

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





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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





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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 and www.evana.org - know what other people are doing and share what you are...

