

MEATLESS MONDAY INDONESIA ANNUAL REPORT 2025





CONTENTS

Strengthening Global Learning and Collaboration	09
Expanding International Exposure	13
Making Meatless Options More Accessible in Indonesia	17
Youth Engagement: Empowering the Next Generation	21
Digital Engagement: Inspire, Engage, Enable	27
Media Coverage and Public Visibility	35
Building Long-Term Infrastructure	39

EXECUTIVE SUMMARY

2025 was a year of strengthening foundations for Meatless Monday Indonesia (MMI) to support long-term growth and sustainability.

Throughout the year, MMI focused on three main priorities: deepening global learning, expanding international exposure, and making plant-based eating more practical and relatable for people in Indonesia.

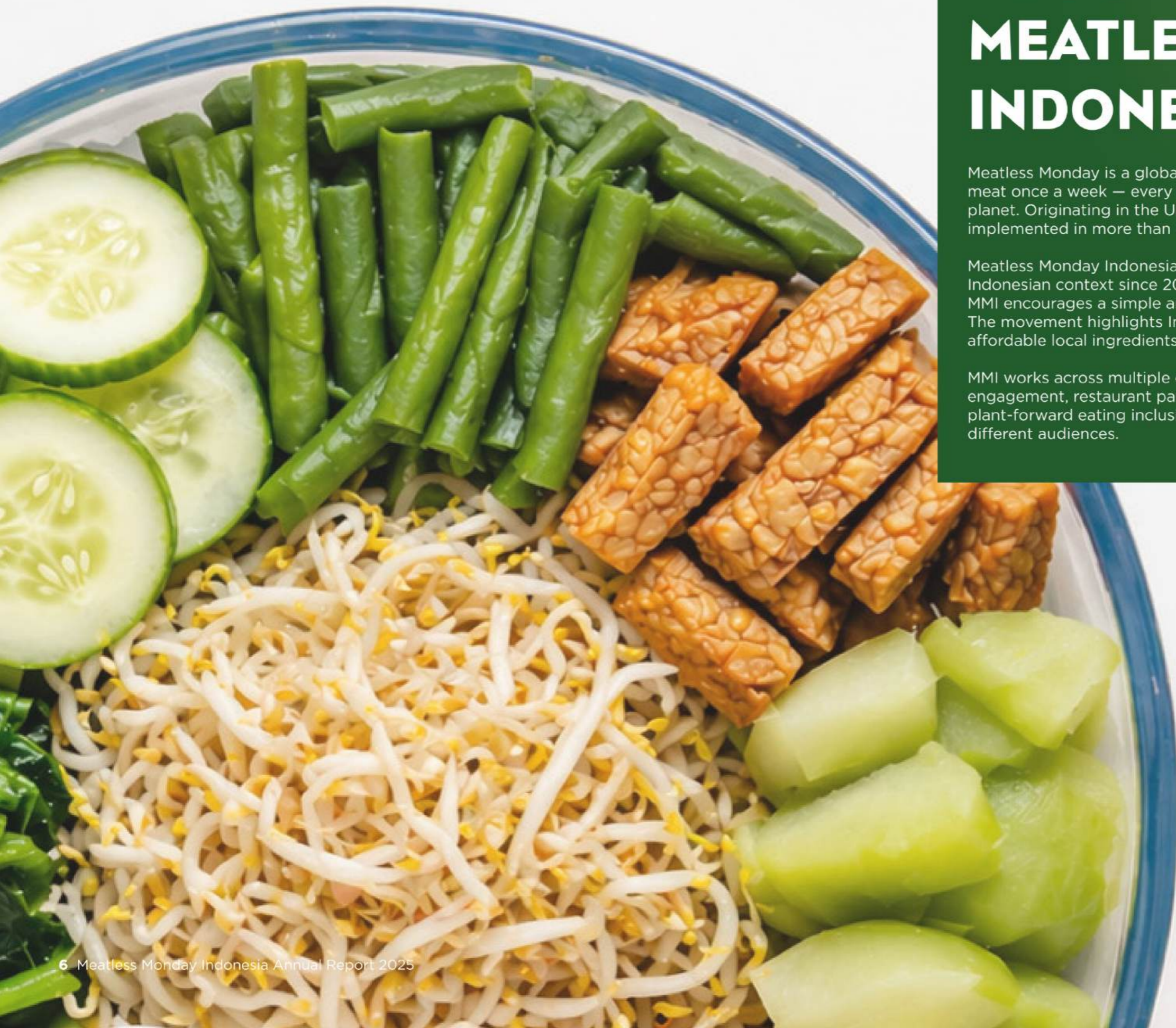
MMI actively engaged with the global Meatless Monday network to exchange knowledge and stay aligned with the latest evidence and practices. This included participating in Regular Global Coordination meetings and joining a Peer Learning Exchange with teams from Ghana and South Africa. In October, MMI represented Indonesia at the World Food Forum in Rome, increasing international visibility and opening new opportunities for youth collaboration in Southeast Asia.

At the national level, MMI continued building everyday entry points for change. We partnered with 58 restaurants to increase the availability and visibility of meatless options, making it easier for people to try plant-based meals without changing their routines. Online, our campaign reached nearly 1.8 million people, generated over 74,000 interactions, and inspired more than 200 user-generated posts — showing that the movement is not only being seen, but also practiced and shared.

In 2025, MMI also launched a dedicated website to centralize resources and messages, ensuring long-term accessibility and sustainability beyond social media platforms.

More than a campaign, Meatless Monday Indonesia is steadily becoming a practical platform for education, collaboration, and everyday action toward healthier and more sustainable food choices.





ABOUT MEATLESS MONDAY INDONESIA

Meatless Monday is a global movement that encourages people to skip meat once a week — every Monday — for better health and a healthier planet. Originating in the United States in 2003, the initiative is now implemented in more than 40 countries worldwide including Indonesia.

Meatless Monday Indonesia adapts this global movement to the Indonesian context since 2021. Rather than promoting strict dietary shifts, MMI encourages a simple and flexible approach: start with one day a week. The movement highlights Indonesia's rich plant-based food heritage, affordable local ingredients, and practical meal ideas that fit daily life.

MMI works across multiple entry points — digital education, youth engagement, restaurant partnerships, and knowledge sharing — to make plant-forward eating inclusive, culturally relevant, and achievable for different audiences.



01
**STRENGTHENING
GLOBAL
LEARNING AND
COLLABORATION**

Strengthening Global Learning and Collaboration

Throughout 2025, MMI strengthened its global engagement by prioritizing peer learning and structured knowledge exchange within the international Meatless Monday network.

In November 2025, MMI participated in a Peer Learning Exchange with the Meatless Monday teams from Ghana and South Africa. This focused dialogue provided space to compare approaches on stakeholder engagement, restaurant partnerships, school outreach models, monitoring systems, and long-term sustainability planning. MMI shared lessons from Indonesia's digital engagement and urban partnership model, while also gaining practical inputs to enhance coordination mechanisms and future strategic planning.



Beyond this exchange, MMI remained actively connected through regular coordination meetings and the Meatless Monday Global Collaboration Large Group Meetings. In 2025, these platforms brought together representatives from more than 10 countries, including China, Brazil, Ghana, the United States, the United Kingdom, Korea, Japan, South Africa, Indonesia, and others. The meetings also involved a diverse range of partner organizations and communities, such as Good Food China, Fundación Veg, Meat Free Monday, Sociedade Vegetariana Brasileira, the Johns Hopkins Center for Communication Programs, the Johns Hopkins Center for a Livable Future, and Slow Food.

These forums created space to share field experiences, communication strategies, and implementation challenges across different cultural contexts. MMI contributed updates and materials to the Meatless Monday Resource Center, while adapting global tools and insights for local use in Indonesia.

Key agenda topics included the use of social media tools and artificial intelligence to improve campaign effectiveness, audience targeting, and cost-efficient monitoring. Partners also shared survey findings on public attitudes toward meat reduction and effective communication framing. In addition, discussions revisited scientific frameworks such as the EAT-Lancet recommendations on planetary health diets, exploring links between dietary patterns, environmental sustainability, and public health outcomes, as well as agricultural topics such as the role of legumes in improving soil nutrients and supporting regenerative systems.

Together, these peer and global learning platforms strengthened MMI's technical capacity, improved efficiency through shared lessons, and reinforced its role as both contributor to and beneficiary of a growing international knowledge network.



Source: @meatlessmondayindonesia



SKIP MEAT
ONCE
A WEEK

SKIP MEAT
ONCE
A WEEK

SKIP MEAT
ONCE
A WEEK

SKIP MEAT
ONCE
A WEEK

SKIP MEAT
ONCE
A WEEK

CALLING ALL YOUTH ADVOCATES!
We want to hear from you.

1. Pick up the phone receiver.
2. Let us know your first name and what country you are from.
3. Share your hopes and vision for a more sustainable food future.

Download the Meatless Monday Youth Advocates Toolkit today.



#MeatlessMonday

Download the Meatless Monday Youth Advocates Toolkit today.



#MeatlessMonday

CALLING ALL YOUTH ADVOCATES!
We want to hear from you.

1. Pick up the phone receiver.
2. Let us know your first name and what country you are from.
3. Share your hopes and vision for a more sustainable food future.
4. Put down the phone receiver.
5. Your messages of hope will be on our website and social media to inspire others.

#MeatlessMonday



WORLD
FOOD
FORUM



**EXPANDING
INTERNATIONAL
EXPOSURE**

In October 2025, Meatless Monday Indonesia (MMI) participated in the World Food Forum in Rome, a global platform convened by the Food and Agriculture Organization that brings together youth leaders, policymakers, researchers, and civil society organizations to address the future of food systems.

MMI's participation formed part of the Meatless Monday Global Youth representation. Throughout the forum, MM team engaged in youth assemblies, thematic discussions, and cross-sector dialogues focused on sustainable diets, climate action, food security, and the role of youth-led initiatives in accelerating food systems transformation. These discussions reinforced the growing global recognition that dietary shifts — particularly increased consumption of plant-based foods — are practical and scalable pathways toward improved public health and environmental sustainability.

At the Meatless Monday Global Youth Booth, plant-forward diets were positioned as inclusive and achievable actions that complement broader food systems strategies. The booth served as a space for dialogue, knowledge exchange, and networking, allowing MMI to share Indonesia's

experience in localizing the Meatless Monday approach through cultural food heritage, affordable ingredients, restaurant partnerships, and digital engagement. The Indonesian experience demonstrated how global concepts such as sustainable diets can be translated into contextually relevant and culturally grounded messaging.

Participation in the forum also created opportunities for future collaboration for Meatless Monday.

Overall, MMI's presence at the World Food Forum strengthened its international visibility, expanded its professional network, and reinforced its positioning as an active contributor to global dialogue on sustainable and healthy food systems. The experience also provided strategic insights that will inform MMI's future regional and international engagement.

Source: @meatlessmondayindonesia



@tiasa.plantbased +6281-222-6161-05 BCA 4130345099

Tiasa

Five Days Lunch Catering

	Regular	Low Cal	+ Smoothies
Single	250	275	+175
Couple*	475	550	+325
Group* (3 & more)	225/person	250/person	+150/person

*PENGIRIMAN KE ALAMAT YANG SAMA
*HARGA BELUM TERMASUK ONGKOS KIRIM

Events

Tumpeng Small (2-3)	225
Tumpeng Medium (4-5)	375
Tumpeng Large (10)	750
Nasi Box A (min. 10)	45
Nasi Box B (min. 10)	65

Meatless Monday

10% OFF ALL MENU EVERY MONDAY
BY TAGGING US ON YOUR IG STORY
WITH HASHTAG #MeatlessMonday

Payment

Only scan your payment to our official QRIS barcode "Tiasa Plant Based" or by transfer to BCA 4130345099 Ghea Anisa. Double check your transaction is valid and recorded in our POS System by ESB. Cheers!

Collab & feedbacks

for any kind of collaboration & feedbacks kindly contact @mrs.ghea on 0812-2080-1881

ZERO WASTE

PROTECT OUR EARTH



Let's reduce plastic waste by using reusable bags. One small act from you can give a big impact on the environment.

Tiasa

Indoor PLANTS



Disiram berkala
TANAMAN DIBAWA
Dari Bandung

Thanks to @bedamorama

MAKING MEATLESS OPTIONS MORE ACCESSIBLE IN INDONESIA



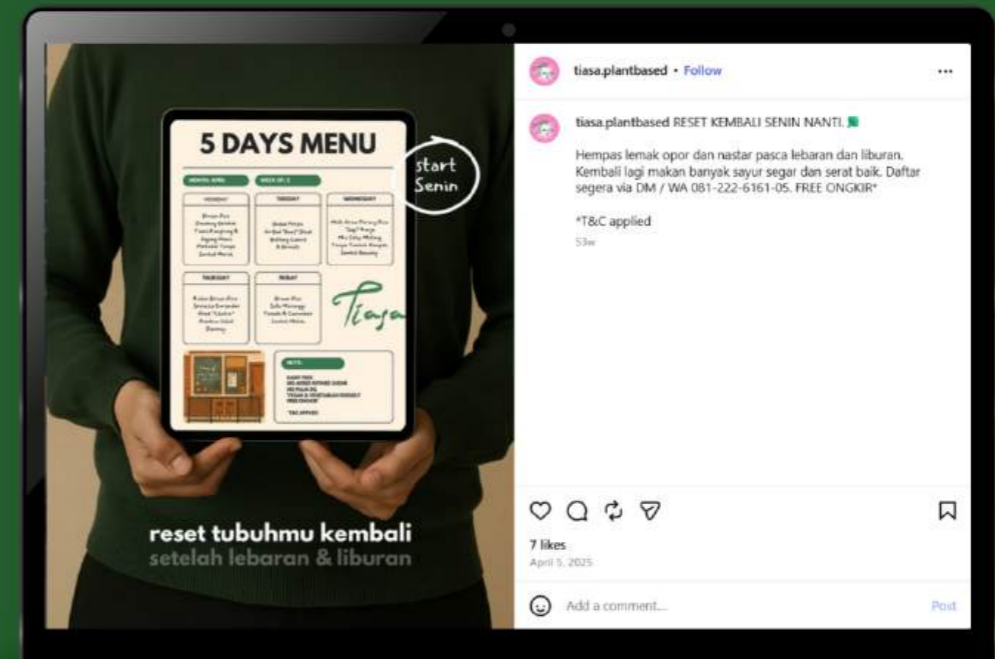
Source: @meatlessmondayindonesia

Making Meatless Options More Accessible in Indonesia

A key barrier to adopting plant-based eating in Indonesia is not resistance, but access and visibility. In many urban settings, meatless options are limited, less promoted, or perceived as secondary choices. In 2025, MMI addressed this gap by working directly within everyday food environments.

Rather than encouraging drastic dietary change, MMI promoted one practical action: choosing a meatless dish once a week. To support this, MMI collaborated with 58 restaurants across Indonesia to expand the availability and visibility of meatless menus, particularly in urban areas where dining out is common.

Restaurant partners introduced or highlighted meatless dishes, offered Monday promotions, and amplified campaign messages through their own platforms. In several cases, restaurants independently used #MeatlessMonday or #HealthyPlanet to promote plant-based menus. MMI observed increased outreach from plant-based producers seeking collaboration on menu features and tasting events, alongside the expansion of restaurant partnerships.



Source: @meatlessmondayindonesia

These partnerships show that practical collaboration within the food service sector is feasible. When restaurants highlight and promote meatless dishes, plant-based options become more visible and easier to consider. By integrating the message into regular menus and weekly promotions, MMI increased exposure to meatless choices within everyday dining settings. This approach demonstrates how working within existing systems can expand access without requiring major changes from consumers.



Source: @meatlessmondayindonesia



04
**YOUTH
ENGAGEMENT:
EMPOWERING
THE NEXT
GENERATION**



In 2025, Meatless Monday Indonesia (MMI) continued to strengthen youth engagement as a core pillar of the movement. By creating participatory platforms in schools and commemorating global awareness days, MMI positioned young people not only as beneficiaries of the campaign, but as active drivers of change toward healthier and more sustainable food systems.

Source: @meatlessmondayindonesia

School Outreach

Prior to the school outreach implementation, MMI organized a Youth Academy, where 20 selected young representatives received training on planetary health, sustainable diets, facilitation skills, and Meatless Monday campaign messaging. These participants were prepared to serve as facilitators, equipping them with the knowledge and confidence to lead peer-oriented educational sessions in schools.

Following this preparation, in 2025, MMI implemented outreach activities in 20 schools in East Jakarta, reaching 989 students. The program introduced basic concepts of planetary health and sustainable eating through interactive discussions, sharing sessions, and simple introductions to local plant-based foods.

Through interactive sharing sessions, educational discussions, and simple plant-based meal introductions, MMI brought the “meatless once a week” message directly to students. The approach remained consistent with MMI’s philosophy of promoting small, practical changes rather than restrictive diets.

Schools provided a strategic platform to introduce basic knowledge about nutrition and environmental sustainability, encourage exploration of local plant-based foods, and foster peer-to-peer learning and youth-led awareness.

As an extension of the program, and in collaboration with PMI East Jakarta, high school students were invited to translate their learning into creative expression. Following training and knowledge-sharing sessions on the environmental, health, and ethical benefits of plant-based eating, students produced a total of 37 posters. This initiative not only strengthened awareness among youth audiences but also encouraged students to actively communicate their perspectives through visual storytelling.

The combination of youth capacity building through the Youth Academy, direct school engagement, and creative participation strengthened MMI’s approach to involving young people as active contributors in promoting meatless choices within their schools and communities.

International Youth Day

In celebration of International Youth Day, Meatless Monday Indonesia (MMI) amplified youth voices and strengthened young people's leadership in promoting sustainable food systems. The commemoration was marked by several youth-led and collaborative activities.



Source: @meatlessmondayindonesia

First, the MM Warriors Project initiated a public awareness campaign by going directly to the streets to voice the importance of healthy and sustainable food choices. As part of the global Meatless Monday campaign, they also encouraged teenagers worldwide to share photos and videos of their meals using the hashtag #Eat4Earth, connecting Indonesian youth with a broader global movement.

MMI representatives were also involved in the Parara Special International Youth Day hybrid talk show under the theme "Orang Muda Mendorong Pangan Berkelanjutan dan Bumi yang Beragam." This forum highlighted the role of young people in advancing sustainable food practices and protecting biodiversity, while positioning Meatless Monday as a practical entry point for youth participation.

Additionally, MMI collaborated with Health Heroes Indonesia and Act4Food in the Green Fun Fest: Plant For Change workshop. This event combined interactive learning, creative engagement, and sustainability education, encouraging young participants to see plant-forward eating as both impactful and accessible.

Through these activities, International Youth Day became a platform not only for awareness, but for tangible youth action — reinforcing MMI's commitment to meaningful youth participation.

Earth Day

As part of Youth Engagement: Empowering the Next Generation, Earth Day 2025 became a platform to amplify youth participation in climate and food advocacy.

MMI launched an online mini vlog challenge titled "A Day in My Life on Earth Day with Meatless Monday," inviting young people to share how they incorporated sustainable habits — including choosing meatless meals — into their daily routines. The challenge encouraged youth-led storytelling and positioned everyday actions as meaningful contributions to planetary health.

MMI also collaborated with Earth Festival ID in a talk show, "Meatless Monday for a Healthier Planet," which featured representatives from the MMI Warriors. Their involvement highlighted youth perspectives on sustainable diets and reinforced peer-to-peer advocacy as a powerful engagement strategy.

In collaboration with PMI Kota Jakarta Timur, MMI held a poster-making competition under the theme "#MeatlessMonday: Change Your Plate and Save the Planet!", engaging 100 young participants. The activity provided a creative platform for youth to express their ideas on the connection between food choices and environmental sustainability.

Through these Earth Day initiatives, MMI strengthened its commitment to empowering young people as active changemakers — demonstrating that youth leadership and small dietary shifts can collectively contribute to a healthier planet.



Source: @meatlessmondayindonesia



meatlessmondayindonesia ✓

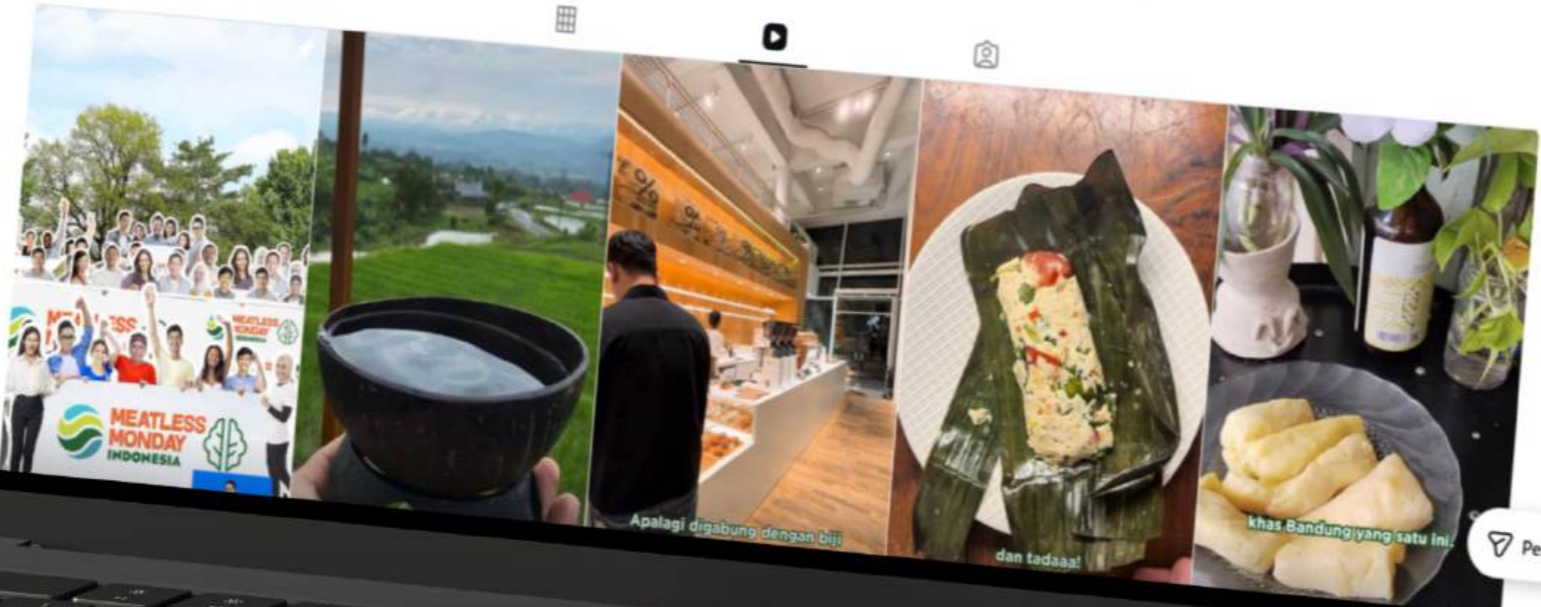
Meatless Monday Indonesia
978 kiriman 27.1 rb pengikut 289 diikuti

Komunitas
Skip Meat Once A Week
Good For You
Good For The Planet

meatlessmonday.jalinfoundation.or.id

Ikuti Kirim pesan

- #PusatPenuh...
- Terra Madre
- Youth Academy
- School Outre...
- Jumbara 2025
- EarthDay 2025
- MMI Ramadh...



05
**DIGITAL
 ENGAGEMENT:
 INSPIRE,
 ENGAGE,
 ENABLE**

Digital Engagement: Inspire, Engage, Enable

Throughout 2025, Meatless Monday Indonesia (MMI) strengthened its role as a plant-based movement through integrated digital campaigns, collaborations, and educational initiatives. Digital platforms served as a key ecosystem to connect with urban audiences, youth, families, and potential partners.

Rather than focusing solely on visibility, MMI structured its communication strategy around a clear behavioral journey — moving audiences from awareness to participation — guided by three interconnected pillars:



To operationalize this strategy, MMI developed nine content pillars: Cafe Hopping, Food Review, Food Preparation, Get to Know, Fun Fact, Telaah Makanan Lokal (Local Food Insights), Tips & Tricks, Meme, and Brekky Lokal Indonesia (Local Indonesian Breakfast Across Cities).

These pillars were designed to balance education, entertainment, and practical guidance — making plant-based living more relatable, accessible, and culturally grounded for Indonesian audiences.





Inspire focused on introducing and normalizing the idea of Meatless Monday. Content under this pillar explained the movement in simple terms – encouraging people to reduce meat consumption once a week as a manageable first step. Inspiration was also rooted in Indonesia’s culinary heritage. By highlighting traditional plant-based dishes from different regions, MMI reframed meatless eating not as a foreign concept, but as something already embedded in local food culture. This positioning helped reduce resistance and made the campaign feel culturally grounded rather than restrictive.

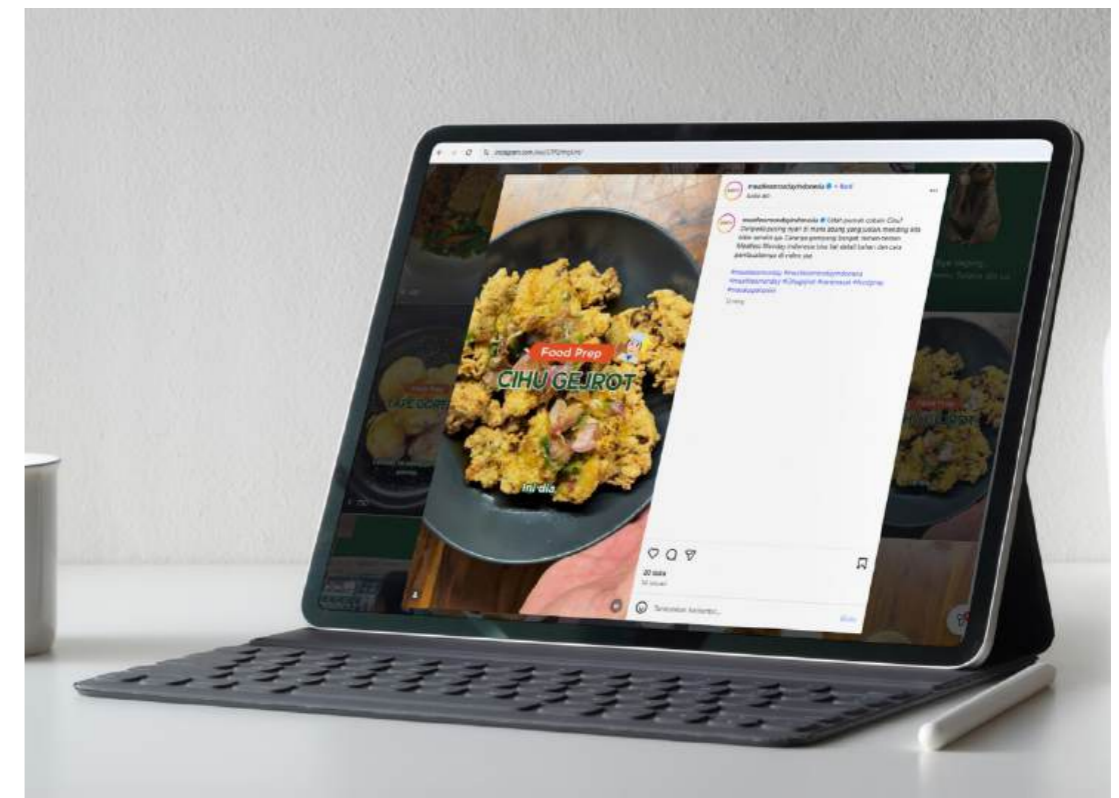


Engage aimed to build two-way interaction and visible participation. Instead of relying on one-directional messaging, MMI encouraged dialogue through polls, Q&A formats, testimonials, and community features. A key engagement strategy in 2025 was the café-hopping content series, through which MMI collaborated with 58 restaurants to showcase accessible meatless menu options. These visits documented real menus, pricing, ambiance, and customer experiences, helping audiences see that meatless choices are already available in everyday dining spaces. By featuring restaurant partners directly in content, MMI not only amplified their visibility but also normalized plant-based options in urban settings.

In addition to restaurant features, MMI highlighted school outreach activities, community events, and participant stories. Featuring real individuals – students, restaurant partners, and everyday consumers – strengthened relatability and fostered a sense of shared movement rather than a top-down campaign.

One of the key engagement initiatives in 2025 was the Ramadhan digital challenge titled ‘A Monday in My Life: Being Mindful During Ramadhan’. This campaign invited participants to reflect on mindful consumption and plant-based choices during the holy month, aligning spiritual values with sustainable eating habits. The challenge encouraged audiences to share their personal journeys through Instagram Reels, resulting in participation from more than 13 creators who contributed original video content. Beyond generating user-generated content, the initiative strengthened community involvement and reinforced the message that mindful eating can be both a spiritual and environmental practice.

Enable translated awareness into practical action. This pillar provided concrete tools that audiences could immediately apply: simple home recipes through Food Prep by MMI, affordable ingredient substitutions, weekly meal ideas, and concise nutrition messages. Content emphasized accessibility by prioritizing locally available, low-cost ingredients. Step-by-step short videos and visual guides lowered the barrier to trial, reinforcing that participating in Meatless Monday does not require significant lifestyle disruption.





Across all pillars, MMI adapted to platform trends by increasing the use of short-form video, vertical storytelling, and documentary-style content. The team prioritized “show, not tell” formats — demonstrating meals being prepared, restaurants serving meatless dishes, and participants engaging in activities — rather than relying solely on informational graphics. This approach contributed to higher interaction rates and encouraged user-generated content.

MMI also implemented an online-offline-online (O3O) engagement flow. Digital content introduced concepts and promoted activities; offline collaborations with restaurants and schools converted awareness into tangible participation; and digital platforms were then used again to amplify these activities through reposts, recap videos, and renewed calls to action for the following Monday. This cyclical model helped sustain engagement beyond isolated moments.

Performance monitoring was conducted using cost-efficient analytics tools to track reach, engagement, and content performance. Insights from these tools informed ongoing adjustments in format, timing, and message framing throughout the year.

Overall, MMI’s digital engagement strategy in 2025 focused not only on expanding reach, but on facilitating incremental behavior change — making plant-forward eating visible, relatable, and practically achievable within daily Indonesian life.

DIGITAL AND PARTICIPATION HIGHLIGHTS 2025 :



Instagram Followers:

22,000



Content Reach:

1,788,010



Content Interactions:

74,079



User-Generated Content Posts

219 Posts



Offline Participants:

7,335



Online Event Participants:

163

These figures show growing visibility and, more importantly, active engagement beyond MMI’s core audience.

Home > Lifestyle > Culinary

Semangat Konsumsi Beragam Protein Selain Daging Lewat Kampanye Meatless Monday

Kekayaan pangan Indonesia semestinya mampu menyediakan alternatif sumber protein pengganti daging dan telur.

Oleh Dinny Mutiah

Diperbarui 05 September 2024, 07:35 WIB

Share



TOPIK POPULER

- # KULINER
- # FASHION BEAUTY
- # TRAVEL
- # KERAJAAN INGGRIS

POPULER



Lihat S

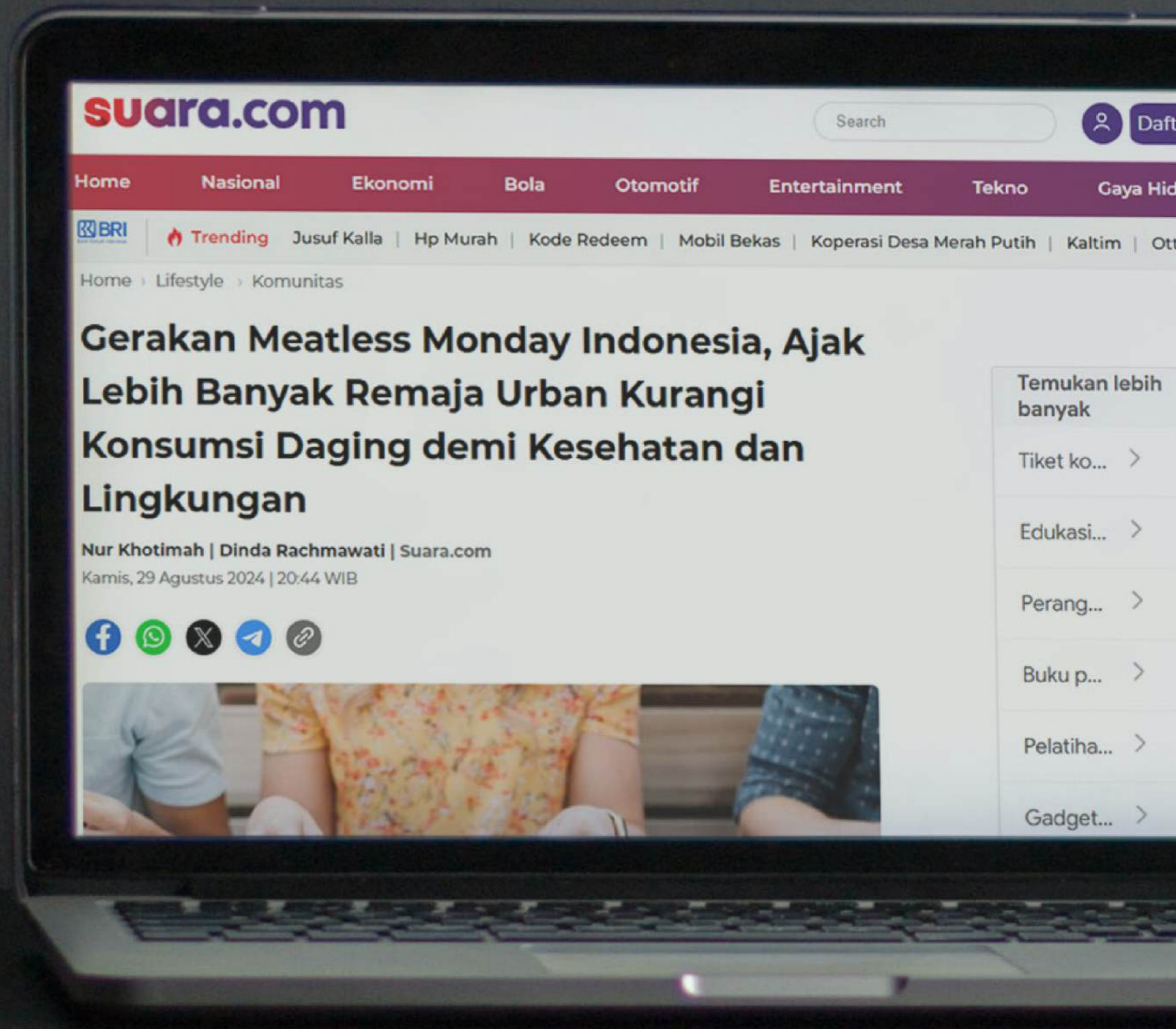
**MEDIA
COVERAGE
AND PUBLIC
VISIBILITY**

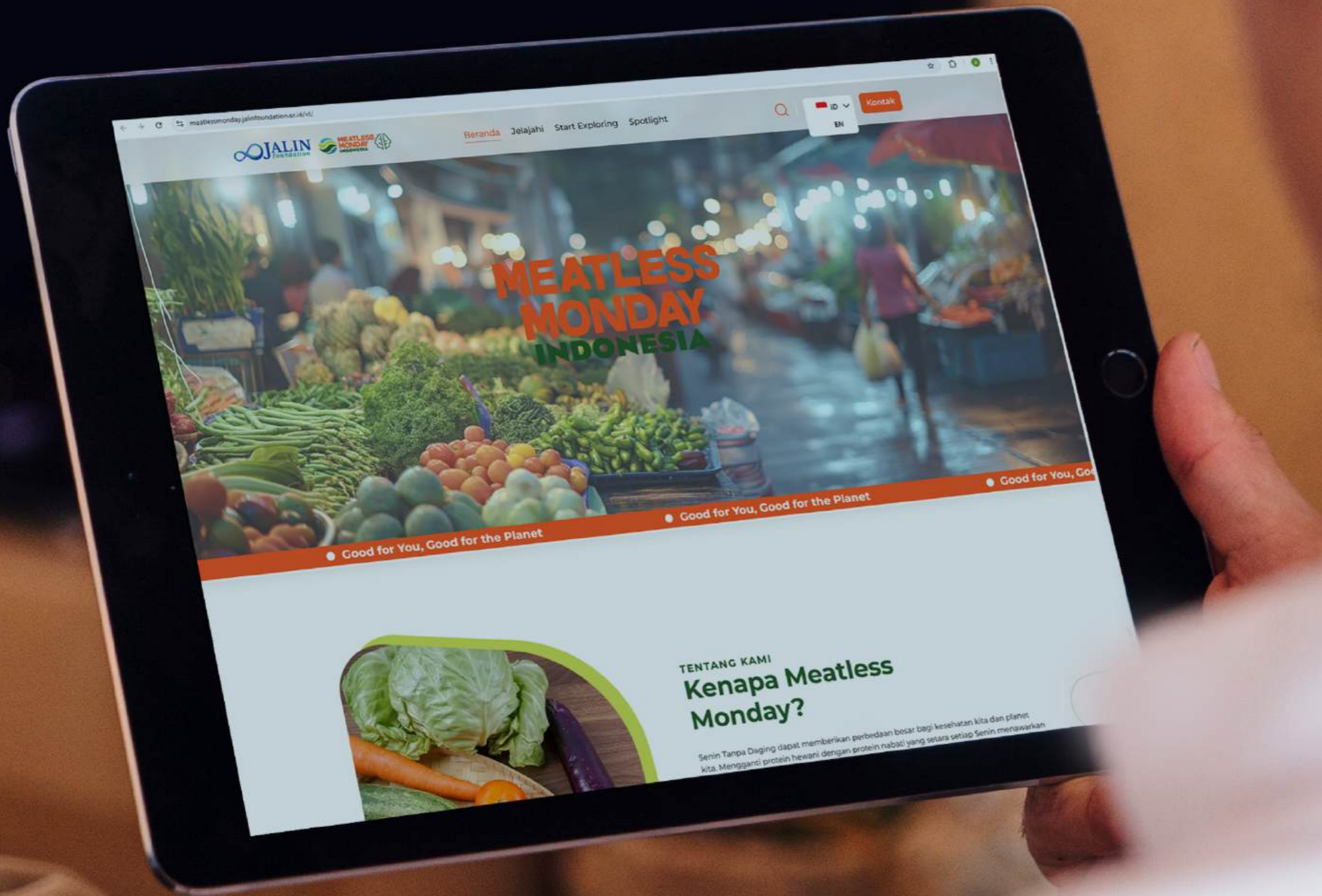
Media Coverage and Public Visibility

In 2025, Meatless Monday Indonesia (MMI) strengthened its public visibility through earned media coverage across online news portals, lifestyle platforms, and sustainability-focused outlets. Media features highlighted key initiatives such as restaurant collaborations, youth engagement activities, and the broader message linking plant-forward diets to health and environmental sustainability.

This coverage expanded MMI's reach beyond its own digital channels, helping position the movement within mainstream conversations on food systems and climate action. It also reinforced the practicality of reducing meat consumption once a week and increased visibility for collaborating partners.

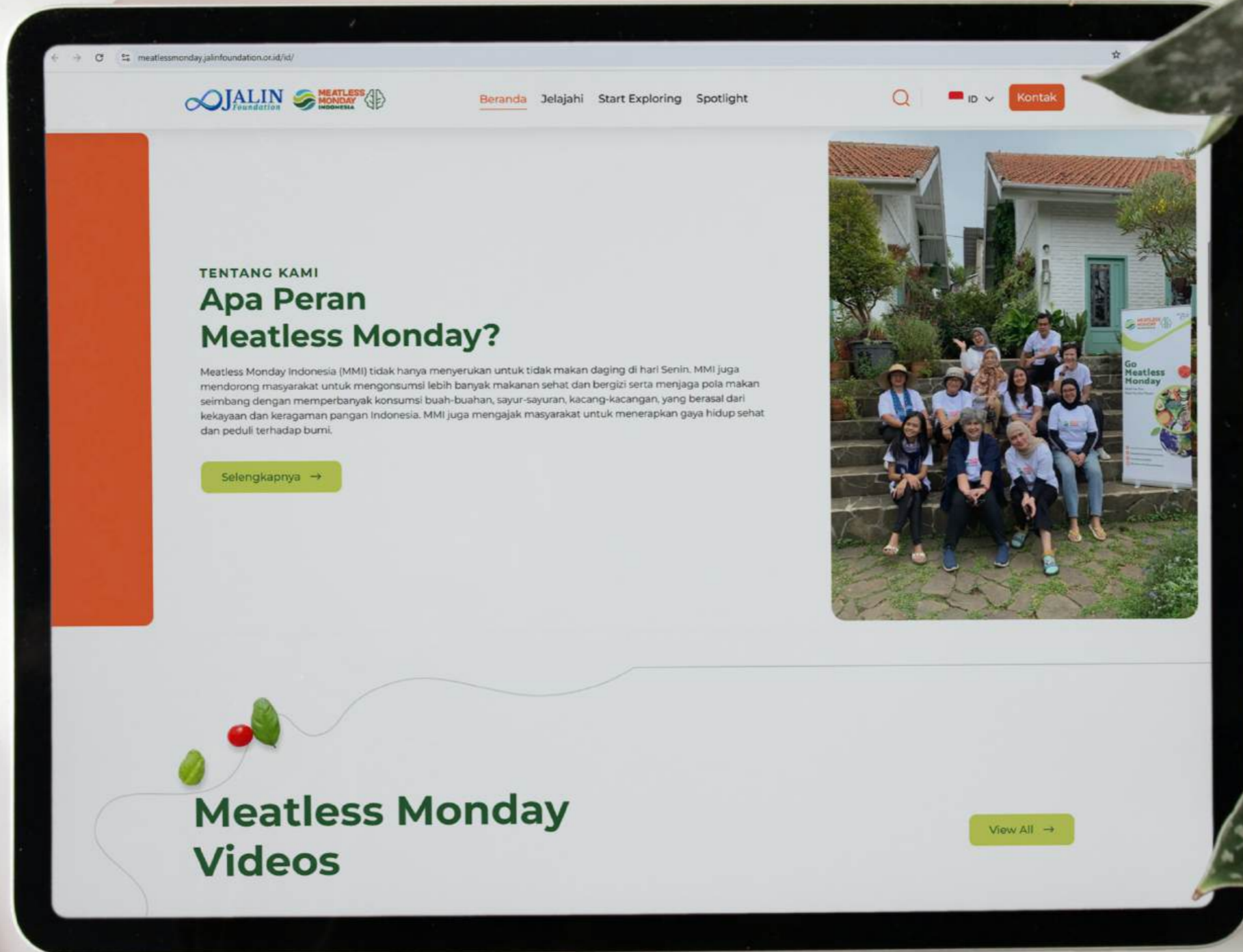
This coverage expanded MMI's reach beyond its own digital channels, helping position the movement within mainstream conversations on food systems and climate action. It also reinforced the practicality of reducing meat consumption once a week and increased visibility for collaborating partners.





07

**BUILDING
LONG-TERM
INFRASTRUCTURE**



Building Long-Term Infrastructure

In 2025, MMI launched a dedicated website as a centralized hub for information, tools, and campaign materials. This ensures that resources remain accessible beyond social media algorithms and supports long-term sustainability.

In 2025, MMI strengthened its institutional foundation by launching a dedicated website as a centralized knowledge and resource hub. The platform consolidates campaign information, educational tools, and communication materials in one accessible space.

By establishing this digital infrastructure, MMI ensures that critical resources remain consistently available - independent of social media algorithms and shifting platform dynamics. This strategic investment supports long-term sustainability, enhances stakeholder engagement, and reinforces MMI's commitment to building an enduring, scalable impact ecosystem.



MEATLESS MONDAY INDONESIA

is no longer just a campaign encouraging people to skip meat once a week. It is becoming a collaborative platform — connecting youth, restaurants, communities, and global networks — to make healthier and more sustainable food choices practical, inclusive, and achievable for everyday life in Indonesia.

One Monday at a time



Meatless Monday Indonesia Annual Report 2025

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