



WVO VEGAN SISTER CITY PROGRAM PROGRAM GUIDE





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WORLD VEGAN ORGANISATION VEGAN SISTER CITY PROGRAM PROGRAM GUIDE

WHAT IS THE WVO VEGAN SISTER CITY PROGRAM ALL ABOUT?

Thank you very much for your support and enthusiasm, and welcome to the World Vegan Organisation Vegan Sister City Program! We are very excited about this new initiative to bring veganism to the masses through restaurants, cafes and hotels. The WVO Vegan Sister City Program brings together vegans from different cities around the world to promote veganism in a cross-cultural and “building bridges of friendship” manner through “veganizing” menus and helping raise awareness among kitchen and service staff in making their restaurants vegan friendly. The WVO hopes that the collaborative efforts highlighted through this program between vegans in different cities around the world coming together in the true spirit of veganism – which is friendship and compassion, will encourage cross border cooperation between vegans in different cities.

The WVO Vegan Sister City Program does this by encouraging restaurants, cafes and hotels to become vegan friendly by helping them to create individual vegan menus (with the menus describing what vegan is at the top) and helping them to create vegan friendly kitchens through service staff training and awareness on how to serve and prepare vegan food. This includes providing vegan friendly education “dos/don’ts lists” to be posted in kitchens and raising vegan awareness directly at the restaurants, cafes and hotels that will be providing separate vegan menus and food for their guests and clients.

The concept of supporting local vegan cooperation and bringing people together, from different countries, faiths and beliefs to mutually promote compassion and kindness in restaurant and hotel kitchens is what the WVO Vegan Sister City Program is all about.

WVO VEGAN SISTER CITY PROGRAM – IMPORTANT NOTE...

The WVO VEGAN SISTER CITY PROGRAM is essentially an awareness, outreach and educational campaign brought directly to the doorsteps, tables and kitchens of restaurants, cafes and hotels encouraging them to become vegan friendly. In addition, this program will also help offer vegans more dining options, as well as & as importantly, introduce and help non-vegetarians through the vegan menus and dishes offered by these restaurants, cafes and hotels, to become aware of and have a chance to try vegan dishes. The certificate the restaurants receive indicates that they have completed the vegan awareness process and have learned about how to make food vegan friendly following the rules of the WVO Vegan Sister City Program Commitment Letter and Schedules A, B & C, which they have reviewed and signed with a WVO representative.



The VEGAN FRIENDLY and VEGAN SISTER CITY stickers go up on the front windows of the restaurant, café & hotel, and the VEGAN FRIENDLY CERTIFICATE is only issued, only after they have created the vegan menu to give to guests, completed the vegan friendly process we have outlined in this guide and have agreed to follow all the instructions in the commitment letter.



The VEGAN CERTIFIED sticker, and the VEGAN CERTIFICATE, will only be given to those restaurants & cafes that are 100% VEGAN ONLY restaurants and cafes.

On an important side note, many restaurants indicate on TripAdvisor, as well as on HappyCow, that they are vegetarian or vegan friendly when they may or may not have more than a couple items that are vegetarian or vegan friendly. In addition, many of these restaurants, cafes and hotels, also may not know what vegan actually is. So the WVO Vegans Sister City Program is a means of bringing that awareness, outreach and education directly to them and encouraging them to actually be not just vegan friendly, but genuinely vegan friendly.

HOW TO START – FOLLOW THE STEP-BY-STEP PROCESS BELOW:

(1) REVIEW THIS PROGRAM GUIDE: Review this guide, then talk with your vegan friends fellow and see if you want to create a WVO Vegan Sister City.

(2) FIND YOUR WVO VEGAN SISTER CITY: If you know vegans in another city who you'd like to start a WVO Vegan Sister City with, please invite them. If you'd like us to find a Vegan Sister City for your city, let us know and we'll be happy to.

(3) LOCALIZE THE WVO VEGAN SISTER CITY PROGRAM FILES: These files are ready to help make your city become more Vegan Friendly. The files are complete, **but first need to be "localized" for your city**. Please add your local language, city name, and contact details to the files by following these steps:

FIRST, download the PDF or Adobe InDesign files from the DOWNLOAD LINK on the World Vegan Organisation website. We can also send by Google Drive the PDF and Adobe InDesign files directly to your email. To receive the files by Google Drive, please email Mr. Karim Taslim at: karim.taslim@gmail.com.



FILE 1: Vegan Certified Sticker



FILE 2: Vegan Friendly Sticker



FILE 3: Vegan Sister Cities Logo (website)



FILE 4: Vegan Food Plate



FILE 5: What Do Vegans Eat or Not



FILE 6: Vegan Kitchen Rules - English



FILE 7: Vegan Sample Menu



FILE 8: Vegan Certificate



FILE 9: Vegan Friendly Certificate



FILE 10: Sister City Membership Process



FILE 11: Sister City Commitment Letter



FILE 12: Schedule A



FILE 13: Schedule B



FILE 14: Schedule C



FILE 15: Vegan Kitchen Rules - Local



FILE 16: Vegan Sister Cities (city names, adjust your city)

SECOND, based on the following notes, make the changes to localize the files so your WVO City/Country is listed on the printouts & change the language translations *(they are in Nepali as one of the 1st Vegan Sister Cities is Kathmandu)*. It is important to “localize” the content so they can be understood clearly.
BEFORE PRINTING make sure to make the following CHANGES to the files:

(A) FILE #4, #5, #7, #12, #14 & #15 – Change the LANGUAGE WORDS/SCRIPT *(currently in Nepali)* to your LOCAL LANGUAGE WORDS/SCRIPT. The LOCAL LANGUAGE needs to be changed in the following files before printing please...

- FILE #4: *Vegan Food Plate (words/script on the top of the page)*
- FILE #5: *What Do Vegans Eat or Not Eat (words/script throughout page)*
- FILE #7: *Vegan Sample Menu (words/script on the top of the page)*
- FILE #12: *Schedule A (words/script on page)*
- FILE #14: *Schedule C (words/script on the top of the page)*
- FILE #15: *Vegan Kitchen Rules - Local (words/script throughout page)*

(B) FILE #5 & #12 – On the *What Do Vegans Eat or Not Eat* files (File #5 & #12), in the bottom right hand box “Animal Based Ingredients”, add images and names of any local ingredients that are commonly used in your country. For example, “shrimp paste” & “fish sauce” for Indonesia, Thailand, Malaysia and Singapore.

(C) FILE #6 & #15 – Change the CONTACT PHONE NUMBER to your local contact number in case the restaurant, café or hotel have questions on “veganizing” a dish, they know how to contact you – on the following pages...

- *Vegan Kitchen Rules - English (near the bottom of the page, left side)*
- *Vegan Kitchen Rules - Local (towards the bottom, left side)*

(D) FILE #8 & #9 – On VEGAN FRIENDLY CERTIFICATE & VEGAN CERTIFICATE in the lower left corner where it says SURESH SHARMA, CHAIRPERSON, WORLD VEGAN ORGANISATION, NEPAL please change to YOUR NAME, DESIGNATION & WORLD VEGAN ORGANISATION (YOUR COUNTRY HERE).

(E) FILE #16 – On the VEGAN SISTER CITY LOGO STICKER, below the words “Sister Cities” in the dark yellow label bar change the text KATHMANDU, NEPAL – UDAIPUR, INDIA to your city & country and your sister city & country.

(F) FILE #16 – On the VEGAN SISTER CITY LOGO STICKER, if you like, please change the SKYLINE IMAGE to a skyline that would portray your sister cities. For example, please see the VEGAN SISTER CITY UDR-KTM LOGO SAMPLE below on the right, which reflects images that portray the Udaipur & Kathmandu...



ORIGINAL:



UDAIPUR-KATHMANDU:

(4) PRINT INSTRUCTIONS FOR THE PROGRAM FILES: AFTER YOU HAVE MADE THE ABOVE ADJUSTMENTS TO THE FILES, PLEASE PRINT. Please print the following files in COLOR as the color helps people follow the content of the vegan friendly instructions easier (*for example “green check marks” for can eat, and “red X’s” for can’t eat*). The instructions of size and how to print each file is indicated in the (*italics*) next to each file name:

FILE #1: Vegan Certified Stickers (*to put on window - make sure print on good quality sticker stock so can be weathered and looks nice - only to be used for 100% vegan restaurants; print this as “round sticker” on A4 size sticker stock please*)

FILE #2: Vegan Friendly Stickers (*to put on window - make sure print on good quality sticker stock so can be weathered and looks nice - to be used for all places but 100% vegan restaurants; print as “round sticker” on A4 size sticker stock*)

FILE #3: Vegan Sister City Logo Sticker (*to put on window so people know that the restaurant is part of the program - print on good quality sticker stock so can be weathered and looks nice - “round sticker” on A4 size sticker stock please*)

FILE #4: Vegan Food Plate (*A4 size; meant to illustrate the 4 vegan food groups*)

FILE #5: What Do Vegans Eat or Not Eat (*print A3 size so it is easy to read in the kitchen; please laminate as it will be posted in kitchen and will get weathered*).

FILE #6: Vegan Kitchen Rules (*print A3 size so it is easy to read in the kitchen; please laminate as this list will be posted in the kitchen and will get weathered*)

FILE #7: Sample Vegan Menu (*print A4 size paper; to be used as sample layout to help food establishments create their own menu from the current items they have and explain them how to make vegan*)

FILE #8: Vegan Certificate (*only to be used at 100% vegan restaurants; please print on A4 size thicker “Certificate style” paper stick*)

FILE #9: Vegan Friendly Certificate (*to be used for all restaurants except 100% vegan restaurants; please print on A4 size thicker “Certificate style” paper stick*)

FILE #10: Vegan Sister City Membership Process (*print on A4 size paper; these are instructions to give to the restaurant, café or hotel & to review with them on how they can become Vegan Friendly in the WVO Vegan Sister City Program*).

FILE #11: WVO Vegan Sister City Commitment Letter (*print on A4 size paper; this is the Commitment Letter to be signed by the restaurant saying they agree to follow the terms of the letter & Schedules A, B & C of the Commitment Letter*)

FILE #12: Schedule A, What Vegans Do & Do Not Eat - WVO Vegan Sister City Commitment Letter (*print on A4 size paper; this is the Schedule A of the Commitment Letter to also be signed by the restaurant, café or hotel which they agree to follow the terms of the this Schedule A*)

FILE #13: Schedule B, Vegan Kitchen Rules - WVO Vegan Sister City Commitment Letter (print on A4 size paper; this is the Schedule A of the Commitment Letter to also be signed by the restaurant, café or hotel which they agree to follow the terms of the this Schedule B)

FILE #14: Schedule C, Sample Vegan Menu with INSTRUCTIONS on how to set-up the menu - WVO Vegan Sister City Commitment Letter (print on A4 size paper; this is the Schedule A of the Commitment Letter to also be signed by the restaurant, café or hotel that they agree to follow the terms of the this Schedule C)



Schedule 'C'

बीगन मेनुको नमुना (Sample VEGAN Menu)

VEGETARIAN DIET WHICH EXCLUDES MEAT, EGGS, DAIRY PRODUCTS, HONEY AND ALL OTHER ANIMAL DERIVED INGREDIENTS.



BREAKFAST

Burrito with salad 300

Tofu omelette..... 250

SALAD

Sweet and sour salad 300
beetroot, apple, sweet and sour

Jazz salad..... 300
bell pepper, cucumber, carrot, onion, broccoli, pomegranate, sesame seed

APPENZER

Steam momo..... 150

Chowmein 200

Thukpa..... 200

SPECIAL

Falafel 300
deep fried chickpea, onion, garlic, coriander served with chappati and homemade peanut sauce

MAIN COURSE

Vegan Nepai Thali 200

Biryani 350

SOUP

Noodles soup 250

HOT DRINKS (ESPRESSO)

Espresso..... 95

COLD DRINKS/SHAKES

Banana shake..... 200

Mint lemon..... 180

Soya lassi 280

GLUTEN-FREE

Spinach pesto ragi crepe 400
stuffed with spinach, grated tofu, pesto and soya sauce sweet chilly on top with or peanut butter

Warm noodles salad..... 300
fried vegetables, glass noodles, soya sauce topped with sweet chilli sauce and peanuts

DESSERT

Hello 2 the vegan queen..... 300
grandes cookies with slice of banana vegan ice-creame, chocolate sauce and nuts

Coconut & soya sweet protein ball 120
vegan twist on Indian classic taste, made of soya and blend of coconut, corn and chickpea flour, deepin sweet syrup

I agree that my restaurant/cafe/hotel will create a separate vegan menu or separate vegan menu page clearly identifying the vegan menu or vegan menu page as vegan. In addition, I also agree to define what vegan is using the following terminology: VEGETARIAN DIET WHICH EXCLUDES MEAT, EGGS, DAIRY PRODUCTS, HONEY AND ALL OTHER ANIMAL DERIVED INGREDIENTS. The below Vegan Menu format is just meant for sample purposes only and individual menu items and categories can be adjusted to your individual restaurant/cafe/hotel needs as long as all dishes mentioned on the vegan menu or vegan menu page are 100% vegan as per the standards and guidelines set by the World Vegan Organisation and detailed in Schedule 'A' and Schedule 'B' of the WVO Vegan Sister City Commitment Letter.

Authorised Representative
Name:
Company's name:
Designation:
Stamp:
Date:

Authorised Representative
World Vegan Organisation
Stamp:
Date:

VEGAN DEFINITION should be on the top of the menu right below where it clearly says VEGAN MENU.

Please review the layout format the vegan menu the restaurant will create should follow & remind them that any dishes on this menu must be 100% vegan and also in line the standards listed in Schedule A and Schedule B.

FILE #15: Vegan Kitchen Rules - Local Language/Script (print this on A4 size so it is easy to read in the kitchen; please make sure to laminate as this list will be posted in the kitchen and will get weathered).

FILE #16: Vegan Sister City Logo Sticker (to put on window so people know that the restaurant is a member of the program - make sure print on good quality stickers stock so can be weathered and looks nice - to be used for all restaurants; print this as "round sticker" on A4 size sticker stock please)

(5) MEET WITH RESTAURANTS, CAFES & HOTELS: Meet with restaurants, cafes and hotels in your city and start making them Vegan Friendly. **The process to making them Vegan Friendly is as follows:**

FIRST:

WVO Awareness Class About veganism and WVO Vegan Sister City Program. This class basically is sitting down with the restaurant, café or hotel management and key F&B team and staff (i.e. chefs) and reviewing all Files #1-15 above.

SECOND:

Using the WVO Vegan Sister City Commitment Letter – **SCHEDULE C**, help the restaurant, café or hotel create a separate vegan menu based on the dishes they usually make including on how to make simple adjustments to dishes so the dishes can now be vegan. If they don't have many dishes they can make vegan, then suggest dishes they can make to add to their vegan menu.

THIRD:

Based on the dishes the restaurant, café or hotel list on the vegan menu you help them create, suggest a food tasting and testing session with the chef (*if possible*). This is also a great chance for the restaurant, café or hotel to take photos of their vegan dishes, which they can use for social media promotions and we can help them post on vegan friendly websites such as HappyCow.net.

FOURTH:

Sitting down with the restaurant, café or hotel management and F&B key team members and staff, review in detail line by line and sign WVO Vegan Sister City Commitment Letter and all Schedules - Schedule A, Schedule B & Schedule C.

FIFTH:

Review the completed and printed vegan menu of the restaurant, café or hotel and make sure all the dishes are safe according to vegan rule codes & standards.

SIXTH:

Assist the restaurant, café or hotel in signing up for and listing on Happycow.net as Vegan Friendly, as well as on any other vegan websites & socials in your city.

SEVENTH:

Issue the WVO Vegan Friendly Certificate, Vegan Friendly Sticker and WVO Vegan Sister City Sticker to the restaurant, café and hotel and help them to fix the stickers clearly on the window/door so people can see it when passing by.

EIGHTH:

Take a photo of WVO team member issuing the certificate to the restaurant, café, or hotel owner with restaurant sign or other nice setting in background. After you take a photo of the WVO team member handing over the certificate, please send the photos to karim.taslim@gmail.com so we can post updates and share details about the new vegan friendly restaurant, café or hotel.

Thank you very much for all your vegan support!

PROGRAM PROMOTION & DESCRIPTION POST TEXT SAMPLES

Please find below program promotional text for reference to use for social media postings, press and media. Please feel free to use part or all of the text as you best see fit. Please also change the text any way you think is best and whichever way you think will be able to communicate the idea better locally in your city.

(1) CITY PROGRAM LAUNCH PROMOTION POST TEXT:

The World Vegan Organisation Vegan Sister City Program brings together vegans from around the world to promote veganism in a cross-cultural and “building bridges of friendship” manner by “veganizing” menus and helping raise awareness among kitchen and service staff in making their restaurants vegan friendly. The WVO Vegan Sister City Program does this by encouraging restaurants, cafes and hotels to become vegan friendly by helping them to create separate vegan menus (with the menus describing what vegan is) and helping them to create vegan friendly kitchens through service staff training and awareness on how to serve and prepare vegan food. This includes providing vegan friendly educational “dos & don’ts lists” to be posted in kitchens, raising vegan awareness through vegan education lessons directly at restaurants, cafes and hotels and assisting these food and beverage establishments in offering separate vegan menus and food for their guests and clients. The concept of supporting local vegan cooperation and bringing people together, from different countries, faiths and beliefs to mutually promote compassion and kindness in restaurant and hotel kitchens is what the WVO Vegan Sister City Program is all about. The WVO believes that this collaborative effort between vegans from different cities to bring veganism to the masses will help to encourage cross border cooperation between people from different countries and is in the true spirit of veganism, which is friendship, kindness and compassion.

(2) NEW RESTAURANT PROMOTION POST TEXT:

*The World Vegan Organisation Vegan Sister City Program proudly welcomes **(Name of Restaurant Here)** in **(City, Country here)** as a Vegan Friendly restaurant. The WVO Sister City Program brings together vegans from different cities around the world in the true spirit of veganism, which is compassion and friendship, to promote veganism in a collaborative, cross-cultural and “building bridges of friendship” manner by encouraging restaurants, cafes and hotels to become vegan friendly. The program does this by helping local vegans work with local restaurants, cafes and hotels to create local vegan menus, vegan friendly kitchens and service staff training on how to serve and prepare vegan food directly at restaurants, cafes and hotels. Supporting local vegan cooperation and bringing people together, from different countries, faiths and beliefs to mutually promote compassion and kindness in restaurant and hotel kitchens is what the WVO Vegan Sister City Program is all about.*

(3) AWARENESS, OUTREACH & EDUCATION POST TEXT *(for team members, press and media):*

The World Vegan Organisation Vegan Sister City Program is essentially an awareness, outreach and educational campaign which brings veganism directly to the doorsteps, tables and kitchens of restaurants, cafes and hotels encouraging them to become vegan friendly. The program also helps to offer more dining options for vegans and, as importantly, helps to introduce non-vegetarians through the vegan menus offered by more restaurants, to become aware of and have a chance to try vegan dishes.

The certificate the restaurants receive indicates that they have completed the vegan awareness process, have learned how to make food vegan friendly properly following the What Vegans Eat and Do Not Eat & Kitchen Rules checklists, and have committed to follow and maintain the standards and guideline for being vegan friendly set forth by the World Vegan Organisation.

The Vegan Friendly and Vegan Sister City stickers that go up on the front windows of restaurants, cafés and hotels indicate that the restaurant has completed the vegan awareness process, is committed to being vegan friendly and have created a separate vegan menu to give to their dining guests.

The Vegan Certified sticker (along with the Vegan Sister City Sticker) goes up only on the front windows of restaurants and cafes that are 100% vegan only eating establishments.

An important side note, many restaurants indicate on TripAdvisor, that they are vegetarian or vegan friendly when they may or may not have more than a couple items that are vegetarian or vegan friendly. In addition, many of these restaurants also may not know what vegan actually is. So the WVO Vegans Sister City Program is a means of bringing that awareness, outreach and education directly to them and encouraging them to actually be not just vegan friendly, but genuinely vegan friendly. Thank you very much again for all your interest in the World Vegan Organisation Vegan Sister City Program!