



 **proveg_**
SCHOOL
PLATES
AWARDS



Table of Contents

<u>What are the ProVeg School Plates Awards?</u>	3
<u>How do they work?</u>	3
<u>What do you need to do?</u>	3
<u>The Awards & Annual School Plates Champions</u>	4
<u>Who can take part?</u>	5
<u>The Full Checklist</u>	6
<u>Quick Bronze Checklist</u>	9
<u>Quick Silver Checklist</u>	10
<u>Quick Gold Checklist</u>	11
<u>Terms & Conditions</u>	12

The School Plates Awards

BROUGHT TO YOU BY PROVEG UK

What are the ProVeg School Plates Awards?

The awards are simply our way to recognise the positive steps you are taking to make your menus healthier for children and our planet. There is no cost to you to take part. It is our reward for your efforts.

How it works?

To make life easy, we have created a checklist of school food actions we advise you to take - most of which are evidence-based actions that are proven to help children to eat healthier and more sustainable meals. We have split the actions into three categories:



Nudging positive behaviours



Meat reduction



Plant-based promotion

For each action you take, you will be rewarded with points. The maximum points for each action are shown in the checklist. When you have enough points, you will be rewarded with a Bronze, Silver or Gold 'ProVeg School Plates Award' logo that you can add to your menu. It is your reward to display on your menu with pride!

What do you need to do?

Simply **send us your menus** (plus any additional evidence required) each time they change and we will review and score them against the checklist of actions. We will then send back the scored checklist to you, and let you know if you have earned an award. If you haven't earned an award, you will easily be able to see what else you could do to earn one next time. The checklist will also be a great way to track the progress of your menus and monitor that they are moving in a healthier and more sustainable direction.

The School Plates Awards

BROUGHT TO YOU BY PROVEG UK

The Awards & the Annual School Plates Champion!

There are a total of 23 actions you can take, worth 270 points in total! You will need to collect 60 points for a Bronze award, an additional 65 points for Silver, and an additional 95 points for Gold. As well as collecting enough points, there are some essential actions you must complete in order to move up to the next level - these are indicated in the Full Checklist.

You can complete any of the actions at any time. You might be working towards your Bronze Award but at the same time completing actions in the Silver and Gold categories. However, you must complete all the compulsory actions at the Bronze level in order to achieve Silver, and so on. We encourage you to complete whichever actions you can, as you are ready to do so

We will review and score menus on an ongoing basis throughout the year and if you have enough points, you will receive **an award for each new menu** you submit.



At the end of each year, we will announce two Annual School Plates Champions (one subject to national nutrition standards or guidelines, and one outside of any guidelines).

Between September and November of each year, we will compare all the menus that have been given an award and the caterers with the most points overall in each menu category will be our **Annual School Plates Champions**. Please send your menus at each new cycle throughout the year as soon as they are finalised to schoolplatesawards@proveg.com.

The School Plates Awards

BROUGHT TO YOU BY PROVEG UK

Who can take part?

We will review and score menus from **any caterer preparing school food in the UK**. This includes schools outside of the remit of any national nutrition standards or guidelines.

If you are a local authority caterer:

We will review and score your main primary and/or secondary school menu per menu cycle. We can also score a maximum of one additional menu for a specific school, if significantly different to your main menu.

If you are a private catering company:

We will score your main primary and/or secondary school menu per menu cycle.

If you are a multi academy trust:

We will score your main primary and/or secondary school menu per menu cycle, plus a maximum of one additional menu for a specific academy in the trust, if significantly different to your main menu.

If you are an individual primary or secondary school with in-house caterers:

We will score one main menu per menu cycle.

When submitting menus to us for review, **you must clearly state** whether you are a caterer that is required to follow the relevant nutrition guidelines (for example, in England, the School Food Standards). You must also submit any additional evidence if required, as outlined in The Full Checklist.

If awarded a Bronze, Silver, or Gold Award, you must **only use the relevant School Plates Award logo** on any menus we have reviewed and scored. Any menus that differ may not use the logo.

In order to ensure quality and consistency, ProVeg UK reserves the right to request further information, or request to visit your catering operation to see it in action to verify any claims made. We may also spot check some menus and would be grateful for your support in doing so.



The Full Checklist



NUDGING POSITIVE BEHAVIOURS

Number	Actions	Evidence	Max	B	S	G
1	Uses descriptive (and / or child-friendly) language to accentuate the flavour, texture, or provenance of ALL vegetarian and plant-based dishes (<i>we will allow an exception if the veggie / plant-based option does NOT have an inferior description to the meat / fish-based dish on the same day</i>)	Link Link	10	X		
2	Avoids the use of the words meat-free / meatless, fish-free / fishless, dairy-free, vegetarian or vegan in any dish names	Link	10	X		
3	Uses (v) and (ve) - or other symbols - as identifiers after the name of ALL vegetarian and plant-based dishes (<i>including non-main dishes & desserts</i>)	Link p.45	10	X		
4	Avoids using the words 'meat-free' or 'meatless' to describe a vegetarian day, or days	Link p.45 Link	10	X		
5	Avoids using the words 'main' & 'vegetarian', or similar to describe main meal options. Instead uses option 1 & 2 (or similar), or simply removes category names completely; AND avoids the use of colours with dishes that reinforce the type of dish (for example, red for meat, yellow or green for vegetarian / plant-based)	Link p.43/45	10	X		
6	Meat-free / vegetarian days are described as planet-friendly or climate-friendly (or similar language)	Link	10		X	
7	Has vegetarian or plant-based options positioned at the top of the menu on at least 50% of days	Link p.43	10		X	
8	The 'meat or fish' and 'vegetarian or plant-based' options are substantially different on a daily basis (on an average of 4 out of 5 days each week) to promote real choice for all children (this means not having a veggie version of the meat dish on the same day - for example, a Beef Bolognese and a Veggie Bolognese)	Link	10		X	
9	All plant-based dishes are identified as planet-friendly or climate-friendly options with a symbol	Link	10		X	
10	Plant-based main meal options are always the first option on the menu	Link p.43	10			X

NUDGING POSITIVE BEHAVIOURS (continued)

Number	Actions	Evidence	Max	B	S	G
11	Catering staff encourage children to taste potential new plant-based options, and vote on their favourites, before they are added to any new menu - <i>please provide photo / video evidence to support completion of this action</i>	Link p.48 Link	10			X
12	Catering staff provide opportunities for parents to taste plant-based dishes (for example, at open days for new starters and / or parents' evenings) - <i>please provide photo / video evidence to support completion of this action</i>	Link p.48 Link p.60	10			X
13	Displays posters in the dining hall to promote 'Save the Planet Day' and / or to encourage the uptake of plant-based dishes - <i>please provide photo / video evidence to support completion of this action</i>	Link p.49	10			X
14*	Catering staff encourage children to choose the plant-based options by positioning them in the most prominent position at the front of other dishes, and offering them first - <i>please provide photo / video evidence to support completion of this action</i>	Link p.43	10*			



MEAT REDUCTION

Number	Actions	Evidence	Max	B	S	G
15	Has one meat-free (and fish-free) day each week	Link Link p.30	10	X		
16*	Has a meat-free (and fish-free) day on different days each week - <i>on at least two different days of the week (but ideally three) per three-week cycle</i>	Link	10*			
17	Has two meat-free (and fish-free) days every week	Link	10			X
18*	Removes ALL processed meat from the menu - <i>processed meat is meat that's been preserved by smoking, curing, salting or adding preservatives. This includes: sausages, bacon, ham, deli meats such as salami, pâtés, canned meat such as corned beef, sliced luncheon meats, including those made from chicken and turkey</i>	Link	10*			
19*	Has reduced the meat content (by 50%) in ALL minced meat-based dishes by blending with a plant-based protein source - <i>in addition to your menu, please also attach recipes for these 'blended' dishes showing ingredient quantities</i>	Link p.28 Link p.142	20*			



PLANT-BASED PROMOTION

Number	Actions	Evidence	Max	B	S	G
20	Key staff have taken part in an in-person Plant-Based Cooking in Schools Workshop (if you are from a local authority or multi academy trust) OR have attended at least 3 online Plant-Based Cooking in Schools Workshops (if you are from an individual school) - <i>please also make it clear the name(s) of who attended online workshops and in which months</i>	Link p.104 Link p54/55	25		X	
21	Nutritionally balanced plant-based main meals are available on the menu to ALL children (<i>5 points for each day a plant-based main meal is available, up to a maximum of 25 points if offered every day of the week</i>) and are clearly identified with ve, vg, pb, or an equivalent symbol	Link p.32/33 Link p.104	25			X
22	Plant-based options are available in all meal categories every day (mains, grab & go, jacket potatoes, sides, desserts) and are available to all children	Link p.32/33 Link	10			X
23	Plant-based dairy alternatives are available to all children at no extra cost (to include fortified plant milks, plant-based yoghurt, cheese, butter, and mayonnaise) - <i>it should be made clear on your menu that these options are available</i>	Link p.32/33 Link	10			X

***Actions marked with an asterisk indicate areas where extra points can be awarded (and we strongly encourage these actions) but are not compulsory to achieve a Bronze, Silver or Gold award. However, all points will contribute to the scoring for the Annual School Plates Champions.**

Quick Bronze Checklist

SCHOOL PLATES BRONZE AWARD



Bronze award

In order to achieve Bronze Award you must complete ALL of the following actions:

1. Uses **descriptive** (and / or child-friendly) **language** to accentuate the flavour, texture, or provenance of ALL vegetarian and plant-based dishes ✓
2. **Avoids** the use of the words meat-free / meatless, fish-free / fishless, dairy-free, vegetarian or vegan in any dish names ✓
3. **Uses (v) and (ve)** - or other symbols - as identifiers after the name of ALL vegetarian and plant-based dishes ✓
4. **Avoids** using the words 'meat-free' or 'meatless' to describe a vegetarian day, or days ✓
5. **Avoids** using the words 'main' & 'vegetarian', or similar, to describe main meal options. ✓
6. Has **one** meat-free (and fish-free) day **each week** ✓

Quick Silver Checklist

SCHOOL PLATES SILVER AWARD



Silver award

In order to achieve Silver Award you must complete ALL of the Bronze actions and ALL of the following actions:

1. Meat-free / vegetarian days are described as **planet-friendly** or **climate-friendly** ✓
2. Has vegetarian or plant-based options positioned at the **top of the menu** on at least 50% of days ✓
3. The 'meat or fish' and 'vegetarian or plant-based' options are **substantially different** to promote real choice for all children ✓
4. All plant-based dishes are identified as **planet-friendly** or **climate-friendly** options with a symbol ✓
5. Key staff have taken part in an in-person **Plant-Based Cooking in Schools Workshop** (if you are from a local authority or multi academy trust) OR have attended at least 3 online Plant-Based Cooking in Schools Workshops (if you are from an individual school) ✓

Quick Gold Checklist

SCHOOL PLATES GOLD AWARD



Gold award

In order to achieve Gold Award you must complete ALL of the Bronze and Silver actions, and ALL of the following actions:

1. Plant-based main meal options are always the **first option on the menu** ✓
2. Catering staff **encourage children to taste** potential new plant-based options, and vote on their favourites, before they are added to any new menu ✓
3. Catering staff provide **opportunities for parents to taste** plant-based dishes (for example, at open days for new starters and / or parents' evenings) ✓
4. **Display posters** in the dining hall to promote 'Save the Planet Day' and / or to encourage the uptake of plant-based dishes ✓
5. **Two** meat-free (and fish-free) days every week ✓
6. Plant-based main meals are available on the menu to **all children** and are clearly identified with ve, vg, pb, or an equivalent symbol ✓
7. Plant-based options are available in **all meal categories** (mains, grab & go, jacket potatoes, sides, desserts) and are available to all children ✓
8. **Plant-based dairy alternatives** are available to all children at no extra cost (to include fortified plant milks, plant-based yoghurt, cheese, butter, and mayonnaise) ✓

Terms & Conditions

PLEASE READ CAREFULLY

1.1 These terms and conditions (“T&Cs”), and all the provisions of this ProVeg School Plates Awards Handbook (the “Handbook”), apply to all school catering teams receiving any ProVeg School Plates Award (Bronze, Silver or Gold) from ProVeg UK (an “Award”).

1.2 You are deemed to have received an Award when ProVeg UK sends to you an Award logo together with communications guidelines around the Award. You are deemed to have agreed to these T&Cs and this Handbook upon receiving an Award.

1.3 The Award you receive from ProVeg UK applies only to the menu for which it has been awarded, and not for any other menu, or any revisions to the menu for which it has been awarded.

1.4 You may display the Award logo on this menu only, and can only be displayed once it has been awarded according to 1.2 above. We encourage you to publicise your Award, but please do not display your Award logo in any promotional materials, including your website and social media channels, unless it is part of a reproduction of your awarded menu to celebrate your Award. You may use the ProVeg School Plates logo in any materials.

1.5 ProVeg UK may withdraw an Award if it reasonably believes that the menu no longer qualifies for the Award, or if you do not adhere to these T&Cs or the Handbook in any way. If ProVeg UK withdraws an Award, you must immediately remove the Award logo from your menu and any other materials.

1.6 You agree to inform ProVeg UK of the number of schools using the award-winning menu to support any external communications relating to your award, such as media releases. If you cannot guarantee that your winning menu is being used by any schools, we cannot provide you with an award.

1.7 As a ProVeg School Plates Award holder, you are required to display the Award visibly on your menu, to supply the schools you cater for with the current menu, and to maintain the standards you have achieved.

1.8 In agreeing to these T&Cs and the Handbook, you give permission for your business, publicity photos, reproductions of your awarded menu, and anything else related to your Award, to be communicated or promoted by ProVeg UK in any way online, on social media, or in any other materials to highlight your contribution to improving the health of school meals and the reduction of climate emissions.