

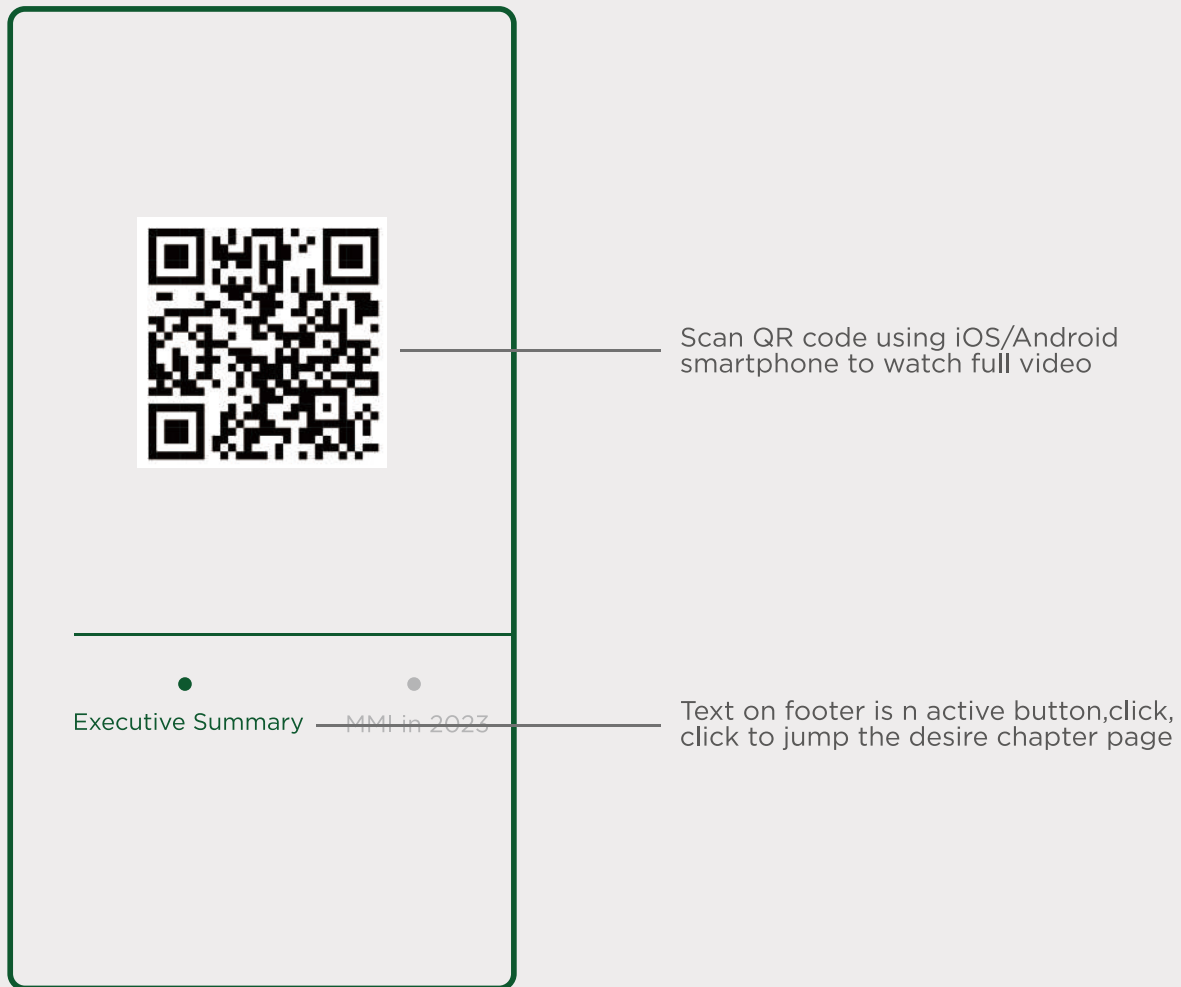
MEATLESS MONDAY INDONESIA

ANNUAL REPORT 2023



Navigating Meatless Monday Indonesia Annual Report 2023

Some Texts and Graphic are accompanied by a QR Code



Meatless Monday Indonesia
Jalin Foundation

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EXECUTIVE SUMMARY

Meatless Monday Indonesia (MMI) shows promising growth. Starting carefully in the past two years by establishing the idea of Meatless Monday in the Indonesian context, MMI in 2023 tries to get more attention by creating interest with increasing creativity of key messages, more engagement as well as reaching out to the broader audience with collaboration and sharing information in terms of healthy lifestyle and environment with growing partners, and engaging more like-minded partners locally, regionally, and Meatless Monday global group.

Positioning MMI as a movement toward a healthy lifestyle and caring for the environment creates a unique standpoint for the young urban middle-up population. In 2023, MMI reached out to more groups to bridge like-minded people and organizations through networking, sharing activities, and avoiding being identified as exclusively vegetarian or vegan.

Creating MMI's social media awareness is still the number one priority. MMI combines a variety of postings, reels, stories, videos, and even live sessions on Instagram and webinars. MMI also built interactive MMI Starter Kits that are publicly and freely online. MMI assesses and analyzes the social media contents in internal and external meetings to find out the social appeals and current trends, as well as doing qualitative assessments and human-centered design studies that can be used in building MMI's sustainability programs.

In 2023, collaboration activities will keep MMI busy with diverse partners to do online and offline events, share information and postings, and plan for the MMI program's continuity. In addition, MMI boosts social media and arranges social media challenges with rewards. This combination enables MMI to reach a wider audience from various demographics and locations, engage with new audiences that the partners bring along, and create calls to action together by #SkipMeatOnceAWeek and #GoodForYouGoodForThePlanet. Maintaining the sustainability of MMI is another challenge to face.

Continuously crafting creative key messages to show MMI's existence should be the priority. Effective collaboration with partners in various ways but simultaneously promoting social-behavioral change communication of MMI messages has to be done by engaging more like-minded partners and acknowledging the agents of changes from the MMI audience generated from MMI activities.

INTRODUCTION



Meatless Monday is part of the Monday Campaigns. It was initiated by the Johns Hopkins University Center for a Liveable Future (JHCLF).

It is associated with other leading health institutions seeking to reduce preventable disease incidence by dedicating every Monday to Health. Meatless Monday means no red meat, poultry, seafood, or meat-based products and participation in forgoing the consumption of those products one day a week, every week. Nowadays, Meatless Monday operates in more than 40 countries and uses 22 languages.

Meatless Monday Indonesia (MMI) and Ghana have been chosen as pilot projects in 2021. From a health point of view, Indonesia is still experiencing a double burden of malnutrition and rising obesity and non-communicable diseases (Healthy Diets from Sustainable Production: Indonesia, 2019). From an environmental and sustainable development point of view, Indonesia has commitments to the UN Sustainable Development Goals (SDGs) and the Paris Agreement on Climate Change. Following this agenda, Indonesia's vision for a sustainable food system supports healthy diets for all.

MEATLESS MONDAY INDONESIA IN 2023



After establishing Meatless Monday in the Indonesian context in 2022, we continued to run the campaign following the inputs during the landscaping study and partners' inputs. In 2022, we highlighted the introduction of Meatless Monday concepts; in 2023, we enhanced our focus on three aspects of Meatless Monday Indonesia, i.e., health and healthy lifestyle, care for the environment that covers global environmental concerns, and consumption of local plant-based foods.



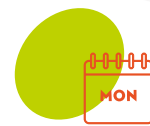
In 2023, we are also addressing particular health concerns on non-communicable diseases such as diabetes and hypertension, along with our government engagement under the JALIN Foundation. This engagement is based on the increasing cases of non-communicable diseases that require healthy diets and low red meat consumption. Further, MMI can address these conditions as an opportunity to reach out to more people with special health conditions in line with government policies. After careful consideration, MMI designed our activities using the Social Behavioural Change approach towards a better health, healthy lifestyle, and a better environment targeted to the urban, middle-up economic class.

The 2023 MMI Campaign runs under the following corridors:



The target audience is
(18-45 years old)
young urban, middle-income
economic group.

Meatless Monday



serves as an accessible entry point for those looking to reduce their meat consumption without fully adopting a vegetarian or vegan lifestyle. It emphasizes flexibility in dietary choices while promoting health benefits and environmental sustainability.



The concept of "meatless"

"meat" referred to all types of livestock meat, which included beef, pork, lamb, and chicken. Meatless Monday should not be correlated with less nutrition but with how to have balanced and nutritious plant-based food as a substitute for meat and fulfill the Recommended Dietary Allowance on Monday with three courses of meals and snacks.

Food diversification



uses various locally grown plant-based food materials and local ingredients, highlighting the local recipes that are more acceptable for the Indonesian palate.



Meatless Monday Indonesia

contributes to leverage the impacts of the Meatless Monday global movement.

MEATLESS MONDAY INDONESIA ACTIVITIES



Since 2022, we have relied on partnerships and social media in the MMI activities. We continued our activities by strengthening partners' engagements. Following our lesson from 2022, we established new rigorous approaches to our target audiences in more creative, interactive, and challenging ways. We tried to various extents to ensure increased impact, awareness, and positive acceptance of Meatless Monday ideas in Indonesia.

SOCIAL MEDIA AWARENESS AND ACTIVATION

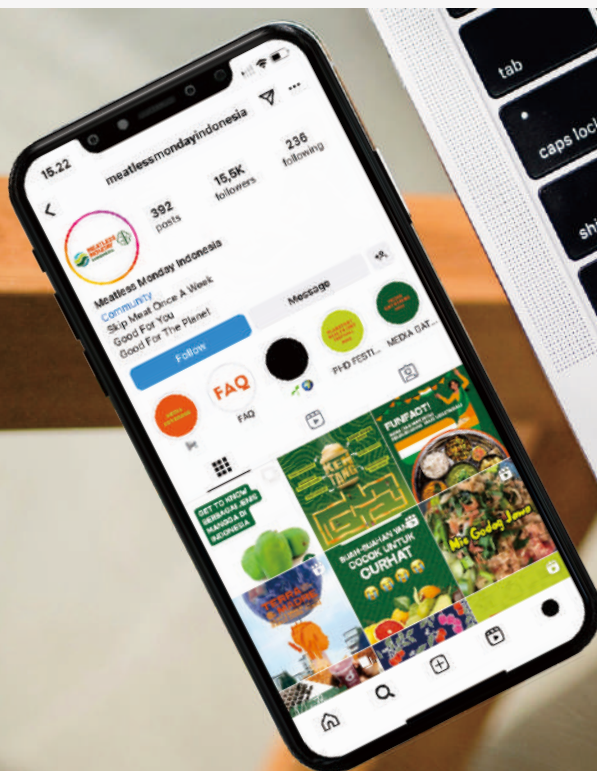
Meatless Mondays' global campaign aims to help people create healthier industries and a cleaner planet. As part of a worldwide movement and campaign, MMI is active in

1 Building awareness on Meatless Monday Indonesia among the community groups.

2 Engaging the audience by sharing knowledge, recipes, places for healthy food, and tips for a healthy lifestyle.

3 Encouraging the target audience to be part of the movement.

4 Amplifying the movement to a broader society.



Following the global guidelines, we use social media channels like Instagram, Facebook, and YouTube. Based on the current campaign, we are very active on Instagram. We planned all MMI social media channels based on the following.

● **Target audience:**

The Meatless Monday Indonesia campaign targets the general public, specifically urban women and men aged 18-45.

● **Psychographics:**

Enjoys spending time with friends and family, tries to spend their money wisely, but is only sometimes sure how to do that - Social Classes A and B that have more budget on food.

● **Behavioral:**

Tech Savvy, - Cashless Society, Trend Follower, can't live without a smartphone, Culinary lovers - love to try experimental food.

● **Challenges:**

I love to eat, but I want healthy food. I perceive healthy food as expensive. Healthy food is not delicious, bland, or boring.

Content Pillars Meatless Monday Indonesia

We use these content pillars of our communication.



AWARENESS



INTRODUCE



EDUCATE



INSPIRE

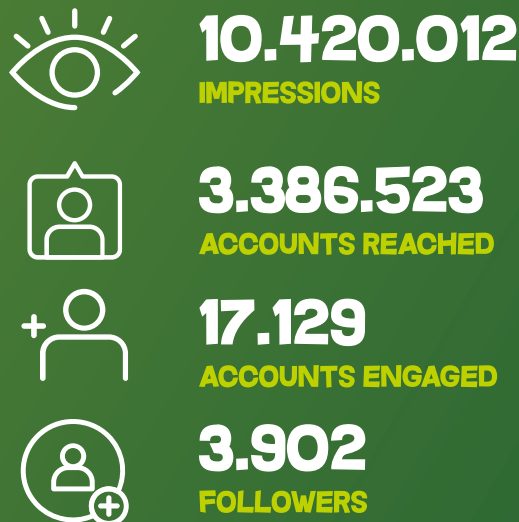


ENCOURAGE

1. What is the Meatless Monday Movement?
2. Healthy Food doesn't have to be expensive.
3. Receipt Sharing.
4. Let's Do It!
5. What is your food today?

Starting in early 2023, we experimented with various content formats using MMI materials and other existing materials produced by Meatless Monday Global, Meatless Monday Ghana, and MMI's partners.

We are still exploring Indonesian meatless dishes and trying to combine videography and photos for better engagement. In 2023, we tried to focus more on developing our Instagram channel by boosting our postings, arranging posting collaborations with our partners to increase impressions, and active collaborations with more partners that can widen MMI's exposure and audiences.



In short, our social media channels developed progressively and significantly in 2023. For Instagram, based on cut-off data on 31 December 2023.

Based on MMI's 2022 - 2023 performance, we can conclude that

- Instagram is still a preferable social media channel for our audiences. Our target audience primarily uses Instagram as their favorite social media channel.
- MMI Instagram Reels have demonstrated a higher engagement level than our posts. Reels, with short video format, attract our audience's attention and generate better outreach.
- Recipe content, especially video reels, creates more interest. Our audience strongly prefers a healthy plant-based menu and video presentations.
- We have increased our followers by strategically boosting our messages on the MMI Instagram account and through offline collaboration activities. This strategy allowed us to reach a wider audience and attract their attention, which led to a considerable increase in our followers.

Challenges in Social Media Awareness and Activation

We try to overcome our social media awareness and activation challenges, among others, by

- Trying to localize Meatless Monday content into Indonesian contexts. For example:
 - 🍃 The content of how reducing meat consumption can help save the planet by reducing water use in the dairy industry that produces meat and dairy products must be carefully designed. The idea is based on the fact that Indonesia consumes more water for agricultural farming activities, especially rice paddies and vegetable plantations, than animal husbandry.
 - 🍃 Traditional local dishes, even though vegetables are the primary ingredients, usually contain little bits of meat, fish, or seafood as part of the dishes.
 - 🍃 The concept of “meatless” in Indonesia does not cover fish (comprising seafood and freshwater fish), eggs, or dairy products, including milk, cheese, or other processed dairy-based food products. That notion has been culturally accepted, and people generally consider it strange if one cannot eat diverse food products.
 - 🍃 We cannot fully adopt all ideas from overseas.
 - 🍃 We also need a fixed measurement reference for recipes, counting calories, and nutritional facts.
 - 🍃 There still needs to be a higher awareness of beans and peas as the alternative source of protein. In Indonesia, beans and peas are more intended for snacks and condiments.
 - 🍃 There is a strong correlation between plant-based food and expensive Western types of food.
- Compiling additional data, for example, on greenhouse gasses and emissions in the Indonesian context, is necessary to support MMI’s messages and content, which are specifically Indonesian.
 - 🍃 It includes blue carbon issues highly correlated with plant-based seafood, such as algae and mangrove products. Our audiences are critical and in-depth in their thinking, so we need more relevant content to the Indonesian situation and the archipelagic ecosystem.

MMI STARTER KITS

Meatless Monday Indonesia acknowledges the importance of providing clear and consistent social and behavior change messages. To address these needs, MMI has developed Starter Kits - digital-based interactive material kits designed to facilitate our diverse audience. The kits are user-friendly, accessible, and transferable through various communication channels. Their primary purpose is to support MMI's outreach activities and assist our partners in their efforts to help disseminate the messages related to the MMI movement. These kits aim to raise awareness about Meatless Monday Indonesia while encouraging individuals or community groups to join the MMI Movement. The contents of these kits have been thoughtfully reviewed, considering the insights from comments on MMI social media channels and input from our partners, focusing on areas such as health, nutrition, healthy lifestyles, local food resilience, and environmental issues.



The starter kits have been built on an Internet platform to ensure accessibility and reach a wider audience. The audience can access these kits at [Gerakan Meatless Monday Indonesia - Mendorong Konsumsi Makanan Sehat, Bergizi dan Diet Seimbang Serta Menjaga Keberlanjutan Planet \(jalinfoundation.or.id\)](https://jalinfoundation.or.id). This interactive platform facilitates easy sharing of kit content across various social media channels, increasing its impact.



Scan or click QR Code to read the full starter kits

COLLABORATION ACTIVITIES



Degan Septoadji

We had many collaborations with our partners in the first half of 2023 based on our initiatives or by partner's invitations. During the Ramadhan Season, the highlight was our collaboration with Chef Degan - a celebrity and well-known Indonesian Masterchef. He made a particular cooking demo of vegetable mushroom pasta and mentioned MMI on his Instagram. We also had various activities with our institutional partners, based on alphabetical order, namely, Kabin Kebun, Danabrata, Hipwee, Jendela Iklim Jakarta, Kebun Kecil, Ottimmo, PARARA Ethical Store, RISE, Slow Food Jakarta Urban, and Yoga Gembira Community.

Based on the timeline, our collaboration activities include the online cooking demo, re-cook challenge, food reviews, plant-based culinary map and directory, Meatless Monday Goes to Campus and Generation Mindful Bootcamp, several talk shows, and collaboration postings on social media channels. In addition to those activities, we built MMI's sustainability with regular coordination meetings with partners and partner gatherings.

Online Cooking Demo with Ottimmo International Culinary School

The Cooking Demo Video Creation collaboration with Ottimmo International - the culinary school - resulted in three videos of cooking demos. The cooking demo videos have been uploaded to the MMI's YouTube Channel. These cooking demos have been praised. They provided healthy plant-based alternatives for the usually meat-based loaded arrays of dishes in the Ramadhan season. There were three demos, i.e.,



Scan or click QR Code to read the full starter kits



Scan or click QR Code to read the full starter kits



Scan or click QR Code to read the full starter kits

Re-Cook Challenge with Chef Degan, Hipwee, and Danabrata

Based on Chef Degan's Vegetable Mushroom Pasta recipe and cooking demo video, Meatless Monday Indonesia joined forces with Hipwee, Chef Degan, and Danabrata (a ketchup and seasonings company) to make a particular cooking challenge. Chef Degan has prepared a delicious dish called Vegetable Mushroom Pasta using zucchini, carrots, green peas, parsley, onions, and flavorful mushroom sauce poured over fusilli. The participants in the challenge were asked to create their signature plant-based dishes inspired by Chef Degan's cooking demo.

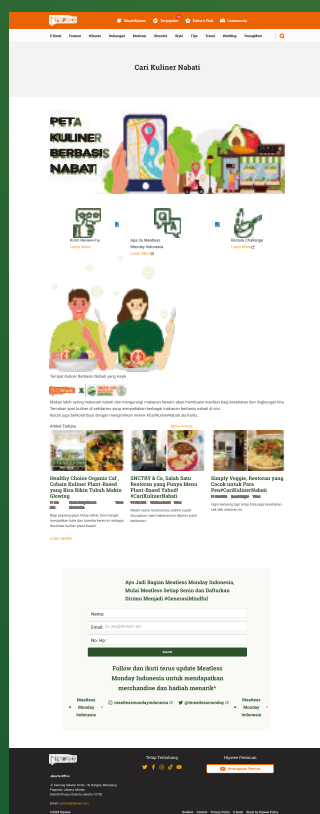


During the period of the Re-Cook Challenge event, the participants could share videos of their creations and plant-based ingredients on their personal social media accounts. They should mention Meatless Monday Indonesia and Hipwee in their posts. The event took place from April 7th to May 7th, 2023. In this challenge, 35 eligible participants competed for a primary prize and three favorite positions. The winners got cash from MMI and merchandise from Hipwee, in addition to a set of seasonings from Danabrata. **Altogether, the event reached an impressive audience of 529,532 people, highlighting its substantial impact and engagement.**



Plant-Based Culinary Directory

MMI has partnered with Hipwee to create a plant-based culinary directory. The directory has names and maps and shows reviews on various plant-based dishes, menus, and . Hipwee is actively involved with content creators and the Mom Gang (Hipwee's Young Mom community) based in Yogyakarta and other cities. That Young Mom routinely provides culinary reviews.



MMI and Hipwee took advantage of this community and created a plant-based review challenge. Both parties hope that the collaborative effort on the plant-based culinary directory will encourage organic and sustainable reviews and recommendations on the plant-based reviews long after the challenge ends. The objective of the Plant-based Culinary Directory Review Challenge aimed to boost awareness of plant-based cuisine. We took advantage of the fasting month to explore local plant-based cuisines that are easily accessible, particularly for the gatherings before the fasting month began. Our goal was to provide a comprehensive review of culinary options, particularly for young people, but could also serve as a guide for food enthusiasts and travelers. The culinary directory should help as a source of healthy choice cuisines during the fasting month and beyond.

Therefore, the outputs of MMI and Hipwee's collaboration on the Plant-Based Culinary Directory were as follows.

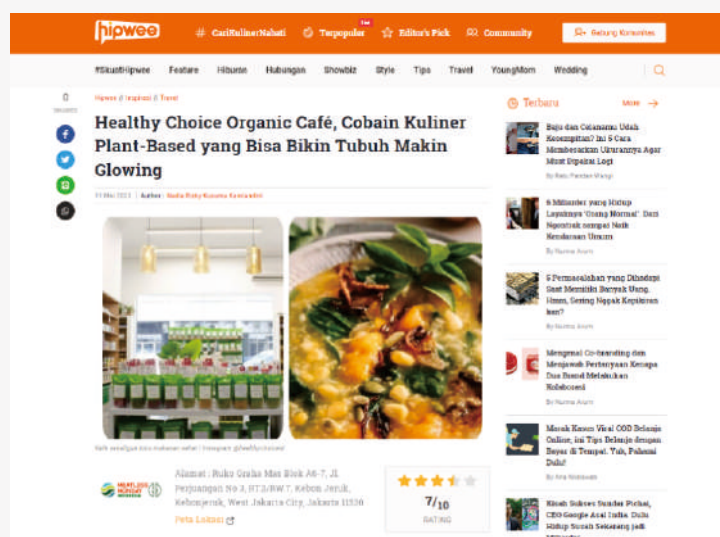
- The review challenge announcements were published as promotional content across Hipwee's and MMI's digital platforms.
- Joint publication of the review challenges across Hipwee's and MMI's digital platforms.
- After peer-reviewing the content, 30 user-generated review articles featuring photos, reviews, ratings, and maps were collected and published on the Hipwee Travel page on Hipwee's website.
- An archive page can be found at https://www.hipwee.com/meatless-monday/?ref=headline_desktop, and it is available for the public wanting to search more in the plant-based culinary directory.

An Instagram Live session between Hipwee and MMI that announces the winners.

Based on general comments during the Instagram Live and postings, this collaboration has provided valuable insights into plant-based menu options and promoted a balanced approach to diet during the fasting month.

Food Review Challenge: #CariKulinerNabati (FindPlant-Based Culinary Challenge)

In addition to the Plant-Based Culinary Directory, under the same collaboration with Hipwee, MMI also conducted the Food Review Challenge, which is open to the public instead of only limited to Hipwee's content creator community. In this challenge, the reviewers developed review articles focusing on plant-based menus available at any restaurant in any city. These articles were later featured under the #CariKulinerNabati (#FindPlant-BasedCulinaryChallenge) section on the publicly accessible Hipwee website.



52
Articles Submitted



27.456
Page Views

The competition was conducted from April 7th to May 7th. Throughout this period, a total of 52 articles were submitted by participants, and an additional branded article from Hipwee was included. At the end of the competition, we selected one winner and three favorite winners who won prizes from MMI. This collaboration led to 27,456 page views and reflected the engagement and interest of the challenge generated among readers, the majority in the bracket of 18-34 years old in 323 cities such as Yogyakarta, Jakarta, and other cities such as Surabaya, Bandung, Semarang, Medan, Makassar, Pekanbaru, and so on. However, nearly 70% of the viewers were male.

Hipwee Goes to Campus with Meatless Monday Indonesia (Mindful Generation 2023)

A series of events called Mindful Generation: Hipwee Goes to Campus with Meatless Monday Indonesia. These events took place online and offline and garnered significant attention and interest from the youth in Yogyakarta and surrounding areas. They started with a webinar, followed by four roadshows, and closed with a boot camp.

● Mindful Generation Webinar (online launching), 13 June 2023



Scan or click QR Code to read the full webinar

The Mindful Generation Webinar is the official online launching of a series of events - Hipwee Goes to Campus with Meatless Monday Indonesia. The webinar presented speakers from Hipwee, Mindfulness Practitioners, and Meatless Monday Indonesia. This Webinar officially invited the youth, especially those in Yogyakarta, to join the Hipwee Goes to Campus with Meatless Monday Indonesia Roadshow to seek the mindful generation. The webinar presented the introduction of the Meatless Monday Indonesia Movement and the mindfulness materials that align with the Hipwee Goes to Campus with Meatless Monday Indonesia 2023 theme. The webinar concluded by explaining the series of events for Hipwee Goes to Campus with Meatless Monday Indonesia. The objective of that entire event was to get through a screening process of ten youths with creative and positive ideas that can impact their community by choosing a meatless lifestyle or plant-based diet every Monday and caring for the Earth's sustainability in mindful ways. The webinar was conducted using the Zoom platform and was live-streamed on YouTube. The webinar had 110 participants in the Zoom Room and 1,452 viewers on YouTube on the day.

● Hipwee Goes to Campus with Meatless Monday Indonesia Roadshow



14 June 2023



23 June 2023



1 July 2023



8 July 2023

**452**

University students

**4 UNIVERSITIES**

Universitas Negeri Yogyakarta
Universitas Amikom Yogyakarta
Universitas Ahmad Dahlan Yogyakarta
Politeknik Pembangunan Pertanian Yoma

Hipwee Goes to Campus with Meatless Monday Indonesia has a series of Roadshows at four campuses in Yogyakarta. The Theme of the Roadshows was **Jadi Anak Muda Sehat, Kreatif dan Berdampak. Ayo Meatless Setiap Senin! (Be A Youth that is Healthy, Creative, and Gives Impact. Let's do Meatless Monday!)**.

The roadshows' main objective was to mainstream the Meatless Monday Indonesia movement to the youth through university campuses. The missions were:

- To give an understanding of what mindfulness is for healthy and empowered youth.
- Ask the youth to join the Meatless Monday Indonesia movement and actively promote an environment-friendly, balanced lifestyle.
- To give an upgraded skill as content creators that can positively impact their environment.

**Several publications on
pers release under these
series of events were:**

- 1 Generasi Mindful Roadshow 2023, Hipwee x Meatless Monday Indonesia Ajak Anak Muda untuk Hidup Lebih Sehat, Kreatif, dan Berdampak Positif



Scan or click QR Code to read the full article

- 2 Kick-Off Generasi Mindful Roadshow 2023, Hipwee & Meatless Monday Indonesia Kunjungi FISHIPOL UNY



Scan or click QR Code to read the full article

- 3 Seru-Seruan di Generasi Mindful Roadshow 2023 Putaran Kedua, Hipwee & Meatless Monday Indonesia Berkunjung ke Universitas Amikom Yogyakarta



Scan or click QR Code to read the full article

- 4 Putaran Ketiga Generasi Mindful Roadshow 2023, Hipwee & Meatless Monday Indonesia Kunjungi Fakultas Psikologi Universitas Ahmad Dahlan Yogyakarta



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- 5 Kemeriahan Generasi Mindful Roadshow 2023 Putaran Empat, Hipwee & Meatless Monday Indonesia Kunjungi Politeknik Pembangunan Pertanian (Polbangtan) Yogyakarta



Scan or click QR Code to read the full article

In addition to promoting the MMI Movement during the Roadshows, we also gained insights from the young people while they learned about the MMI movement. The frequently asked questions were as follows.

- 👉 What is the Meatless Monday Movement? Why should we do it? Why Monday? Is meatless the same as vegan?
- 👉 Why should we reduce meat consumption? Can plant-based food exchange the complex protein in meat?
- 👉 Since Indonesia's meat consumption is still relatively low, has it not become contra-productive for nutritional development in Indonesia?
- 👉 How do you start a balanced and healthy lifestyle and have nutritious food for limited financial youth?
- 👉 There is a conception that healthy food is expensive. Is that true? How can we encounter that conception?
- 👉 Why can meat-based food negatively impact the environment?
- 👉 If we rarely eat meat, should we also go meatless?
- 👉 What are the tips for giving these messages to parents and older people? How can we build confidence in relaying this message through our social media content?
- 👉 As a special needs youth who cannot consume meat-based protein, how can we do a routine Meatless Monday? What can become the motivation every Monday?
- 👉 Can MMI become a long-term solution to reduce carbon emissions? How does our government support this movement?
- 👉 How will the economic impacts be for the meat-based industry actors if this movement is conducted massively? Will animal husbandry suffer harmful effects?
- 👉 Can the Mindful Generation Movement contribute to developing future leaders in Indonesia?



● Mindful Generation Bootcamp

The Bootcamp was intended to build capacity for ten Mindful Generation champions in the three-day session. These ten champions were selected through vigorous MMI movement proposal screenings following the Roadshows the participants sent to Hipwee and MMI from four tertiary education campuses in Yogyakarta. During the Bootcamp, the ten champions must participate in the presentations, discussions, human library analysis, and group assignments. During the boot camp, several informants were NKSTHI (digital content and campaign creator), Agradaya, MyndfulAct, Pasar Wiguna, and My Little Garden.



Collaboration with Rise Foundation

MMI had two collaboration events with Rise Foundation. The first was RiseTalk - the Instagram Live series. This Live series entails a sharing session to learn about the Meatless Monday Movement in Indonesia and how young people can make a big difference in a healthier lifestyle and save the Planet. The second was the Human-Centered Design Workshop, part of the MMI research program.

● RiseTalk: Introduction to Meatless Monday Indonesia

The RiseTalk #55 on Friday, 7 July 2023, on Instagram Live, introduced Meatless Monday Indonesia, which had **311 views**. The program aimed to increase awareness of the Rise Foundation's youth community on Meatless Monday. During the sharing sessions to get to know the Meatless Monday Movement in Indonesia, the topic under discussion was what young people could do to make a big difference in a healthier lifestyle and save the planet. The program also highlighted the MMI movement to address the challenge and possible misperception, such as MMI is a vegan movement.



● RiseTalk: Get to Know about Meatless Menu

The RiseTalk #58 - an Instagram Live on Friday, 4 August 2023, was a collaboration between RISE Foundation, Ottimo International, and MMI to introduce Meatless Monday Indonesia, which had a **1,000 audience**. The renowned chef from Ottimo International provided valuable insights on meatless menu options and the nutritional adequacy of plant-based foods to fulfill the recommended daily protein intake and general plant-based foods to fulfill the protein requirements if we choose for Meatless on Monday.



● RiseTalk: Can you Be that Healthy? Prevent Diabetes from the Early Age

The RiseTalk #68 - Instagram Live on Friday, 14 November 2023, was to commemorate World Diabetes Day. This Live Talk aims to increase awareness and knowledge of diabetes mainly due to its increasing prevalence worldwide. Maintaining a healthy lifestyle reduces the possibility of this non-communicable disease.



● Human-Centered Design Workshop



The Jalin Foundation and RISE Foundation jointly organized a workshop **"Human-Centered Design (Gen-Z)—Meatless Monday Indonesia"**. This two-day workshop, which took place on July 19th and 20th, Yogyakarta 2023, was attended by **20 participants aged 18 to 24**.

The workshop was structured with a Human-Centered Design approach, focusing on meaningful youth participation. Its primary objective was to gather insights from the youth and enhance their understanding of the Meatless Monday Movement in Indonesia. Additionally, the workshop aimed to develop prototype solutions to improve the acceptance of Meatless Monday Indonesia within the GenZ demographic.

Several prototype proposals resulted from the workshop:

1 Healthy Studios

This prototype promotes healthy lifestyles by fostering collaborations among stakeholders, including ambassadors, physicians, and health professionals. This holistic approach effectively captures the attention and support of diverse segments of communities. The program set up a platform for knowledge sharing, routine activities, and follower growth. The involvement of medical experts adds credibility to the initiative.

2 Online Campaign with @meatlessmondindonesia

This approach will leverage social media and influencers to strengthen the meatless lifestyle. Through engaging influencers in attractive content, the campaign seeks to heighten public awareness and encourage involvement in the movement. Social media's potential viral effects can be harnessed if the content resonates. However, the challenge lies in ensuring that such content genuinely inspires shifts in public consumption behavior.

3 "Trip Gemoy" Program and #Sejoli TikTok Content

This strategy focuses on educating socialite mothers. The approach facilitates in-depth information exchange and participant interaction via offline and online methods, such as WhatsApp groups. The choice of the TikTok platform for #Sejoli content targets younger generations, packaging health information in an engaging and accessible manner.

4 Food Expo and Save the Planet Augmented Reality (AR)

The Food Expo initiative offers the public opportunities to interact with plant-based foods and understand their benefits. On the other hand, Save the Planet AR utilizes Augmented Reality technology to illustrate the adverse impact of the farming industry and underscore the significance of choosing plant-based foods for environmental sustainability. This visual approach enhances comprehension of environmental issues and effectively raises awareness.

Furthermore, the workshop produced the following recommendations for future considerations:

1. Linking Food and Health

Adolescents often associate food choices with personal health but rarely consider the broader impact of their dietary decisions. Improving this understanding can heighten their awareness of the interconnectedness between food, health, and environmental concerns.

2. Meatless Monday Audiences' Segmentation

Adolescents require explicit and detailed information about the categories within Meatless Monday Indonesia. This detailed information could include segments based on lifestyle choices, local food preferences, and cultural differences. Different cultural backgrounds can influence the types of foods people are accustomed to and comfortable with. Recognizing these preferences and adapting the messaging to align with various cultural contexts can make the movement more relatable and appealing to a broader audience.

3. Effective Message Framing

Emphasizing the movement's environmental sustainability contributions before focusing on health aspects could prove more influential in shaping adolescents' perspectives. This approach avoids potential issues with other concerns and enhances the message's impact.

Collaboration under Partner's Initiatives

MMI also encourages partners to create events with our support. We can support this by giving small contributing funds, providing experts to speak at the event online and offline, or other contributions in our capacities as long as the initiatives align with our mission. In the half of 2023, MMI has supported several initiatives conducted by Yoga Gembira Community, JIKA, Slow Food Jakarta Urban, and PARARA Institute.



● Sunday Morning Yoga Session at Suropati Park



Taman Suropati is a public park in Jakarta. The Yoga Gembira community conducts yoga sessions in this park every Sunday morning. MMI collaborated with the Yoga Gembira Community in several sessions. In those collaborations, MMI shares information about the Meatless Monday Movement in Indonesia with the yoga participants.

Since these events were conducted in the public park, we also received public attention and some questions from the audience outside the yoga participants. Frequently asked questions are on healthy lifestyles and diets for persons with non-communicable diseases.

● Jendela Iklim Jakarta (JIKA) Agenda

MMI supported Jendela Iklim Jakarta (JIKA) in collaboration with several communities and organizations in Jakarta. JIKA is a Jakarta-based movement under Jakarta Province that works together to mitigate climate in Jakarta City. At the JIKA collaboration, MMI offered the idea that doing meatless once a week can help to reduce the Earth's heat. During the first agenda on starting the collaboration for climate change mitigation in Jakarta, MMI works with the Laudato Si' Movement Community (an animators community in Indonesia that works to care for the earth as “our common home”), Yoga Gembira Community (a yoga community that is also MMI's partner), C40 Cities (a global network of mayors of the world's leading cities united in action to confront the climate crisis), and Jakarta Provincial Government.



We recognize JIKA as a crucial movement due to its profound concern for climate change and its potential implications for the residents of Jakarta, including food resilience. The shared commitment to addressing environmental challenges aligns with MMI's mission, making JIKA an essential initiative we should support.

The first JIKA event was a webinar titled **"Membuka Jendela Iklim Jakarta"** (Open the Window of [knowledge] on Climate in Jakarta). JIKA's activity plan includes organizing four webinars and one offline event annually. MMI proposed to Jakarta Province a plant-based Jakarta original dishes contest featuring iconic dishes such as asinan (Jakarta-style pickle and vegetable salad) and ketoprak (rice noodle and tofu dish).

● Collaboration with Slow Food Jakarta Urban and PARARA Institute

Slow Food Jakarta Urban has regular meetings and gatherings. It also has agreements with the PARARA Institute and Ethical Stores to present food-related issues. PARARA Institute also invited MMI to join its network to provide ethical goods and food to the community while offering sustainable livelihood initiatives and models that can have positive social and environmental impacts. Slow Food Jakarta Urban and PARARA invited MMI to join forces during Women's Day and on the Environment Talk: Care for The Earth Through Local Food.

I. Womens Day

On the 11th of March 2023, in commemoration of Women's Day, Meatless Monday Indonesia (MMI) received an invitation to participate in a discussion titled "Introduction and Testing of Tempe Koro in Everyday Menu" at PARARA Indonesian Ethical Store (PIES). During the event, MMI had the opportunity to present MMI's objectives and activities while inviting the audience to join our campaign and social media accounts. The event was attended by 35 individuals and met with great success.

The audience received our presentation well, inspiring enthusiasm toward adopting healthier and more sustainable food choices. The collaboration with PIES provided a valuable platform to disseminate MMI's vision for a greener and healthier future.



2. Environment Talk: Care for The Earth Through Local Food



On 25 June 2023, MMI was invited to present at the Environmental Talk on “Care for the Earth Through Local Food.” There were 28 participants during the offline session, a packed house at the PARARA Meeting Room.

MMI's objectives for the event were:

- MMI introduced the Digital MMI Starter Kits, which can be accessed publicly at meatlessmondayindonesia.com.
- MMI was seeking collaboration in the promotion of caring for the earth through local food and increasing local food consumption for family food resilience and.
- MMI was sharing knowledge on marine food, mainly various algae as food sources, alternative protein, and blue carbon potential that can contribute to climate change mitigation and ecosystem-based adaptation.

As the achievement, we could engage with five new partners to collaborate with: PARARA Institute - a kind of an offline marketplace and ethical store for local products and capacity building; Livelife - An event Organizer; Mata Cinta - an eco-friendly lifestyle community; WARSI Indonesia Conservation Community; and Kaizen Room - Huma Gross Consultant.



● Panen Raya Nusantara Festival - Cooking Demo and Talkshow Balance Diet



The PARARA festival, initiated by NTFP-EP Indonesia's Sustainable Livelihood Initiatives and Models (SLIMs) program, is a platform to showcase equitable and sustainable local community goods, involving national and local NGOs to promote awareness and support for local livelihoods. The festival was a collaborative event between PARARA Ethical Store and SlowFood Urban Jakarta. In this festival, PARARA Indonesian Ethical Store offers a selection of healthy, sustainably produced food and drinks, sourcing ingredients from local communities nationwide. Slow Food Community Jakarta Urban Community operates for food education, raising awareness, and linking producers with consumers in urban Jakarta. It is globally engaged in Ark of Taste, Campaigns, Earth Markers, Slow Food Presidia, and Terra Madre. MMI took part as one of the speakers in the talk show "Cooking Demo-Balance Diet." This event had daily visitors of more than **1,000 people**.

● Local Fruit Day with PARARA Indonesian Ethical Store

To introduce the richness of local fruits to the Indonesian people, especially the younger generation. Increasing fruit consumption can also be achieved by promoting culinary practices that utilize local and organic fruits. The current issue is why certain fruits are rare and what we can do to maintain their existence. The Cooking Class - Recipes for Rujak and other Indonesian culinary delights that use fruits, bringing together fruit farmers and consumers (fruit suppliers, shops, restaurants, etc.) to create a direct market for local fruits. The objective of this event was to know market trends for local, fresh, and organic fruits, increase understanding of the importance of local fruits for the ecology and economic growth of fruit farmers in the region, and as a networking event between producers, distributors, consumers, chefs, and culinary experts.



Social Media Collaboration Posting

MMI also collaborates with partners by posting on social media or doing cross-postings. Hipwee is our partner who often share MMI's postings on MMI events and knowledge sharing. They also usually create social media postings based on MMI materials and shared information. Hipwee even periodically shared their compilation of posts and achievements per posting.

● Collaboration Postings Compilation by Hipwee

Since 2022, Hipwee has collaborated on content with MMI. Based on Hipwee's experience in MMI-related postings, there are three main insights.

1. Postings Format Choice to Channeling Messages

Complex messages should be broken down into several posts but in more than one format. It can use a carousel format for elaborate messages or reels for exciting trivia. Single posts can also be used to respond to hot issues.

2. Meatless Monday Audiences' Segmentation

It bridges the main message with the current issues, with a call-to-action that is easy to understand or soft selling.

3. Food Ingredients for activation.

It is better to use economical and easy-to-get ingredients. Expensive and without alternative ingredients reduce interest and participation. It is better to use local plant-based ingredients.

4. Continuous plant-based culinary reviews are needed to promote user-generated content that is original, unique, and popular in the youth group and increase MMI's reach.



Hipwee's Top Three Social Media Contents



Topic: Detox Your Body with MMI

Result:

124,524
Reach

309
Engagement

139,781
Impression

Post:

24 April 2023



Topic: Happy Earth Day

Result:

103,276
Reach

306
Engagement

126,314
Impression

Post:

22 April 2023



Topic: Happy Earth Day

Result:

107,562
Reach

53
Engagement

127,053
Impression

Post:

13 April

● Collaboration with Restaurant

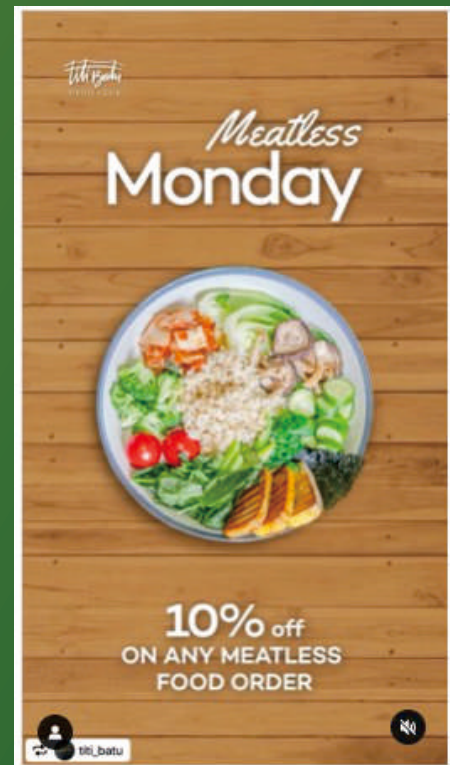
To give more options for those who practice meatless on Mondays but still want to dine out, meet, or travel with family and friends, MMI welcomes collaboration with restaurants that provide meatless menus and offer discounts on Mondays, such as Titi Batu in Ubud, Bali.

● Collaboration with Meatless Monday Global

There are regular meetings with Meatless Monday Global and Meatless Monday Ghana. Besides collaboration in Instagram postings, sharing recipe content between MM Ghana and MMI can also strengthen friendships and relations between Ghana and Indonesia and beyond. MMI also sent three short videos as a contribution to MM Global, which will be used for compilation and communication on Meatless Monday's 20th Anniversary celebration.

● Cooperation with the Indonesian Government

The Ministry of Health had the Ayo Sehat Festival (Let's be Healthy) on 11-12 November 2023 to commemorate National Health Day. That festival highlighted collaboration and a forum where academia, business sectors, communities, the general public, local government, and media could actively give access to and promote healthy lifestyles. The festival exposed health education, screening, sports sessions, and assessments. In this festival, MMI shared the importance of healthy diets and lifestyles to reduce non-communicable diseases, one of the government's current concerns.



BUILDING MMI SUSTAINABILITY THROUGH PARTNERSHIP

Meatless Monday Indonesia uses a networking approach. This approach has helped MMI find suitable partners or like-minded groups. The most active partners in 2023 are Hipwee, Otimmo, Slow Food Jakarta Urban, Danabrata, and the Yoga Gembira community. We also engaged the partners by initiating meetings in online and offline settings and doing activities together. In comparison to 2022, **MMI has 10 additional partners. (Kabin Kebun, Tiasa, LL, Allas, CBDI, Bumiterra, Parara, Hassena, ACI, Kopi Netra).**

Meatless Monday Indonesia is also trying to find influencers keen on healthy food and lifestyle and willing to attach our brand to their actions and activities. Establishing such a partnership is still in progress.



Regular Coordination Meeting with Partners



MMI tries to conduct regular coordination meetings with partners. We also have a WhatsApp group to facilitate communication with our partners. We encourage our partners to use the group to share related topics such as health, healthy lifestyles, food resilience, and other plant-based food and sustainable environment issues.

Partners Meeting

On 16 – 18 June 2023, at Kabin Kebun in Bandung, West Java, MMI held a partner gathering. This meeting aims to refresh the vision of the Meatless Monday Indonesia Platform to MMI's partners, identify possible collaboration plans with Meatless Monday Indonesia partners, discuss the collaboration strategies and partners' roles for Meatless Monday Indonesia, and build the sustainability of MMI Movement.

The MMI partners who participated in the program are

- | | |
|----------------------------|---------------------------|
| 1. Slow Food Yogyakarta | 5. Yoga Gembira Community |
| 2. Slow Food Jakarta Urban | 6. Kabin Kebun. |
| 3. Hipwee | |

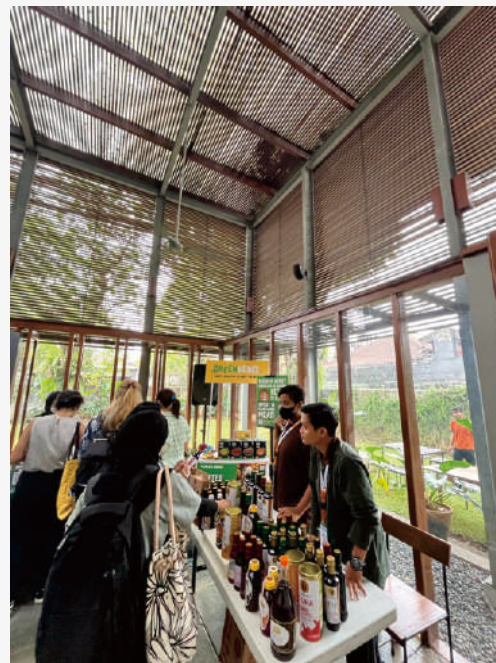


Due to the limited accommodation space, MMI only invited the most active partners. The partner gathering combined yoga, cooking, tasting from garden to kitchen, a go-back-to-nature lifestyle (slow living), and a serious discussion on MMI's sustainability. We also officially introduced the interactive material kits to the partners.

The results of that partner gathering were:

- A solid commitment to continue our collaboration in 2023 and beyond.
- New partnerships are to be expensed following successful collaboration with the existing partners as a platform for broader cooperation and mutual support in the future.

Meatless Monday Festival



The festival aims to raise public awareness, especially among young people in urban areas, about reducing meat consumption every Monday to encourage a healthy and environmentally friendly lifestyle by providing plant-based food alternatives. Other goals are to introduce the Meatless Monday Indonesia Movement and disseminate information related to MMI activities. The festival was on Saturday, 26th August 2023, in Dia.lo.gue Cafe was conducted in collaboration with Danabrata, PARARA Ethical Store, Kebun Kecil, and Burgreen.

At this event, there was a panel discussion on MMI's research activities. Besides sharing with MMI's partners, these research activities were able to give MMI the current Situational Analysis benefit for future activities, significantly expanding our audience to Gen Z.

- The result of the Qualitative Assessment of MMI by our consultant. The key
 - 👉 Many MMI followers know MMI from virtual activities, and along with the aligned values to protect the environment, MMI increases their motivation to consume processed food and no meat on Monday.
 - 👉 MMI spread awareness of the importance of eating vegetables and plant-based proteins.
 - 👉 Various stages of MMI diet implementation and health benefits should be addressed.
 - 👉 Creativity and excitement will follow education and support for cooking meatless dishes and ingredients.
 - 👉 Sticking to the MMI application with family and friends, especially dining out, is the most challenging.

Following the Panel Discussion was a Talk Show under the popular theme “Good For You - Good for the Planet.” It was a sharing session with a healthy lifestyle influencer, a champion of the MMI program, and a chef. The audience has awaited sharing sessions on experience and knowledge of plant-based nutrition, healthy lifestyles, and the mini bazaar of sustainable goods and organic plant-based products.

Planetary Health Diet Series

The Planetary Health Diet Series was a collaboration between MMI, Burgreen, and Green Rebels. The common focus to highlight the close link between human health and planetary health was implemented through various sessions and discussions. The aims are to:

- Introduce the concept of the Planetary Health Diet and its principles in choosing and consuming food.
- Increase participant awareness with information about the impact of food choices on human health and the environment.
- Explore various sustainable diets, such as plant-based, flexitarian, and local diets.
- Facilitate discussion and collaboration between academics, policymakers, press, business actors, and the public to encourage changes in food consumption towards a more sustainable direction.

The activities that were conducted in October - December 2023 consisted:

1. Scientist and Stakeholder Forum



This hybrid session was conducted on 5th October 2023 in Burgreens Menteng. The two speakers, Rina Agustina, Ph.D and dr. Susianto Tseng discussed the new trend in research on the health benefits of the plant-based diet. This session also promotes a plant-based diet as a healthy, sustainable lifestyle choice and builds networks between researchers, medical doctors, and the community concerned about the plant-based diet.

2. Nutritionist and Media Gathering

The session on 9th November 2023 had five speakers, i.e. dr. Susianto Tseng, Willy Natanael Yonas, James Joseph of Bumiterra, Max Mandias of Green Rebel, and Andi Reski of MMI. The cooking demo by Max Mandias - the co-founder of Green Rebels, also showed how to implement a plant-based diet with balanced nutrition.

Press Release



Scan or click QR Code to read the press release



3. Planetary Health Festival

There was a film screening, “Live to 100: Secrets of the Bluezones”, and “Climate Change Founder Meetup”.



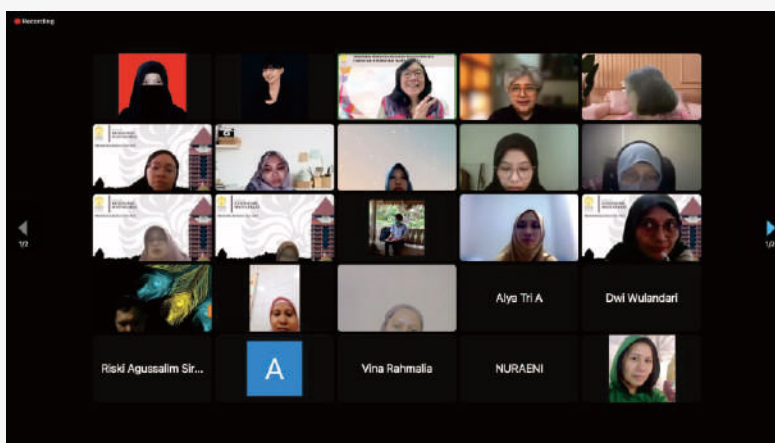
4. Chef Gathering

The last leg of the “Planetary Health Diet” featured Green Rebel and MMI. There were cooking demos by 3 Chefs and a panel discussion that shared ideas and inspiration on cooking with plant-based ingredients and built a chef community committed to cooking with plant-based ingredients.



Online Session with the Faculty of Public Health of Universitas Indonesia

JALIN Foundation was invited by the Faculty of Public Health, Universitas Indonesia, to give a session on the Intermediate Health Communication Class on Thursday, 7th December 2023. MMI experiences in Health Communication and how joining the MMI movement contributes to reducing non-communicable diseases were highlighted during that session, and the MMI Kit was for the students to try.



MMI'S BEST PRACTICES IN 2023

- **Boosting Messages:** Utilizing targeted social media boosting has proven effective in increasing the visibility and reach of our messages. By strategically boosting posts, we can reach a broader audience and ensure our content reaches those not following us directly.
- **Collaboration with Diverse Stakeholders Groups:** Collaborating with partners from various community groups has helped expand our reach and connect with different demographics. Partnering with organizations that share our values allows us to tap into their established networks and engage with new audiences.
- **Social Media Challenges with Rewards:** Conducting social media challenges with small rewards has shown to be a successful engagement tactic. By creating challenges related to specific topics, such as re-cooking challenges with plant-based recipes, we prompted enthusiastic participation, generating user-generated content that further promoted our message and increased engagement.



MMI'S LESSONS LEARNED IN 2023



The first semester 2023 has been a valuable learning experience for Meatless Monday Indonesia, offering insights that will shape our future strategies. These lessons learned are instrumental in guiding our approach moving forward:

- **Avoiding Exclusivity:** We have realized the importance of not being perceived as an exclusive vegetarian/vegan group. While promoting the benefits of plant-based diets, it is crucial to maintain an inclusive stance. Our mission should focus on providing information about balanced and nutritious diets, encouraging people to incorporate more plant-based food while still reminding them to go meatless on Mondays.
- **Urban Setting Success:** Our efforts have yielded better results in urban settings, particularly in big cities like Jakarta, Surabaya, Makassar, Bali, and Yogyakarta. The acceptance of the Meatless Monday Indonesia movement is higher in these areas, where people tend to be more open to new ideas and readily available meatless products.
- **Building Alliances:** Collaboration with like-minded individuals and organizations is essential for successfully implementing our campaigns. Establishing partnerships with groups that share our vision enhances the impact of our initiatives and fosters a more robust collective effort toward promoting meatless diets and sustainable practices.
- **Call to Action:** We realize the need to create key calls-to-actions that should be used consistently. In the meantime, we use the taglines:
#SkipMeatOnceAWeek
#GoodForYouGoodForThePlanet

Challenges in 2023 and Beyond

As we move forward, Meatless Monday Indonesia has faced several challenges that require careful consideration and strategic planning. These challenges serve as opportunities for growth and improvement in our mission to promote meatless diets and sustainable consumption. The key challenges include:

- **Crafting Creative Key Messages:** In the second semester of 2023 and beyond, we must focus on increasing the creativity of our key messages. While encouraging Meatless Mondays, we need to make a delicate balance by promoting a planetary health diet and increasing the portion of vegetables, fruits, and other plant-based food in one's diet to reduce the prevalence of non-communicable diseases. Our messages will emphasize the numerous benefits of plant-based foods, the interconnection between foods and the climate crisis, and environmental actions. This approach ensures that our movement aligns with broader health initiatives while encouraging the adoption of meatless diets for a more sustainable and healthier lifestyle. MMI could consider launching a focused social media campaign that offers valuable content to its followers to boost its social media presence and attract more engagement. This campaign could involve partnering with influencers and other partners, creating compelling ads for social media, and posting frequent updates on their social media pages to keep their audience interested and engaged. Furthermore, MMI could investigate which social media platforms are most popular among their target audience and develop tactics to utilize those platforms to reach a larger audience.
- **Effective Collaboration with Partners:** We must ensure our activities are well-planned and aligned with our partners' objectives. In particular, in-kind event collaborations and information sharing must be carefully coordinated to resonate with the context and needs of the local community, emphasizing health, healthy lifestyles, environmental care, and sustainable consumption of local plant-based food.
- **Promoting Social Behavioral Change Communication:** Our messages should resonate with individuals, inspiring them to embrace positive lifestyle changes that benefit their health and the environment.
- **Engaging Like-Minded Partners:** In the second semester of 2023 and beyond, we aim to engage like-minded partners locally, regionally, and with global Meatless Monday groups. Collaborating with organizations that share our vision and values will strengthen our efforts and create a more significant collective impact.

The Transition toward the Second Phase of MMI

As we move forward, Meatless Monday Indonesia has faced several challenges that require careful consideration and strategic planning. These challenges serve as opportunities for growth and improvement in our mission to promote meatless diets and sustainable consumption. The key challenges include:

Approaching the end of 2023, MMI is focusing on two principal activities:

- Building on the achievements of Indonesia's MM programs developed to support future expansion is always in our minds. Maintaining the social media campaign and collaborating with partners will remain our core activities. However, we can see the potential to increase youth engagement and deepen our collaboration and sponsorships with community groups. After the pandemic, community groups have created new potentials that should be deepened. In addition, we would like to try the new water of business sector engagement.



**SocialMedia
Campaign**



**SocialMedia
Collaborationwith
Partners**



**Youth
Engagement**



**Collaborationsand
Sponsorshipwith
CommunityGroups**



**Business
Sector
Engagement**

- Building sustainability. Strengthen the impact of MMI's movement in promoting healthy lifestyles and environmental sustainability through plant-based diets and local plant-based food diversification. MMI feels it is necessary to create a Knowledge Exchange Center. Given the lack of knowledge regarding the impact of plant-based foods on healthy lifestyles, the environment, and the variety of local plant-based foods that need to be promoted, it is essential to source local and global information. Building on the foundation of the existing coalition, MMI will try to increase partner engagement by creating knowledge-sharing events and, hand-in-hand, making knowledge management and communication with partners and disseminating it through workshops and other events.

Partners Engagement

Knowledge Sharing

- ✎ Contribute to financial support for knowledge sharing that explore the benefits and impact of plant-based foods.
- ✎ Provide relevant data, knowledge, expertise, and resources to support knowledge sharing initiatives
- ✎ Partner assist in resources, logistic and technical support to facilitate the knowledge gathering process

MMI Role

- ✎ MMI maintain its knowledge dissemination to members and audience and ensure that it consistently provides relevant and up-to-date information.

Workshop and event involvement

- ✎ Help organize and sponsor workshops, talk shows, and dialogues
- ✎ Participate as speaker or panelists to share knowledge and insight on plant-based foods, health, and environmental sustainability
- ✎ Serve as expert resources to studies, as influencers and provide sponsorships from business partners to strengthen collaboration and knowledge exchange

- ✎ Facilitate connections between donors/national health-environment program, youth movements, academia, influencers and business partners to foster collaboration and knowledge exchange.





Meatles Monday Indonesia
Jalin Foundation

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