

# ANNUAL REVIEW 2023



# A MILESTONE YEAR: ADVANCING THE GLOBAL PLANT-BASED MOVEMENT

Dear supporters,

## That was a year to remember!

In 2023, the plant-based and alternative-protein sectors achieved extraordinary steps forward. It was a year in which we catalysed practical action and policy change like never before, relentlessly promoting and implementing solutions to enhance the global food system amid numerous challenges.

It was a year in which we empowered our **ProVeg teams** to new heights of creativity and innovation, so that they could envision and embark on projects that promise profound and sustainable change.

It was a year in which we launched the **Kickstarting for Good programme**, the first global incubator and accelerator tailored for nonprofits and social startups that are focused on food-system transformation. This visionary initiative, led by our Founding President, Sebastian Joy, represents a pivotal achievement for the plant-based movement.

It was a year in which our **UN team made huge strides** in integrating food-system transformation into the heart of the UN's climate agenda. Thanks to ProVeg's strong engagement with the COP28 presidency, a historic milestone was reached: in 2023, the catering at COP shifted to predominantly plant-based meals, signalling support for a global transition to climate-friendly diets.

It was a year in which we accelerated our **Global Plant-Based School Food Network**. This initiative provides plant-based meals to children in more than 30 countries, aligning with our mission to foster healthier food choices, globally.

It was a year in which **ProVeg Nigeria and ProVeg Malaysia were successfully launched**, further extending our global footprint. Our teams around the world have continued to enhance their impact in food services, education, corporate engagement, research, and policy programmes, all thanks to your unwavering support.

As we reflect on this landmark 12 months and look forward to future achievements, we extend our heartfelt thanks to you for your commitment and support. Together, we are charting a course toward a more sustainable future for all.

With deepest appreciation,



**JASMIJN DE BOO**  
*Global CEO*



# WHAT WE DO AND WHY WE DO IT

## ADDRESSING MULTIPLE GLOBAL CHALLENGES

At the heart of many of today's global challenges lies a single cause – animal agriculture. Its far-reaching impact spans climate change, lifestyle-related diseases, global hunger, and widespread animal suffering.

## PROVEG'S COMMITMENT

ProVeg stands at the forefront of addressing these critical issues. Our approach is rooted in a profound understanding that the answer lies in transforming our diets and food systems. At ProVeg, we are not just advocates of this critical transformation: we are enablers and champions, empowering individuals, companies, and institutions to lead a seismic shift towards plant-based and cultivated foods.

## OUR MISSION

Our goal is ambitious yet vital: to reduce the global reliance on animal-based products by 50% by 2040, replacing them with plant-based and cultivated alternatives. We envision a world where our food choices are nourishing and delicious, as well as benefiting everyone – humans, animals, and our planet. This isn't just a change. It's a fundamental transformation towards a more harmonious, sustainable, and liveable future.

In a world facing a diverse array of interconnected challenges, ProVeg recognises the power of a singular, transformative solution: replacing animal-based products with plant-based and cultivated alternatives. This approach doesn't just address a single issue – it simultaneously confronts a multitude of critical problems, from mitigating climate change and improving public health to alleviating global hunger and reducing animal suffering. Our approach provides a multiproblem solution: by focusing on this one pivotal change in our food system, we have the potential to create ripple effects that benefit our world in numerous and significant ways.

## OUR 5 PROS

We sum up this approach through our 5 Pros: **taste**, **health**, **justice**, **animals**, and the **environment**. Each of these pillars represents a unique and compelling reason to embrace plant-based living, reflecting our commitment to a multi-faceted approach to change.

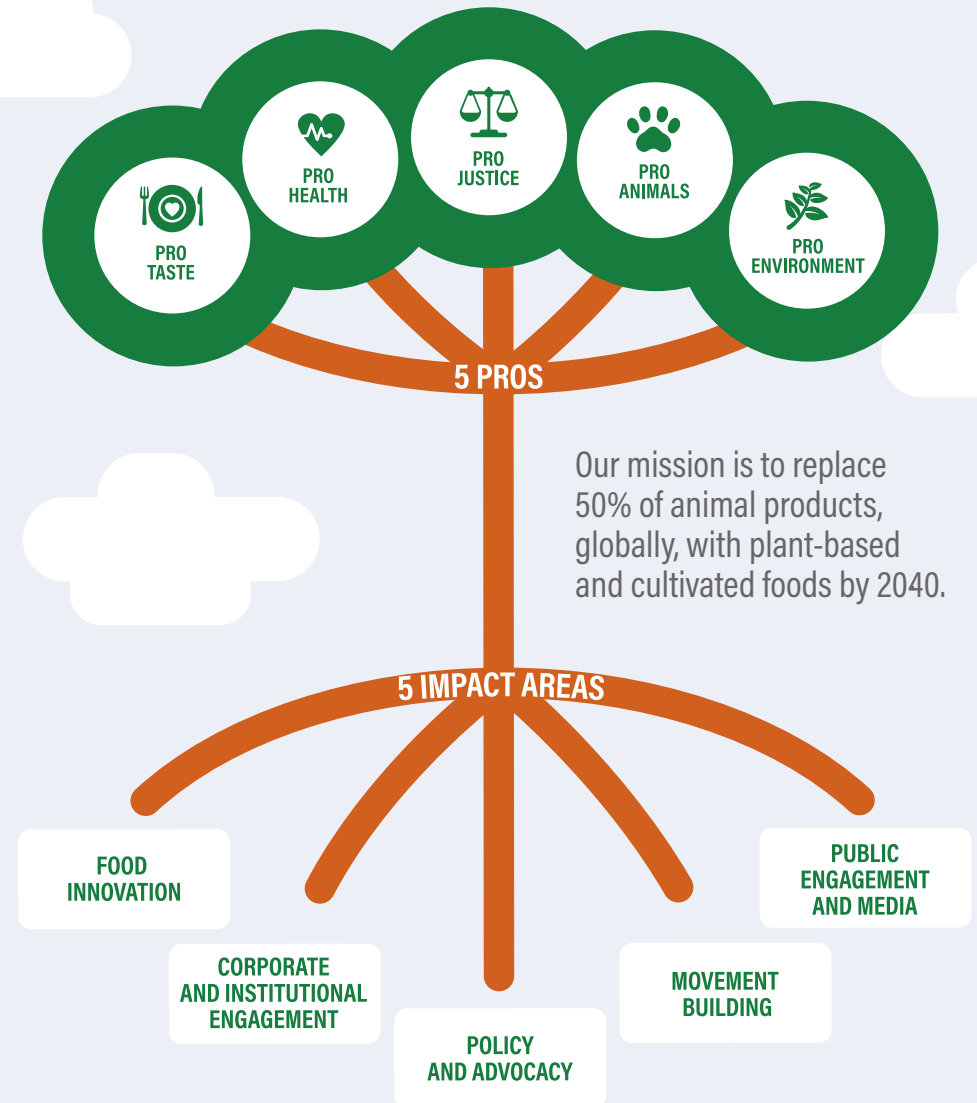
## DRIVING THE CHANGE

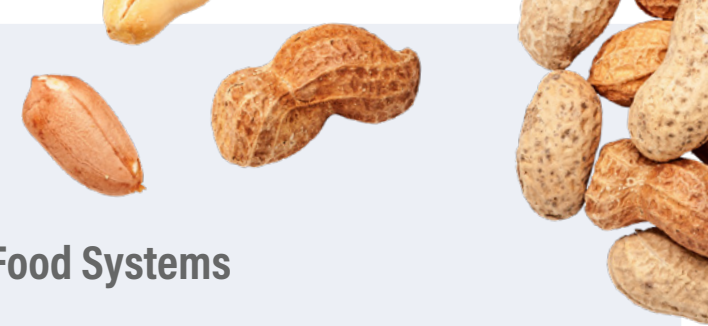
Our work spans five critical impact areas:

- Food Innovation
- Corporate and Institutional Engagement
- Policy and Advocacy
- Movement Building
- Public Engagement and Media

We strive to create meaningful and lasting change in all of these domains, making effective use of limited resources to maximise impact. By collaborating with thought leaders, and innovators, we aim to amplify our influence and spark change across society at large.

Our vision is a world where everyone chooses **delicious** and **healthy** food that is good for **all humans, animals** and our **planet**.





# 2023 AT A GLANCE

## Amplifying Advocacy, Garnering Recognition, and Expanding Impact in Global Food Systems

### 1 GLOBAL EXPANSION

ProVeg Nigeria and ProVeg Malaysia joined our network, increasing our presence to 12 countries across four continents – a testament to our growing global impact.

### 2 INDUSTRY CONSULTING

We connected with nearly 50,000 food industry professionals, NGOs, policymakers, and plant-based allies through our dynamic events, workshops, and speaker sessions.

### 3 FOSTERING STARTUPS

The ProVeg Incubator programme welcomed 20 startups from around the world, nurturing the next wave of food system innovators.

### 4 COMMUNITY ENGAGEMENT

Our Veggie Challenge now engages 600,000 subscribers globally, with 95 teams actively participating in Veggie Challenge Teams, the B2B version of the challenge.

### 5 FOOD INNOVATION

The fourth edition of our Food Innovation Challenge attracted over 1,000 student applicants from 23 countries, showcasing a growing interest in food innovation among the world's young people.

### 6 SCHOOL PROGRAMMES

Our programmes in the UK, Poland, and Germany reached 1.1 million young people, resulting in 12.4 million meals being changed from meat-based to plant-based, a hugely significant shift in school food culture.

### 7 MEDIA RECOGNITION

We garnered attention across the world's media, with more than 3,300 mentions, including articles in *Forbes Magazine*, *The Guardian*, and *The Washington Post*, as well as being featured by the BBC and Associated Press.

### 8 SUPPORTING MOVEMENT CHANGE

255 organisations increased their impact with the help of the ProVeg Grants programme.

### 9 COP28 MILESTONE

For the first time, two-thirds of the food served at the UN's annual global climate conference was vegetarian or vegan – a direct result of ProVeg's pioneering advocacy.

# IMPACTS AND OUTCOMES AROUND THE WORLD IN 2023





# FOOD INNOVATION: CATALYSING CHANGE ACROSS THE GLOBAL FOOD LANDSCAPE

## SUPPORTING GLOBAL INNOVATORS

At ProVeg, we are committed to nurturing and connecting a global network of innovators, startups, companies, and investors dedicated to advancing plant-based and cultivated innovations. Our goal is to be the cornerstone of change in the food industry.



## PROVEG INCUBATOR - LEADING THE WAY

The ProVeg Incubator, established as the world's first and premier programme of its kind, focuses on accelerating startups that are developing plant-based, cultivated, and precision-fermented alternatives. In 2023, the ProVeg Incubator experienced a landmark year:

- We welcomed **20 startups from 14 countries**, including, for the first time, Brazil and South Africa.
- Our remarkable alumni raised more than **\$300 million in investments**.
- We hit our century! Since its inception in 2018, the ProVeg Incubator has propelled **103 startups** to new heights, with alumni such as Formo, Remilk, and Haofood making significant strides in the plant-based industry.



## FOOD INNOVATION CHALLENGE - NURTURING FUTURE TALENT

Now in its fourth year, the ProVeg Food Innovation Challenge continues to shape the future of sustainable protein and plant-based innovation in the Asia-Pacific region. The challenge provides students with invaluable insights and inspires and encourages creativity in the plant-based space:

- More than **1,000 students from 260 universities across 23 countries** submitted a diverse range of exciting proposals.
- Some of the world's most advanced universities with a focus on food innovation participated, including the National University of Singapore, Nanyang Technological University, Tsinghua University, Peking University, and Harvard.
- The latest winners, a team of students from the National University of Singapore, showcased their innovative **'Keep-in' it Shrimple'** project, an allergen-free plant-based shrimp, developed for The Vegetarian Butcher.



## FEATURED STORY

# EMPOWERING TOMORROW'S FOOD SYSTEM INNOVATORS

Imagine a world where young minds are empowered to bring their innovative ideas to life, creating scalable solutions with the potential to significantly benefit our environment.

This vision is at the heart of ProVeg Asia's Young Professionals in Sustainable Protein programme. Our mission is to connect passionate, ambitious young individuals with the region's leading plant-based and cultivated startups.

Through this programme, these future innovators receive mentoring from industry pioneers, gaining invaluable experience and laying the groundwork for their own ventures in transforming the global food system.

The immediate interest in this programme is proof of the growing enthusiasm among the world's young people for plant-based and cultivated innovations.



"The ProVeg Incubator programme has taken our business to the next level. The guidance on pitching, financial modelling, and approaching investors has been massively beneficial, preparing us for investment. It also helped us generate lots of awareness of our brand among media and investors, who've shown a lot of interest in what we're doing."

**JOOST LINDEMAN,**  
*Co-Founder, Be Better My Friend*







## CORPORATE & INSTITUTIONAL ENGAGEMENT: DRIVING CHANGE AND SUPPORTING PIONEERS

We support businesses, decision makers, and institutions in developing, providing, and promoting plant-based and cultivated foods.

We brought thousands of experts, researchers, food-industry professionals, and major retailers together to discuss and explore the latest trends and opportunities in plant-based and alternative-protein solutions at:

- New Food Conference
- New Food Invest
- New Food Forum in Warsaw
- New Food Forum in Prague
- Retailer Roundtable
- Vegan Business Summit in Mexico



86% of the retailers we interviewed at the Czechia New Food Forum said that they were **very likely to increase their plant-based offerings**.

At Poland's New Food Forum, 72% of respondents surveyed said that they **felt very positive about the plant-based and alternative-protein sector** after attending the event.

According to a post-event survey, **95.8%** of attendees at the **Vegan Business Summit** increased their knowledge and acquired new tools for themselves and their business.



Our school programmes in the UK, Poland, and Germany are significantly influencing the dietary habits of hundreds of thousands of young people, helping them to make healthier and more informed food choices.

- We reached **1.1 million children and university students** across the three countries.
- **12.4 million** animal-based meals were replaced with **plant-based options**.



We released key reports that show a significant shift in consumer behaviour towards plant-based foods, as well as informative reports on cellular agriculture. These insights underscore a growing public enthusiasm and understanding, marking a crucial step in the world-wide shift towards sustainable eating.

**Plant-based labelling: how common labelling language impacts consumer perceptions of plant-based products** – ProVeg commissioned a survey which found that the vast majority of respondents are not confused by the labels on plant-based products.

[READ REPORT](#)

**2023 ProVeg International Fast-Food Ranking** – we ranked the top-five fast-food companies (Burger King, Subway, Pizza Hut/ Dominos McDonald’s, and KFC) in nine countries on their plant-based offerings.

[READ REPORT](#)

**Evolving appetites: an in-depth look at European attitudes towards plant-based eating** – our second Smart Protein report showed that 51% of European meat consumers say that they have reduced their yearly meat intake, up from 46% in 2021.

[READ REPORT](#)

**ProVeg Germany Price Parity Study** – our report revealed that a shopping cart with 12 plant-based alternative products is, on average, 25% more expensive than one with animal-based products. The first price-parity study published in 2022, along with ProVeg’s ongoing discussions with retailers, has contributed to the price reduction of meat alternatives in several supermarkets.

[READ REPORT](#)

**All you need to know about cellular agriculture** – we took a look at the current state of cellular agriculture and its future potential as a multiproblem solution to the challenges of animal agriculture.

[READ REPORT](#)

In 2023, we continued to work with companies around the world to develop and promote healthy, compassionate, and sustainable plant-based options. Here are some of the companies that ProVeg worked with:





## FEATURED STORY

# GLOBAL PLANT-BASED SCHOOL FOOD NETWORK

Imagine a world in which all schoolchildren are provided with plant-based meals, actively encouraging nutritious and sustainable diets for future generations.

ProVeg's innovative Global Plant-Based School Food Network is turning this vision into reality, extending the reach of our School Plates programme beyond its roots in the UK and Germany. Our programme actively collaborates with global organisations, united in the goal of enriching school menus with delicious plant-based options.

More than 30 countries have already joined the movement, directly contributing to sustainable dietary habits and practices in young learners. We are committed to securing a healthier planet and a brighter future for the coming generations.



The most significant opportunity to promote flexitarianism lies in Italy, France, and Poland.

Country	Reducing annual meat consumption	Flexitarianism	GAP
Germany	59%	40%	-19%
Italy	59%	23%	-36%
France	57%	25%	-32%
Austria	51%	37%	-14%
Netherlands	48%	35%	-13%
Poland	48%	16%	-32%
Spain	48%	25%	-23%
Romania	48%	27%	-21%
UK	48%	25%	-23%
Denmark	42%	19%	-23%



As stated in the Farm to Fork Strategy, alternative proteins, such as plant, microbial, or marine proteins, is one of key areas of research for a sustainable, healthy and inclusive food system. The aim is to stimulate food consumption that is sustainable in both health and environmental aspects, highlighting the importance of plant-based diets. [ProVeg's] Smart Protein project is providing key information to fill knowledge gaps on alternative proteins and contributes to achieving the objectives of the European Green Deal."

**CINDY SCHOUMACHER,**  
*Policy Officer, European Commission*





## POLICY & ADVOCACY: FORGING ALLIANCES AND MAKING OUR CASE

In 2023, we significantly amplified our crucial efforts and relationships with government agencies and non-profit organisations, strengthening existing alliances and forging powerful new ones in order to craft and implement sustainable food policies and practices that will reshape the future of food security and our relationship to our environment.

We launched the second **ProVeg Youth Board**, consisting of twenty global youth activists – some as young as 13 years old – who are advocating for food-systems transformation and ensuring that young voices are heard in the global conversation on climate change.

We put plant-based diets on the global climate agenda at key events:

- **The Bonn Climate Change Conference:** we organised a lobbying dinner with more than 25 negotiators from country delegations, along with a packed side-event and numerous press conferences.
- **The UN Food Systems Summit +2 Stocktaking Moment in Rome:** we engaged with representatives from the UN's Food and Agriculture Organization, the UN Environment programme, and the World Health Organization, as well as with national governments, farmers, members of the private sector, and youth leaders.

- **Agriculture Innovation Mission (AIM) for Climate Summit in Washington:** we became an official Knowledge Partner and were able to meet with policymakers and other global actors for this joint initiative of the United States and the United Arab Emirates. AIM for Climate is an initiative on sustainable food and climate change that works to increase investment in, and offer support for, climate-smart agriculture and food-systems innovation from 2021-25.



We championed the inclusion of plant-based milk in the EU's School Scheme, advocating for a comprehensive and sustainable food-systems framework, and also made significant contributions to the EU's protein strategy.

In Germany, ProVeg has played a pivotal role in achieving a major policy milestone: the German government's unprecedented allocation of 38 million Euros in its 2024 budget to fund the advancement of plant-based, precision-fermented, and cell-cultivated proteins, as well as transformational agricultural practices.



## FEATURED STORY

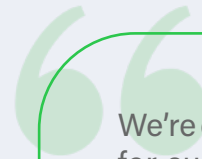
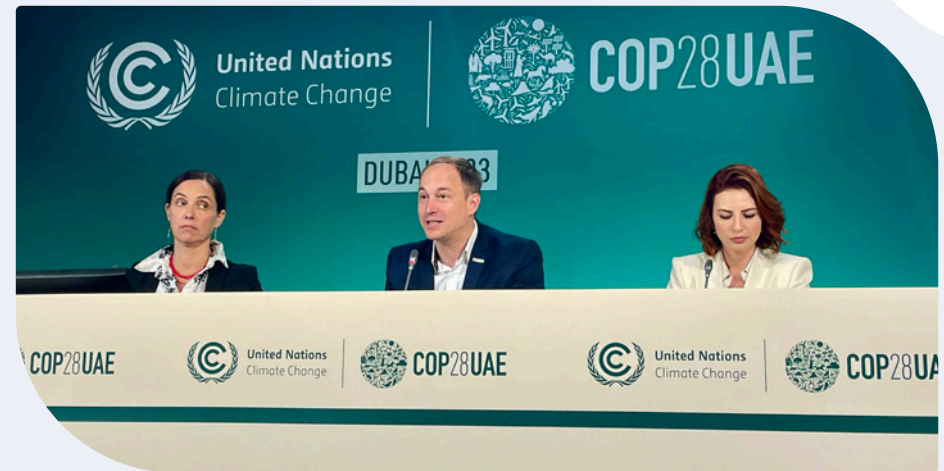
# OUR ADVOCACY WORK ON THE GLOBAL STAGE

After many years of hard work, ProVeg's UN team placed food-system transformation firmly on the agenda at COP, the UN's annual climate-change conference.

This hugely important achievement reflects our team's highly effective collaboration with the COP28 presidency and with youth activists worldwide, emphasising the vital need to transition from animal agriculture to alternative proteins.

Additionally, the team played a key role in influencing the culinary offerings at COP28. As a result of their lobbying, an extensive selection of plant-based dishes featured prominently in the event's catering, enticing delegates with their delicious flavours and their potential for positive global impact. Each dish was thoughtfully labelled with its environmental footprint, thus educating delegates and encouraging sustainable choices.

Beyond the COP event, our UN team engaged in lobbying and advocacy at numerous global events throughout the year, including the Bonn Climate Change Conference and the World Food Forum, tirelessly promoting this crucial agenda on the international stage.



We're delighted to collaborate with ProVeg in advocating for sustainable and just food systems, with a shared mission of reducing animal consumption globally. ProVeg is a leader in driving food systems transformation within the UN system, and we're pleased to join forces with them on this journey. We anticipate further collaborations between our organisations in our commitment to creating a better food system for people, animals, and the planet."

**AMELIA LINN,**  
*Director of Global Policy,*  
*Mercy for Animals*





# MOVEMENT BUILDING THROUGH EMPOWERMENT AND SUPPORT

We actively create global synergies by empowering and supporting mission-aligned non-profit organisations and alliances.

The ProVeg Grants programme further enhanced its support for non-profit organisations worldwide.

- **255 organisations** from **77 countries** received nearly **347 grants** in the past year, along with mentorship, networking opportunities, and support in six languages.
- Thanks to **our vast global network**, grantees were connected across a variety of intervention projects, including dietary guidelines, school programs, and more. We also connected in person with many existing and future grantees at Effective Altruism events in London, Berlin, Singapore, and Mexico, COP28 in Dubai, and AVA Summits in Los Angeles and Kuala Lumpur. These important face-to-face exchanges are vital to building relationships and helping us to tailor our programme to support them as effectively as possible.
- Since the launch of the programme in 2019, more than **950 grants** have been awarded to organisations in nearly **95 countries**.

We also welcomed two new ProVeg country offices in 2023: **ProVeg Nigeria** and **ProVeg Malaysia**.

“We were a former ProVeg grantee, and joining the ProVeg International network has been like igniting the booster rocket. We couldn’t be more thrilled to be part of such a globally oriented organisation. We will benefit from the wealth of knowledge and expertise of the entire global team, and look forward to creating more positive change in transforming the world’s food systems.”

**HAKEEM JIMO,**  
*ProVeg Nigeria Country Director*

“In today’s world, full of unprecedented challenges, ProVeg is playing a key role in an essential movement. We’re working to transform how the world eats, aiming for a sustainable future. In this effort, Malaysia is set to be a major player in Southeast Asia, setting an example and driving positive change for everyone.”

**FAISAL MANSOR,**  
*ProVeg Malaysia Country Director*

Many of our grantees have achieved significant milestones through the ProVeg Grants Program. The Asociación de Emprendedores Veganos de México successfully expanded the Vegan Business Summit, establishing it as Latin America’s leading event for the plant-based and alternative protein industries. Meanwhile, Every Animal, a ProVeg grantee based in Ukraine, persevered with their advocacy efforts and the provision of their plant-based cooking course, Vegan Express, despite the onset of war, thanks to ongoing support.





## FEATURED STORY

# KICKSTARTING FOR GOOD

Kickstarting for Good, a new ProVeg programme launched in August 2023, is already transforming the landscape for those tackling some of the world's most pressing issues. As the world's first incubator and accelerator aimed specifically at nonprofit organisations and impact initiatives focused on food-system transformation, Kickstarting for Good is a game changer.

The groundbreaking initiative invites selected impact-focused social entrepreneurs to an eight-week, expert-led program featuring an individually tailored curriculum, personal mentoring, and extensive networking opportunities, culminating in a funding-focused Demo Day.

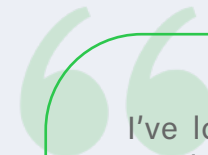
Our approach is holistic and hands-on. Kickstarting for Good seamlessly integrates incubation and acceleration with education and networking in order to maximise impact.

WATCH THE KICKSTARTING FOR GOOD INAUGURAL COHORT



Chosen from more than 300 applications and 170 ideas, Kickstarting for Good's inaugural cohort united participants from diverse backgrounds and countries, including the US, China, India, and the UK, to work on their impact initiatives at ProVeg offices in Berlin.

These visionary individuals worked hard to bring their impactful initiatives to life, including the creation and development of the Freedom Food Alliance and Open Paws (a project on animal-aligned AI), among others. The shortlisted participants held their first Pitch Day in Berlin, presenting their transformative ideas to a handpicked audience of potential backers and key stakeholders, thus setting the stage for meaningful change and innovation in the global food system. Building on the success of the pilot cohort, ProVeg will continue its movement-building efforts with Kickstarting for Good.



I've longed to be in a community of like-minded people working to create a more plant-based world, so being part of the Kickstarting for Good programme is a dream come true. I'm proud of how much we've achieved in just six weeks. It's been inspiring to learn from other experienced entrepreneurs in our cohort."

**YUXI XIA,**  
*Participant of  
Kickstarting for  
Good, Founder of  
Vegan Thesis*



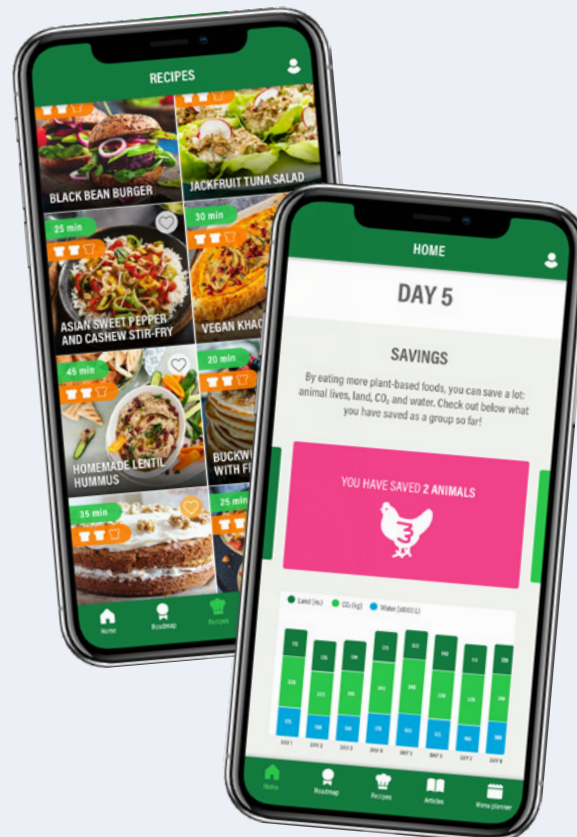


## PUBLIC ENGAGEMENT & MEDIA - LETTING THE WORLD KNOW

We inspire and support consumers in shifting towards a plant-based diet by providing compelling and reliable information to journalists around the world.

A key example of our engagement successes is the **Veggie Challenge**, an app that encourages people to eat a more plant-based diet for 30 days, through a customised experience that provides support and mentoring for both individuals and teams.

- **80,000 people signed up for the challenge in 2023** - nearly 600,000 people have signed up since its launch in 2019.
- The app has been **downloaded more than 130,000 times** since 2021, with **more than 50,000 downloads** in 2023.
- **95 businesses and organisations** have participated in Veggie Challenge Teams, including IKEA, Vivera, and several city councils in Europe.
- The Veggie Challenge uses several techniques that have been shown to be effective in **catalysing behaviour change** (Harris, 2020). This includes goal setting, social support, and self-monitoring, among others.



### AS A RESULT OF THE VEGGIE CHALLENGE:



**50,000**  
ANIMAL DEATHS  
WERE AVOIDED



THE EMISSION OF  
**950,000**  
KILOGRAMS OF CO<sub>2</sub>  
WAS AVOIDED



**550 million**  
LITRES OF WATER  
WERE SAVED



**1.2 million**  
SQUARE METRES OF  
LAND WERE SAVED





Every year, we reach more and more allies of the plant-based and alternative-protein sectors by **sharing our expertise** with the food industry and international organisations, thus helping to **shape the debate around food systems**.



Our ProVeg experts shared their research on shifting food trends with the global food industry across a range of platforms, including:

- More than **230 speaker engagements** at external events on four continents, reaching more than 32,000 professionals.
- 56 ProVeg-led events** hosted around the world, engaging with more than 50,000 food-industry professionals.

In response to our efforts, we received:

- Over **3,300 media mentions**, including in *Forbes Magazine*, *the Guardian*, the BBC, Associated Press, and the *Washington Post*.

We hosted the **Vegan Summer Fest**, a key event on the German plant-based calendar attracting over **65,000 visitors**, making it one of the biggest plant-based festivals in Europe.



ProVeg experts were invited as keynote speakers and thought leaders to key international events, including:

- The second **Plant Based Foods Summit**, supported by ProVeg, in New Delhi, India
- Internorga**, in Germany
- The Effective Altruism Global Conference**, in Rotterdam, the Netherlands, and Berlin, Germany
- VegMed**, in London, United Kingdom
- The European Vegan Summit**, which took place online.



## FEATURED STORY

# INSPIRING TEAMS TO EAT PLANT-BASED



Imagine a world in which we all encourage and inspire each other to adopt a healthier, more sustainable, and more environmentally conscious diet.

This is what the Veggie Challenge Teams is trying to accomplish – bringing together groups and teams from all sectors to help each other adopt a more plant-based diet.

Since its launch in 2022, we have helped 95 teams take the 30-day interactive challenge, providing them with daily recipes, plant-based tips, and personalised coaching. Groups from Ikea, the Dutch Ministry of Environment, and other large organisations have participated in the challenge, resulting in individuals supporting and encouraging each other to make healthier food choices.

For example, in 2023, Canisius Wilhelmina Ziekenhuis, a hospital in the Netherlands, took part in Veggie Challenge Teams, and achieved strong results, with 51% of participants who completed the challenge pledging to continue with a plant-based diet.

Participating in Veggie Challenge Teams also significantly amplifies individual impact. Team involvement not only boosts activity levels and habit tracking on the app but also enhances collective effectiveness. On average, the CO<sub>2</sub> emissions saved per user in Veggie Challenge Teams is a staggering 90% higher than those of individual participants.

Here are some of the companies and organisations that have participated in Veggie Challenge Teams:



Going vegan took some adjustment, but doing it together made it so much easier. The Veggie Challenge was a real wake up call for us by showing how much water and carbon emissions we could save as a team. It has motivated us to also make impact in other areas."

**NICOLE WILLEMSE,**  
*Team Officer,  
Dutch National  
Lottery*



# THANKS TO OUR DONORS: CLOSING LETTER FROM SEBASTIAN JOY

Dear partners and supporters,

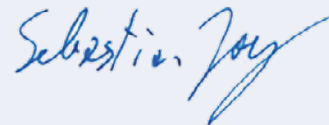
As I reflect on the remarkable strides Pro-Veg has made this past year, I am filled with a profound sense of gratitude for your unwavering support and belief in our shared vision. Your commitment has been instrumental in transforming our mission – to **replace 50% of animal products with plant-based and cultivated alternatives by the year 2040** – into an impactful reality.

It is unquestionably true that despite all of our hard work, our achievements this year – and every year – have only been made possible thanks to you and your inspiring support. Your generosity, whether as a long-standing supporter or a new contributor in the past year, is the lifeblood of our initiatives. Your contributions have not only sustained our longstanding programmes aimed at systemic and individual change, but have also fuelled the launch of bold and innovative new projects. These initiatives have already begun to unlock new possibilities, a testament to the power of collaborative effort.

The coming year looks set to be our most important yet, as we expand to Brazil and India, build more collaborations with plant-based and alternative-protein partners, and raise our voices, together with influencers, governments, and food producers.

Whether it's engaging with EU politicians around the 2024 EU elections, putting food-systems change and sustainable food systems on the agenda at COP29, persuading retailers across Europe to offer more and better plant based options, increasing the number of veg options in school lunches, or continuing to support startup and youth-led food innovation, we look forward to achieving even more significant change globally in 2024.

With deepest appreciation,



**SEBASTIAN JOY**  
*Proveg Founding President*



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# 5 REASONS TO BE PROVEG



**PRO  
HEALTH**



**PRO  
ANIMALS**



**PRO  
ENVIRONMENT**



**PRO  
JUSTICE**



**PRO  
TASTE**