

# 2020 ANNUAL REVIEW

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Change the  
world with  
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## INTRODUCTION

Dear Friend,

Like so many of you, ProVeg International had big aspirations for 2020.

The year started with ProVeg gaining official observer status at the UN Framework Convention on Climate Change and gaining accreditation to the UN Environment Assembly. We had nearly completed finalising preparations for VegMed, Europe's largest medical conference on plant-based nutrition, and for the New Food Conference, which brings together food industry leaders from across the globe. However, the emergence of COVID-19 changed all of that.

After seeing the devastating consequences of a global pandemic, we knew it was time for ProVeg to do our part to get decision-makers and business leaders to take action.

In response, ProVeg put together a small but highly specialised and committed team to produce an independently verified report demonstrating the link between global pandemics and our broken food system, and putting this conversation on the global stage. Because of your generous support, we are now producing the second food and pandemics report, which will focus on solutions, and which will be launched later this year.

We can't forget, especially now, why switching to a more plant-based diet is crucial for the safety of our planet and all who live on it.

At the same time, despite the challenges and setbacks, we adapted our groundbreaking work in the plant-based sector to the virtual world. The effort we have put into building the infrastructure to work more extensively online has provided us with an incredible opportunity to engage with a broader and more global audience. This will continue to be crucial in supporting the innovation and progress of plant-based and cultured meat, dairy, and egg production across the world.

The progress doesn't stop here. There is still a great deal of room for positive change. We will continue to push for the growth of the plant-based sector at national and international levels and we will support even more businesses that are building a sustainable and just future.

Thank you for standing with us in this vital mission. We've got so much in store for 2021. **If there's anything the past year has showed us, it's that together we can create real change – even in the face of uncertainty – and build a future that is truly pro veg.**

Supporters like you drive ProVeg's mission. Without you we couldn't have done all this great work that truly is changing the world for the better. Thank you!

Kind regards,



A handwritten signature in blue ink that reads "Sebastian Joy".

Sebastian Joy  
Founder and President of ProVeg International

## 2020 IN NUMBERS: THANKS TO YOU



### We stopped the Veggie Burger Ban

proposed by the European Parliament! Our petition was signed by over **276,000 people**.



### ProVeg's European Consumer Survey

was downloaded nearly **2,000 times**, empowering food-industry professionals with data on plant-forward choices.



### ProVeg's Food & Pandemics Report

'Part 1: Making the Connection' was launched in English, Polish, and Spanish and was downloaded more than **3,000 times**.



We launched the **€9 million+ EU-funded Smart Protein project**.



We organised **53 educational webinars**, reaching over **3,000 viewers**, including key stakeholders from both the public and private sectors.



We distributed **219 grants** to **62 countries** through our ProVeg Grants Programme.



**162,500 people** signed up for the Veggie Challenge and **15,000 people** downloaded the Veggie Challenge app.



We received **1,650 media mentions**, including *Bloomberg*, *The Guardian*, *El Pais*, *Forbes*, *The New York Times*, *The Telegraph*, *The Financial Times*, and *Rzeczpospolita* (Poland's biggest daily newspaper).



Our average employee turnover rate per quarter was **2%**. We also managed to avoid redundancies during challenging times, **ensuring job security for our valued staff during this extraordinary time**.

## PROVEG AT A GLANCE

ProVeg is an international food awareness organisation working to transform the global food system by replacing animal-based products with plant-based and cultured alternatives.

ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help the world transition to a society and economy that is less reliant on animal agriculture and more sustainable for humans, animals, and the planet.

ProVeg has permanent observer status with UNFCCC, is accredited for UNEA, and has received the United Nations' Momentum for Change Award.

### OUR VISION

A world where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet.

### OUR MISSION

Reducing the global consumption of animal-based products by 50% by the year 2040.

### DIVERSITY, EQUITY, AND INCLUSION

ProVeg is present in eight countries, across four continents, with 135 staff members from around 20 countries. ProVeg is committed to fostering diversity among its staff members and supporters by recognising, accepting, respecting, and supporting individual differences – including race, gender, sexual orientation, age, ethnicity, nationality, physical and mental abilities, cognitive makeup, religious beliefs, political beliefs, and anything else of relevance.

ProVeg implements measures and policies to support attitudes and actions that help to achieve equitable treatment and opportunities for all its staff members. Finally, ProVeg strives to cultivate a diverse and inclusive working environment in order to make our organisation accessible and relevant to all.





# OUR GUIDING PRINCIPLES

**Maximising our long-term impact:** we strive to maximise our long-term impact in order to achieve our mission of reducing the global consumption of animal-based products by 50% by 2040 (50by40). Our work is informed by the principles of effective altruism – using limited resources to do the most good.



**Influencing the influencers:** we focus on institutional change across key sectors of society. To this end, we target the most impactful multipliers, thought-leaders, and innovators in three main areas: the food industry, the media, and our communities. These multipliers have a huge influence, not only on their own sector but also on society as a whole, acting as levers to pull everyone in a more plant-based direction.



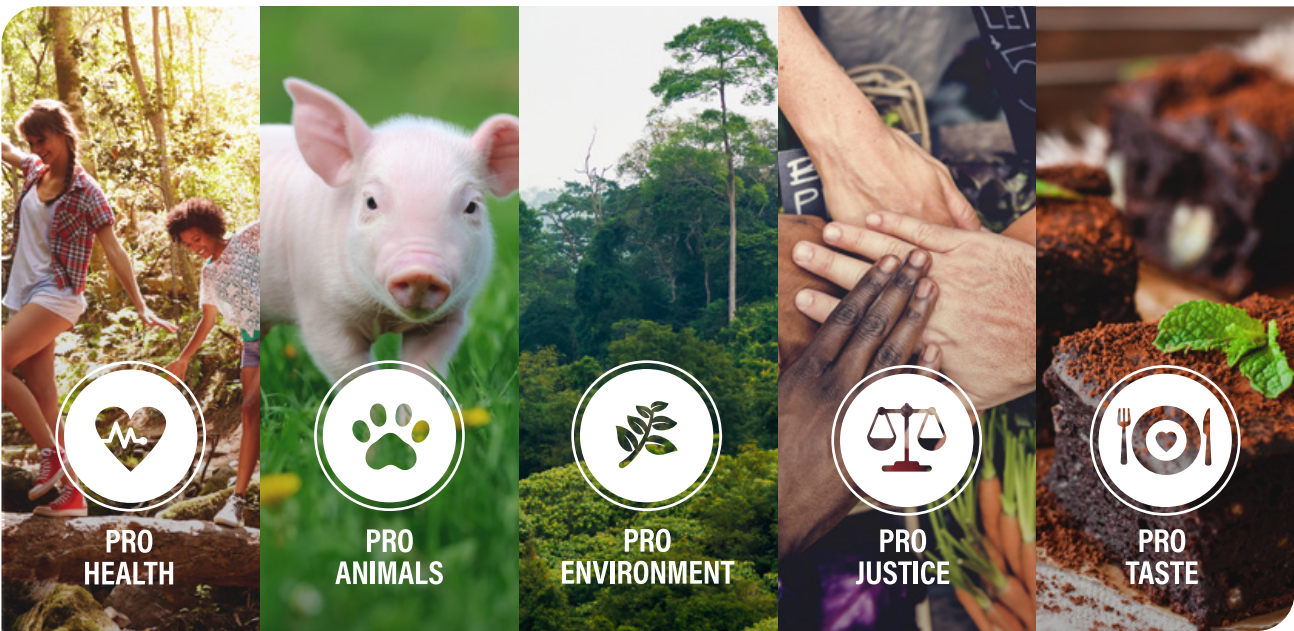
**Positive and incentivising:** we motivate and incentivise individuals and institutions to become more plant-based through positive messaging focused on the benefits of plant-based diets.



**Diverse solutions:** we support plant-based, cultured, and other alternatives to conventional animal-based products. We also support manufacturers of such products, independent of their size or the sector they operate in. We consider all actors and stakeholders to be critical parts of the solution.



**All motivations:** we acknowledge that there are different reasons for people changing their eating habits. We value each of them equally: health, animals, the environment, justice, or taste (which we summarise as 'the 5 PROs').



# PROVEG'S ACTION AREAS

**Advancing plant-based & cultured-food Innovation:** we support and connect global partners and startups in order to advance plant-based and cultured-food innovations.



**Institutional & corporate engagement:** we influence and support businesses, decision-makers, and institutions in developing, providing, and promoting healthy, compassionate, and sustainable plant-based options.



**Policy & advocacy:** we work with governmental and intergovernmental agencies, NGOs, and academia to create plant-forward policies.



**Movement-building:** we build strong, collaborative networks through empowering and supporting other NGOs, alliances, advocacy groups, and communities.



**Public education & media:** we reach people where they are, providing inspiration and support to reduce and eliminate animal products from their diets.



Looking back on 2020, I am proud of the team's achievements, especially given the challenging circumstances. ProVeg staff in all countries knuckled down to continue the urgent task of transforming the food system for better, more sustainable, and more animal-friendly food choices. Of course, this transformation doesn't just involve consumers but also businesses, policy makers, scientists, and numerous other actors – and a big part of what we do involves engaging with all of these different stakeholders. It's wonderful to see the plant-based sector explode and to witness an increasing number of consumers changing their eating habits for the better. Without your support, we couldn't have done it. Thank you.

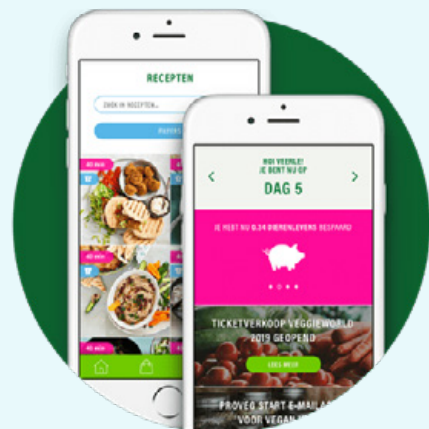
**JASMIJN DE BOO,**  
*Vice president, ProVeg International*

## 2020 HIGHLIGHTS MADE POSSIBLE BY YOU

- Q1** ▪ The four-year-long EU-funded **Smart Protein project** was launched, with over 30 consortium partners, across 21 countries (page 11).



- Nearly 80,000 people signed up for the Veggie Challenge during the **#VeggieChallenge 2020 campaign** months (page 18).



- We gained accreditation to the **United Nations Environmental Assembly** in order to push for more sustainable and resilient plant-rich diets (page 16).

- Q2** ▪ In collaboration with the Shanghai Society of Food Science, we launched the **Food Innovation Contest** in Shanghai (page 10).



- The **ProVeg Grants Programme Accelerators** were launched, equipping other organisations around the world with training in organisational management and effective plant-based advocacy strategies (page 18).
- The **European Consumer Survey Report** was launched, identifying priorities for product improvement and development, based on consumers' experiences of purchasing and consuming plant-based products (page 14).
- We hosted a **VegMed webinar series**, held over three days, with over 2,000 delegates attending (page 14).
- With our support, Lidl, one of the world's largest retail chains, launched **Die vegane Grillwerkstatt** (The Vegan BBQ workshop) campaign in Germany. Lidl also introduced new plant-based products in stores across the country (page 12).

- Q3** ▪ We launched the **Food & Pandemics Report Part 1: Making the Connection**, highlighting the connection between global animal-based food systems and pandemics, and distributed it to key stakeholders and decision-makers (page 15).



- We launched our **CellAg educational resource page**, aiming to raise social awareness and increase acceptance of cultured foods, both in broader society and among decision-makers (page 11).
- We celebrated **World Plant Milk Day** in South Africa and Poland.
- We hosted the **New Food Conference webinar series**, to spread the message about the latest advancements in the plant-based and cultured-food sectors (page 11).
- We launched **Powered by Plants**, a plant-based menu-line pilot project with food-service provider **Eurest**

- Q4** ▪ In collaboration with **Knorr**, we launched a nationwide education programme for primary schools in Poland, **PrzyGOTUJMY LEPSZY ŚWIAT (Let's cook a better world)** (page 13).

- We campaigned and stopped the proposed **'Veggie Burger Ban'** in Europe (page 16).



- The **ProVeg Incubator** launched its fifth cohort, working with six new startups from around the world (page 10).



- The **Veggie Challenge** made its TV debut, appearing in Vivera commercials in the UK, Germany, and the Netherlands.



## SOUTH AFRICA HIGHLIGHTS

Despite the global pandemic creating a challenging year for us, 2020 was a very successful year for ProVeg South Africa. In the first quarter, before lockdowns commenced, we hired a new Community Coordinator, Carolin Kohlstock, who helped to run two highly successful sampling campaigns, including at the **University of Cape Town's** Orientation Week, where we partnered with **Vegilicious** (a plant-based student society) to hand out 4,000 plant-based chicken nuggets. We also had a stand at the **Cape Town Cycle Tour Expo** (the biggest sporting expo in Africa), where we handed out more than 15,000 samples of plant-based alternatives, including plant-based meatballs, deli slices, and cheese. These sampling activities led to nearly 20,000 conversations about the benefits of plant-based diets and meat reduction.



In March we hosted a promotional month to launch the ProVeg Veggie Challenge in South Africa. We managed to host a successful launch event, as well as a few small events in Cape Town and Durban, before having to cancel the majority of our planned events due to the pandemic. In 2020, over 40,000 South Africans signed up to do the Veggie Challenge.

We adapted to the new COVID-19 regulations by hosting six online cooking demos, and three live webinars: **Staying Healthy in Stressful Times**, **Plant-based Diets for Athletes**, **Plant-based Diets for Pregnancy** and **Raising Kids**, and **Effective Vegan Advocacy**. In total, more than 500 people watched at least one of our full webinars.



We also had several speaker slots at significant industry events that were moved online, including Food & Hospitality Next Africa, where we chaired a panel on the future of plant-based alternatives, and The Green Building Convention, one of South Africa's largest environmental conferences.

In the middle of South Africa's hard lockdown, we hired a new Programmes Coordinator, Dr. Nanine Wyma. Nanine led two highly successful campaigns in the second half of 2020: **Veganuary**, and **World Plant Milk Day**. These awareness campaigns were not only successful in terms of reach and awareness building but were also instrumental in establishing new corporate partnerships and strengthening existing relationships. These partnerships help us to amplify our message and to make it easier for more South Africans to adopt a more plant-based diet.

We are also very proud to have collaborated with partners such as **Food Lover's Market**, **Vida e Caffè**, **The Fry Family Food Co**, **Infinite Foods** (the South African agents for Beyond Meat & Oatly), **Knorr South Africa**, **Gudness Deli Slices**, and many others.

Through our campaigns and public-relations efforts, we were able to significantly increase our reach and followers. ProVeg South Africa featured in the media more than 75 times, including several national TV and radio interviews. As a result of working with online influencers and providing high quality content online, we managed to almost double our Instagram following, and thanks to the successful Veggie Challenge campaign, over 30,000 South Africans now receive our monthly emails.

Finally, special thanks to all of our volunteers and ambassadors who helped to make 2020 such a successful year.



Picture by Elena Veselova, Shutterstock



## ADVANCING PLANT-BASED & CULTURED-FOOD INNOVATION

### YOUR HELP SUPPORTS THE DEVELOPMENT OF PLANT-BASED INNOVATION

**ProVeg Asia** launched the first-ever **Plant-Based Innovation Contest** in partnership with the **Shanghai Society of Food Science**. The contest accelerated the innovation of sustainable and healthy plant-based food in the region by facilitating collaboration between young talent and leading food-and-beverage companies. The contest was supported by 10 companies, including **Bright Dairy, New Hope Liuhe, Lee Kum Kee, Danone, Ferrero, Beyond Meat,** and **Oatly**. More than **250 students** from **20 universities** in Shanghai participated. The winners, who developed proposals for plant-based meat snacks, coconut-based yoghurts, plant-based burger flavours, nut-based meal replacers, and social advocacy, now have the opportunity to further develop their products.



The **ProVeg Incubator** worked with some very exciting and promising startups from 10 different countries. Over the course of the year, the Incubator supported 16 startups from a variety of product categories, including plant-based meat and fish, plant-based dairy, fermentation, cellular agriculture, convenience, and plant-based snacks. Of those, through a donor-advised fund, ProVeg invested €127,000 in the Swedish alternative-seafood startup **Hooked**, another €120,000 in **Remilk**, an Israeli company developing alternative dairy products, and €180,000 in the German venture **Zveetz**, which makes plant-based sweets.

Since the ProVeg Incubator began, the programme has supported more than  
**45 startups**



And raised more than  
**€30M in funding**

Between them, these Incubator alumni sell over 100 different products in more than 15,000 point-of-sale locations.

Register for the Incubator newsletter here



The ProVeg Incubator is the world's best-connected incubator in the plant-based industry today. The largest gains that I received were introductions to mentors who truly care about the success of my business and investors who want to support my mission.

**CHRISTOPHER KONG,**  
Co-founder & CEO, Better Nature

### YOU ARE SUPPORTING THE NEXT GENERATION OF SMART PROTEIN FOOD

The four-year-long **Smart Protein project** kicked off, as planned, on 1 January 2020. ProVeg International is one of 33 partners from industry, research, and academia, across 21 different countries, collaborating on the project, which is led by the **School of Food and Nutritional Sciences** at **University College Cork** in Ireland. This €9 million+ EU-funded project seeks to develop a new generation of foods that are cost-effective, resource-efficient, delicious, and nutritious. Alternative protein sources such as legumes and byproducts from beer and pasta production are used to generate ingredients as well as plant-based meat, seafood, dairy products, and baked goods.

Register for the Smart Protein newsletter here



### YOU ARE RAISING PUBLIC AWARENESS AROUND CULTURED AND PLANT-BASED FOOD

2020 was marked by many advances in **Cellular Agriculture**, partially driven by COVID-19 and increased public awareness of the urgent need for a change to our food systems. ProVeg International is dedicated to paving the way for a fair reception of cellular-agriculture foods, both in broader society and among decision-makers and thought leaders. We rebranded our **CellAg project**, which includes an informative online bank of resources available to read online or download, which has been viewed over 7,500 times. In addition, we collaborated on the first [Franco-German study on cultured-meat acceptance](#), which revealed promising results, and organised a [webinar](#) that has been viewed more than 650 times, bringing together leading figures such as Prof. Mark Post from **Mosa Meat**, Hélène Miller from **Aleph Farms**, and David Brandes from **Peace of Meat** to talk about the role of cultured protein in the context of resilient food strategies.

Due to the limitations placed on in-person events in 2020, ProVeg International adapted the **New Food Conference** into a webinar series. In the course of five free episodes, attended by around **400 people**, speakers discussed a broad cross-section of topics that were initially going to be covered in the 2020 conference programme. Experts from business, science, and startup backgrounds embraced our invitation to share their experiences. The webinar series included topics such as developments in the flourishing startup scene, [the role of functional ingredients](#) in meeting and advancing [consumer demand](#) in the plant-based sector, and the [progress of cellular agriculture](#), as well as a look at the plant-based market in India. To round the series off, we hosted a fireside-chat with **VBites**-founder Heather Mills, who shared valuable advice from her 20 years of experience as a successful entrepreneur in the sector, giving some profound insight into plant-based supply chains and the obstacles that arise when taking a product to market.



## INSTITUTIONAL & CORPORATE ENGAGEMENT

In 2020, ProVeg International further strengthened its role as the 'go-to organisation' in the international plant-based space, particularly in the area of institutional and corporate engagement. We have continued existing corporate partnerships as well as building new ones through our ProVeg country offices.

### THANKS TO YOU, WE'RE WORKING WITH THE PRIVATE SECTOR TO PROVIDE MORE ATTRACTIVE ANIMAL-FREE OPTIONS AND FEWER ANIMAL-BASED PRODUCTS

Our **Food Industry & Retail team** have worked with three of the biggest international retailers, including **Lidl**, one of the biggest players in Germany, as well as their suppliers, including leading manufacturers such as **Rügenwalder Mühle** and **Simply V**, and ingredient suppliers such as **Döhler**.

Additionally, we collaborated with **Lidl** on several events and campaigns. In June, ProVeg co-branded a social-media campaign with Lidl entitled '**Die vegane Grill Werkstatt**' (the vegan barbeque workshop), which explored the topic of plant-based barbeques on Facebook and Instagram. It was a huge success, with very high levels of community engagement. The campaign resulted in the launch of numerous plant-based products such as the **Next Level** vegan-BBQ sausage and **Mondarella**, a plant-based Mozzarella. Later in the year, we contributed to **Lidl's 'Vegan Wednesday' campaign on Instagram**, while ProVeg's Dirk Liebenberg participated in **Lidl's Veganes Dinner**, an online live show.



**ProVeg Netherlands** had a very successful collaboration with baked-goods company **Donny Craves**, who we assisted with ingredient replacements, resulting in a vegan cookie product range that is now available at more than **80 branches** of **Albert Heijn**, the leading Dutch retailer. Another partnership started in December 2020 with **Vivera**, a Dutch producer of conventional and organic meat alternatives that is providing support to the Veggie Challenge in 2021.

**ProVeg Spain** was able to strengthen ties with **Upfield** – a consumer-goods company that owns multiple brands of margarine and other food spreads – as well as **Heura**, a Spanish meat-alternative producer.

**ProVeg Asia** engaged in multiple partnerships, including multinational FMCG companies and national and international food producers and manufacturers, in order to raise awareness of the Plant-Based Innovation Contest, conduct speaker engagements, and promote plant-based innovation.

**ProVeg Poland** partnered with several important food industry players, including **Unilever/Knorr**, **Lidl**, and **Coca-Cola's Adez**. We further cooperated with **Frisco**, a Polish online supermarket, **OSM Łowicz**, a Polish dairy cooperative and **Coffeedesk**, a leading distributor of coffee- and tea-related products in Poland.

**ProVeg South Africa** took part in some important collaborations with corporate partners, including **Food Lover's Market**, a national supermarket chain, **Vida e Caffè**, a specialty coffee retailer, **Fry's, Infinite Foods** (the South African agents for **Beyond Meat** and **Oatly**), and **Knorr South Africa**. In addition, we worked with **Feinschmecker Deli Meats**, a market leader in specialty deli meats, to launch **Gudness Deli Slices**, the country's first ready-to-eat plant-based deli sandwich slices.

### YOU HELPED US WORK WITH THE PUBLIC SECTOR TO PROVIDE MORE ATTRACTIVE ANIMAL-FREE OPTIONS AND FEWER ANIMAL-BASED PRODUCTS

In company canteens, people want delicious meals that provide sufficient energy and nutrients for a healthy body and a productive working day. To meet this need, in 2020, **ProVeg Germany** trained **50 canteen chefs** and, together with catering company **Eurest** (one of the world's largest contract catering companies), created a plant-based menu line for German canteens – named '**Powered by Plants**'. The menu line was piloted in September in a company canteen that provides catering for **10,000 people**. Eurest is currently rolling out the menu line in additional canteens. By the time the programme is complete, the Powered by Plants menu will be on offer to 150,000 canteen guests. Thanks to its very successful launch, the partnership between ProVeg Germany and **Eurest** has been extended until 2022.

**ProVeg Germany** also collaborated with some of the world's largest contract caterers, including the **Compass Group**, **Sodexo**, and **Transgourmet**, a leading supplier to the catering industry. Other collaborations include business catering for **E.ON** and the **DSW** (German Student Services).

**ProVeg UK's School Plates Programme** delivered some very strong results, despite challenging circumstances. The team initiated relationships with **four new local authorities**, and started working on menu changes across **347 schools**, which educate more than **105,000 children in total**. Through the addition of new meat-free days and a range of menu-consultancy services, we have helped school food become healthier, more sustainable, and more affordable, with less reliance on animal-based products and a greater focus on plant-based foods.

**ProVeg Poland** became a major partner of the **Unilever** brand **Knorr's** nationwide corporate social responsibility activities, with the launch of **PrzyGOTUJMY LEPSZY ŚWIAT** (**Let's cook a better world**). The campaign is aimed at primary-school children, with a focus on teaching them about the environmental impact of food production. During the six-month-long programme, over **40,000 children across Poland** will be educated on the importance of replacing animal-based products with plant-based alternatives and given information about how these meals can be easily made at home.





## THANKS TO YOU, WE PROVIDE THE SEAL OF CONFIDENCE FOR PLANT-BASED PRODUCTS

In 2020, **V-Label Germany** made great progress in expanding the V-Label footprint. Innovative products were licensed, including plant-based tuna, a cordon bleu dish, and even sneakers. In addition to food, cosmetics and non-food items are becoming more and more important – even printed products such as books, flyers, and stickers can now carry the vegan V-Label. Additionally, quality-management processes have been standardised and improved, with numerous inspections carried out in participating companies. An increasingly important topic in 2020 was international collaboration with other V-Label countries, which was reinforced and expanded through an International V-Label conference.

## YOUR HELP REVEALED THE ENORMOUS POTENTIAL OF THE PLANT-BASED SECTOR AND RESEARCHED AREAS WHERE PRODUCT DEVELOPMENT AND IMPROVEMENT IS NEEDED

**ProVeg International** surveyed **several thousand consumers across nine European countries** in order to identify priorities for product improvement and development, based on consumers' experiences of purchasing and consuming plant-based products, and launched our first ever **European Consumer Survey on Plant-Based Foods**. By the end of 2020, the report had been downloaded almost **2,000 times**, including by some of the biggest food manufacturers and retailers in the world.



The survey has revealed enormous potential for developing and launching new plant-based products in multiple food categories, with clear growth opportunities.

**DR KAI-BRIT BECHTOLD,**  
*Senior Consumer Research Scientist at ProVeg*

## BECAUSE OF YOU, WE HIGHLIGHTED THE LINK BETWEEN NUTRITION, PANDEMICS, AND PLANETARY HEALTH

**ProVeg International**, along with the VegMed consortium partners, reconstituted **VegMed** in 2020 as a 3-day online webinar series, in response to the coronavirus crisis. We were joined by experts in the field of plant-based health, including Dr Walter Willet and Dr Michael Greger in order to highlight the link between **food, pandemics, and planetary health** – and an understanding that human health and the health of our planet are interdependent. The webinars reached over **2,000 attendees** from the scientific and medical communities worldwide.

**ProVeg International** launched the **Food & Pandemics Report, Part 1: Making the Connection**. The groundbreaking report highlights the connection between our global animal-based food systems and pandemics such as COVID-19. The purpose of this report was to examine the link and explain the danger that is constituted by animal agriculture. In 2020, the Food & Pandemics Report was downloaded **3,046 times**, in English, Polish, and Spanish.

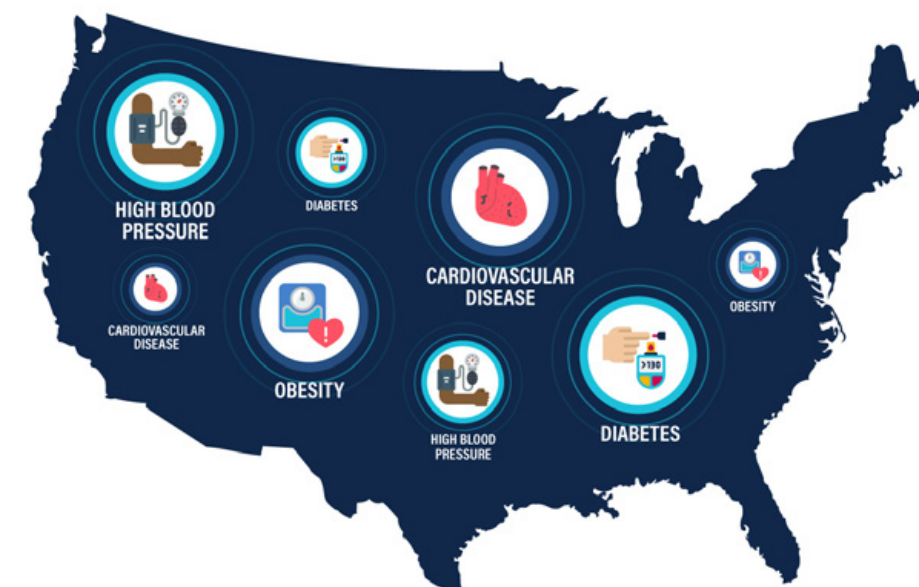


The ProVeg *Food & Pandemics Report* clearly demonstrates the connection between industrial animal production and the increased risk of pandemics. Never before have so many opportunities existed for pathogens to jump from wild and domestic animals to people.

**DR MUSONDA MUMBA,**  
*Chief of the Terrestrial Ecosystems Unit of the United Nations Environmental Programme (UNEP)*

## WITH YOUR SUPPORT, WE'RE EVALUATING DIETARY GUIDELINES IN MORE THAN 80 COUNTRIES

In partnership with **NutritionFacts.org**, and the **Physicians Association for Nutrition**, **ProVeg International** launched the first part of the upcoming **Dietary Guidelines Campaign**, supported by a coalition of organisations with a mission to reform national dietary guidelines in order to reflect the most recent evidence regarding limiting animal-based consumption and to encourage plant-based eating. Dr Michael Greger is featured in a video explaining the campaign and talking about why changing the guidelines is so important.





## POLICY & ADVOCACY

### YOU CALLED ON THE EUROPEAN UNION TO ENABLE CONSUMERS TO MAKE THEIR OWN DECISIONS ABOUT THE FOODS THEY EAT

In 2020, **ProVeg International** co-founded the **European Alliance for Plant-Based Foods (EAPF)**, alongside other NGOs (including the **Good Food Institute Europe** and **World Animal Protection**), as well as the private sector (including **Upfield, Oatly, Nestlé** and **Beyond Meat**) and the scientific community (the **European Medical Association**), with a joint mission to place plant-based foods at the heart of the transition towards more sustainable and healthy food systems. The **EAPF** calls on the EU to enable consumers to make well-informed and conscious choices about their diets and the foods they eat, which requires a level playing field for plant-based foods in order to access the EU market.



In October 2020, **ProVeg International** took on the **EU Veggie Burger Ban**. The proposal, which would have prohibited plant-based products from using labels such as 'burger' and 'sausage', was struck down after Members of the European Parliament voted against it. Ahead of the vote, we organised an online petition which received over **275,000 signatures**, supported the **EAPF** along with two open letters signed by over **30 other organisations**, and received worldwide media attention.

### YOUR SUPPORT AMPLIFIED OUR VOICE ON THE GLOBAL STAGE



In early 2020, **ProVeg International** gained accreditation to the **United Nations Environment Assembly** organised by the **United Nations Environmental Programme (UNEP)**. In Spring, we leveraged that status to push further for more sustainable and resilient plant-rich diets by sending an open letter – signed by **29 other observer organisations** – expressing support for **UNEP's** work. The letter also supported a UN agenda focussed on shifting the global food system to become more sustainable and environmentally-friendly. The letter caught the attention

of Inger Andersen, the Executive Director of **UNEP**, who sent us a response, and asked the Sustainable Food System team of the **One Planet Network** to work with us.

**ProVeg Poland** wrote an article for the **Climate Leadership Program of the UNEP/GRID-Warsaw Center Report**, entitled 'Changes in diet – for businesses and for the planet.' The aim of the report is to summarise information on global climate-protection trends and changes in business models in order to help achieve the objective of climate neutrality. The article includes suggestions to include diet-change choices as a crucial mechanism in tackling climate change.

**ProVeg International** was accepted as a member of the **UN Environment Programme's Climate Technology Centre and Network (CTCN)**. This marks another important partnership between ProVeg International and the **United Nations** and represents a significant way in which we can contribute to the global conversation on climate change, environment, and food production. The **CTCN** has a strong focus on actors from the Global South, promoting the acceleration, diversification, scaling-up, and transfer of environmentally sound technologies for climate-change mitigation and adaptation in developing countries, in line with the UN's sustainable development priorities.



**ProVeg US** testified before the **Maryland House of Delegates** in support of legislation that would set a goal to reduce GHG emissions from Maryland's food purchases by 25%, by reducing food waste and state purchases of meat. This campaign was organised in coordination with **Friends of the Earth** and, if successful, will be the first bill of its kind to pass in the United States.



Picture by Atstock Productions, Shutterstock



# MOVEMENT-BUILDING

YOU HELP US SUPPORT ORGANISATIONS AND INDIVIDUALS CONDUCTING PLANT-BASED ADVOCACY AND INSTITUTIONAL MEAT REDUCTION



In 2020, the **ProVeg Grants Programme** distributed **219 grants** to **62 countries**, focusing on campaigns that reduce meat consumption and build acceptance of plant-based eating across the world.



The Grants Programme also launched its unique accelerator programme, **equipping over 200 emerging leaders from 52 countries** with skills to build strong campaigns and manage professional organisations.

To date, the ProVeg Grants Programme has sparked campaigns that **reached nearly 18.2 million members of the public and 12,000 institutions.**



The ProVeg Grant has enabled us to expand from a community to a business non-profit organisation, working with local plant-based groups and international companies looking to enter the Singapore market. This has been instrumental in providing a platform for these companies and positioning plant-based as mainstream.

**CATH JACOBS,**  
*Centre for a Responsible Future - Singapore*



What makes ProVeg special is their unique, community-building approach to funding: when you become a grantee, you're immediately welcomed into a supportive community of organisations working together to help one another in our combined effort to end animal suffering.

**CASEY RIORDAN,**  
*Faunalytics, China effective advocacy research*

## YOU HELP PEOPLE EAT MORE PLANT-BASED PRODUCTS

In February and March, we launched the **#VeggieChallenge 2020 Campaign** in **English, Dutch, German, and Spanish**, with participants from around the world pledging to take the free 30-day challenge to try vegetarian or vegan diets or simply reduce their consumption of animal-based products. With the support of 103 online influencers, we reached a total of 78,805 new participants.

IN TOTAL, THE 78,805 CAMPAIGN PARTICIPANTS SAVED AN ESTIMATED



**56,402 animal lives**



**1.3 million kilograms of CO<sub>2</sub> eq emissions**



**715 million litres of water**



**1.8 million square metres of land**

**94% of survey respondents indicated that they are likely to continue their new eating habits once the challenge came to an end.**

In addition, we launched the **Veggie Challenge app** in **English** and **Dutch**. In order to make the challenge even easier, the app provides over 100 recipes, a weekly menu planner, and a shopping assistant. With over 15,000 downloads in 2020, we are now planning to launch the app in more languages in 2021, with additional features also in development.

## TAKE PART IN THE VEGGIE CHALLENGE HERE





## PUBLIC EDUCATION & MEDIA

Globally, **ProVeg International** was responsible for, or featured in, **1,650 pieces of media** coverage across online, print, TV, and radio in 2020.

Our biggest success related to our work on the **Veggie Burger Ban**, which resulted in over 200 pieces internationally. We secured high-profile coverage in international US-based media such as the *New York Times* (twice), *Bloomberg*, and *Forbes*, as well as targeted EU-focused media such as Euronews TV and Politico.

**The Guardian**

**The New York Times**

**Forbes**

We received national newspaper coverage in Spain in *El Pais*, *La Vanguardia*, and *El Economista*, and in the UK in *the Guardian*, *the Telegraph*, *the Independent*, *the Daily Mail*, *the Sun*, and *the Financial Times*, as well as the BBC (online and radio). We also gained coverage on national broadcasts, with ProSieben and NTV interviewing us on German TV, and NOS in the Netherlands covering the story. Other coverage stretched beyond ProVeg countries, with pieces appearing in France, Greece, Romania, Korea, India, and Canada.

Other media highlights included our work to promote a **sustainability charge** on meat in order to reflect its environmental costs in its pricing. This received coverage in six national newspapers, including *the Guardian*, *ABC* in Spain, and *Rzeczpospolita* in Poland, where the story became major news, with even the Polish Prime Minister making a public statement.

Our **Food & Pandemics Report** also garnered coverage, especially in South Africa, where the *Sunday Times* and *the Citizen* featured our report, and in the Netherlands with the *Metro*.

We are fast becoming the **'go-to organisation' for commentary on plant-based news**. In South Africa, we were interviewed live on national TV news broadcaster ENCA in order to discuss the growth of plant-based eating in the country – a first for the South Africa team. And we strengthened that position in Germany, with over 400 pieces of coverage during the year.

### YOUR SUPPORT HELPS US TO CELEBRATE AND SPREAD AWARENESS OF PLANT-BASED AND CULTURED-FOOD INNOVATIONS

**ProVeg Asia** hosted **'The Future of Food: China Meets Germany'** in Shanghai. Organised in partnership with the German Chamber of Commerce in China and the Federal Republic of Germany, the event was aimed at connecting China's plant-based sector with that of the West. It was part of the **More Than a Market Forum**, an annual event that aims to support and inspire social and environmental engagement by German companies in China.

**ProVeg Netherlands** hosted a very successful **VeggieWorld Utrecht**, before restrictions were introduced to large public gatherings. With over 9,000 visitors, the programme was packed with

national and international influencers, chefs, athletes, and experts celebrating plant-based living. The **#VeggieChallenge 2020 Campaign** was also officially launched by a selection of Dutch influencers, including Patrik Baboumian. Finally, the event launched ProVeg Netherlands' first ever **Vegan Cheese Awards**, with **Petit Veganne** winning the jury prize and the blue-veined cheese in grape leaves from **Max&Bien** selected as the public's favourite.

With COVID-19 limiting in-person gatherings for most of the year, we readjusted and hosted online webinars in order to continue to educate the public and business sector about plant-based diets and cellular agriculture.



**ProVeg Incubator** launched two webinar series in 2020, **'Stand up for Startups'**, which shared key insights and knowledge from previous members of our incubator cohort, and the **'Future Food Series'**, with each webinar in the series exploring different foods and looking at what the future holds in terms of advancing technologies and innovative products.

We also held two webinars around the launch of our **European Consumer Survey on Plant-Based Foods**, one in collaboration with **GFI Europe**. Reaching an audience of almost 400 viewers, we shared our findings around the enormous potential for developing and launching new plant-based products in multiple food categories and outlined areas with clear growth opportunities.

Following the launch of our **Food & Pandemics Report**, we co-organised a [webinar](#) with the **Buddhist Tzu Chi Foundation**, the **Sustainability Health Education (SHE) Foundation**, **Loyola Marymount University**, the **Climate Technology Centre and Network (CTCN)**, and the **UN Environment Program (UNEP)**. The topic, **Climate Change, Food Security, and COVID-19: challenges and opportunities**, explored the effect COVID-19 has had on food systems worldwide, and how we are attempting to find solutions to these problems in the hopes of mitigating future global crises, including climate change. The webinar attracted an audience of 150 participants.

ProVeg's International Director, Jens Tuijer, was invited to **The Klosters Forum**, which focused on biodiversity as key to building resilience in food-production and -distribution systems. The Klosters Forum brings together key stakeholders and thought leaders from around the world in order to address the pressing questions associated with this topic. Being the lead author of the **Food & Pandemics Report**, Jens was able to raise awareness about the connection between our current, animal-based food production methods, the ongoing COVID-19 crisis, and the risk of future pandemics.



Throughout the year, we were also invited as experts to speak at numerous global online events, including presentations about animal-based food systems and pandemics at **Veganario Fest**, plant-based trends at **FI Europe** and the **Speciality Food Association Show** in the US, the growth prospects for the market for plant-based alternatives at the **MEATing Online Conference**, and discussions around cellular agriculture at the **FutureFoods Conference**.



## CHANGE THE WORLD WITH PROVEG INTERNATIONAL

While the past year was challenging, it was also successful in many ways. We have reshaped the risks that we faced into opportunities to further future-proof our global interventions and increase our resilience to future challenges. We are looking forward to what 2021 will bring, and are excited to tell you about some of the interventions that we have planned. We are truly grateful to our generous donors for helping to make this important work possible.

THANK  
YOU

We will continue to work closely with companies and policymakers in their efforts to support plant-based innovation. This will be accomplished by supporting new startups through the **ProVeg Incubator**, launching the **Food Innovation Challenge** across Southeast Asia, and continuing with existing programmes such as the **Smart Protein project**, the **School Plates Programme**, **PrzyGOTUJMY LEPSZY ŚWIAT**, and **Powered by Plants**. In addition, we are launching the **Plant-based dairy censorship** campaign with **Oatly** and **Upfield** in order to reverse the censorship of plant-based milk regulations in the EU.



In 2021, ProVeg plans to launch two key reports as a follow up to two of our key interventions of the past year. The **Food & Pandemics Report: Part 2** will explore the solution landscape in the context of future pandemics, while the **Dietary Guidelines Campaign** will identify best-practice examples and make them available to the public through our strong international coalition of partners. This will help to get more support for plant-based diets, and work to normalise sustainable solutions such as plant-based alternatives.

We are also launching the first **New Food Invest** virtual conference in collaboration with **Beyond Animal**. It will be the world's first online conference to focus exclusively on bringing together international plant-based and cultured-food startups, investors, and key food-industry stakeholders. This impactful combination will promote and accelerate future protein solutions and reshape the future of food.



In 2021, there will be two editions of the **New Food Conference**. In April, we will host an online event focussing predominantly on developments in the plant-based market, where we will invite food-industry stakeholders to join us on an interactive conference platform. In October, the **New Food Conference Cologne** will debut. Taking place in concert with **Anuga**, the largest trade fair in the world, the event is placed at the centre of pathbreaking conversations among leading food-industry decision-makers. This edition will shine a light on developments in the field of cellular agriculture and fermentation.

Additionally, we will continue to support other NGOs across the world in their efforts to promote plant-based living through our **ProVeg Grants Programme**, with the launch of its first-ever **Africa Accelerator Programme** to equip African organisations with the skills needed to build diet-change strategies, write grants, and approach funders.

And finally, we want to make it as easy as possible for anyone to try a plant-based diet, which is why we will continue the **Veggie Challenge** and further develop our **Veggie Challenge App**, with exciting new gamification and features. We will also be launching the **I am ProVeg Quiz**. This is an innovative and fun values-based quiz that analyses people's interests, and, based on the results, suggests future-solution-focused jobs that help people, animals, and the planet. It also offers customised diet advice that can be quickly and easily implemented.



We are looking forward to 2021 and seeing more advancements in the plant-based and cultured meat, dairy, and egg sectors – a promising approach towards building a more **resilient, sustainable, and compassionate food system**.

Everything **ProVeg International** accomplished in 2020 is **because of you**, whether it's fighting against unfair plant-based censorship or working together with big companies to create more plant-based products. When you donate to ProVeg International, you create global solutions for some of the most urgent problems facing our planet and all its inhabitants, helping to change the world for the better.

**Our mission is to reduce the global consumption of animal-based products by 50% by the year 2040. Are you ready to help make that possible? Join us and help to create a fairer and more sustainable world for all.**



**If you want to stay up to date with all the exciting work we are doing at ProVeg International, please sign up to our newsletter [here](#)**





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