

# ANNUAL REPORT

# MEATLESS MONDAY INDONESIA

2022



# TABLE OF CONTENTS

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**01** Introduction

**07** Activities and Outputs

**02** Meatless Monday Indonesia

**15** Lesson Learned

**05** Meatless Monday Concept for Indonesian

**16** Our Challenges for 2023 Work Plan

**06** Partnership

# INTRODUCTION

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## Meatless Monday

**Meatless Monday is a global movement that encourages people to reduce meat in their diet for their health and the health of the planet. The campaign was started in 2003 by Sid Lerner, the Founder of The Monday Campaigns, in association with the Johns Hopkins Center for a Livable Future.**

Meatless Monday is part of the Monday Campaigns. It is initiated by the John Hopkins University Center for a Liveable Future (JHCLF) and 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 has operated in more than 40 countries in 22 languages. Meatless Monday Indonesia is one of them, and it has been chosen as a pilot project since 2021 along with Ghana. Some country specifications and conditions make this campaign unique for each country.






# MEATLESS MONDAY INDONESIA






## Background of the Pilot Project

Indonesia is one of the pilot projects for Meatless Monday Global expansion for several reasons. From the health point of view, Indonesia is experiencing a double burden of malnutrition, yet rising obesity and non-communicable diseases (Healthy Diets from Sustainable Production: Indonesia, 2019).

### Persistent undernutrition, stunting and wasting

-  In general, poor people are vulnerable to deficiencies in protein-rich and fat-rich foods, as well as fruits and vegetables.
-  More than a third of children under the age of five are stunted (more than 10 percent above the global average and the 5th highest globally)
-  The incidence of wasting (low weight for height) also remains very high across Indonesia, at 13.5%

### Rising obesity and Non-Communicable Diseases (NCD)

-  The incidence of overweight people increased from 12% in 2007 to around 25% in 2010, with obesity at 6%.
-  The incidence of NCDs has risen significantly in the past decade. The mortality rate caused by NCDs increased from 45% in 1990 to 73% in 2016.
-  Indonesia ranks sixth globally regarding the total number of people with diabetes.
-  Obesity rates are currently higher among higher-income social groups in Indonesia, as is typical of lower-income countries.
-  This pattern will likely shift with the bulk of the obesity and NCD burden to poorer segments of the population.

On the other hand, from an environmental and sustainable development point of view, Indonesia has commitments under 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. The Policy Brief - Healthy Diets from Sustainable Production (January 2019) enjoyed broad support from Government ministries, the National Development Planning Agency (BAPPENAS), local governments, businesses, and civil society organizations. It goes:

"Regarding protein, it would make sense for Indonesia to position sustainable aquaculture and plant-based foods (soy and others) as the main suppliers of future demand. In addition, poultry and egg production based on sustainable feed sources constitutes a secondary option. Hence, we should avoid red meat's environmental and health risks."

# Indonesia Landscaping



To run a successful campaign, we run a study to put Meatless Monday into the Indonesian context. One of them is landscaping if we use desk reviews and in-depth interviews to gather some information on food conditions in Indonesia.

## Food Map Document 2020 by Ministry of Health

In Indonesia, there are 2,104 varieties of food: fish (469 types), vegetable (309 types), cereal (198 types), fruits (190 types), herbs (184 types), meat (75 types), milk (31 types), and egg (17 types). The most consumed cereal is rice (96.31%), wheat flour (25.54%), and instant noodles (10,98%). The most consumed vegetables are red tomato (25.58%), long bean (12.67%), and carrot (12.30%). Most consumed meats are chicken (18,20%), beef meatball/processed meat (4.45%), and chicken breast (3.21%). According to Global trends in meat consumption (Tim Whitnall and Nathan Pitts, 2019), meat consumption in Indonesia is still low compared with neighboring countries such as Singapore and Malaysia.

## Diet across Indonesia

Diet across Indonesia varies, reflecting geographical, sociocultural, and economic diversity.

- Extreme dependence on a single staple (rice) and this fact reflected the importance of rice in every meal (breakfast, lunch, and dinner).
- As stated in the Food Map document 2020, meat and dairy consumption are low by global standards but vary among cultural groups and are growing with rising incomes. With the rising incomes, people's ability to buy meat is also increasing.
- Rates of fruit and vegetable consumption are less than half of the nationally recommended daily intake and are declining; consumption of vegetables decreased by over 5%, and fruit by just over 3%, between 2012 and 2016.
- The increased consumption of processed foods in Indonesia is probably due to practicality. Just under 5% of expenditure is for fruits, and just over 7% for vegetables.
- Micronutrient deficiencies persist in Indonesia, most importantly of iron and zinc. Suggesting a need for enhanced provision of iron-rich foods such as green leafy vegetables and animal products.



### Isi Piringku

The Ministry of Health's Isi Piringku (My Plate) program promotes healthy eating. The Ministry of Health has several programs that encourage healthy eating, starting from the "Empat Sehat Lima Sempurna," which then changed into "Gizi Seimbang" in 2014. In 2017, the Ministry of Health launched the "Isi Piringku" concept, which prioritizes the proportion of food to suit the needs of each person's body or age group; the portion of food consumed in one plate consists of 50 percent vegetables, and the remaining 50 percent consists of carbohydrates and protein. This "Isi Piringku" also recommends limiting daily consumption of sugar, salt, and fat.

### Meat for Indonesian

The concept of meat for Indonesia covers all sorts of meat (white meat, red meat, poultry) but not egg, fish, and seafood. This concept is different from the Meatless Monday concept about meat (no red meat, poultry, or seafood). Our findings show that:

- Meat to some people is also considered a luxury/prestige (only have it during special occasions like Moslem Holidays such as Eid al-Fitr and Eid al-Adha). For some people, it is due to a lack of access to meat for economic reasons.
- Meat is expensive, so it is considered the best food. The more expensive, the better.
- Meat has better nutrition content. This concept may relate to the perception that meat is expensive food. People tend to think that something expensive is always better.
- Meat is a must at a party or for guests. In the Asian tradition, serving our guests at a party or when they come to our house is part of our way of showing our respect and hospitality. The most common way to show respect is to provide meat at a party or for a guest.
- As long as the meat is in the ingredient, it is considered healthy. This concept relates to the idea of meat having better nutrition. The problem is that sometimes people do not care whether the meat they consume is pure or processed meat with additives such as meatballs, sausages, etc.

# MEATLESS MONDAY CONCEPT FOR INDONESIAN

Putting the ideas into their context is necessary to run a successful program; therefore, we tried to contextualize the concept of Meatless Monday, which is suitable for Indonesian. Several inputs we received are as follows:

- 🌍 The young, urban, middle and higher economic group is more open to the idea (i.e., those who can afford to eat meat)
- 🌍 The word “Meatless” refers to vegan, which can be seen as promoting a particular way of life, such as vegan or vegetarianism.
- 🌍 Meatless means less nutrition. This concept relates to the idea of meat having better nutritious food. So when we remove meat from our meals, people tend to think that our meal is less healthy than a meal with meat.
- 🌍 Meatless meals mean food for poor people. This concept comes from the idea that meat is expensive, so only rich people can have it. Promoting meatless meals can be perceived as notable for those who cannot afford meat.
- 🌍 Guilty feeling for not serving well – poor hospitality. Providing meat for guests is a way to show our respect to our guests. So the idea of not giving meat dishes contradicts this concept.
- 🌍 Meatless is “like a goat.” In Indonesia, those who eat more vegetables are sometimes called “a goat” or “like a goat” since goats only eat vegetables.

## Development of Logo for Meatless Monday Indonesia

Meatless Monday Indonesia is developing a logo together with stakeholders. The development of this logo went through a pretesting stage, the result of which was to choose one logo as follows:



# PARTNERSHIP

Meatless Monday Indonesia uses a networking approach. First, we discussed with the Health Promotion Department of the Ministry of Health and several experts in this area to generate ideas on the players in the field. Using the network approach, Meatless Monday Indonesia has found suitable partners or like-minded groups such as Otimmo, Lokapadang, Jakarta Vegan Guide, Yoga, SlowFood, etc. We also engaged by initiating meetings and doing activities together.

Meatless Monday Indonesia was still 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 a challenge for us.




NO	NAME	ORGANISATION
1	Amaliah Kibo	Slowfood Yogya
2	Anastasia Kamarullah	Burgreens
3	Arifin Poetra	Personal
4	Bibong Widyarti	Slowfood Urban Jakarta
5	Chef Zaldy Iskandar	Ottimmo
6	dr Tan Shot Yen	Personal
7	Dwi Larasatie Nur Fibri	UGM
8	Eny Kurnia Sari	GAIN
9	Fia	Hipwee
10	Firmansyah Mastup	Jakarta Vegan Guide
11	Helga Angelina	Burgreens
12	Hera	Dit Gizi MOH
13	Irene Tjhai	Burgreens
14	Irene Umar	Loka Padang
15	Julia Christanti Gani	Ottimmo
16	Monik	Burgreens
17	Monik	Hipwee
18	Petty Elliot	Personal
19	Rita Ariani Widiadana	Personal
20	Stephen Bolton	Ottimmo
21	Susianto	VSI
22	Saptarining Wulan	Putri Sagu/STP Trisakti
23	Irsa Maria Ismawan	Kebun Kecil
24	Yudhi Widdyantoro	Komunitas Yoga Gembira

# ACTIVITIES AND OUTPUTS

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## Social Media Platforms of Meatless Monday Indonesia





 @meatlessmondayindonesia

 @meatlessmondayindonesia





 @lmeatlessmonday

## Social Media Campaign

**The Ultimate Goal** is to help people create healthier industries and a cleaner planet by:

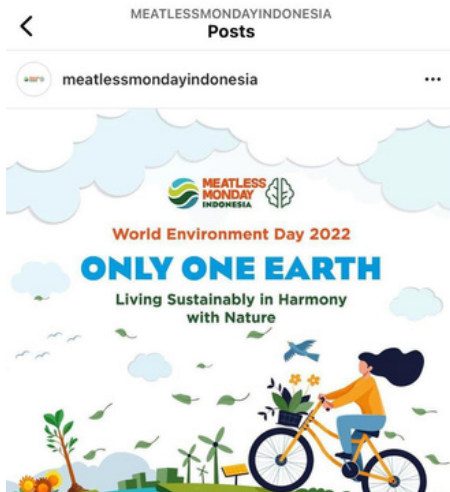
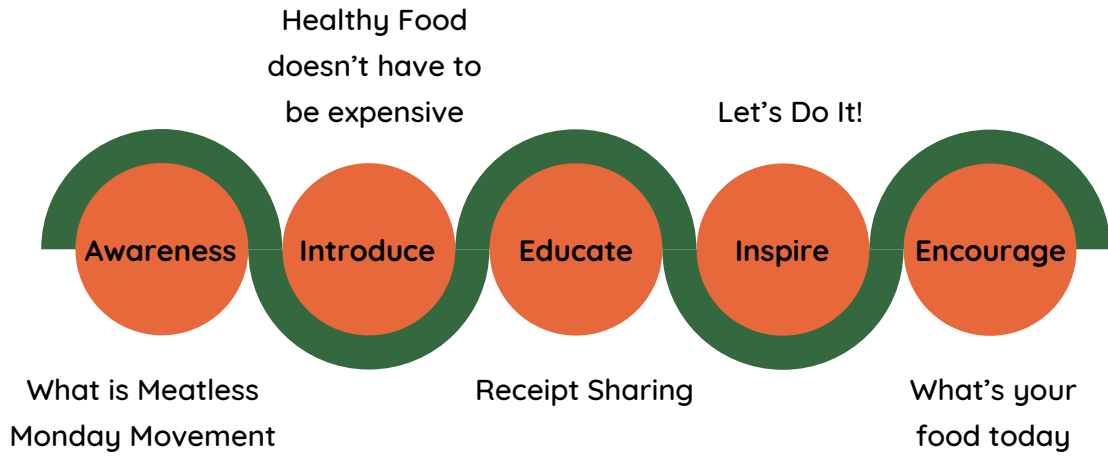
-  Building Meatless Monday Indonesia - awareness among the health community
-  Engage with the audience by sharing knowledge, recipe, and places for healthy food
-  Encourage the target audience to be part of the movement
-  Amplify the movement to broader society

### Target Audience:

-  The Meatless Monday Indonesia campaign targets the public in general but specifically urban women/men aged 18-35 years.
-  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 - Love to eat, but want healthy - Have a perception healthy food is expensive - Healthy food = not delicious, boring

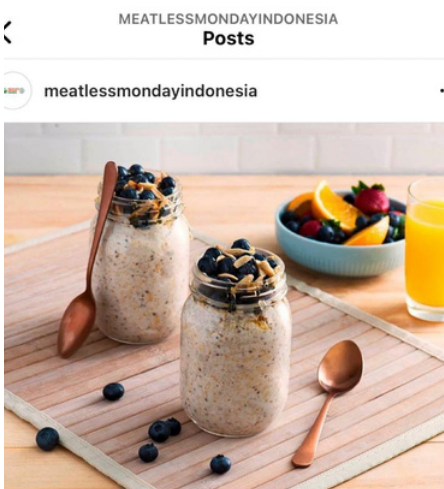
# Social Media Campaign

Content Pillars of Meatless Monday Indonesia



	Plant-Based	Vegan	Vegetarian
Daging & Unggas 🐔	--	✗	✗
Hidangan Laut 🐟	--	✗	✗
Susu 🥛	--	✗	✓
Telur 🥚	--	✗	✓
Minyak Nabati 🌿	✓	✓	✓
Buah & Sayuran 🍏	✓	✓	✓
Biji-bijian 🌾	✓	✓	✓
Kacang-kacangan 🥜	✓	✓	✓

✗ - Tidak   -- - Menghindari   ✓ - Ya





## Offline Stakeholder Meeting

On 14 July 2022, Meatless Monday Indonesia held a stakeholder meeting. This meeting aims to introduce and refresh the Meatless Monday Indonesia Platform to MMI stakeholders, identify possible collaboration plans with Meatless Monday Indonesia stakeholders, and discuss collaboration strategies and stakeholder roles for Meatless Monday Indonesia.

Participants:

1. Slow Food Yogyakarta
2. Slow Food Urban Jakarta
3. Jakarta Vegan Guide
4. Hipwee (Social media platform for youth & young moms)
5. Ottimmo
6. Yoga Gembira Community
7. Kebun Kecil (Little Garden)
8. Putri Sagu, Trisakti University
9. Loka Padang (Plant-based Padang Food)



# Collaboration with Jakarta Vegan Guide

Meatless Monday Indonesia collaborated with Jakarta Vegan Guide in the “Generasi Dairy-Free” Festival. This festival is intended as a movement that encourages the new generation to upgrade their dairy consumption with healthier and more sustainable milk alternatives. It is also a marketplace where we showcase a wide variety of highly-curated products that are plant-based and dairy-free.



The objectives are:



Promote the benefits of plant-based and dairy-free food



Socially responsible and environmentally-friendly



Improve animal welfare



# Collaboration with Yoga Gembira

In the collaboration with Yoga Gembira at the Festival Taman (Garden Festival), Meatless Monday Indonesia shared with yoga participants about the Meatless Monday Movement in Indonesia. From teenagers to the elderly attended this Festival.



In collaboration with Yoga Gembira at the Festival Taman (Garden Festival), Meatless Monday Indonesia shared with yoga participants about the Meatless Monday Movement in Indonesia. From teenagers to the elderly attended this Festival. This event was also received public attention and published in Metro Xinwen Metro TV (<https://youtu.be/unruxW1t0pQ>).



# Collaboration with Meatless Monday Global - Exhibition

Meatless Mondays Booth in the Exhibition Hall during the International Social and Behavior Change Communication (SBCC) Summit, 5-9th December 2022, in Marrakech, Morocco. A consortium of international and local partners hosted this event.

Highlights:

- 🌱 Meatless Monday Movement is acceptable for all communities if the situation permits - some people even ask for more days or to be vegan
- 🌱 A balanced meal is essential as a part of a healthy lifestyle and to address health issues
- 🌱 Access to nutritious meals is a right for all citizens
- 🌱 Fresh plant-based food (especially fruits and vegetables) should be able to be supplied all year long all over the world

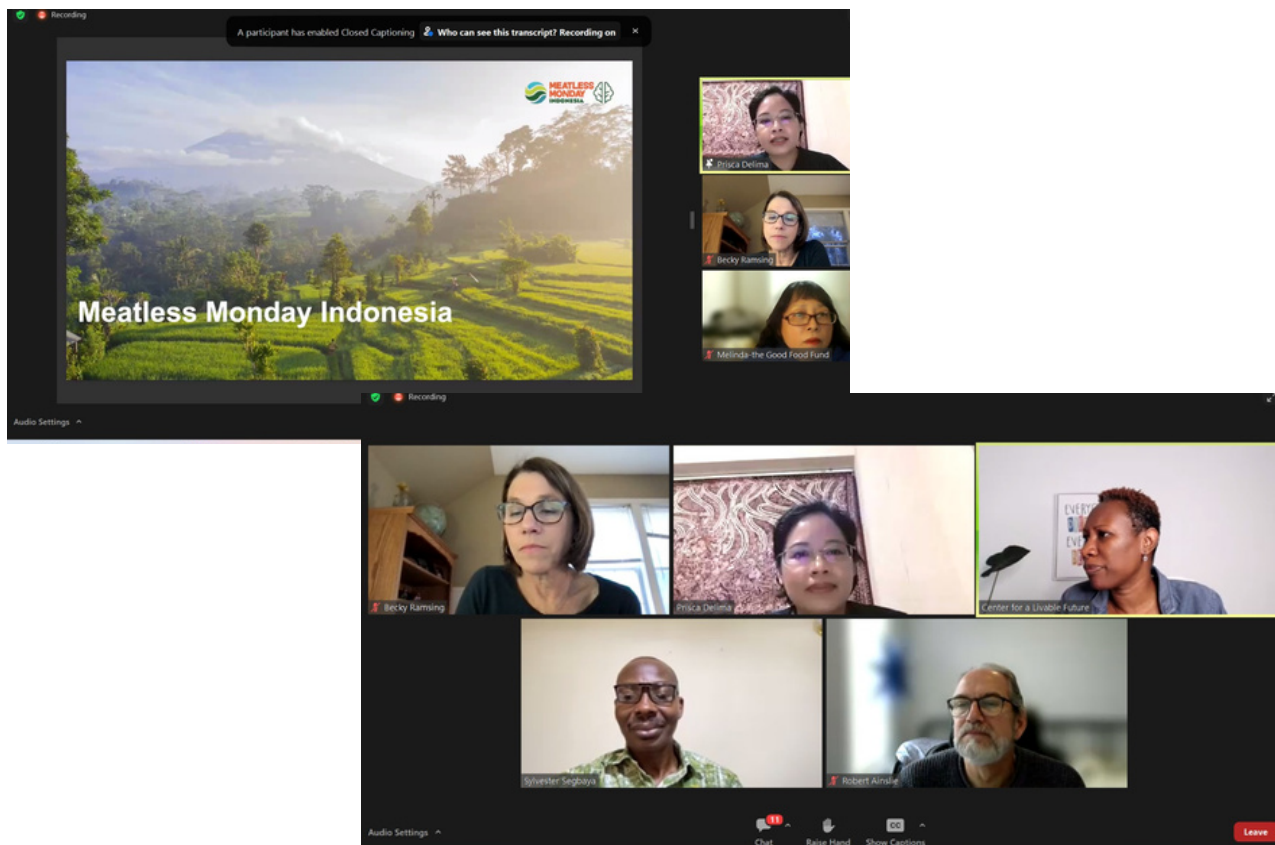


# Collaboration with Meatless Monday Global - Webinar

The topic is "Lesson from the Field: Laying the Foundation for an Effective Meat Reduction Campaign." The webinar featured experiences of China, Ghana, and Indonesia in conducting the Meatless Monday movement.

In the webinar on 1st February 2023, we highlight several points:

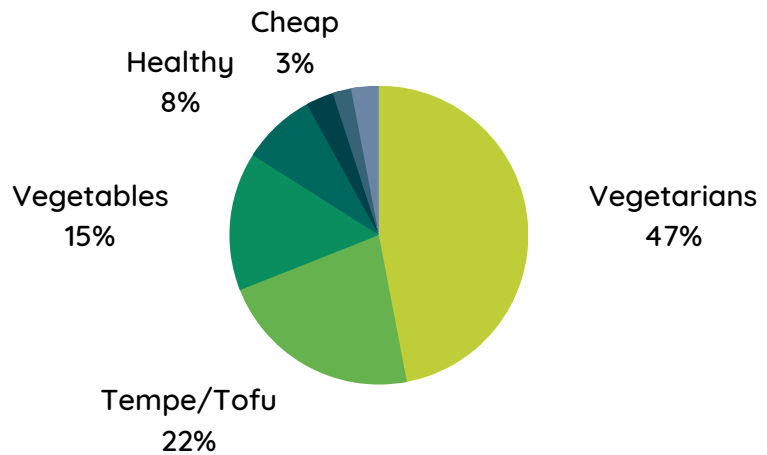
- 🌱 The landscaping of Meatless Monday in the context of Indonesia, where the average meat consumption of less than 20 gr/day/person, yet there is rising obesity and non-communicable diseases, and the need of periodic landscaping to see the trends
- 🌱 Increasing environmental awareness, animal welfare, healthy diets, and healthy lifestyle
- 🌱 Not an exclusive vegetarian/vegan group and against government policy to reduce stunting with meat protein included in the Isi Piringku Policy
- 🌱 Networking approaches and social media platforms are still the choice to inform the idea to the youth, urban, and high-middle-up economic group.
- 🌱 Finding a collaborative way to promote Meatless Monday Indonesia and disseminating ideas for Meatless Monday Indonesia is still challenging.
- 🌱 Stick to the context, adapt the key messages, and create activities related to the context and people in terms of culture, health, and environment by engaging like-minded partners and global MM.



# Collaboration with Hipwee

Meatless Monday Indonesia collaborated with Hipwee to conduct a mini online survey by asking the people on Hipwee's Instagram. This mini-online survey was conducted on 23- 26 November 2022 with 563 respondents.

## What do you think about Meatless?



## (Question Box) Did you enjoy the hipwee x meatless monday Indonesia content collaboration? Please give input so that it will be even better

79%

Enjoy

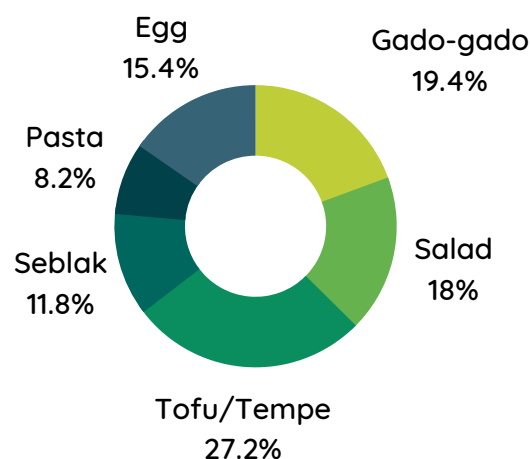
21%

so so

What people are suggesting for the Collaboration:

- 🍕 It is better if the menu content is easy to make
- 🍕 Ingredients for menus are often hard to find
- 🍕 Involve influencers or public figure who have a healthy or vegetarian lifestyle
- 🍕 More quizzes
- 🍕 Cooking class
- 🍕 Workshops or training for a meatless lifestyle

## What is your favorite Meatless Food?



# LESSON LEARNED

## 2022 has taught us many things that are useful as lessons learned.



We have to be careful for not being identified as an exclusive vegetarian/vegan group, but standing up with a straight mission provide information for all on balanced diet and nutritious food without forgetting to remind people to go meatless on Mondays and eat more plant-based food.



Meatless Monday Indonesia seems to work better in the urban area settings of big cities (Jakarta, Surabaya, Makassar, Bali, Yogyakarta) where this idea can be accepted since the people is more open to the idea and theirs is easy access to meat products.



Finding likeminded people and organization is very important for campaign implementation.



Achievement on social media reach and engagement is better if we are doing it in collaboration. For example:

- We have more interest, engagement, and spotlight by other organizations and media when doing an exhibition in collaboration with Jakarta Vegan Guide and Yoga Gembira
- Reaching out in partnership with Hipwee also showed a wider audience.

# OUR CHALLENGES IN 2023

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## 1

### **CAMPAIGN**

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Increasing creativity of key messages that encourage Meatless Mondays yet promote balance food and do not go against the Isi Piringku government policy and campaign that encourage people to add meat or animal protein to daily diets. We also work with the government to encourage people to eat more eggs, meats, and seafood to reduce anemia, stunting and wasting.

## 2

### **COLLABORATION**

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Keeping activities in collaboration with our partners and stakeholders, especially the in-kind type of event collaboration, and sharing information related to the context and people in terms of culture, health, and environment.

## 3

### **ENGAGEMENT**

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Engage like-minded partners locally, regionally, and Meatless Monday global groups.



# Contact

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