



MEATLESS MONDAY INDONESIA

20 24 ANNUAL REPORT



CONTENTS

- 10 Building a Collaborative and Community Engagement
- 18 Digital Engagement: Normalizing Plant-Forward Choices
- 24 Youth Leadership: Meatless Monday Warrior
- 30 Public Visibility and Media Engagement
- 34 Government Engagement: Supporting National Healthy Lifestyle Campaigns
- 38 Expanding Global Connections
- 43 Looking Ahead
- 45 Meatless Monday Youth Warrior

EXECUTIVE SUMMARY

"2024 marked a year of ecosystem expansion and youth activation for Meatless Monday Indonesia (MMI)."

During this period, the movement focused on strengthening the foundations to support long-term dietary shifts toward healthier, more sustainable food choices.

MMI's approach is grounded in a simple theory of change: meaningful dietary change happens when awareness, access, and social participation grow together. In 2024, the movement worked across these three dimensions.

First, MMI expanded the ecosystem of partners supporting plant-forward diets. The partner network grew from 27 organizations in 2023 to 44 organizations in 2024, spanning community groups, educational institutions, businesses, and advocacy networks. These collaborations helped embed the Meatless Monday message into real-world environments where food choices are made.

Second, MMI strengthened public awareness through digital engagement. In 2024, the movement reached over 3.6 million people online and generated more than 57,000 interactions, demonstrating growing curiosity about plant-forward eating. Digital content emphasized relatable experiences rooted in Indonesian food culture, highlighting plant-based traditional dishes, restaurant menus, and everyday cooking practices.

Third, MMI introduced youth leadership into the movement by launching the Meatless Monday Warriors initiative. Selected from more than 110 applicants, five youth ambassadors contributed to campaign development, peer-to-peer communication, and community engagement activities throughout the year.

Beyond national engagement, MMI also strengthened its global connections through participation in Terra Madre, organized by Slow Food International. This engagement opened opportunities for collaboration and knowledge exchange within broader global conversations on sustainable food systems.

By the end of 2024, Meatless Monday Indonesia had strengthened its positioning not only as a campaign encouraging people to reduce meat consumption once a week, but as a growing platform for collaboration, youth participation, and public education on sustainable diets.

The foundations established in 2024 would inform the movement's next phase in 2025, focusing on global learning exchange, youth capacity building, and expanding everyday access to meatless food options.





01 Ecosystem

- 44 Partners
- 9 Sharing sessions
- 5 Offline Collaborations
- 20 Online Collaboration Session



02 Public Engagement

- 17,878 Followers
- 3.66M Reach
- 87,499 Online Participants
- 153 User Posts
- 36 Restaurant Features



03 Youth Leadership

- Meatless Monday Warriors
- Youth Advisors
- Youth Content & Campaign



04 Government Collaboration

- National Recognition
- Health Campaign Alignment



05 Global Network

- Terra Madre Salone del Gusto 2024
- Slow Food International Engagement
- Chef Alliance Strategy



06 Impact

- For People**
Healthier choices
- For Planet**
Lower carbon food culture

MMI CHANGE PATHWAY

2024

"Building a sustainable food movement through collaboration, engagement, and system change."

Key Highlights 2024



Digital Storytelling
2 Flagship Videos Produced



Chef Engagement
Stronger Chef Alliance Strategy



Youth Voices
Increased youth-led content & advocacy



Government Acknowledgement
MoH partnership in Ayo Sehat Festival

Long-term Vision



A cultural shift toward healthier, plant-forward diet embedded in Indonesia's food system.

6 | Meatless Monday Indonesia Annual Report 2024

Meatless Monday Indonesia Annual Report 2024 | 7



ABOUT MEATLESS MONDAY INDONESIA

What we eat every day shapes not only our health, but also the future of our planet. Food systems today sit at the intersection of nutrition, environmental sustainability, and cultural identity, making dietary choices an increasingly important part of global efforts to build healthier and more sustainable societies.

In Indonesia, changing consumption patterns have contributed to growing concerns related to diet-related health risks and the environmental impacts of food production. At the same time, many traditional plant-based foods that once formed the backbone of Indonesian diets are becoming less visible in everyday meals.

Yet Indonesia also holds a strong foundation for a healthier and more sustainable food culture. The country's culinary heritage is rich with plant-forward dishes built around vegetables, legumes, tofu, tempeh, and grains. Revitalizing and celebrating these traditions presents an opportunity to reconnect healthy eating with cultural identity and environmental sustainability.

Within this global and national context, Meatless Monday emerged as a simple but powerful movement encouraging people to reduce meat consumption one day each week. Launched in the United States in 2003, the initiative has since expanded to more than 40 countries worldwide, demonstrating how small behavioral shifts can contribute to broader food system change.



Since 2021, the Meatless Monday movement has been implemented in Indonesia, adapting the global initiative to the local context. Rather than promoting strict dietary changes, the campaign encourages a practical and achievable starting point: reducing meat consumption once a week. This small behavioral shift offers an accessible entry point for individuals, communities, and institutions to explore healthier and more sustainable food choices.

By highlighting familiar local ingredients and culinary traditions, MMI frames plant-forward eating not as a new trend but as a rediscovery of Indonesia's own food heritage.

To advance this mission, MMI works through several complementary entry points, including digital engagement, youth participation, ecosystem partnerships, and knowledge sharing. Together, these approaches aim to build an enabling environment where plant-forward eating becomes visible, accessible, and socially normalized in everyday life.

01

BUILDING A COLLABORATIVE ECOSYSTEM



Building a Collaborative Ecosystem and Community Engagement

Transforming food systems requires more than individual awareness—it requires a supportive ecosystem where diverse actors contribute to participating in conversations about food culture and consumption patterns. In 2024, Meatless Monday Indonesia focused on strengthening collaborations with civil society organizations, creative communities, media partners, and institutions to expand the reach and relevance of plant-forward diets.

Through these partnerships, MMI created multiple entry points for audiences to engage with the idea of reducing meat consumption—from public dialogues and food demonstrations to workplace initiatives and creative events. This ecosystem-based approach allowed the message of sustainable diets to be introduced across different spaces where people learn, work, and socialize.

By the end of the year, MMI expanded its partner network from 27 organizations in 2023 to 44 organizations in 2024, reflecting increased participation from organizations interested in promoting healthier and more sustainable food choices.

Throughout the year, MMI organized and participated in a range of collaborative activities, including:

 9
Sharing sessions

 5
Offline Collaborations

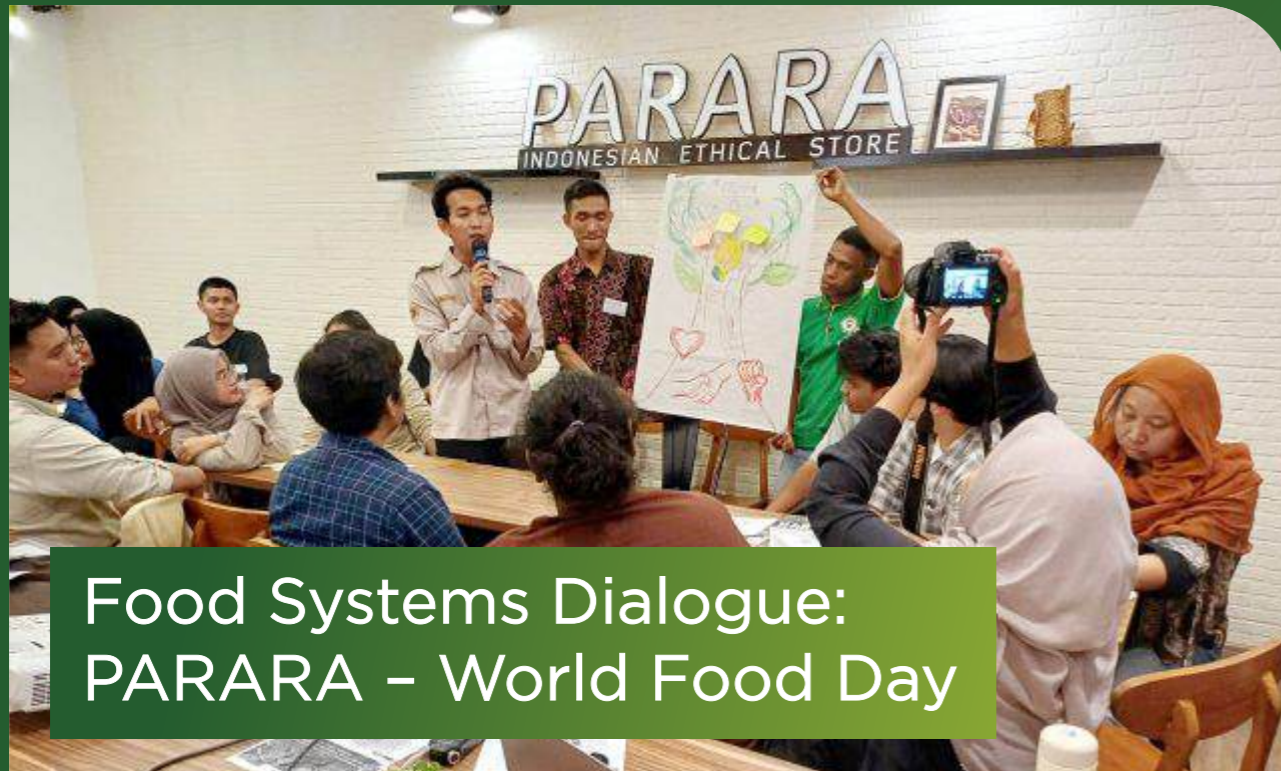
 20
Online collaboration sessions

These engagements reached 1,430 participants through offline activities, including community discussions, cooking demonstrations, and collaborative events.

Beyond numbers, these collaborations introduced plant-forward eating into community spaces, public conversations, and institutional environments. By bringing the concept of meat reduction into diverse settings—from workplaces and community gatherings to public events—MMI and its partners provided opportunities to discuss how dietary choices relate to personal health and environmental sustainability.



Highlight Collaboration



Food Systems Dialogue: PARARA – World Food Day

As part of the World Food Day 2024 commemoration, Meatless Monday Indonesia collaborated with PARARA to contribute to discussions on food system transformation.

World Food Day, commemorated globally every 16 October, marks the founding of the Food and Agriculture Organization and highlights the global commitment to ensuring the right to food for all. The 2024 theme, “Right to Food for a Better Life and a Better Future,” emphasized the importance of diverse, nutritious, affordable, and safe food systems.

Through this collaboration, MMI participated in a two-day event held on 18–19 October 2024 that brought together civil society organizations, food system advocates, and community representatives to discuss the future of Indonesia’s food system.

The discussions highlighted several challenges affecting Indonesia’s food landscape, including declining interest in agriculture, increasing consumption of ultra-processed foods, and the growing distance between consumers and local food systems.

The event also referenced a civil society policy brief on food systems transformation developed by a coalition of organizations including WWF Indonesia, KEHATI Foundation, and the Koalisi Rakyat untuk Kedaulatan Pangan.

Beyond participating in discussions, MMI also conducted a plant-based cooking demonstration introducing simple dishes using locally available ingredients. The session helped translate the concept of sustainable diets into everyday food practices, showing how plant-based meals can be nutritious, accessible, and culturally relevant.

Public Engagement Through Creative Platforms: Festival of Social Creativity



Meatless Monday Indonesia also participated in the Festival of Social Creativity organized by EatThink, an event showcasing innovative ideas and initiatives addressing social and environmental challenges.

During the festival, MMI hosted a booth showcase introducing the concept of Meatless Monday and plant-forward diets. Through interactive conversations and educational materials, visitors were invited to explore how small dietary shifts—such as reducing meat consumption once a week—can contribute to healthier lifestyles and more sustainable food systems.

The festival attracted diverse audiences interested in sustainability and social innovation. By presenting meat reduction as a practical and approachable lifestyle choice rather than a restrictive diet, MMI helped position plant-forward eating as an accessible action that individuals can adopt in their daily lives.

Workplace Engagement: Introducing Meatless Monday in Organizational Settings

MMI also expanded its outreach to institutional environments through collaboration with DAAI TV, introducing the Meatless Monday initiative to employees through a workplace engagement session.

The activity introduced the Meatless Monday concept and explored how it could be integrated into a corporate wellness and sustainability initiative to encourage employees to adopt meatless meals once a week.

This engagement illustrates how workplaces can provide a setting to introduce discussions on healthier dietary habits and sustainability topics.



Key Insight

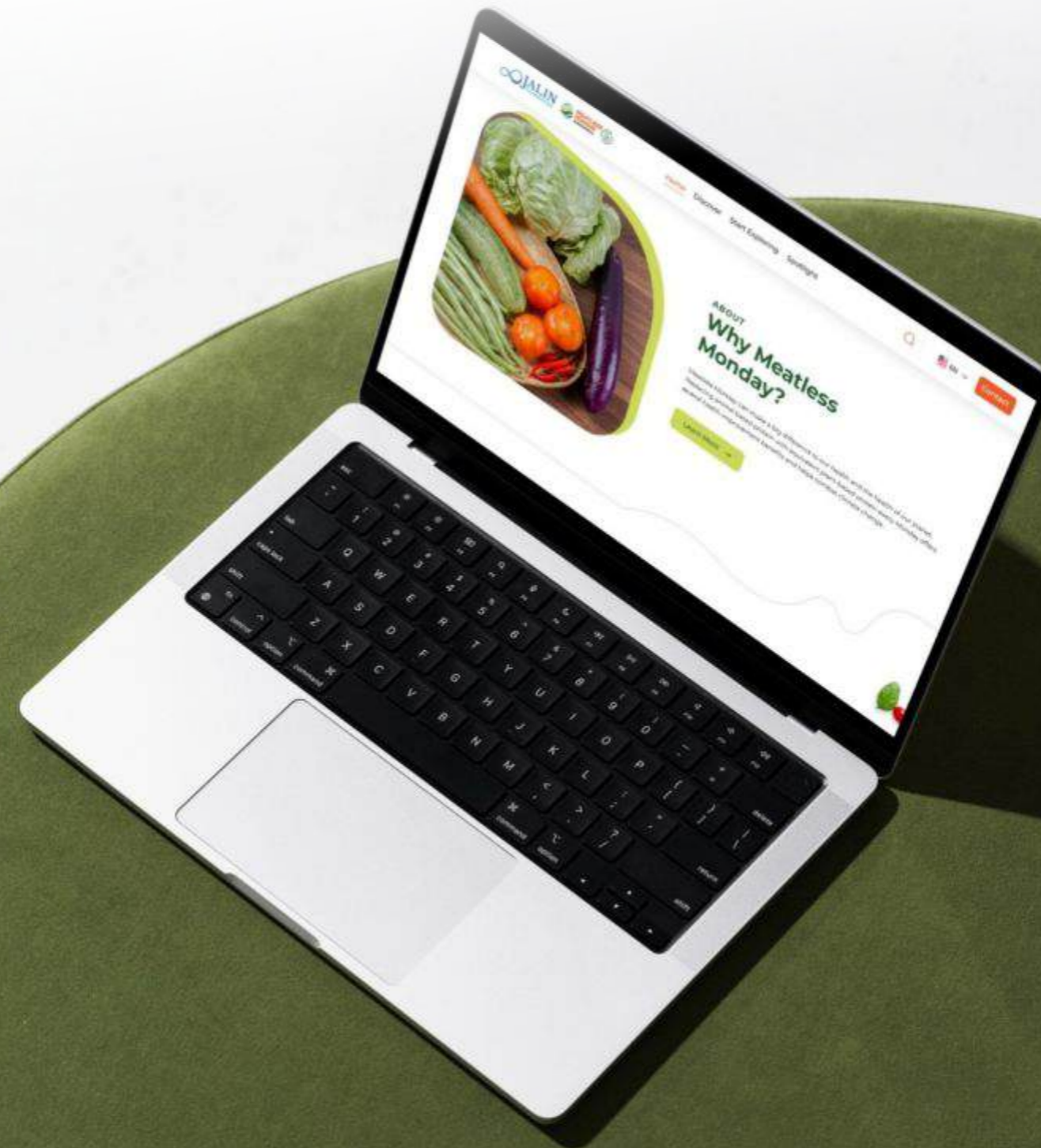
An important lesson from 2024 is that dietary change is more effective when supported by a collaborative ecosystem. Partnerships with organizations, creative communities, and institutions allow the message of sustainable diets to be introduced through multiple channels—from public discussions and food experiences to workplace environments.

These collaborations show that conversations around food culture can involve many interconnected actors. Through these partnerships, spaces were created where sustainable food choices could be introduced and discussed.



02

DIGITAL ENGAGEMENT: NORMALIZING PLANT-FORWARD CHOICES



Digital platforms remained the most important channel for introducing and normalizing the Meatless Monday concept among Indonesian audiences.

Rather than relying solely on educational messaging, MMI's digital strategy focused on making plant-forward eating relatable, practical, and culturally familiar. Content combined food inspiration with simple lifestyle guidance, highlighting local dishes, restaurant menus, cooking demonstrations, and everyday meal ideas.



By December 2024,
MMI's digital outreach achieved:



17,878
Instagram Followers



3,660,306
Content Reach



57,400
Content Interactions

In addition to social media performance, MMI's digital collaborations and online engagement activities reached 87,499 participants through online discussions, sessions, and digital campaigns.

These figures indicate growing public curiosity about plant-forward eating, particularly among urban audiences aged 18-40.

Participation also extended beyond passive engagement. During the year, audiences generated 153 user-created posts related to Meatless Monday, demonstrating that the message was being adopted and shared within personal networks.

Additionally, 36 video features documented plant-based menu options at restaurants and partner venues.



Digital Storytelling for System Change

Beyond regular digital content, 2024 also marked an important step in strengthening the movement's storytelling capacity. Meatless Monday Indonesia produced two flagship videos designed to communicate both the vision and the development the movement in Indonesia.

The first was a program introduction video, created to introduce the Meatless Monday movement within the Indonesian context. The video highlights the relevance of plant-forward diets in relation to Indonesia's food culture, health challenges, and environmental sustainability.

The second was an impact video, documenting activities and developments within the Meatless Monday ecosystem—particularly among partner organizations that have introduced plant-based menus, promoted meat reduction, or incorporated the campaign into their initiatives.

By capturing these experiences, the videos present examples of how Meatless Monday has been implemented across different partners and settings.

Overall, digital platforms functioned not only as communication channels but also as spaces where audiences can learn about and explore meatless choices through accessible content and storytelling.



▶ Meatless Monday Indonesia:
Dari Piring untuk Bumi



▶ Meatless Monday Indonesia:
Dari Piring untuk Bumi

03

YOUTH LEADERSHIP: MEATLESS MONDAY WARRIORS





One of the most important strategic developments in 2024 was the introduction of youth leadership within the movement through the Meatless Monday Warriors initiative.

The program emerged from a series of evaluations and focus group discussions with MMI partners, which highlighted the need for deeper youth involvement in advancing the campaign. Partners recognized that young people are not only key audiences shaping future food consumption patterns, but also powerful communicators who can influence their peers and communities.

In response to these insights, MMI launched the Warriors initiative to create a structured platform for youth participation within the movement. From more than 110 applicants, five young individuals aged 18–25 were selected to serve as youth ambassadors. The program applied a Meaningful Youth Participation approach, positioning youth not merely as campaign participants but as active contributors to program design, storytelling, and communication strategies.

Beyond these activities, the Warriors also played a strategic role as Youth Advisors, helping shape campaign messaging that resonates with younger audiences.

Their peer-to-peer communication approach strengthened relatability and authenticity, enabling the campaign to engage youth audiences in ways that traditional messaging often cannot.



Why Youth Leadership Matters

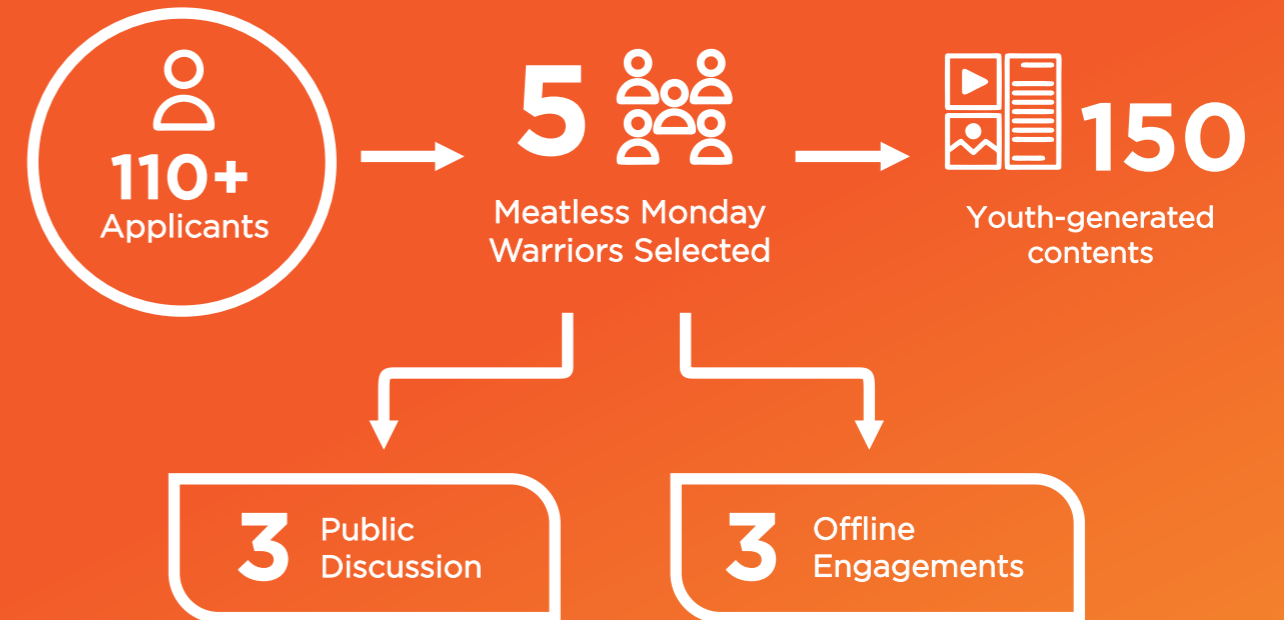
Engaging young people is critical for long-term food system transformation. Youth are among the most influential drivers of emerging food trends, digital culture, and lifestyle choices.

By empowering youth to take active roles in communication and advocacy, the Meatless Monday Warriors initiative helps ensure that the message of sustainable diets is conveyed in ways that feel authentic, relatable, and culturally relevant to younger audiences.

The initiative also demonstrated the potential of youth-led storytelling and peer engagement in advancing awareness of plant-forward diets. These early experiences provide valuable insights for scaling youth participation in the movement.

Building on this foundation, MMI plans to further strengthen youth engagement through initiatives such as youth academies, school-based outreach, and expanded youth-led campaigns beginning in 2025.

Youth Engagement at a Glance



PUBLIC VISIBILITY AND MEDIA ENGAGEMENT



REDUCING MEAT CONSUMPTION FOR HEALTHIER

Alongside community engagement, 2024 also marked a significant step in expanding the public visibility of Meatless Monday Indonesia (MMI). The movement gained broader exposure through media coverage across online platforms and regional outlets, helping bring conversations about meat reduction, health, and sustainability into the public sphere.

A notable milestone was MMI's first national television talk show appearance, which introduced the Meatless Monday message to a wider national audience. In addition, MMI received a special feature on SEA Today, an English-language news and lifestyle television channel from Indonesia with a regional audience. The coverage explored the growing meatless lifestyle among urban communities in Indonesia, highlighting how plant-forward eating is increasingly connected to health awareness, sustainability, and changing food culture in cities.



Reducing Meat Consumption For Healthier Body (SEA TODAY)



Across the year, media coverage generated an estimated PR value of USD 67,584, representing a significant milestone in strengthening the campaign's visibility and credibility.

Beyond numerical reach, this media exposure helped position meat reduction within broader public conversations about healthy lifestyles, environmental sustainability, and responsible food consumption. As public awareness continues to grow, media engagement will remain an important tool for amplifying the movement's message and encouraging broader participation.

05

GOVERNMENT ENGAGEMENT: SUPPORTING NATIONAL HEALTHY LIFESTYLE CAMPAIGNS





In 2024, Meatless Monday Indonesia strengthened its collaboration with government-led health promotion initiatives by contributing to Ayo Sehat Festival 2024, a national campaign organized by the Kementerian Kesehatan Republik Indonesia to encourage healthier lifestyles across all stages of life.

The festival brought together government institutions, civil society organizations, academic institutions, businesses, and community groups to promote health awareness through education, public engagement, and health-related activities. The event took place on 14-15 September 2024 at Gedung Sate in Bandung, attracting thousands of visitors and featuring a wide range of activities promoting healthy living.

As part of this collaboration, Meatless Monday Indonesia, implemented by Jalin Foundation, organized a talk show titled “Makanan Sehat, Dunia Sehat bersama Meatless Monday Warriors.” The session highlighted the connection between healthy diets, plant-forward eating, and environmental sustainability.

The talk show brought together a diverse set of speakers, including health experts, youth representatives from the Meatless Monday Warriors initiative, plant-based restaurant owners (Tiasa plant-based), and culinary practitioners. The discussion explored the health benefits of reducing meat consumption, the relevance of plant-based diets for preventing non-communicable diseases, and the role of local plant-based foods in supporting healthier eating habits.

The session also featured a live cooking demonstration by a chef from Ottimmo International, allowing visitors to see how nutritious plant-based meals can be prepared with accessible ingredients. Participants were invited to taste the dishes, creating a practical and engaging experience that helped translate healthy eating concepts into real food experiences.

Overall, the collaboration with the Ministry of Health positioned the Meatless Monday message within broader national conversations on healthy lifestyles and preventive health. By linking plant-forward eating with public health priorities—such as improving dietary balance and preventing non-communicable diseases—the initiative demonstrated how simple dietary shifts can support both individual health and broader national health goals.

The experience also highlighted the importance of cross-sector collaboration between government institutions, civil society organizations, and community initiatives in promoting healthier and more sustainable food choices across Indonesian society.



06

EXPANDING GLOBAL CONNECTIONS





In 2024, Meatless Monday Indonesia strengthened its engagement with international food system networks by participating in Terra Madre Salone del Gusto, a global gathering organized by Slow Food International in Turin, Italy. The event brought together more than 3,000 delegates from 117 countries, including farmers, chefs, activists, researchers, and organizations working to advance sustainable food systems.

During the event, MMI participated in discussions and collaborative sessions with members of the global Meatless Monday network as well as actors across the broader sustainable food movement. MMI also joined the conference session “Meatless Mondays for a Healthier Diet and a Greener Planet,” where representatives from different countries shared experiences in implementing the campaign across diverse cultural and policy contexts.

Beyond conference participation, MMI also showcased the implementation of the Meatless Monday movement in Indonesia in a community engagement space, interacting with participants and practitioners interested in sustainable diets and food system transformation.

These engagements created opportunities to connect with various partners within the Slow Food network, including Slow Food Bali and Slow Food West Kalimantan, opening discussions on potential collaboration to strengthen plant-forward initiatives and local food advocacy in Indonesia.

Through meetings and workshops, MMI was also introduced to several strategic initiatives from the Slow Food network, including the Plant the Future strategy, which promotes plant-rich diets, agroecology, and sustainable food cultures. The exchange also highlighted several practical tools—such as the RegenerAction Toolkit and the Cooks’ Alliance Toolkit—that could potentially support collaboration with chefs, food communities, and sustainable food advocates.

Importantly, these interactions also influenced MMI’s strategy to engage chefs more actively within the Meatless Monday movement in Indonesia. Exposure to chef-led initiatives within the Slow Food network highlighted the important role that culinary leaders play in shaping food culture and introducing plant-forward dishes to wider audiences.

As a result, MMI began exploring ways to strengthen collaboration with chefs and culinary communities in Indonesia, including opportunities to connect local chefs with broader international networks such as the Chef Alliance within the Slow Food ecosystem.

While many of these conversations were still at an exploratory stage, participation in Terra Madre provided valuable opportunities for knowledge exchange, network building, and exposure to global practices in sustainable food advocacy.

“This participation marked an important step in positioning Meatless Monday Indonesia within the global conversation on sustainable diets and food system transformation.”





TESTIMONY OF AN MM WARRIOR

Meatless Monday Youth Warrior: Develop a Meaningful Movement for the Future of Indonesia

by Muhamad Fikri Asy'ari

"Healthy Body Till the Old Age Come" is a quote that always rings in Muhamad Fikri Asy'ari's mind regarding maintaining body health, especially at a young age. A teenager who lives in the rainy city of Bogor, Fikri once faced a problematic experience when he had to undergo treatment for six months due to the disease he suffered from. The status as a 'survivor' of the disease reminds and encourages Fikri to live a healthy life.

In his daily life, Fikri is a Meatless Monday Warrior at Meatless Monday Indonesia and campaigns for the movement to reduce meat consumption every Monday. He also serves as the chairman of PRIMALI Berdaya, a youth organization he founded with three colleagues. The organization focuses on environmental and wildlife conservation in the Jabodetabek area. In addition, Fikri is productive in writing on various platforms, ranging from articles to scientific journals and e-books to books. His main interests are political, environmental, and cultural themes.

Due to concerns about environmental issues, especially the climate crisis, Fikri joined Meatless Monday Indonesia as a Youth Meatless Monday Warrior because they share a similar vision. His involvement further strengthened his determination to continue campaigning for this positive habit, especially among the younger generation.

Furthermore, he committed to implementing Meatless Monday in his life. He started planting food crops in his yard as a small step to contribute to dealing with the climate crisis and maintaining food security. In addition, he won two awards for his writing about Meatless Monday and food issues, namely Best Article on the 27th Edition E-Magz: World Mental Health Day organized by the English Language Education Department, STKIP PGRI Pacitan, and becoming the winner in the Ruang Kata Challenge: Young Farmers by the Rise Foundation, Humanis Foundation, and Urban Futures.

Finally, Fikri hopes Meatless Monday Indonesia will continue actively campaigning for this issue in the community. Seeing the abundance of plant-based foods from various regions in Indonesia, this potential must continue to be encouraged to become a main advantage because it is closely related to local cultural values. In addition, this strengthens Indonesia's ability to utilize plant-based foods to realize food security.



Meatless Monday Indonesia Annual Report 2024

Yayasan Jalin Komunikasi Indonesia
The CEO Building 5th Floor.
Jl. TB Simatupang No. 18C, Cilandak Barat,
Jakarta Selatan, 12430



@meatlessmondayindonesia



Meatless Monday Indonesia



Meatless Monday Indonesia



meatlessmonday.jalinfoundation.or.id

