

## Famous Dutch sustainable behavioural change campaign ‘Week Without Meat’ now also successfully launched in Belgium



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The ‘Week Without Meat’ is an annually recurring behavioural change campaign that aims to make the general population aware of the positive impact of eating less animal foods on the climate crisis. By challenging people to not eat meat for a week, and inspiring them instead with easy and delicious plant-based recipes, the campaign wants to make people experience how easy and delicious it actually is to eat plant-based more often. This behavioural change campaign first started in The Netherlands in 2018 and is rolled out by non-profit foundation Week Without Meat. The campaign has proven its success in the Netherlands with over 60% of the population that knows the campaign and about 1 in 5 adults that participate each year. As part of the LIKE-A-PRO project, the campaign is set to be introduced into 5 other European countries being Belgium (2023), Denmark (2024), Germany (2024), Austria (2025) and Spain (2025). The first Week Without Meat was introduced in Belgium between 23-29 October 2023.

The communication mix consisted of, amongst others:

- A strong PR (free publicity) strategy
- Out of home exposure (e.g. digital banners in public transport stations)
- Social media campaigning
- A campaigning website
- A reverse graffiti campaign in order to spread awareness about the Week Without Meat close to supermarkets
- A collaboration with 24 high end restaurants
- Local ambassadors in each Belgian province
- A free vegan winter BBQ in one of the biggest Belgian cities

By using this mix of effective communication strategies, the campaign achieved great results: 27% of Belgian adults were aware of the campaign, 3% of the adult population participated (some 313,000 people) and 97% of participants plans to keep eating less or no meat in the future. This way, the first edition of this campaign has already managed to inspire long term sustainable behavioural change amongst the Belgian population and even more impactful results are expected during the following upcoming editions.