visit [www.vegetarianweek.org](http://www.vegetarianweek.org) and [www.evana.org](http://www.evana.org) - know what other people are doing and share what you are...

