

Meatless Monday Indonesia

“Most Indonesians are health conscious and are open to healthier product reformulation (FOOD INDUSTRY ASIA, 2020)”

- A report by Food Industry Asia (FIA) shows that 99% of Indonesian consumers want to improve their diets, and 89% support product reformulation as long as the taste remains the same.
- Consumers are focusing more on quality and taste, with 92% prioritizing product quality, 81% valuing taste, and 80% considering clear nutritional information on packaging important in their choices.
- The industry's reformulation focus has shifted from reducing saturated fat, sodium, fat, and sugar to now targeting calorie, sodium, and sugar reduction, while also adding protein.
- While the challenges for different nutrients may vary, consumer acceptability towards reformulated products and budget limitations emerged as the top concerns for businesses. Maintaining taste was also identified as a key challenge for the industry.

GOVERNMENT: PROMOTING HEALTHY LIVING

- Gerakan Masyarakat Hidup Sehat (GERMAS) - Healthy Living Community Movement by Ministry of Health.
- Started in 2017, which promotes physical activity, regular health checks, eating more fruit and vegetables, and improved sanitation and hygiene as integral to public health efforts.
- Isi Piringku Campaign: food portion in one plate; 50% fruit and vegetables and another 50% consist of carbohydrate and protein. This campaign also promote to limit the usage of sugar, salt and fat in daily food intake.

DEMAND

Indonesia meat consumption is still under global average consumption

Determining audience/target for the program (urban people)

Meat (*daging*) is still considered as the most nutritious food

Choosing angle/approach for the program (health, environment, and lifestyle)

Disparity in food, income, and health status

Providing alternative food that has the same nutrition (tempe)

MEATLESS MONDAY INDONESIA FOCUS



Reducing meat consumption to prevent non-communicable diseases



Environmental sustainability



Promoting local plant-based foods

TARGET AUDIENCE

- Urban population in Indonesia consists of individuals within the productive age (18 - 45)
- Individuals with a high prevalence of non-communicable diseases

APPROACH

- Utilizing social media and offline activations for outreach
- Collaborating with partners for wider impact

SCAN HERE



**Good For You
Good For The Planet**

VISION

People make mindful choices around healthy eating habits by reducing meat consumption and eating more local plant-based food for a sustainable environment.

OUTCOME

Raise awareness of plant-based diets, increase local plant-based food consumption and restaurant options, promote private sector policy changes, and establish a network of schools to adopt Meatless Monday programs.

OUTPUT

- Increased number of reach and engagement in social media.
- Increased the number of community groups that adopt MMI values by fostering active participation.
- Increased number of private sector engaging in MMI activities.
- Increased the number of schools and campuses participating in the promotion of Meatless Monday awareness.
- Acknowledged by the government for supporting healthy eating policies.
- Increased media engagement.
- Strengthened sustainability through strong partnerships and personal advocacy.



6,229,599
Social Media Reach



>2,000
Number of People Reach (offline activities)



42
Number of groups

PARTNERSHIP GROUPS

Social/Government

- Ministry of Health
- Jakarta Educational Office
- High Schools
- University

Business/Private Sector

- Food producers (including alternative meat producers)
- Food service providers
- Workplaces /institutions
- Media
- Restaurants

Groups

- Civil society organizations
- Youth-led organization
- Professional Association (Chef Association)
- Eco Culture Market
- Alliances

Individual

- Individuals with mass followers and reach potential
- High - profile, popular influencers
- Academics

INPUT

- Collaboration resources with donors, the private sector, international non-governmental organizations (INGOs), academic institutions, and professional associations.
- Research resources from international organizations.

CHALLENGE

- Healthy eating is not a priority in the health sector, particularly in preventing non-communicable diseases.
- Social Groups and Peer Pressure. Various temptations and challenges may arise, such as invitations to dine out, friends suggesting meat-based dishes, or attending gatherings and birthday parties.
- Lack of knowledge about the relationship between food and the environment.

BEST PRACTICE

