

# Good Practices to Promote a Plant-Based Diet in Europe

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# List of abbreviations

ANBI	Algemeen nut beogende instelling (Public Benefit Organisation)
AVP	The Portuguese Vegetarian Association
CRM	Customer Relationship Management
CSO	civil society organisations
D2C	Direct to Customers
DCM	Deep Compost Mulch
EAPF	European Alliance for Plant-based Food
EFSA	European Food Safety Authority
EIT FAN	European Institute of Innovation and Technology Food Accelerator Network
FF4C	Future Food 4 Climate
EU	European Union
EVU	European Vegetarian Union
Fraunhofer IVV	Fraunhofer Institute for Process Engineering and Packaging
HNHMI	High Nutrients, High Moisture Injection
IVU	Eurogroup for Animals and International Vegetarian Union
MIT CEE Program	Massachusetts Institute of Technology Central and Eastern Europe Program
OFOP	National Federation of Polish NGOs
MMFW	Malta Meat Free Week
TAPP	True Animal Protein Price Coalition
UNFCCC	United Nations Framework Convention on Climate Change
VAT	Value Added Tax
YOUNGO	The Youth Climate Movement

# 1 Introduction

The need for an increased plant-based diet and a reduction in animal-based foods, especially for climate and health, has been scientifically proven. While political decision-makers are gradually focusing on the topic of food systems and a plant-based diet, there are pioneers who have been active in this area for years.

Networks, associations, federations and organisations play a crucial role in bringing different actors together, initiating projects and serving as messengers for recommendations to politicians. Start-ups and larger companies are actively involved in the production and processing of legumes, nuts and other plant-based foods and are developing further innovative products. Other companies are working on the production of cultured meat and alternative proteins. Research projects and institutions are opening up new fields of research that drive both technological and socio-ecological innovations. Actors in the field of community catering and gastronomy are creating sustainable and attractive plant-based food options.

The purpose of this report is to present a variety of progressive good practices that should serve as a source of inspiration for other stakeholders. The report is intended to serve as a basis for producers, processors, start-ups, companies, community caterers, associations, federations, networks, and restaurateurs to implement similar initiatives or to build on those mentioned. The target audience can benefit from the experiences and lessons learned by these stakeholders and get to know about the opportunities and challenges involved in the implementation of their projects.

This report is written based on the results and activities of the PlantEurope network to date. The PlantEurope network connects plant-based food actors across Europe to support and accelerate the transformation of the food system towards a sustainable system based on following a plant-based diet. The members of the network include lighthouse initiatives, organisations, associations, start-ups, scientists, community caterers, restaurateurs, and many others.

## 2 Structure

To start, the method for selecting the good practices is explained in detail, followed by the presentation of the good practices. The good practices are sorted according to their region in Europe in order to achieve the best possible balance between the different regions. They were also assigned one of the following stakeholder types: network, company, researcher, gastronomy/catering/cook, organisation, initiative/project.

The most important findings from the stakeholder interviews are presented in chapter 5. The report ends with an outlook.

## 3 Method

The actors were identified via desktop literature research and examined with regard to their relation to a plant-based diet. Google was primarily used as an online search engine with the keywords *vegan* or *plant-based*. Rankings of successful start-ups or companies in the field of a

plant-based diet were analysed. Out-of-home catering/gastronomy establishments were also researched via HappyCow.com and Veggie-Hotels.com. Country-specific blogs and websites were used to identify key actors in the field of a plant-based diet. Google Translate was used for websites that were not available in English or German.

Actors were contacted by email using a form template, if the following criteria were met:

- the actor's website showed a significant impact or beacon character for the respective European region or country
- the actor's website showed strong sustainability efforts or particularly environmentally friendly work ethics and values
- the actor's work showed persistence
- the actor's work was open-ended

It was of importance that initiatives with a varying range of public presence were included. Small initiatives for example, while lacking extensive public visibility, can still be significant due to their exemplary concept, especially in regions/countries or areas of work where a plant-based diet is not widely adopted.



A detailed map of Eastern Europe is shown, with numerous pushpins of various colors (yellow, red, pink, brown, white, blue, green) stuck into it. The pushpins are concentrated in the northern and western parts of the map, particularly over Poland, Lithuania, and Latvia. The map includes labels for countries like Poland, Lithuania, Latvia, Belarus, Ukraine, Moldova, Romania, Bulgaria, and others. Major cities such as Warsaw, Vilnius, Minsk, Kiev, Bucharest, and Sofia are also labeled. The Baltic Sea is visible to the north, and the Black Sea is partially visible to the south. The pushpins are arranged in a way that suggests a network or a collection of data points across the region.

## 4 Good Practices in Europe





Northern Europe



Iceland



Company

## 1. Loki Foods



### Background and Goals

Who are you and since when have you been operating?

Loki Foods is a pioneering food tech company specialising in plant-based meat and seafood alternatives. We officially launched and commenced operations in March 2022 out of Iceland. Our mission is to revolutionise the vegan food industry by providing innovative and sustainable alternatives to traditional products.

What is your goal? What drives you?

At Loki Foods, our goal is to drive positive change in the food industry by offering a diverse range of plant-based options that cater to various consumer preferences. We are passionate about promoting a more ethical and environmentally-friendly way of consuming food, all while satisfying the growing demand for plant-based choices. Our driving force is the belief that we can make a significant impact on reducing the environmental footprint of the food industry and contribute to a healthier, more compassionate world for all.

What are you doing or have you done in order to reach this goal?

Loki Foods is forging ahead in the food industry transformation by crafting inventive plant-based alternatives to meat and seafood. Our approach encompasses rigorous research and development to replicate flavours and textures accurately. Our comprehensive product portfolio caters to diverse culinary traditions and dietary preferences. Sustainability is paramount; we source top-tier, eco-conscious ingredients and build ethical supply chains.

Strategic partnerships with industry leaders, distributors, and retailers extend our reach. Through collaborations, we've effectively introduced our offerings to a broader audience, establishing a presence in the employer, catering, and food service sectors.

To elevate consumer awareness about the benefits of plant-based diets, we implement targeted marketing initiatives. Continual innovation drives product refinement and keeps us responsive to evolving consumer needs. As demand escalates, our scalable operations maintain uncompromised quality. Loki Foods is fully committed to our mission, ensuring accessible and exceptional plant-based alternatives to foster

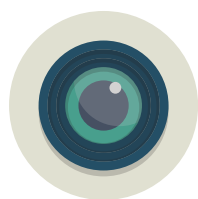
sustainability and compassion across the food landscape.

### What is innovative about your initiative?

Loki Foods' groundbreaking initiative lies in its pioneering plant-based white fish alternative, which sets new standards in the food industry. Our innovation is evident in our meticulous recreation of the white fish experience: texture, taste, nutrition, and cooking functionality. This achievement is unprecedented, addressing a gap in the market for high-quality, sustainable seafood alternatives.

What sets us apart is our commitment to authenticity. Our product not only meets but surpasses the expectations of traditional white fish enthusiasts. Our dedication to sourcing sustainable ingredients and employing advanced food technology ensures a product that aligns with ethical and environmental values.

Loki Foods' innovation extends to its broader impact. By providing an accessible, versatile, and delectable plant-based seafood alternative, we reshape consumer behaviours, contributing to a more sustainable and compassionate food ecosystem. Our initiative's ripple effect promises a healthier planet and a more conscious culinary landscape.



### Insights and Findings

#### How were you able to finance your work?

Loki Foods' progress has been fueled by strategic financing. We successfully secured a significant investment from esteemed early-stage investors in the food and climate tech sectors. This financial backing underscores our product's potential and positions us for growth.

Furthermore, our commitment to innovation and excellence was recognized through our participation in consortiums that secured both a Eurostar and Horizon grant. These prestigious grants not only validate our vision but also provide vital resources for our continued research, development, and expansion.

Our ability to attract funding from diverse sources, coupled with the recognition of reputable industry consortiums, attests to the strength of our business model and the confidence stakeholders place in Loki Foods' potential to reshape the food industry.

### Is your concept financially viable?

Yes

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

The most significant obstacles we faced was around balancing our focuses between biotech novelty and the speed to market of food production. We dealt with them by sticking to the core of food chemistry.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Loki Foods has excelled through strategic sales and partnerships, particularly in corporate cafeterias and event catering. This approach effectively introduces our plant-based alternatives to a receptive audience seeking sustainable food options.

Collaborating with industry distributors and retailers has also expanded our market presence and accessibility. For others in the sector, we recommend:

**Strategic Alliances:** Build partnerships with distributors and retailers to increase visibility.

Educational Campaigns: Invest in consumer education to highlight product benefits and values.

Quality Focus: Prioritise product quality to exceed customer expectations.

Sustainability Commitment: Incorporate sustainability across the supply chain.

Innovation: Stay adaptable and innovative to meet evolving trends.

Grant Exploration: Seek grant opportunities for research and development.

Loki Foods' success underscores these strategies, enabling others to navigate the plant-based food landscape effectively and contribute to a sustainable future.

**Where do you see yourself/your organisation in a few years? How do you rate your future prospects?**

In the coming years, Loki Foods envisions a position as a trailblazer in the plant-based food industry, impacting global dietary choices and environmental sustainability. We aim to expand our product range beyond seafood, becoming a prominent provider of diverse, high-quality plant-based alternatives to both meat and seafood.

Our future prospects are highly promising. With a foundation of successful fundraising, prestigious grants, and strong partnerships, we are well-equipped to scale our operations, reach wider markets, and influence positive change. As demand for sustainable food options continues to rise, our innovative products and commitment to excellence position us for exponential growth.

We are confident that our dedication to innovation, sustainability, and meeting consumer demands will drive our success in transforming the food landscape, fostering healthier and more compassionate choices for individuals and the planet alike.



## Exchange

**What are your demands for politicians?**

We urge politicians to acknowledge the ecological and ethical ramifications of animal farming on our planet. The devastating environmental toll, including deforestation, greenhouse gas emissions, and resource depletion, requires urgent attention. We call for comprehensive policies that promote sustainable food systems.

Furthermore, we advocate for the accurate labelling of plant-based alternatives as "meat," "dairy," and "seafood." Clear, transparent labelling empowers consumers to make informed choices while advancing the accessibility and acceptance of plant-based options. This not only aligns with the shifting dietary preferences towards sustainability but also supports a fair marketplace for innovative, ethical alternatives.

By recognizing the urgency of addressing animal agriculture's impact and endorsing truthful labelling, politicians can champion a more sustainable future, safeguarding our planet's health and respecting consumer rights.

**Are you involved in one or more networks or partnerships?**

We are part of a Horizon Grant aiming to do just this.

**How can you be reached? Is there a contact?**

chris@lokifoods.com



## Publication information

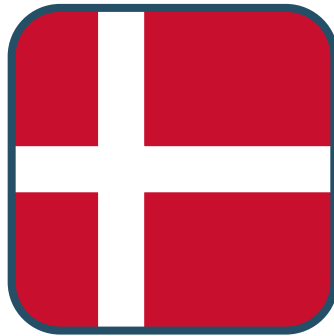
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Northern Europe



Denmark



Organisation

## 2. Dansk Vegetarisk Forening (Vegetarian Society of Denmark)



### Background and Goals

Who are you and since when have you been operating?

The Vegetarian Society of Denmark has been operating since 1896..

What is your goal? What drives you?

Vision: To create a sustainable, ethical, and healthy food system.

Mission: To promote plant-based food through knowledge, partnerships, and action

What are you doing or have you done in order to reach this goal?

Our work encompasses a variety of programs. They are:

1. Policy and lawsuits
2. Knowledge, data & network: strengthening the value chain
3. Institutional outreach: Transforming foodservice
4. Corporate outreach
5. Product labelling

6. Health and nutrition

7. Media outreach

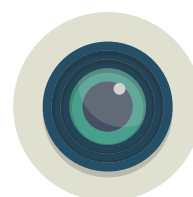
8. Individual outreach

9. Educational programs for children and youths

10. International capacity building

What is innovative about your initiative?

Being an idealistic NGO, but also pragmatic, and therefore strategically positioning ourselves as the organisation that can collaborate with all other stakeholders, and which facilitates collaboration between others. Furthermore, we strongly focus our work at the structural level - working mostly with professionals, rather than citizens/ consumers - to ensure that the changes we would like to create have the strongest long-term impact.



### Insights and Findings

How were you able to finance your work?

Through project grants from government funds and private foundations; as well as

private memberships, donations, vegan/vegetarian certification, events, and presentations.

### Is your concept financially viable?

Yes - but we aim to get more core funding through monthly donations and private memberships.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

Becoming a key actor in the transformation towards a more plant-based food system in Denmark has required an approach based on knowledge, pragmatism, and continuous presence in the public debate, while also creating events and networks which are relevant for and attractive to many stakeholders from farm to fork.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Policy work and best practices sharing. We played a key role in the Danish government securing 1.25 billion Danish kroner (168 million Euro) in funding to advance plant-based foods, as part of an unprecedented climate agreement for food and agriculture in October 2021. This funding is the largest investment in plant-based research and development by any EU country to date. The agreement also commits the government to creating a national action plan for plant-based foods. We have started a forum, IVU Plant-Based Public Policy Forum, where organisations from all over the world can share best-practices on plant-based public policy work.

### Are there any tools or other forms of support that have played a role for you?

Creating a Network for Plant Proteins with more than +200 actors from farm to fork and the Danish Center for a Plant-Based Organic Future, which is a strategic

partnership with Organic Denmark, the second-most influential farmers' association in Denmark. The aim of the centre is to pave the way for Denmark living up to the EAT-lancet dietary guidelines and the UN's SDG's through a plant-based transition from farm to fork, by gathering, sharing and applying knowledge. Moreover, we have collaborated with The Danish Food and Agriculture Council (the largest farmer's union in Denmark) and the Think Tank Frej on an R&D strategy for plant-based foods.

### Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We would like to continue to be the key plant-based actor in Denmark, facilitating collaboration between many other stakeholders, advising politicians from all parties, and identifying key barriers and opportunities in the transition towards a more plant-based food system. Furthermore, we would like to strengthen our engagement in international best-practices sharing.



## Exchange

### What are your demands for politicians?

It should always be possible to get a 100% plant-based meal in all public kitchens. We also need much more government funding for the transition towards more plant-based foods, as well as using impactful financial incentives such as taxes.

### Are you involved in one or more networks or partnerships?

We are involved in many different partnerships - both at national, European, and international level.

How can you be reached? Is there a contact?

Yes - Louise Johansen - Program manager  
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Northern Europe



Finland



Researcher

### 3. VTT Technical Research Centre of Finland (VTT), Industrial Biotechnology and Food Research Area



#### Background and Goals

Who are you and since when have you been operating?

I am Nesli Sozer, Research Professor at VTT focusing specifically on smart and sustainable food production. I have been with VTT since 2011.

What is your goal? What drives you?

My primary goal as a research professor in the field of smart and sustainable food production is to contribute to the development of innovative and environmentally friendly solutions for feeding a growing global population. I am particularly focused on plant-based ingredients, their functionalization, and the integration of microbial proteins and lipids into the food production process.

What drives me in this pursuit is the urgent need to address the challenges of food security, environmental sustainability, and health in the face of a rapidly expanding population. I am passionate about leveraging cutting-edge bioprocessing technologies to enhance the efficiency and sustainability of food production. By exploring how plant and cell-based ingredients can be combined

synergistically, I aim to contribute with my research to develop novel and nutritious food products that not only meet the nutritional needs of individuals but also minimise the ecological impact of food production.

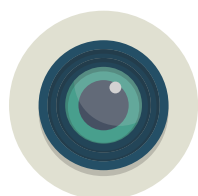
Ultimately, my research is motivated by a commitment to fostering a more sustainable and resilient food system that can adapt to the complexities of our modern world. I am driven by the belief that through interdisciplinary collaboration and innovative approaches, we can contribute to a future where food production is not only efficient but also in harmony with the health of our planet.

What are you doing or have you done in order to reach this goal?

In pursuit of reaching my research driven goals, my efforts have been multi-faceted and collaborative. I have actively led and participated in several research initiatives, many of which have been funded by prestigious entities such as the European Union, Nordic organisations, and national funding agencies. One of the primary dimensions of my work involves exploring innovative ways to functionalize plant-based ingredients. This encompasses the investigation of various processing techniques and technologies to enhance the nutritional profile, taste, and overall



functionality of these ingredients. By leveraging bioprocessing technologies, we aim to optimise the production of plant-based foods, ensuring both efficiency and sustainability throughout the entire value chain.



## Insights and Findings

### How were you able to finance your work?

VTT is a project based government owned research organisation. One third of our funding comes from the government, one third comes from jointly funded projects (i.e funded by Horizon Europe, Nordic Innovation, Research Council of Finland, Business Finland) and the remaining one third is company specific contract research.

### Is your concept financially viable?

In all the concepts and solutions we develop we elaborate on sustainability with different angles. Economical sustainability and financial viability as well as techno economics are important determinants of our R&D process.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

I summarise below general level obstacles in making dietary shifts where we consume significantly less animal originated foods.

**Challenge 1 Research Complexity and Interdisciplinarity:** The sustainable food challenge is systemic and requires integrating food science and technologies together with social and economical sciences. At VTT and in my own research I have been embracing collaboration and forming interdisciplinary teams that facilitate in filling the knowledge gaps, efficiently and holistically.

**Challenge 2 Technological/nutritional/sensory:** There is no one way solution here but we have been mainly focusing on affordability, feasibility, efficiency and not neglecting the taste factor in our solutions.

**Challenge 3 Affordability and Scale-up Issues:** Investigating cost-effective methods, optimising production processes for scalability, and collaborating with industry partners for resource-sharing can address affordability concerns.

**Challenge 4 Consumer Acceptance:** Convincing consumers to adopt plant-based alternatives and novel food technologies can be challenging due to established dietary habits and scepticism. Conducting thorough consumer education, addressing misconceptions, and highlighting the benefits of sustainable food choices can contribute to changing consumer perceptions.

**Challenge 5 Regulatory Compliance:** Collaborating with regulatory experts, staying informed about regulatory changes, and proactively engaging with relevant authorities can facilitate compliance and smooth entry from lab to the market.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

1. **Invest in Research and Development:** Allocate resources for continuous research and development to enhance the efficiency and sustainability of food production. Focus on both short term and long-term solutions from plant based to cellular agriculture concepts.
2. **Collaborate Across Disciplines:** Foster interdisciplinary collaborations between researchers, farmers, food processors, and policymakers.
3. **Focus on Diversification of Alternative Protein Sources:** Encourage the exploration and adoption of alternative protein sources, including a wide spectrum of proteins, plant-based,

microalgae, grass, microbial proteins, to diversify the protein landscape.

4. Facilitate Knowledge Transfer: Establish platforms for knowledge transfer and exchange of best practices within the industry. This can involve workshops, conferences, and online resources to disseminate the latest advancements in technologies and research focusing on sustainable food production.

5. Encourage Policy Support: Engage with policymakers to ensure that regulations align with the goals of a sustainable food production system.

Are there any tools or other forms of support that have played a role for you?

Active participation in national, European and USA based networks and ecosystems (i. e., Finnish protein cluster, EIT Food, Bridge2Food, Plant Protein Innovation Centre) focusing on plant-based or animal alternative solutions have facilitated our R&D activities and collaboration with other stakeholders.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

Sustainable food systems are one of the systemic challenges which we focus at VTT and will continue to focus on in the future. We are already a key research player and partner in the plant-based and cellular agriculture space. We will keep evolving in our research and development activities through our tangible solutions and spin-off companies. More information can be found at <https://www.vttresearch.com/en/ourservices/food-and-beverage-solutions>



## Exchange

What are your demands for politicians?

Regulations are hindering the innovations in Europe.

We need a more agile approach considering the novel food regulations.

Are you involved in one or more networks or partnerships?

EIT Food (EU level), Bridge2Food (EU and beyond), Plant Protein Innovation Centre at Minnesota University (USA)

How can you be reached? Is there a contact?

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Western Europe



United Kingdom



Organisation

## 4. Plant-Based Health Professionals UK



### Background and Goals

Who are you and since when have you been operating?

Community interest company, 2018

What is your goal? What drives you?

Our goal is to embed knowledge and practice of whole food plant-based nutrition into healthcare within the UK.

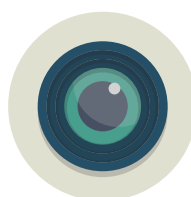
We are driven by the fact that a shift to a plant-based food system and diet can address several of our inter-related crises; health, climate, biodiversity, pandemic risk and antibiotic resistance. At the same time, this type of diet is kinder and more compassionate to all animals we share this planet with.

What are you doing or have you done in order to reach this goal?

We provide education at healthcare institutions, within healthcare curricula, medical and healthcare students and the public. This is through webinars, conferences and events, articles and factsheets. In addition, we have produced a multi-author textbook on plant-based nutrition in clinical practice in order to embed this knowledge within healthcare courses.

What is innovative about your initiative?

We are not innovative as such but we provide education that has up until now been lacking within the UK healthcare system.



### Insights and Findings

How were you able to finance your work?

We are financed through grants from foundations and trusts.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

The main obstacles are around the acceptance of plant-based nutrition amongst healthcare professionals. Their lack of knowledge on and exposure to the topic often makes them sceptical about the science and evidence. This is compounded by the conflicting information about nutrition and health in the public domain.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

As time has passed, we have been more successful at being incorporated into healthcare conferences, courses and events. In addition, we have been included in policy work around climate change, biodiversity loss and health outcomes.

Are there any tools or other forms of support that have played a role for you?

The main support comes from growing a network of like-minded individuals who share the same passion and mission.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We would like to see our educational offering consistently being incorporated into healthcare curricular and part of the mainstream narrative. We would like the National Health Service in the UK to adopt plant-based nutrition as the default dietary approach for improving individual and planetary health.



## Exchange

What are your demands for politicians?

To support the farming system to move away from animal agriculture to a sustainable plant-based food system. At the same time, to support changes in the food environment to reflect the need to reduce meat and dairy consumption. To support the healthcare service to offer healthy, nutritious plant-based meals as the default option for staff and patients.

Are you involved in one or more networks or partnerships?

We work with the UK Health Alliance on Climate Change and we are a sister organisation of the Lifestyle Medicine Global Alliance.

How can you be reached? Is there a contact?

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Western Europe



Netherlands



Project

## 5. Week Without Meat



### Background and Goals

Who are you and since when have you been operating?

The National Week Without Meat Foundation is a Dutch foundation founded by Isabel Boerdam. Isabel has been a vegetarian since the age of 9 and has been sharing vegetarian content on her food blog, "De Hippe Vegetariër," since 2013. In 2018, she decided it was time to do more. Leveraging her communication expertise and food network, Isabel wanted to contribute to the challenging climate goals and societal health. She created the "Week Without Meat" campaign and independently launched its first edition in 2018.

The National Week Without Meat aims to raise awareness about the positive impact of consuming less meat in a tangible way. By showing how easy this can be, this message is spread among as many people as possible. To achieve this goal within the Netherlands, the National Week Without Meat & Dairy is organised annually. This campaign, that is focussed on changing consumer behaviour, is extended across Europe to raise further awareness, and encourage people to alter their eating habits.

What is your goal? What drives you?

The National Week Without Meat Foundation, in collaboration with a collective of companies in the food industry, aims to make a significant contribution to the challenging climate goals. The current consumption of meat and dairy is directly related to the excessive CO<sub>2</sub> emissions that our world is burdened with. In contrast to sustainable solutions such as investing in solar panels or driving electric cars, consuming less meat and dairy creates immediate sustainable impact, which can be addressed today without major investments or compromise from the individual. Therefore, the foundation, alongside its partners, holds the belief that consuming meat every day is no longer of this time.

The National Week Without Meat Foundation has the following objectives:

Promoting a flexitarian dietary pattern that alternates meals containing meat and fish with plant-based dishes, recognizing that daily meat and dairy consumption has a detrimental effect on the climate.

Raising awareness in Europe about the positive impact of reduced meat and dairy consumption on human health, animal welfare, and the environment. Showcasing how enjoyable, fun, and straightforward it is to eat plant-based.

Garnering attention for the initiative among as many Europeans as possible by collaborating with businesses, schools, cafeterias, restaurants, universities, and public institutions in the respective country.

Making the Week Without Meat an annual event and integrating the campaign into the national climate strategy, gradually making a flexitarian diet with reduced meat and dairy intake the new standard.

Launching the Week Without Meat campaign at least once (but potentially annually) in five different European countries: Belgium (2023), Denmark (2024), Germany (2024), Austria (2025), and Spain (2025).

Demonstrating, via sample surveys, the year-over-year growth in the number of participants per country and the increase in percentage of people intending to continue the reduction of their meat and dairy consumption.

Proving, through supermarket research, a proportional decrease in meat and dairy sales during the campaign period compared to a regular week.

Getting 8 million Europeans involved in the campaign by 2026.

### What are you doing or have you done in order to reach this goal?

To achieve our objectives, we hold on to the following strategy:

Sharing knowledge and inspiration in the form of articles, products, and recipes about a vegetarian and plant-based diet through all our channels: website, social media, and newsletter.

Online and, when budget permits, offline media campaigns to maximise awareness of the campaign and encourage as many people as possible to participate and change their eating habits.

Collaborating with various local retailers and producers to stimulate a local movement within the food industry and to

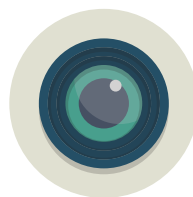
disseminate the message more widely through their channels and products, while also providing practical guidance.

Partnering with various local caterers and restaurants to expand the availability of vegetarian and plant-based options in the hospitality sector, corporate cafeterias, highway locations, universities, and schools.

Collaborating with local universities and public institutions and engaging them as stakeholders in the campaign, leverage their expertise, and jointly focus on the campaign message.

Offering an educational package to educational institutions, primary and secondary schools, which enables the incorporation of the topic of conscious meat and dairy consumption into their curriculum.

Maintaining continuous communication with parties involved in similar initiatives and campaigns, such as key local opinion leaders on this topic and other organisations with similar objectives. This with the aim to keep each other informed and explore opportunities for reinforcement or collaboration.



### Insights and Findings

#### How were you able to finance your work?

The Week Without Meat is financed through a collective sponsorship model with local partners from the food industry, local businesses, and organisations. In this model, an “equal contributions, equal exposure” strategy is employed. This means that all partner companies make the same financial contribution and, in return, receive the same level of exposure. The standard contribution for the Dutch market is 5,000 euros, with the exception for start-ups who contribute at a reduced rate of 2,500 euros. These amounts are

adjusted to local standards in other European countries.

In addition, the National Week Without Meat & Dairy occasionally partners with other stakeholders who make a larger contribution. In the past this has been the case with the Green Protein Alliance, Triodos Bank, Doen Foundation, and Goeie Grutten Foundation in previous campaigns.

With this approach, each year an annual budget is raised for the new campaign. Depending on the contributions, the budget is determined, and activities are planned accordingly. Typically, 30% of partner income goes to the foundation for personnel and overhead costs, while 70% of partner income goes towards the actual local implementation of the campaign. The partner budget for a specific country is used exclusively for the campaign rollout in that country, with no budget transferred between countries.

The European rollout of the Week Without Meat is part of the 'LIKE-A-PRO' project and is funded by the European Union under the topic "HORIZON-CL6-2022-FARM2FORK-01-07." Horizon Europe is a European subsidy program for research and innovation in the field of climate change. It helps achieve the sustainable development goals of the United Nations and promotes the competitiveness and growth of the EU. The 'Horizon Action Grant' is part of the 'Horizon Europe funding program,' which is part of the 'Farm to Fork' strategy and the 'European Green Deal.' The National Week Without Meat Foundation is part of the LIKE-A-PRO consortium, which has received this grant. LIKE-A-PRO aims to facilitate sustainable and healthy food by producing and main-streaming alternative proteins. The European rollout of the Week Without Meat is part of the consumer communication program of the LIKE A PRO project.

### Is your concept financially viable?

The National Week Without Meat Foundation is a foundation with ANBI

(Public Benefit organisation) status and has no financial profit motive. The Week Without Meat is financed through a collective sponsorship model with local partners from the food industry, local businesses, and organisations and the European Union fund as part of the 'LIKE-A-PRO' project. Thanks to this subsidy, we have enough resources for the next four years to roll out the campaign in five European countries.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

The Foundation National Week Without Meat is independent of the government, which means that we initially struggled to secure financial resources. We work together with local partners to run the campaign. Every year this requires a lot of our time.

In addition, we deal with a sensitive subject. Our campaign always gets a lot of backlash. Consuming less meat is viewed as an emotional topic. However, we always strive to maintain a positive communication approach.

Finally, introducing the campaign to new countries is a major challenge due to different cultures, new brands, different stakeholders, and varying political landscapes. For this reason we do not fixate blindly on how it's done in another country and we are genuinely willing to adapt locally. We are trying to get to know the market. For example, engage in focus groups with local consumers to understand what's happening there and how they perceive the topic.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

We came up with our own 7 factors for a successful campaign:

Use a credible spokesperson: Have someone become the face of the

campaign, a recognizable individual who returns each year to create recognition.

Create an industry-wide movement: Collaborate with partners from the food industry to ensure the campaign is widely supported.

Make it tangible & fun: Ensure people understand why they should change their behaviour: what savings can be achieved? Also, engage with people interactively.

Diversify your channels: Be visible in many different places (radio, newspapers, online, out-of-home) to reach as many people as possible.

Be where choices are made: Ensure the campaign is promoted where decisions are made. For us, the supermarket is a crucial location.

Incentivise: Encourage people to make a commitment and offer something in return.

Everything everywhere all at once: Be visible in as many places as possible simultaneously (during the campaign week) to create a real campaign peak.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

The National Week Without Meat & Dairy is an annual campaign in the Netherlands. While the focus has primarily been solely on the Netherlands, the Foundation has also explored opportunities for expansion to other European countries. Thanks to the 'Horizon Action Grant' from the 'Horizon Europe funding program,' the campaign can be rolled out in various European countries starting from 2023. This with the aim of showing residents of other European countries how delicious and easy it is to eat less meat for a day – or more.

Future Netherlands: Research conducted by BLAUW research agency indicates that in 2023, 61% of the Dutch population remembers the National Week Without Meat & Dairy. We hope to increase and

stabilise this percentage to 70% in the coming years. Additionally, the results show that 17% of the Dutch population participated in the campaign in 2023, a percentage we aim to increase to 25% in the coming years. Furthermore, 80% of the participants in 2023 intended to continue eating less or no meat after the National Week Without Meat & Dairy. We hope to see this intention among 90% of the Dutch population in the coming years. Finally, 77% of the participants also intended to consume less dairy in the future. In the coming years we strive for an increase to 85% of participants.

Future Europe: In the Netherlands, the Week Without Meat has evolved into a well-established campaign with a clear structure and playbook. This provides the opportunity to localise and replicate the campaign in other European countries. Following The Netherlands, Belgium will become the first other country within the European Union to roll out the campaign in October 2023. Following that, Denmark, Germany, Spain, and Austria will follow suit in 2024 and 2025. The European program beyond 2026 is still unknown. For the European rollout, the following objective has been set in collaboration with the European Union: to have 8 million Europeans participate in the campaign by 2026. In addition, the Foundation has set the goal of having at least 15% of the residents in all European countries remember the campaign, and that 60% of the participants intend to continue to eat less meat in the future.



## Exchange

How can you be reached? Is there a contact?

info@weekwithoutmeat.eu > for general questions

belgium@weekwithoutmeat.eu > for the Belgium campaign

netherlands@weekwithoutmeat.eu > for  
the Dutch campaign

germany@weekwithoutmeat.eu > for the  
German campaign

denmark@weekwithoutmeat.eu > for the  
Danish campaign

austria@weekwithoutmeat.eu > for the  
Austrian campaign

spain@weekwithoutmeat.eu > for the  
Spanish campaign



## **Publication information**

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Western Europe



France



Organisation

## 6. Assiettes Végétales: for daily vegetarian options in collective restaurants



### Background and Goals

Who are you and since when have you been operating?

French non-profit NGO operating in France since April 2018.

What is your goal? What drives you?

Generalising access to a daily vegetarian option in all French collective restaurants.

What are you doing or have you done in order to reach this goal?

We are conducting a national advocacy campaign to mandate a high-quality vegetarian option on the daily menu of every collective restaurant in France.

We are influencing the French collective catering sector by promoting and retributing best practices in local communities, university dining, healthcare institutions, and corporate catering companies.

We provide on-the-ground support to collective catering professionals through culinary training for chefs and plant-based dietetics for dietitians, organising events to promote a more plant-based food offer, and creating plant-based recipes,

empowering them to offer a daily vegetarian or vegan menu.

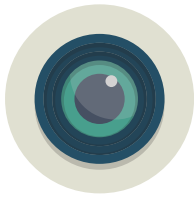
So far, Assiettes Végétales successfully converted 6.4 million yearly menus in either plant-based or vegetarian when including pledges taken by local authorities and universities, as stated in our [impact measurement document](#).

Our objective is to pursue this food system transformation and reach the goal of 50% of daily meals served in French collective restaurants being vegetarian or vegan.

What is innovative about your initiative?

We have a systemic vision of changing the food offerings in collective restaurants. By simultaneously addressing legislation, industry dynamics, and supporting the professional practices shift, we have the potential to transform 4 billion annual meals. We also count on a cultural effect as youngsters in France will grow-up with a more plant-based diet and benefit from an alternative view on food.





## Insights and Findings

How were you able to finance your work?

We mostly fund our work through private grants and individual donations, but also benefit from public grants and sponsorships from companies part of the [1% for the Planet France](#).

Is your concept financially viable?

Yes, we have been doing this for 5 years and are financially stable. Our financial viability is currently developing as we are gaining more and more attention from the Effective Altruism community in France. Our organisation is recommended by "Altruisme Efficace France" for both [reducing animal suffering](#) and [protecting the environment](#).

What hurdles and obstacles did you encounter along your way and how did you deal with them?

The collective catering industry is rife with prejudices regarding vegetarian cuisine. In France, where culinary traditions are even more meat-centric than elsewhere, this sector faces significant challenges. However, with our support tools, providing the necessary resources for a sustainable vegetarian menu to local stakeholders, these barriers are being overcome.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

In order to drive change within an economic sector, it is essential to reward good practices. By labelling cafeterias, collective catering companies, local communities, and university restaurants that are responsible for their menus, we have successfully established the incorporation of plant-based options in cafeterias as a goal for various stakeholders in the sector.

Are there any tools or other forms of support that have played a role for you?

Our support tools have established us as key players in France's movement toward plant-based options in collective catering. Culinary training for chefs equips them with the knowledge to provide a high-quality daily vegetarian option. Our thematic events showcase the success of this approach. Our recipes empower chefs to embrace these changes. The "Green Plates" label rewards innovative actors in this movement.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We believe that within 5 years, along with other stakeholders in the sector, we will have succeeded in implementing a daily vegetarian option on the menu of French collective catering.



## Exchange

What are your demands for politicians?

Our requests are as follows:

Enshrine in the law the requirement for every cafeteria, including school cafeterias, to offer a daily vegetarian option on the menu.

Ensure the proper implementation of existing and future laws regarding the diversification of the vegetarian food offer.

Incorporate vegetarian cuisine into the initial training curriculum for cafeteria chefs to ensure their proficiency in vegetarian cooking.

Are you involved in one or more networks or partnerships?

We are part of an inter-associative coalition, which includes Greenpeace,



Réseau Action Climat, and other organisations in our advocacy campaign.

How can you be reached? Is there a contact?

Funding opportunities:  
[m.paris@assiettesvegetales.org](mailto:m.paris@assiettesvegetales.org)

National plant-based advocacy:  
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Support for Collective Catering Transformation:  
[m.fahy@assiettesvegetales.org](mailto:m.fahy@assiettesvegetales.org)



## Publication information

Author: Assiettes  
Végétales

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Western Europe



Ireland



Gastronomy

## 7. The Happy Pear - Eat Well. Feel Good. Live Better.



### Background and Goals

Who are you and since when have you been operating?

The Happy Pear started in 2004 with twins Steve & Dave, a tiny shop and a dream of helping people to eat more vegetables! Since then it has grown in all sorts of wonderful ways.

What is your goal? What drives you?

Our goal is to create a healthier, happier world and build community.

Serving others and making them feel good and live better lives drives us.

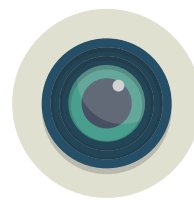
What are you doing or have you done in order to reach this goal?

We have built a thriving community centred around great tasting food and a healthier lifestyle that has a lighter impact on the planet. We have created three connected businesses in one - a bustling cafe and shop and sourdough bakery with a nearby 4 acre regenerative organic farm, an extensive plant-based products business with over 75 different products sold in over 600 stores across the island of Ireland and a food and lifestyle education platform with tens of courses, hundreds of

recipes and lifestyle content all aimed at inspiring, enabling and supporting people to be healthier and happier by eating more fruits and vegetables, following an active lifestyle and connecting more with their community.

What is innovative about your initiative?

The breath of activities we offer all centred around enabling you to eat well, feel good and live better. Our products are the best tasting products in their categories and they are great for your health and far lighter on the planet.



### Insights and Findings

How were you able to finance your work?

David and Stephen started the business with a small family loan. The business has greatly expanded over time and there have been various funding approaches used. We have had some angel investment. We received some funds through a tax refund scheme for taxpayers who invest their money in limited companies and we successfully exited this scheme. Most recently, we raised growth

funds via a successful equity crowd investing scheme.

### Is your concept financially viable?

Yes. Our concept is financially viable as different parts of the business have proven this over the years. Getting all parts to be financially strong at the same time has been a challenge to date but one we are very confident will bear bountiful fruit in the coming years.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

We have learnt so much since starting our business. Every challenge we've faced has turned out to be a blessing and an opportunity in disguise. For instance, in 2011, there was an E.coli outbreak in Germany of fenugreek sprouts and at the time, the embryonic part of our products business was growing organic alfalfa and other healthy sprouts in Ireland and following the outbreak in Germany, no customers wanted to buy anything that had the words "sprout" in it so overnight we had to diversify our business to survive and out of this emerged our pesto products which are among our top selling products today and was the start of building out our product range and increasing the availability of delicious and healthy plant-based food products.

Another obstacle we've encountered is growing our staff headcount too fast and not having enough sales to meet that size and unfortunately having to let some great people go that you don't want to, but that you have to in order to ensure that the business and mission survive.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

We've had a great experience in building a truly strong relationship with a major retailer in Ireland on an exclusive basis and finding that it has really helped us to grow, diversify and gain great knowledge of

many different categories. This approach has really worked well for us and we would recommend it as a good approach for other people to strongly consider. We have also had a great experience in building a really strong online community, following through, being super consistent and generating interesting, varied and inspiring content on a continuous basis.

### Are there any tools or other forms of support that have played a role for you?

We have always made a big effort to grab an opportunity to surround ourselves with people who have more experience than us and people who have more knowledge than us and to leverage these relationships to help move our business forward. Employing and working with the right people has been crucial to our development.

### Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We see ourselves expanding our product range into the UK market, Northern Europe and North American markets over the coming years and we plan to greatly expand the awareness and delivery of our app and online courses. We are fully committed to making this happen and we are confident we can make a substantial positive impact on the world.



## Exchange

### What are your demands for politicians?

To provide more financial support to small scale organic horticulture schemes and to focus more on this development. I would like to see politicians implement taxes on a growing number of unhealthy foods and thus faster drive consumer behaviour towards the healthier world that we need to move towards.

How can you be reached? Is there a contact?

The Happy Pear

[www.thehappypear.ie](http://www.thehappypear.ie)

Darragh Flynn

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## Publication information

Author: The Happy Pear

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Western Europe



Belgium



Company

## 8. Cool Beans Foods



### Background and Goals

Who are you and since when have you been operating?

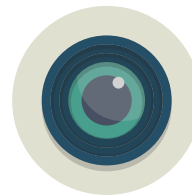
Cool Beans Foods was tested in 2020 and then launched in retail and restaurants at the end of 2021. It is a line of ready-to-eat freshly stewed (vegan) beans. It is currently evolving towards organic certification and new partnerships both in terms of the business itself and its customers.

What is your goal? What drives you?

The two main obstacles for flexitarians who want to eat more pulses are a) belief that vegan food tastes bad and b) difficulty preparing pulses. Pulses do require soaking, long cook time and pairing with the right seasoning.

What are you doing or have you done in order to reach this goal?

Cool Beans Foods addresses both of these obstacles: lots of flavour (generous use of quality spices and aromatics), and easy (ready-to-eat, freshly stewed beans). Cool Beans Foods focuses only on minimally processed legumes (pulses and soy), because that is where the answer lies to better human and planetary health.



### Insights and Findings

How were you able to finance your work?

Self-financed using my own savings.

Is your concept financially viable?

The scale is not yet sufficient to be profitable but the gross margin is positive.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

Finding my target customers without organic certification: targeting the right geographies via mainstream retailers and locally-focused ones.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Sampling has been the best form of marketing and customer acquisition, and by far the cheapest as it only required my time. I always did the sampling myself, so I could directly convey my passion and belief in my proposed way of eating, and so I could learn about consumers' and shoppers' challenges and reactions to my products.

Are there any tools or other forms of support that have played a role for you?

Finding the right business partnership for production has also been critical, as good partnership means support, not just in production but also in brand awareness and new customer introduction.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

I think the trend winds are blowing in the right direction for me. And I think I've finally found the right partnership to really take off. I think in a few years I will have European-wide distribution and initiatives to build more partnerships in other countries with manufacturers.

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E-mail: [diane\(at\)coolbeansfoods.com](mailto:diane(at)coolbeansfoods.com)

Phone: +32 489035846



## Publication information

Author: Diane Noyes, Cool Beans Foods

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## Exchange

What are your demands for politicians?

Bring attention to the importance of pulses in our diet and budget for locally made bean dishes in the food budgets of government cafeterias (school budgets are miniscule, cannot offer anything at that low price point).

Are you involved in one or more networks or partnerships?

Yes, more than one network. I only have one partnership for production & business development, but some emerging partnerships in product development such as one with a university.

How can you be reached? Is there a contact?

Company: Cool Beans Foods

Name of contact person: Diane Noyes

Website: [www.coolbeansfoods.com](http://www.coolbeansfoods.com)



Southern Europe



Italy (before Romania)



Company

## 9. From Vision to Reality: Bluana Foods' Journey to Revolutionise Plant-Based Alternatives



### Background and Goals

Who are you and since when have you been operating?

Bluana Foods, a pioneering plant-based food company that started its journey in January 2022. Our mission is to revolutionise the way people enjoy seafood, offering sustainable and delicious alternatives.

#### What is your goal? What drives you?

Our goal at Bluana Foods is to make a positive impact on the global food system by providing innovative and sustainable plant-based seafood options that delight the palate and promote environmental well-being. We are driven by a passion for culinary excellence, technological innovation, and a commitment to addressing pressing food challenges with creative solutions.

#### What are you doing or have you done in order to reach this goal?

**Innovative Technology:** We have pioneered the High Nutrients, High Moisture Injection (HNHMI) technology, revolutionising the plant-based seafood market with our unique hydrogel production process.

**Culinary Excellence:** Our team of experts, including a renowned chef and nutritionist, ensures that our plant-based offerings are not only sustainable but also delectable and nutritious.

**Market Validation:** We have conducted extensive market research, validated our products through tasting events and pilot programs, and received positive feedback from consumers, chefs, and industry experts.

**Strategic Partnerships:** Collaborations with academic institutions and industry leaders provide us with valuable insights and resources, propelling our R&D efforts and market expansion.

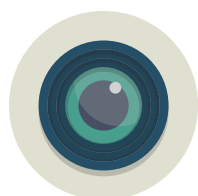
**Funding and Investment:** We have secured grants, investments, and prizes to fund our development, and we built the first pilot plant and drive our go-to-market strategy.

**Customer Engagement:** We engage with sushi enthusiasts, flexitarians, and health-conscious consumers through targeted marketing, educational campaigns, and partnerships with foodservice businesses.

**Continuous Innovation:** Our ongoing product development and refinement ensure that our offerings stay ahead of market trends, catering to evolving consumer preferences.



**Sustainability Focus:** By addressing environmental concerns and aligning with global sustainability goals, we strive to contribute to a more sustainable food future.



## Insights and Findings

How were you able to finance your work?

Financing Bluana Foods has been a dynamic journey, relying on a combination of strategic approaches and partnerships. We initially secured grants from organisations like the Poland Prize, EIT Climate KIC, and EIT Foods to support our Proof of Concept (PoC) phase. These grants provided the crucial early-stage capital needed to validate our technology and product concept.

Building on this momentum, we strategically pursued investments from impact-driven venture capital firms like ProVeg and ARTESIAN, which injected funds for Research and Development (R&D) and Go-To-Market (GTM) activities. These investments not only boosted our financial resources but also validated our potential in the eyes of industry experts.

Our proactive engagement in various accelerators and programs, such as MIT CEE Warsaw, Masschallenge Switzerland, and ProVeg International, further exposed us to funding opportunities and valuable mentorship. These experiences not only provided financial support but also facilitated networking and learning from seasoned professionals.

Additionally, winning prizes from Transatlantic Start-up Investor Accelerator, La French Tech, and being recognized by institutions like Loyal VC and the EU Horizon program contributed significantly to our financial growth and market visibility.

Our successful fundraising efforts demonstrate the power of a multifaceted

approach to financing. By leveraging grants, investments, prizes, and accelerators, we were able to secure the necessary resources to drive our technology development, scale-up, and market entry plans. This diverse financing strategy has not only fueled our growth but also highlighted the market's confidence in our innovative vision for plant-based seafood alternatives.

Is your concept financially viable?

Yes, Bluana Foods' concept is financially viable. Our business model is structured to address key market demands and challenges, ensuring both short-term revenue generation and long-term sustainability. Here's why our concept is financially viable:

**Market Demand:** The growing consumer interest in sustainable and healthy food choices, combined with the rising popularity of plant-based diets, creates a strong market demand for innovative alternatives like ours.

**Unique Technology:** Our High Nutrients, High Moisture Injection (HNHMI) technology sets us apart by offering plant-based seafood alternatives with improved taste, texture, and nutritional value. This unique selling proposition positions us well in a competitive market.

**Diverse Customer Base:** We target a diverse range of customers, including flexitarians, sushi enthusiasts, healthy eaters, culinary professionals, and travellers. This approach diversifies our revenue streams and minimises dependency on a single customer segment.

**Pricing Strategy:** Our pricing strategy accounts for both the value we provide and the competitive landscape. By offering a premium product with superior quality, we can command a higher price point, translating into healthier profit margins.

**Scalability:** Our technology is designed with scalability in mind, enabling efficient production and cost optimization as we

scale up. This scalability will contribute to reducing production costs and increasing profitability over time.

**Intellectual Property Protection:** Our ongoing efforts to secure intellectual property rights safeguard our technological innovations, allowing us to maintain a competitive advantage and potentially licence our technology in the future.

**Strategic Funding:** The strategic combination of grants, investments, and prizes has provided us with the necessary funding to advance our technology, develop our products, and enter the market effectively.

**Early Traction:** We have achieved early traction with positive feedback from events and tastings, indicating consumer acceptance of our products. This traction builds confidence in our concept's potential success.

While challenges and uncertainties are inherent in any business venture, our comprehensive business strategy, emphasis on innovation, and alignment with market trends position us favourably for financial viability. Our commitment to sustainable growth, ongoing research and development, and strategic partnerships further enhance our potential for long-term success.

**What hurdles and obstacles did you encounter along your way and how did you deal with them?**

Throughout our journey, we encountered several hurdles and obstacles that tested our resolve and adaptability. Here are some key challenges we faced and how we dealt with them:

**Technological Development:** Developing the High Nutrients, High Moisture Injection (HNHMI) technology required extensive research and experimentation. We overcame this obstacle by collaborating with experienced food scientists, biotechnologists, and chefs to refine the technology's functionality and scalability.

**Funding:** Securing adequate funding for research, development, and commercialization was a significant challenge. We tackled this by actively participating in grants, competitions, and accelerator programs, which provided us with the necessary financial support and exposure to potential investors.

**Regulatory Compliance:** Navigating the regulatory landscape for food products can be complex. We addressed this challenge by partnering with experts in food safety and regulations, ensuring that our products meet all legal requirements for sale and distribution.

**Scaling Production:** Transitioning from small-scale production to larger quantities posed challenges in maintaining consistent quality and cost-effectiveness. We addressed this by fine-tuning our production processes, investing in equipment, and leveraging the scalability of our HNHMI technology.

**Consumer Education:** Introducing a novel plant-based seafood product required educating consumers about its benefits and distinguishing it from traditional seafood. We addressed this by implementing effective marketing and communication strategies to convey our unique value proposition.

**Competition:** The plant-based food industry is growing, with increasing competition from established and emerging players. We tackled this by emphasising our unique HNHMI technology, superior taste, and nutritional benefits, positioning us as a premium and innovative choice.

**Supply Chain Challenges:** Sourcing high-quality plant-based ingredients and ensuring a consistent supply chain posed challenges. We addressed this by forming strategic partnerships with reliable suppliers and diversifying our sourcing options.

**Consumer Acceptance:** Convincing consumers to switch from traditional seafood to a plant-based alternative

required overcoming scepticism and resistance. We addressed this by conducting extensive consumer testing, engaging in events and tastings, and leveraging positive feedback to build credibility.

**Global Pandemic:** The COVID-19 pandemic disrupted supply chains, events, and consumer behaviours. We adapted by focusing on online sales, engaging in virtual events, and reinforcing our commitment to sustainability, which gained even more importance during the crisis.

**Intellectual Property Protection:** Safeguarding our unique technology from potential imitators was crucial. We tackled this by obtaining patents and trademarks, ensuring our innovations are legally protected.

In overcoming these hurdles, we learned the value of persistence, adaptability, and collaboration. Each challenge provided an opportunity for growth and refinement, strengthening our team's capabilities and positioning us for success in the competitive plant-based food industry.

We've had particularly good experiences with a few aspects that have significantly contributed to our growth and success:

**Participating in Industry Events:** Engaging in industry-specific events, such as food expos, sustainability conferences, and vegan festivals, has allowed us to showcase our products to a highly relevant and engaged audience. It's an excellent platform for introducing our innovations and receiving direct feedback from potential customers.

**Collaborating with Influencers:** Partnering with influencers and experts in the plant-based and sustainability fields has helped us amplify our message and increase brand visibility. Their authentic endorsements resonate with their followers, enhancing our credibility and widening our reach.

**Online Sales Platforms:** Leveraging online marketplaces like our own website and

platforms like Amazon has enabled us to tap into a broader customer base, including those beyond our immediate geographic area. These platforms provide convenience and accessibility for customers to purchase our products.

**Catering and Collaborations:** Collaborating with restaurants, catering services, and culinary professionals has allowed us to showcase the versatility of our products in various culinary creations. By offering our products for events, catering, and unique culinary experiences, we've garnered attention and generated interest.

**Storytelling and Transparency:** Sharing our journey, values, and innovation story with customers has resonated positively. Being transparent about our processes, sustainability efforts, and commitment to high-quality products has built trust and fostered a loyal customer base.

**Educational Content:** Developing and sharing educational content about the benefits of plant-based eating, sustainability, and our unique technology has helped us connect with conscious consumers who align with our values. This content establishes us as thought leaders in the plant-based food industry.

**Strategic Partnerships:** Collaborating with research institutions, universities, and industry organisations has provided us with valuable resources, expertise, and opportunities for research validation and market exposure.

Our recommendations for others in the industry:

**Know Your Audience:** Understand the preferences, needs, and concerns of your target audience. Tailor your messaging, product offerings, and marketing strategies to resonate with them.

**Embrace Innovation:** Continuously innovate and improve your products, technologies, and processes. Being at the forefront of innovation can set you apart in a rapidly evolving market.

**Leverage Influencers:** Partner with influencers and experts who align with your brand values. Their authentic endorsement can greatly expand your reach and credibility.

**Prioritise Sustainability:** In the current landscape, consumers are increasingly conscious of sustainability. Highlight your sustainable practices, from ingredients sourcing to packaging, to attract like-minded customers.

**Engage in Events:** Participate in relevant industry events, expos, and festivals to showcase your products, gather feedback, and connect with potential customers and partners.

**Educate Your Audience:** Provide educational content about the benefits of your products, plant-based eating, and sustainability. Educated consumers are more likely to engage and support your brand.

**Forge Partnerships:** Collaborate with restaurants, chefs, and other food-related businesses to showcase your products in diverse culinary creations and experiences.

**Transparency and Authenticity:** Be transparent about your processes, ingredients, and values. Authenticity builds trust with your customers.

**Online Presence:** Establish a strong online presence through your website and social media. Online platforms are powerful tools to showcase your products and engage with customers.

By embracing these strategies and approaches, we've been able to carve a unique niche in the plant-based food industry and build a strong foundation for sustainable growth.

**What have you had particularly good experiences with? What recommendations would you like to share with other actors?**

We've had several positive experiences that have contributed to our growth and success in the plant-based food industry:

**Collaborating with Specialty Retailers:** Partnering with specialty food retailers and health food stores that align with our brand values has allowed us to reach a targeted audience. These retailers often cater to health-conscious consumers actively seeking plant-based alternatives.

**Direct-to-Consumer (D2C) Strategy:** Establishing our own online sales platform has given us direct access to consumers. This channel allows us to communicate our brand story, benefits, and values directly to our customers while maintaining control over the customer experience.

**Participating in Farmers' Markets and Pop-Up Events:** Showcasing our products at farmers' markets and pop-up events has enabled us to interact with customers face-to-face, gather feedback, and build a local customer base.

**Social Media Engagement:** Active engagement on social media platforms has helped us connect with a wide audience, share our brand message, and foster a sense of community among our customers.

**Collaborating with Influencers:** Partnering with social media influencers who resonate with our brand has extended our reach and introduced our products to new audiences. Authentic endorsements from influencers have generated interest and trust in our brand.

**Educational Workshops and Events:** Hosting workshops, webinars, and events centred around plant-based eating, sustainability, and culinary creativity has positioned us as experts and built a loyal following.

**Sustainability Initiatives:** Highlighting our commitment to sustainability, such as eco-friendly packaging and ethical sourcing, has resonated well with environmentally conscious consumers.

**In-Person Tastings and Demos:** Offering in-person tastings and product demonstrations at events, stores, and local venues has allowed consumers to experience our products firsthand and led to conversions.

**Recommendations for others in the industry:**

**Focus on Brand Storytelling:** Communicate your brand's mission, values, and unique story. Consumers today are drawn to brands with compelling narratives that resonate with their own beliefs.

**Targeted Marketing:** Identify your target audience and tailor your marketing efforts to their preferences and needs. This ensures your messaging resonates and converts.

**Quality and Consistency:** Prioritise the quality and consistency of your products. Delivering an exceptional product experience builds customer loyalty and positive word-of-mouth.

**Engage on Social Media:** Utilise social media platforms to engage with customers, share behind-the-scenes content, and respond to inquiries promptly.

**Diversify Distribution:** Explore a mix of distribution channels, including online platforms, specialty stores, farmers' markets, and collaborations with restaurants, to expand your reach.

**Partnerships and Collaborations:** Collaborate with other brands, chefs, influencers, and organisations that align with your values. These partnerships can introduce your products to new audiences and create mutually beneficial opportunities.

**Educate Your Audience:** Host educational workshops, webinars, or events to educate consumers about the benefits of your products and the values your brand represents.

**Feedback and Adaptation:** Listen to customer feedback and continuously adapt. Customer insights can guide improvements and innovation.

**Community Building:** Foster a sense of community around your brand. Engage with customers, respond to their feedback, and create spaces for them to connect with each other.

By embracing these strategies and approaches, we've been able to create a strong brand presence, connect with our target audience, and position ourselves as a trusted and innovative player in the plant-based food sector.

**Are there any tools or other forms of support that have played a role for you?**

Yes, various tools and forms of support have been instrumental in our journey in the plant-based food industry:

**Recipe Development Software:** Specialised software for recipe formulation and nutritional analysis has helped us create well-balanced and appealing plant-based dishes that meet nutritional standards.

**Food Innovation Labs:** Partnering with food innovation labs and research institutions has given us access to cutting-edge technology and expertise to develop and refine our plant-based seafood alternatives.

**Accelerators and Incubators:** Joining startup accelerators and incubators provided us with mentorship, networking opportunities, and resources to refine our business model, strategy, and product development.

**Funding Platforms:** Crowdfunding platforms and angel investor networks have been valuable for securing initial



funding and raising awareness about our products.

**Market Research Tools:** Utilising market research tools and reports has enabled us to gather insights about consumer preferences, market trends, and competitive landscapes.

**Social Media Management Tools:** Tools for scheduling, managing, and analysing social media content have helped us maintain a consistent online presence and engage with our audience effectively.

**E-commerce Platforms:** Setting up and managing our e-commerce platform has allowed us to directly reach consumers and offer a seamless online shopping experience.

**Supplier Networks:** Establishing relationships with suppliers who share our values has ensured a consistent and reliable source of quality ingredients for our products.

**Food Safety and Quality Assurance Tools:** Implementing food safety and quality assurance tools helps us maintain product integrity and compliance with industry standards.

**Customer Relationship Management (CRM) Software:** CRM software has enabled us to manage customer interactions, gather feedback, and tailor our communication to individual preferences.

**Sustainability Certifications:** Obtaining sustainability certifications has showcased our commitment to eco-friendly practices, attracting environmentally conscious consumers.

**Collaboration and Communication Tools:** Virtual collaboration tools and communication platforms facilitate teamwork and coordination, especially in remote work environments.

**Influencer Marketing Platforms:** Utilising influencer marketing platforms has allowed us to discover, connect with, and

collaborate with influencers who align with our brand.

**Distribution Partnerships:** Collaborating with distribution partners, such as grocery stores and online marketplaces, has expanded our reach and accessibility to consumers.

**Legal and IP Support:** Working with legal and intellectual property experts has ensured proper protection of our innovations, trademarks, and patents.

These tools and forms of support have contributed to streamlining our operations, enhancing our product development, and fostering growth in the competitive plant-based food industry.

**Where do you see yourself/your organisation in a few years? How do you rate your future prospects?**

In the next few years, we envision Bluana Foods as a globally recognised leader in the plant-based seafood industry. Our innovative High Nutrients, High Moisture Injection (HNHMI) technology will have revolutionised the way people enjoy sustainable and healthy plant-based seafood alternatives. We anticipate a significant expansion of our product offerings, entering various international markets and establishing strategic partnerships with major retailers and foodservice providers.

Our future prospects are highly promising. With growing consumer demand for sustainable and nutritious alternatives, our unique technology positions us as pioneers in this field. We foresee exponential revenue growth, supported by successful product launches, increased market share, and a robust customer base. Our commitment to continuous innovation, product excellence, and environmental responsibility further reinforces our positive outlook.

As we execute our business plan, scale up production, and solidify our market presence, we are confident that Bluana Foods will not only achieve its goals but

also shape the future of plant-based seafood, contributing to healthier diets and a more sustainable planet.



## Exchange

What are your demands for politicians?

We urge politicians to prioritise sustainable food systems by implementing policies that support the growth of plant-based alternatives. This includes providing incentives for research and development in the food technology sector, promoting sustainable farming practices, and raising awareness about the environmental and health benefits of plant-based diets. Additionally, we advocate for transparent labelling of food products to empower consumers to make informed choices and support the transition to a more sustainable and ethical food industry.

Are you involved in one or more networks or partnerships?

Yes, Bluana Foods is actively involved in various networks and partnerships that contribute to our growth and innovation. We collaborate with academic institutions, industry experts, accelerators, and organisations focused on sustainability and food technology. Some of our key collaborations include MIT CEE Warsaw, Masschallenge Switzerland, ProVeg International, Brinc Hong Kong, EIT FAN Paris, and more. These partnerships provide us with valuable resources, knowledge sharing, and access to a supportive community that helps us advance our mission of creating sustainable plant-based seafood alternatives.

How can you be reached? Is there a contact?

Sure, we can be contacted. Visit: <https://bluana.me/contact/>



## Publication information

Author: Florin Irimescu

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Southern Europe



Portugal



Organisation

## 10. Portuguese Vegetarian Association (AVP)



### Background and Goals

Who are you and since when have you been operating?

The Portuguese Vegetarian Association (AVP) is an organisation that was established in 2006. AVP has been operating for over a decade with the primary goal of promoting and advancing plant-based diets, environmental sustainability, and the well-being of individuals and communities in Portugal.

#### What is your goal? What drives you?

1. AVP aims to rectify the significant nutritional deviations in the Portuguese diet, where the consumption of meat and dairy products exceeds recommended levels, while the intake of legumes, fruits, and vegetables falls short of the guidelines set by organisations like the World Health Organisation (WHO).
2. At AVP we are committed to reducing the environmental impact of the farm animals sector in Portugal, which contributes to greenhouse gas emissions and biodiversity loss. We work to promote a transition to a plant-based food system that is more environmentally sustainable.
3. We advocate for policy changes to support sustainable and plant-based food choices, with a focus on ensuring that

public institutions like schools, universities, hospitals, and other public canteens offer nutritious vegan options, as mandated by Portuguese law.

4. We recognize the need for comprehensive and accessible nutritional education on plant-based diets. So we provide accurate information on plant-based nutrition and organise events like a national congress on plant-based nutrition. We also offer resources like VeggieKit to support individuals transitioning to vegan diets.

5. AVP aims to build a strong and engaged community of members and affiliates who share their mission. This community engagement encourages collaboration and fosters a sense of belonging within the organisation.

#### What are you doing or have you done in order to reach this goal?

We aim to promote plant-based diets and environmental sustainability in Portugal. We've achieved legal changes mandating plant-based options in public canteens.

Also, we advocate for policy changes, offer nutritional education through events and resources like *VeggieKit*, and build a strong community.

Also, within the law, the Green Protein project influences environmental policies

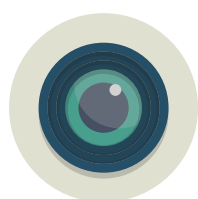
and the National Incentive Plan for Plant-based Proteins.

Plus, we actively create content, engage with the community and have a multifaceted approach that addresses nutritional deviations, environmental impact, and the growing demand for plant-based options, aligning with our mission to improve public health and sustainability.

### What is innovative about your initiative?

Focusing on law:

1. AVP played a pivotal role in promoting a law that mandates the inclusion of at least one strict vegetarian option in public canteens, which was approved and implemented in 2017. This achievement marked a significant milestone in promoting plant-based diets and making them more accessible in public institutions.
2. The Green Protein project is another innovative initiative that has launched a National Incentive Plan for Plant-based Proteins. It has gained support from key environmental organisations and has influenced Portuguese political parties to propose measures aligned with the project's goals. This project is not only innovative but also influential in shaping policies and educating the public about the benefits of plant-based diets for the environment and public health.



### Insights and Findings

How were you able to finance your work?

AVP sources its income from various channels, including V-Label licensing, membership fees, online store sales, general donations, and grants from organisations that align with their mission. This diverse income model has sustained our work.

### Is your concept financially viable?

We try to have a concept that is financially viable, with income from multiple streams and demonstrated growth. Our ability to secure grants and generate revenue through licensing and membership fees contributes to financial sustainability.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

We faced challenges in advocating for policy changes and overcoming resistance to plant-based options in public institutions. We deal with these challenges through persistence and collaboration.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

AVP's successful legal advocacy, partnership with environmental organisations, and influential projects which have been related to notable achievements. Our recommendations for others include building strong partnerships and engaging with the community.

### Are there any tools or other forms of support that have played a role for you?

Grants provide essential funding for our projects and campaigns.

### Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

In the coming years, AVP envisions expanding its impact, further influencing policy changes, and continuing to educate and engage the community. Our future prospects are promising, given our track record of accomplishments and growing public interest in plant-based lifestyles and sustainability.



## Exchange

What are your demands for politicians?

We advocate for a harmonious balance between economic opportunities, environmental stewardship, public health, and animal welfare.

Trade, sustainable development, and dietary guidelines intersect, so these must be considered for a more sustainable food system, ensuring harmony between our nutritional choices and the environment.

There's a need to reallocate EU subsidies from farmed animal practices to sustainable plant-based protein production to support environmental goals, reduce carbon emissions, preserve biodiversity, and meet the increasing demand for plant-based protein sources in diets.

We need a nutrition and environmental strategy that promotes plant-based diets and more investment and research around alternative protein.

Are you involved in one or more networks or partnerships?

Yes. European Vegetarian Union (EVU), Eurogroup for Animals and International Vegetarian Union (IVU).

How can you be reached? Is there a contact?

Via email: [info@avp.org.pt](mailto:info@avp.org.pt)



## Publication information

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Southern Europe



Malta



Initiative

## 11. Veggy Malta



### Background and Goals

Who are you and since when have you been operating?

Veggy Malta has been operating since 2018.

What is your goal? What drives you?

Veggy Malta aims to influence and change people's lifestyle habits to a more sustainable, healthy, cruelty-free, and plant-based lifestyle by providing and supporting information and knowledge.

What are you doing or have you done in order to reach this goal?

Veggy Malta occupies multiple platforms to put forward our plant-based message in Malta. Our website [www.veggymalta.com](http://www.veggymalta.com) has over 250 plant-based recipes and constantly provides new recipes and binds together all our activities.

Six years ago, in October we started the first Malta Meat Free Week (MMFW) challenge, in which we asked people to go one week with zero meat. In 2023 we have just finished the 6th edition. Every year we have grown in size, reach and visibility. Malta Meat Free Week has its own social media platforms and website [www.maltameatfreeweek.com](http://www.maltameatfreeweek.com). The benefit of MMFW is that we rope in the main

supermarkets and distributors with offers, and restaurants in the week.

From the beginning we started investing in the growth of our social media presence and we currently have 30.000 followers on Facebook and a slowly growing presence on Instagram.

Three years ago, we ventured into television and started Malta's first 100% vegan show called Ghand il-vegan (literally translated: At the Vegan's place), presented by Veggy Malta founder Darryl Grima. After one year, the show is now on national television.

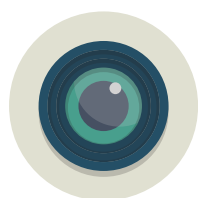
<https://tvmi.mt/series/193>

What is innovative about your initiative?

Malta Meat Free Week: The key aspect of the challenge is that it brings together multiple stakeholders. On one part we have the leading supermarkets and distributors who have offers and also through their venues help us to promote the challenge. We have restaurants participating with specials for the week. Then to help promote the challenge we call for the support of local influencers, local animal and environmental NGOs, media, social media, and in the past years we have also been using billboards.

Ghand il-Vegan: For season 3 of our TV show, we have given the program a new

twist. Each program features a new vegetable (according to the time of year). We prepare two recipes; a main dish and a soup. Additionally, we have a nutritionist who explains the benefits and we also fit in an interview with a different vegan each episode. All this in a 24 minute program..



### Insights and Findings

How were you able to finance your work?

Financing for our initiatives comes from various sources. The Malta Meat Free week challenge is supported by grants and also sponsors, whilst the TV show produced by us is financed by the national broadcaster. Other smaller initiatives are usually sponsor based.

Is your concept financially viable?

We believe that the challenge can be replicated in other countries successfully.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

The biggest hurdle, especially since we are the smallest country in the EU, is a financial one, also in relation to economies of scale (of the local vegan market). Finding the necessary financing to support our ideas and projects has always been the biggest obstacle. Thus our philosophy has always been to first make it happen, even if on a smaller scale. After that to make it bigger and better every time.

Are there any tools or other forms of support that have played a role for you?

Developing a relationship with supermarkets and with local distributors has helped us, especially in the first years. Having said this, this relationship has been pivotal in the success of Malta Meat Free Week.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We hope to see the challenge take a more international dimension. Furthermore, we would like to work on more regional based TV productions.



### Exchange

What are your demands for politicians?

To start funding the development of plant based foods and meat alternatives (at least at the same level as the support given to the meat and dairy industry).

Are you involved in one or more networks or partnerships?

We try to stay active on an international/EU level and participate and support any initiative locally like stopam171. We support the TAPP Coalition. We are open to support plant-based initiatives through our local channels.

How can you be reached? Is there a contact?

By email: [info@veggymalta.com](mailto:info@veggymalta.com)



### Publication information

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Southern Europe



Spain



Company

## 12. Poseidona



### Background and Goals

Who are you and since when have you been operating?

Poseidona was founded by two pioneering female entrepreneurs, Sònia Hurtado and María Cermeño. It is a dynamic startup that commenced operations in early 2023. Both founders have a wealth of scientific expertise in food technology.

At Poseidona, our mission is to revolutionise the protein industry by harnessing the untapped potential of the sea. We specialise in creating protein ingredients sourced from unconventional marine resources, specifically utilising by-products of seaweed and invasive seaweed species. Our innovative approach aims to provide a sustainable and eco-friendly alternative to traditional animal proteins and soy protein.

What is your goal? What drives you?

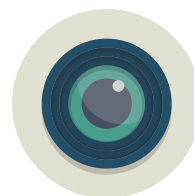
Beyond being pioneers in food innovation, in Poseidona we demonstrate a profound commitment to harmonising with the planet's invaluable aquatic ecosystems. Our mission extends far beyond business; we are dedicated to responsibly harnessing resources, paving the way for a brighter and more flavourful future.

What are you doing or have you done in order to reach this goal?

We have meticulously crafted a premium, eco-friendly alternative to conventional animal and plant proteins, boasting not only exceptional taste but also scalability. Our unique approach involves harnessing the potential of macroalgae by-products to enhance the circular economy and utilising invasive species from the Mediterranean to support the blue economy.

What is innovative about your initiative?

What sets Poseidona apart is our pioneering approach to protein sourcing. Unlike traditional methods, we venture into unexplored territory by utilising two unconventional yet abundant marine resources: by-products of seaweed and invasive seaweed species.



### Insights and Findings

How were you able to finance your work?

We received private funds and currently we are applying for national and international public funding.

### Is your concept financially viable?

Our concept is financially viable due to our use of low-cost by-products from the food industry as the primary material. We've optimised our processes for efficiency, ensuring a cost-effective approach that aligns with both environmental and economic sustainability.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

Our primary challenges lie in technology and regulation. Seaweed's organoleptic properties may not suit all food applications, making our key goal the creation of a neutral-coloured and tasteless protein powder. To address this, we've partnered with public institutions, including tech centres and universities. Our junior scientist is pursuing an industrial PhD focused on optimising organoleptic properties.

Additionally, navigating novel food regulations is crucial. We have a well-defined regulatory roadmap strategy to guide us through the necessary consultations and approvals, ensuring compliance and a smooth integration into the market.

### Are there any tools or other forms of support that have played a role for you?

As a startup, we've experienced substantial growth and support from both business and scientific advisors. Engaging in acceleration and incubation programs has also played a pivotal role in our development, providing essential resources, networking and mentorship.

consumer education, focusing on food nutrition and environmental awareness across all age groups. This initiative aligns with our vision for a healthier and more informed society.

### How can you be reached? Is there a contact?

We can be reached at [hola@poseidona.eu](mailto:hola@poseidona.eu)



### Publication information

Author: Dr. Maria Cermeño

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### Exchange

What are your demands for politicians?

We urge politicians to prioritise improved



Southern Europe



Italy



Project

## 13. MenoPerPiù: Delicious, Healthy and Sustainable Food



### Background and Goals

Who are you and since when have you been operating?

MenoPerPiù is Essere Animali's integrated service designed to support companies and universities on the path to a quality, nutritious and sustainable lunch break. Through a proven format of integrated training and communication, since 2019 we have been raising awareness about the relationship between food, health and the climate crisis and training chefs to diversify and enrich the plant-based product line, thus responding to new customer needs.

What is your goal? What drives you?

MenoPerPiù was designed to show that good, protective and environmentally friendly food is possible and affordable for everyone. Our goal is to ensure that people, animals and the planet get the well-being they deserve by demonstrating that sustainability starts at the table. One meal at a time.

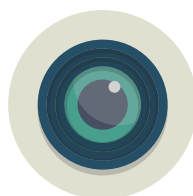
What are you doing or have you done in order to reach this goal?

MenoPerPiù delivers customised nutrition and environmental education packages to raise awareness among corporate staff

and students about the importance of a balanced, healthy and sustainable diet. In addition, we can tap into our deep expertise in the field of plant-based cooking to deliver high-level technical training to kitchen staff to diversify and enrich the line of plant-based products, thus responding to new customer needs.

What is innovative about your initiative?

There haven't been similar initiatives in Italy so far. MenoPerPiù is the first program in Italy supported by Essere Animali that helps foodservice companies across the country succeed with their plant-based food goals. We offer the following services and resources: Educational Materials & Workshops; Culinary Training; Recipe & Menu Development; Marketing & Promotion.



### Insights and Findings

How were you able to finance your work?

MenoPerPiù is a self-funded project of Essere Animali. In addition, for both education and awareness-raising activities and technical training packages we suggest a donation based on need and volume of effort required..

### Is your concept financially viable?

Where the partner company or university does not have sufficient spending capacity to cover the outlay costs of the training and education, costs can be compressed by adapting the delivery methods to the needs of the partner organisation.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

The involvement and commitment of all stakeholders is crucial. For this reason, developing an action plan tailored to the needs of partner organisations is paramount. We devise the best communication strategy to effectively reach out to all target people, and tailor outreach materials and content to raise awareness in creative and engaging ways.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

To achieve the best results, the MenoPerPiù team consists of professionals specialising in nutrition education and plant-based cooking, and experts in agribusiness dynamics. Today, more than ever, the establishment of a multidisciplinary team able to address different needs in a timely and effective manner is key.

### Are there any tools or other forms of support that have played a role for you?

Digital communication platforms are a key tool for effectively reaching the widest number of people, overcoming any organisational or logistical limitations that could jeopardise the success of the project.

### Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

MenoPerPiù aims to become the leading service in Italy in order to lead the

transition of a growing group of companies and universities toward a quality, nutritious and sustainable lunch break.



### Exchange

#### What are your demands for politicians?

Establishment of an effective surveillance system of the proper implementation of the Minimum Environmental Criteria for catering - in Italy they have been mandatory from 2020. Revision of the National Healthy Eating Guidelines, based on an evidence-based process that promotes greater consumption of plant-based protein against a reduction in meat and derivatives. Suspension of any protectionist legislative initiatives that would only have the effect of hindering research, development and marketing of more sustainable, healthy and ethical alternatives (see ban on "meaty" denominations for plant-based foods).

#### Are you involved in one or more networks or partnerships?

Buy Better Food Coalition, European Alliance for Plant-based Foods, Eurogroup for Animals, Open Wing Alliance, Aquatic Animal Alliance.

#### How can you be reached? Is there a contact?

Davide Zarri – Food Policy Officer –  
davide.z@menoperpiu.it



### Publication information

Author: Davide Zarri – Food Policy Officer;  
Claudio Pomo – Co-founder Essere Animali

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Eastern Europe



Russia



Company

## 14. Friky. Producing vegan products.



### Background and Goals

Who are you and since when have you been operating?

My name is Nina, I am the founder of this production company. I founded it in 2016.

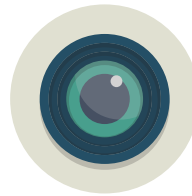
What is your goal? What drives you?

The initial idea was to create a cool plant-based milk, which was not produced in our country. Then we didn't limit ourselves to one milk and realised that we could create vegan dairy products using our own soy milk, such as butter, ice cream, cheese, etc. The main goal is to make really high quality and tasty vegan products to show that plant-based food can be very tasty and even tastier than traditional food.

What are you doing or have you done in order to reach this goal?

At the moment we are already producing very tasty products from quality ingredients. Perhaps the most delicious in our country. Our product is fine-tuned, the quality is stable and we are careful in choosing all ingredients.

Our customers are not only vegans, but also people on a traditional diet, because we make really delicious products.



### Insights and Findings

How were you able to finance your work?

Our funding is the founder's personal income earned and accumulated from past work. We have not attracted any investments.

Is your concept financially viable?

It is still viable, but we plan to scale up strongly to open a full production facility and we plan to attract investment to do so.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

There are a few obstacles:

1. Working with retailers. Managers do not quite understand the exclusivity of the product, but after a tasting they gladly take us to the shelf.
2. Pricing: Due to the fact that a lot of manual labour is involved in production, the price is considered high for many people. But a good product always costs a lot.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

There are pros and cons everywhere. On marketplaces and in retail, there are good sales volumes, but it takes a long time to agree by contract. In local vegetable stores it goes faster, they immediately understand the value of the product and how to sell it.

The most important thing we have realised is that a good product will always be bought, and a mediocre will be bought once. That is why we emphasise quality and, as a result, repeat sales.

Are there any tools or other forms of support that have played a role for you?

We evolved through "word of mouth" - bloggers and regular people told each other about us on social media and that is how we developed a very cool and loyal audience.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We want to build a factory with full automation to reduce the human factor and produce more products. So we are expanding to the whole country, we will be in every store close to people's houses. And then we want to export to other countries. Or even open factories in Europe, because this kind of product should be available to all people on the planet.

In the factory we want to produce all kinds of dairy products, baked goods and chocolate.



## Exchange

What are your demands for politicians?

More support for this type of product.

Are you involved in one or more networks or partnerships?

We often partner for different promotions with our contractors.

How can you be reached? Is there a contact?

You can email us: 89258664726@mail.ru, friky.milk@gmail.com or call us +79258664726 or find us on instagram friky.food



## Publication information

Author: Nina Datashvili

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Eastern Europe



Ukraine



Company

## 15. Green Go



### Background and Goals

Who are you and since when have you been operating?

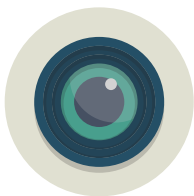
We are a producer of plant-based products and our journey began in 2020.

What is your goal? What drives you?

Our goal is to make innovative plant-based products diverse, tasty, and accessible to everyone.

What are you doing or have you done in order to reach this goal?

We are increasing production and working on improving our products.



### Insights and Findings

How were you able to finance your work?

We started our activities with private capital of the owners, then ProVeg International invested in our company, after that we won a grant - and for now we sold 50 % of our business to bigger partners who produce vegan sausages.

Is your concept financially viable?

Yes, but we still need investment to grow faster.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

First of all it was war - but we keep going and believe in a better future.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

The biggest thing that stimulated our sales and increased them several times are novelties that can surprise the consumer. It can be plant-based salmon or tuna, plant-based steaks, plant-based squid and shrimps, and many other alternatives.

Are there any tools or other forms of support that have played a role for you?

First of all, there was a great impact for us during our participation in the ProVeg Incubator, and secondly, great support is also coming now that we have started cooperation with a sausage manufacturer.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We see ourselves as leaders in the market of Ukrainian alternatives and top 5 brands in the European market.



## Exchange

What are your demands for politicians?

More support for young businesses with non-returnable financials.

Are you involved in one or more networks or partnerships?

Yes, we sold 50 % of our business to bigger partners who produce vegan sausages.

How can you be reached? Is there a contact?

You can write to us at [info.office.gg@gmail.com](mailto:info.office.gg@gmail.com)



## Publication information

Author: Bogdana Leonova

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Central Europe



Croatia



Gastronomy

## 16. Zrno Organic Farm



### Background and Goals

Who are you and since when have you been operating?

My name is David Pejić and I am the current owner and director of Zrno Organic Farm, the oldest organic farm in Croatia, founded in 1988.

What is your goal? What drives you?

Our goal is to accelerate the development of organic agriculture by showcasing and developing innovative production practices and sharing them with the broader agriculture community. What drives us, is the notion that a healthy individual is a precondition for a healthy society. At Zrno Organic Farm, our commitment to a plant-based lifestyle extends beyond just our farming practices. We ensure that all our products are entirely free from animal derivatives, embracing a holistic approach to sustainability. Through these efforts, we hope to highlight the positive changes that a plant-based lifestyle can bring, both to individual health and to our planet.

What are you doing or have you done in order to reach this goal?

Throughout the years, Zrno Organic Farm has become the symbol and the focal

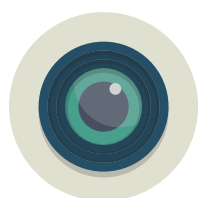
point of organic agriculture in Croatia and the broader region. Our innovative projects and holistic business ecosystem have attracted significant international attention and have culminated in 2022, when we were named the best organic farm in the European Union. Throughout all this time, we have cherished and developed relationships with all stakeholders of the food supply chain and facilitated the development of common ground between them.

Next to all products being free from animal derivatives, our commitment to a plant-based lifestyle is vividly reflected in our vegan bistro, where each dish is a testament to the versatility and richness of plant-based cuisine. Our bistro not only serves as a culinary haven for vegan food enthusiasts but also stands as an educational platform, showcasing how plant-based meals can be both nutritious and delicious.

In partnership with Makronova, our educational institute, we conduct workshops and sessions focused on the health and nutritional benefits of a balanced plant-based diet. These educational initiatives are designed not just to inform but also to inspire our community to adopt more sustainable eating habits.

## What is innovative about your initiative?

Zrno Organic Farm demonstrates and innovates an unique farming model with over 150 certified organic products in 4 different modes of production: primary crop, processing, bakery and Croatia's first and only certified 100% organic restaurant. Our most recognisable innovation is the largest biointensive garden in the region, with over 200 permanent no-till beds using the DCM (Deep Compost Mulch) method. This project represents the cutting edge development of regenerative organic methods designed to improve soil quality, microbiome, water retention and general biodiversity. Understanding the significant impact of industrial meat production on the environment, we've made it a key component of our business to offer a sustainable alternative. By promoting a plant-based diet, making products without animal derivatives and combining it with a vegan bistro, we aim to lessen our ecological footprint and encourage a more harmonious relationship with nature.



### Insights and Findings

#### How were you able to finance your work?

We are a family business that started in 1990 with education and activism about healthy lifestyles and ecology. With time, this educational activity was enriched by organic food trade, retail and book publishing. In 2010, this provided us with enough capital to acquire Zrno organic farm, allowing us to be vertically integrated and guarantee true farm to table experiences.

#### Is your concept financially viable?

Yes, Zrno Organic Farm is a testament to the financial viability of sustainable organic farming. By focusing on quality, building a loyal customer base, and diversifying our

revenue streams, we've created a sustainable business model.

## What hurdles and obstacles did you encounter along your way and how did you deal with them?

Some of the obstacles we encountered include:

1. A relatively undeveloped organic food market in Croatia in terms of institutional development, market research and education.
2. A rapidly ageing and shrinking workforce, especially in the rural areas.
3. Extreme weather due to climate change.
4. Poor basic infrastructure in the rural area we are situated in.

We have dealt with all of these and continue to deal with them through perseverance, patience, diversification, long-term thinking and passion.

## What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Our biggest advantage is the fact that we have our own business ecosystem we can leverage to build relationships with our customers and offer unique products and services. The farm grows its own food which it processes and then serves to restaurant guests or sells through our wholesale company or our retail food stores. The customers learn about these products through our education programs or our book publishing company. The system is designed to thrive on synergy. This type of diversification is crucial for long term resilience and sustainability.

## Are there any tools or other forms of support that have played a role for you?

Collaborations with international farmers, leveraging technology for efficient farm

management, and community support have been crucial in our growth..

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We are optimistic about the future. The growing awareness and demand for sustainable, organic produce positions Zrno Farm for continued success and impact in the realm of organic farming.



## Exchange

What are your demands for politicians?

Further development of the organic food standard and commitment to its future. Rejection of GMOs, NGTs and the efforts of large corporations to co-opt the term "regenerative agriculture" for their chemical conventional agendas.

Are you involved in one or more networks or partnerships?

We have a partnership with Makronova.

How can you be reached? Is there a contact?

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## Publication information

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Central Europe



Lithuania



Organisation

## 17. A non-profit organisation Gyvi Gali seeks dietary change in Lithuania



### Background and Goals

Who are you and since when have you been operating?

"Gyvi Gali" was established in 2021 to seek dietary changes in Lithuania. We understand that a strong strategy is needed if we want to overcome the obstacles that arise when we try to make plant-based diets more accessible to everyone.

### What is your goal? What drives you?

Our mission: We strive to ensure that delicious, animal-friendly, sustainable, and healthy plant-based foods are easily accessible to everyone in Lithuania.

Our vision: Plant-based food is the number one choice for people, businesses, and institutions.

### What are you doing or have you done in order to reach this goal?

Increasing the accessibility of plant-based nutrition is the core activity axis of "Gyvi Gali". We see this process holistically and strive for change by carrying out our activities in three main directions: educating the public, cooperating with

businesses, and promoting changes at the institutional level.

Public education: The concept of a plant-based diet is still very new in Lithuania, with no unified movement or organisations working towards a public nutritional change. For this reason, there is a lack of reliable information about the principles and benefits of plant-based nutrition in the country, and various myths are still prevalent. To promote plant-based nutrition, we understand that first, we must form and consolidate a favourable public attitude. We do this through education - learning about foods that are more favourable for animals, the climate, and personal health encourages people to make personal dietary changes and accept market innovations more openly.

Working with businesses: Businesses are vital players in increasing the accessibility of plant-based foods. They have great resources to disseminate information and the power to shape consumer needs. The more plant-based products/dishes there are in the marketplace, the more the social pressure to eat animal food diminishes and the vegan diet is normalised. For these reasons, we are constantly looking for opportunities to cooperate with businesses: creating joint projects promoting plant-based food, looking for ways to reach the target audience, etc. Currently, we are the only organisation in

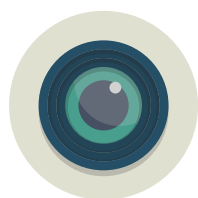


Lithuania that actively consults companies on plant-based issues and encourages them to get involved in popularising vegan nutrition.

**Institutional Changes:** The state strongly subsidises animal farmers, thus creating unfavourable conditions for existing and prospective plant-based food producers and suppliers. At the same time, the basis of catering in public institutions (schools, kindergardens, hospitals, the army, etc.) is almost exclusively animal product-based dishes. Such circumstances become a big obstacle for society to transition smoothly to a plant-based diet. Therefore, it is our goal that plant-based food businesses have favourable development opportunities with the support of state institutions. At the same time, the users of public services can choose healthy, high-quality, and diverse plant-based food.

#### What is innovative about your initiative?

We are the only non-profit organisation in Lithuania working on dietary change towards plant-based eating.



#### Insights and Findings

What hurdles and obstacles did you encounter along your way and how did you deal with them?

The biggest challenge is the entrenched business of agriculture and its strong lobbying effect, which hinders the progress of society, businesses, and politicians. The path we see is an attempt to inform the public, businesses, and politicians about alternatives that do not require compromise in taste, health, environmental protection, or animal welfare.

#### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

We have strong networking skills, which helps us to build a great network. Because of that, we get lots of professional support in different kinds of areas.

Never eat alone and never be afraid of saying a short Hi! You can never know where it can lead.

#### Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We believe that our organisation will eventually become the go-to source for alternative protein, and plant-based nutrition issues for the public, media, businesses, and politicians. We want to be part of a growing movement and shape the narrative of how it is seen in our country.



#### Exchange

What are your demands for politicians?

That plant-based milk would be added to the School Scheme program; children would have a plant-based option for their school lunch; in the public events organised by the government food would be served fully plant-based.

#### Are you involved in one or more networks or partnerships?

Yes, we are a part of Global Plant-Based School Food Network, Challenge22 community, V-Label partnership, and some more smaller networks.

#### How can you be reached? Is there a contact?

[info@gyvigali.lt](mailto:info@gyvigali.lt)



## Publication information

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Central Europe



Switzerland



Initiative

## 18. Hof Narr, with hand, heart and mind for our future



### Background and Goals

Who are you and since when have you been operating?

We are an animal sanctuary including a farm, an ethics school and a TransFARmation office and have been in existence since 2013.

What is your goal? What drives you?

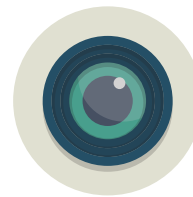
Our goal is to create a sustainable, just and liveable world for all living beings.

Since we as humanity are not currently on this path and are neither acting justly nor sustainably, but we still have every opportunity to do so, we are motivated to educate ourselves on a daily basis and initiate solutions.

What are you doing or have you done in order to reach this goal?

Our work is very diverse in this respect and includes the areas of environmental and animal ethics and agriculture. Our work is primarily based on the pillars of individual animal rescue, awareness-raising and educational work, the establishment of plant-based agriculture as a local farm and, in addition, advice for farms that are in transition to plant-based agriculture

without livestock farming or want to go down this path.



### Insights and Findings

How were you able to finance your work?

Our work is financed in a variety of ways, such as so-called sponsorships for the 120 animals on our farm, the sale of agricultural products and numerous events and educational offers. In particular, ethics lessons for school classes, private events, regular farm tours, barn cinema, readings, lectures, corporate events or vegan brunches and festivals play a special role here. In addition, the importance of our work is recognised and accordingly supported by the civilian population and institutions in both monetary and non-monetary ways.

Is your concept financially viable?

Yes

What hurdles and obstacles did you encounter along your way and how did you deal with them?

As many of our habits and the lack of questioning of the "normal" have brought

us to the point where we are today (climate change, loss of biodiversity, environmental pollution, waste of resources, massive injustices, etc.), it is important to question these habits, raise awareness and support alternatives. Even if this is done with understanding and sensitivity, it can lead to tensions, a lack of understanding and communication barriers on an individual and systemic level. Within our work, we must be aware of these potential difficulties and respond with an environment of understanding and non-judgement. This applies at all levels and is the basis and starting point of our work.

**What have you had particularly good experiences with? What recommendations would you like to share with other actors?**

Those who do good may or even must be aware of its value and learn to communicate it to the outside world. Those who do this and at the same time are open, infectious positive and have a hands-on mentality will find fellow doers and receive support. Many people are looking for opportunities to make their own valuable contribution to the world they want to live in. This help can be accepted and at the same time opens up new opportunities, ideas and provides inspiration. As trite as it sounds, we are capable of so much together.

**Where do you see yourself/your organisation in a few years? How do you rate your future prospects?**

We will continue our work and will certainly have expanded it in certain aspects. We will also continue to be open to ideas and tasks. We are also confident that by then we will have been able to support many more farmers on their individual path to plant-based agriculture and that we will have been able to make a contribution to the agricultural and ethical transition through our work.



## Exchange

**What are your demands for politicians?**

There are numerous difficult and complex challenges that lie ahead of us as a society and various circumstances and interest groups that need to be considered and represented. This does not make the work of politicians easy, especially in times when reactionary and populist courses, "fake news" or disinformation seem to be booming. Nevertheless, the political imperative must be to drive forward the long overdue expansion of the legal community and to act in the interests of maximising the welfare of current and future living beings. To achieve this, it is essential to confront issues such as climate change, biodiversity loss etc. transparently, honestly and consistently and to take the necessary steps.

**How can you be reached? Is there a contact?**

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Central Europe



Czech Republic



Company

## 19. Bene Meat Technologies is the first registered start-up in the world to produce and sell cultured meat as a pet food ingredient in EU



### Background and Goals

Who are you and since when have you been operating?

We are a Czech start-up company, founded in 2020, with a focus on the development and commercialization of cultured meat in the food and feed industry.

What is your goal? What drives you?

Bene Meat Technologies (BMT) aims to develop a technology that produces cultured meat by multiplying animal cells without using any additional ingredients of animal origin, while allowing operators to offer this product at prices affordable to consumers.

Our goal is to grow meat of the future with less GHG emissions, less land, energy and water use than conventional meat.

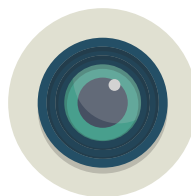
What drives us is protecting the environment, knowing what we consume and sustainability. Furthermore we don't like animals being treated like things and that we are not sure what we are eating.

What are you doing or have you done in order to reach this goal?

We are the first company in the world being registered in the European Feed Materials Register to produce and sell cultured cells as a feed ingredient for pet food.

We have reached this important milestone thanks to our highly motivated team of scientists, unique start-up structure and believing that we are doing the best for consumers, animals, and pets.

Our main goal is to be a knowledge bank and expert in cultured meat and bring affordable and scalable solutions (for human consumption, medicine purposes, etc.)



### Insights and Findings

How were you able to finance your work?

Since its inception, Bene Meat has had a single investor, the internationally successful BTL Group, a medical device business in cardiology, physiotherapy, and aesthetic medicine.

Is your concept financially viable?

Yes, it is our main goal to produce cultured meat that is financially viable.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

As with any new discovery, the biggest obstacle was that we simply didn't know if the path we were taking was the right one. We had no rules or guidelines.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

With a completely new product that is still unknown to some, open communication is the key.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

Our goals are not small. Our main goal is to be a knowledge bank and expert in cultured meat and bring affordable and scalable solutions (for pets, for human consumption, medicine purposes, etc.). We want to bring solutions which might really have an impact on life on the whole planet Earth. Thanks to our highly motivated team of experts, we believe we will succeed.

Are you involved in one or more networks or partnerships?

Yes we cooperate with NGOs (GFI, vegan and vegetarian institutions, ...), with companies within the pet food industry, laboratories and regulatory bodies.

How can you be reached? Is there a contact?

media@benemeat.com



## Publication information

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## Exchange

What are your demands for politicians?

To support and approve cultured meat and have an environmentally focused approach to what we, as humans, and in extension our pets, eat.





Central Europe



Germany



Organisation

## 20. ProVeg e. V.



### Background and Goals

Who are you and since when have you been operating?

The German representation of the food organisation ProVeg International pursues the mission to transform the global food system by replacing animal-based products with plant-based and cultivated alternatives. The organisation's roots reach back to 1892. In 2017, ProVeg began to operate as a worldwide network and is now represented in 12 countries on 4 continents – Belgium, China, Czechia, Germany, Malaysia, the Netherlands, Nigeria, Poland, South Africa, Spain, the United Kingdom, and the United States.

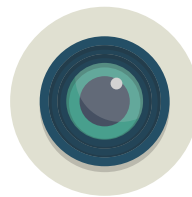
What is your goal? What drives you?

Our goal is to replace 50% of animal products globally with plant-based and cultivated foods by 2040.

What are you doing or have you done in order to reach this goal?

ProVeg works nationally and internationally with decision-making bodies, governments, food producers, retailers, investors, the media, and the general public to help the world transition to societies and economies that are less dependent on animal agriculture and

more sustainable for humans, animals, and the planet.



### Insights and Findings

How were you able to finance your work?

The German and worldwide activities of ProVeg e. V. are covered by membership fees, donations, grants and turnover from licence fees, sponsorship and consultancy, including training.

Is your concept financially viable?

Cf. above

What hurdles and obstacles did you encounter along your way and how did you deal with them?

Contact with food producers and providers is central to making plant-based offerings widely available. Only a broad and convincing portfolio can challenge consumers' learned habits and internalised beliefs. ProVeg's work is therefore explicitly aimed at established food industry leaders, major retailers, innovative start-ups, and the out-of-home market, from institutional catering to fast food and coffee house chains.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

ProVeg successfully consults stakeholders along the value chain – from out-of-home cooks and chefs to retailers, producers, and emerging start-ups in the plant-based sector. Rankings and comparative studies serve as incentives. Trade events such as the New Food Conference provide networking opportunities to further strengthen the industry.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

ProVeg has grown significantly in recent years – both internationally and in Germany to over 110 employees each (as of October 2023). At the same time, Germany has become the largest market for plant-based alternatives in Europe and meat consumption here has declined. We can observe how our impact has grown and we intend to continue until we have reached our mission.



## Exchange

What are your demands for politicians?

Halving livestock farming by 2040: 50by40

Implementing plant-friendly national nutrition guidelines in Germany

Recognising the food system as a core issue of international climate policy: Food4Climate pavilion at COP27+28

Establishing VAT as a climate policy steering instrument in Germany: 0 % fürs Klima

Promoting the development of alternative proteins and cell-cultured approaches: Smart Protein project

Practising fair labelling for alternative protein products

Establishing a national contact point for novel food applications requested by the European Food Safety Authority (EFSA)

Developing a national roadmap for future proteins in Germany

Increasing public funding for the research and development of alternative protein products in Germany

Establishing a research cluster on alternative proteins in Germany

Developing guidelines allowing for pre-market tastings of cultivated products in Germany

Are you involved in one or more networks or partnerships?

European Vegetarian Union

50by40

Initiative "Ernährungswende anpacken"

Erfa FoodService

"Smart Protein" project

Fraunhofer IVV

Climate Alliance Germany

German League for Nature Conservation and Environmental Protection (Deutscher Naturschutzring DNR)

Initiative "Transparente Zivilgesellschaft", Transparency International Deutschland e. V.

Alliance "Rechtssicherheit für politische Willensbildung", Initiative "Zivilgesellschaft ist gemeinnützig"

Charta der Vielfalt

Aktion Courage e. V.

How can you be reached? Is there a contact?

[info@proveg.com](mailto:info@proveg.com)



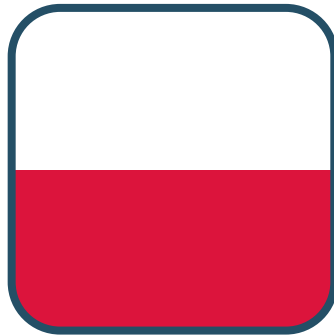
## **Publication information**

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Executive Director ProVeg  
e. V.

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Central Europe



Poland



Organisation

## 21. Green REV Institute & Future Food 4 Climate



### Background and Goals

Who are you and since when have you been operating?

The Green REV Institute is a Polish green think tank, a climate watchdog working for food system transformation. Green REV Institute connects the dots on the map of human rights, animal rights and climate. Founded in 2014, it engages activist individuals for systemic change and builds collaborations and partnerships for food system transformation.

The Green REV Institute is a member organisation of 50by40, Eurogroup for Animals, World Federation for Animals, European Vegetarian Union, Aquatic Animal Alliance, TAPP Coalition, PlantEurope network, OFOP, Niech Żyją, one of 10 NGOs in EU Platform on Animal Welfare, and it supports Plant Based Treaty.

The Green REV Institute initiated and is the operator of the first advocacy coalition for the repair of the food system in Poland Future Food 4 Climate, organiser of the international event European Vegan Summit, producer of the reports Vegan Warsaw and The Vegan Business Talks. Green REV Institute engages young people in food system repair advocacy,

education and mobilisation through the Green Advocacy Academy.

What is your goal? What drives you?

A just transformation of the food system is the cornerstone of human rights, animal rights, and climate action. Repairing the food system is a matter of social and food solidarity, as well as building a modern, resource-efficient, and inclusive economy for all. As REV, we operate through collaboration, engaging the youth in climate discussions, advocacy, and watchdog efforts. We believe that the future is vegan, and together, through partnerships, cooperation, and critical mass, we can mend the broken food system. The strategic goal of the Future Food 4 Climate coalition is to contribute to the food system transition in Poland and at the European level in order to reduce the impact of the food sector on climate change and improve people's quality of life and animals' life.

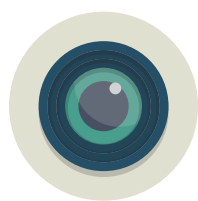
What are you doing or have you done in order to reach this goal?

As REV, we operate as advocates, watchdogs, and builders of public discourse on the food system and collaboration for change. Since 2021, we have been forming an advocacy coalition for food system repair called Future Food 4 Climate (comprising 91 Civil Society organisations) and working with local

authorities to shape food policies, promote access to vegan meals in schools and preschools, and advocate for green public procurement. At the EU level, we are striving for changes and reforms in the Common Agricultural Policy, pushing for the Sustainable Food System Law, and supporting the EU Farm to Fork ambitions. We foster the global discourse through the European Vegan Summit and empower the youth through the Green Advocacy Academy.

### What is innovative about your initiative?

What is innovative in the approach above is the emphasis on building a comprehensive coalition for food system transformation (Future Food 4 Climate), which involves numerous Civil Society organisations (CSOs) working together. Additionally, the focus on engaging local authorities in shaping food policies and promoting vegan meals in schools and preschools reflects a grassroots approach to food system change. The advocacy efforts at both the EU level, with a focus on Common Agricultural Policy and Sustainable Food System Law, and the global discourse through the European Vegan Summit demonstrate a multi-faceted strategy to drive systemic change. Furthermore, the emphasis on empowering the youth through the Green Advocacy Academy shows a commitment to the involvement of the next generation in climate action and food system reform.



### Insights and Findings

#### How were you able to finance your work?

We regularly seek sponsors who are willing to support a just transformation. Currently, we are funded solely through grants.

### Is your concept financially viable?

We consistently review our financing plans. We recognize the importance of involving individual donors, but given that we operate systemically and our message is very clear, it is currently a challenge.

### What hurdles and obstacles did you encounter along your way and how did you deal with them?

The biggest obstacle and challenge lie in the absence of climate, health, and animal rights discussions that incorporate the issues of agriculture and the food system, creating space for change. Agriculture is often perceived as a distinct sector primarily focused on competitiveness. There is still a lack of a genuine conversation about the consequences of agricultural intensification, the impact of public funds on negative trends in food production, and support for industrial farms. What's missing is placing food and the plate at the centre of the debate, not as a private matter but as a public good and resource, while recognising its role as a driver of climate, health, and social crises. The plant-based sector is under-supported by both governments and the EU, often viewed as marginal.

### What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Building cooperation and a critical mass, an advocacy critical mass, within the Future Food 4 Climate coalition is all about creating a network of advocates for food system change. We highly value our collaboration with local councillors in our efforts to introduce access to vegan meals in educational institutions and to develop urban food policies. Our other programs, the European Vegan Summit and the Green Advocacy Academy, are complementary and reinforce our initiatives. Advocacy is at the core of REV, where we engage decision-makers. Ensuring access to healthy, plant-based food is a matter of addressing food

poverty, food security, climate action, and the protection of so-called farm animals. Our efforts serve as a counterbalance to the lobbying activities of the animal agriculture industry. Our actions: REV has successfully engaged with more than 90 civil society organisations (CSO) in Poland and Ukraine, forming the Future Food 4 Climate coalition in December 2021. More than 60 CSOs are located outside Warsaw, more than 30 of them are led by youth. This coalition serves as a critical mass of organisations and individuals dedicated to addressing issues related to human rights, climate, biodiversity, and animal rights. The Green REV Institute has organised two events in 2023 in collaboration with Future Food 4 Climate (FF4C) partners in Wrocław and Krakow, which involved debates with council members on food-related topics and the improvement of the food system. REV's involvement extends to a wide array of events and initiatives, including participation in the Congress of Women, the Active Planet Forum, meetings with the Ombudsperson, and consultations in Wrocław concerning food and Local Green Deals. We have also participated in events such as the Green Film Festival, the Krakow Academy of Climate, the Zero Carbon Conference, the Freedom Games, and others, where they have introduced discussions on food and sustainable food systems. REV has a strong history of engaging with EU, national and local decision-makers, local governments (over 15 councillors), and relevant authorities on issues related to local food policy, plant-based meals in schools, and sustainable food system programs. It actively participates in public consultations (EU and national ones) and contributes to legislative discussions on food system-related matters.

Are there any tools or other forms of support that have played a role for you?

We are part of informal coalition in Poland #WyboryDlaczego2023 (VoteForAnimals2023); with Compassion in World Farming Poland, Albert Schweitzer Foundation Poland, Eurogroup for Animals,

and Open Cages. Together we built the pre-elections campaign focused on farmed animals and sustainable food system in Poland. We joined the project on supermarkets implemented by Feedback EU and we have been implementing the analysis and corporate advocacy towards the 5 biggest supermarkets in Poland.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We aim for the Green REV Institute and Future Food 4 Climate to be at the forefront of systemic change for agriculture and the food system. By 2028, we aspire to lead organisations dedicated to reforming the Common Agricultural Policy into a Common Food Policy. We want to establish the largest critical coalition for access to healthy food in Poland, collaborate with local authorities, engage in corporate advocacy, and, in doing so, steer changes towards food solidarity – for animals, humans, and the climate.



## Exchange

What are your demands for politicians?

Legislation for sustainable food system (food waste, public procurement, access to healthy, vegan food in public institutions, labelling for climate, animal rights & human rights);

Redirecting public funds: e.g CAP, European Regional Development Fund, Horizon 2020 to plant based sector from animal agriculture sector;

Closing factory farms and supporting local, plant based farmers and the transition to a plant based agriculture;

Changing Common Agriculture Policy into Common Food Policy;

Establishing funds for plant based sector;



Climate education should include food system education.

Are you involved in one or more networks or partnerships?

50by40, Eurogroup for Animals, World Federation for Animals, TAPP Coalition, European Vegetarian Union, accreditation by UNEP, EU Platform on Animal Welfare, Aquatic Animal Alliance, OFOP (National Federation of Polish NGOs), Niech Żyją (a NGO in Poland), Inicjatywa Nasz Rzecznik (Initiative "Our Ombudsman" )

How can you be reached? Is there a contact?

[anna@greenrev.org](mailto:anna@greenrev.org); [kontakt@greenrev.org](mailto:kontakt@greenrev.org)



## Publication information

Author: Matthias Rohra,  
Executive Director ProVeg  
e. V.

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Central Europe



Luxembourg



Catering

## 22. Vegan Venue Sàrl



### Background and Goals

Who are you and since when have you been operating?

We are a catering company, offering cooking classes, team building and private chef services.

What is your goal? What drives you?

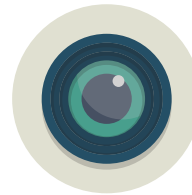
Making the difference and promoting a cruelty free, healthy and sustainable way of eating/life.

What are you doing or have you done in order to reach this goal?

Keep on promoting healthy eating habits.

What is innovative about your initiative?

We provide 100% plant based, locally sourced, seasonal and organic food, supporting both the planet and local economy.



### Insights and Findings

How were you able to finance your work?

We are self-financed.

Is your concept financially viable?

Yes

What hurdles and obstacles did you encounter along your way and how did you deal with them?

The majority of people still considers a plant-based lifestyle as extreme, too annoying and restrictive. The best way to build bridges between them is to share food.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Social networks are so far the best option for advertising. It is really cheap and if you target your audience properly the returns are massive.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

Healthy, plant based and sustainable food is the future. The demand is almost doubling every 24 months. The more people are aware of the climate and health challenges the better it is.



## Exchange

What are your demands for politicians?

We should have acted 35 years ago to stop climate change. So act now in order to save the future generations. Our planet is the priority and not profit.

Are you involved in one or more networks or partnerships?

No

How can you be reached? Is there a contact?

info@pure.lu



## Publication information

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Central Europe



Slovenia



Company

## 23. Juicy Marbles



### Background and Goals

Who are you and since when have you been operating?

Juicy Marbles began releasing limited product drops in 2020.

What is your goal? What drives you?

Our goal is to create memorable home cooking experiences and expand the range of possibilities for plant-based cooking.

What are you doing or have you done in order to reach this goal?

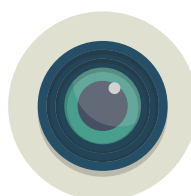
Since 2020, we've released three 'whole-cuts' of plant-based meat: The Thick-Cut Filet, the 750g Whole-Cut Loin, and most recently, Bone-In Ribs. All of our cuts share a similar 'whole-muscle' texture that's not only extremely meaty, but incredibly versatile. We don't

over-season our products either, making sure that the cook has as much influence over the taste of their dish as possible.

What is innovative about your initiative?

We were the first company to put out plant-based meat with fat marbling, and, if

I'm not mistaken, are the only company on the market that has it. This not only adds aesthetic appeal, but imparts a buttery mouthfeel akin to fat marbling in meat. In a more general sense, the ability to treat a plant-based meat as a 'muscle' that can be experimented with in countless ways is brand new to plant-based cooking. We doubled down on that front by releasing the Whole-Cut Loin in 2022.



### Insights and Findings

How were you able to finance your work?

With an initial investment for participating in Y-Combinator, followed by a seed round.

Is your concept financially viable?

We can't disclose specifics, but yes, we are keeping the lights on.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

One hurdle was learning how to market our products. Comparing them directly to their meat-based counterparts seemed

like the clearest way to tell people how they should cook them. So, our first steak was initially named the "Filet Mignon". This, however, created an unrealistic expectation that brought a lot of unintended criticism. After almost a year of hearing journalists say: "this steak is great, but it's not filet mignon," we renamed the product the "Thick-Cut Filet" and haven't heard a comment like that since.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Direct to Customer (D2C) sales and email marketing have been instrumental in building our brand. In the beginning, these gave us direct insight into the customers' experience and helped us improve the product quickly as well as decide which products to release next. Focussing on D2C also helped us build an extremely loyal base with whom we have what feels like a real personal connection. It's been very important to us to maintain these relationships with excellent customer support and continuing to get feedback.

Are there any tools or other forms of support that have played a role for you?

Regular ping pong matches and extended roundtable discussions by the coffee machine are the pillars that uphold our sanity.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

It's impossible to say how changing preferences will affect companies like ours—even a few years from now. That said, we believe plant-based whole cuts are a small but necessary piece of the future food landscape, so, for now, the future looks bright.



## Exchange

What are your demands for politicians?

To receive equal treatment comparable to any other food company, and it would be appreciated if concerns regarding labelling plant-based products as "meat" could be alleviated.

Are you involved in one or more networks or partnerships?

We are funded by the World Fund.

How can you be reached? Is there a contact?

Please reach out to me, Magnus Ruben at [magnus.ruben@juicymarbles.com](mailto:magnus.ruben@juicymarbles.com)



## Publication information

Author: Magnus Ruben, Head of Partnerships at Juicy Marbles

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South-East Europe



Bosnia and Herzegovina



Organisation

## 24. Vegan Association of Bosnia and Herzegovina (VivaBiH)



### Background and Goals

Who are you and since when have you been operating?

The Vegan Association of Bosnia and Herzegovina (VivaBiH), established in 2016, stands as the pioneering dietary transformation and vegan non profit organisation within the nation. Guided by an unwavering commitment to the advancement of animal rights and environmental sustainability, VivaBiH undertakes diet change campaigns and tirelessly promotes animal rights and sustainable food systems across the nation.

What is your goal? What drives you?

Our goal is to create a compassionate world where all animals thrive, enjoying freedom and rights without being exploited for food, clothing, experiments, or entertainment. We envision a future of ethical, environmentally sustainable, and healthy food systems that respect the dignity and well-being of every living being.

What are you doing or have you done in order to reach this goal?

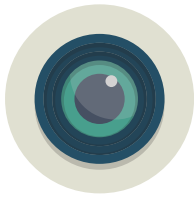
We raise awareness about animal exploitation and educate diverse communities on the ethical, environmental, and health benefits of veganism. By fostering collaborations with stakeholders, we strive to make affordable vegan food accessible to all, empowering people to make compassionate, sustainable, and healthy choices for themselves and the planet.

One initiative that we are very excited about is including more plant-based options where possible, and striving towards long-term reduction of animal-based products.

What is innovative about your initiative?

We believe that by offering free education, services, help and all the necessity for hotel, restaurant, school or other legal entities we can greatly help those who are interested in serving more plant-based options, to serve more vegan/plant-based and ultimately less animal-based dishes.





## Insights and Findings

How were you able to finance your work?

By private funding and some grants for diet-change organisations.

Is your concept financially viable?

Currently we do not have any revenue from this project, although it is technically possible to earn from the project, because we currently believe the project would not be as effective if we would require financial return from it. So, we believe in the future we might be able to have a financial return from the project.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

Working with very busy chefs and managers is always challenging, but a proper plan and communication skills with such types of people helped us see their perspective and how we can navigate towards a more plant-based future all together.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Explaining all the benefits the other party will have by including more plant-based options, as we believe in almost all partnerships, every side seeks to have something that benefits them, so an other-party benefit story approach might be helpful. Use your social media to promote others who got involved in your project.

Are there any tools or other forms of support that have played a role for you?

Other organisations and people who have been engaging in similar work who have been able to directly and indirectly teach us how to improve the effectiveness of our project.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We see ourselves as a pioneer nonprofit in diet-change and vegan advocacy in Bosnia and Herzegovina and further. We expect that our institutional outreach program will help greatly increase the popularity of plant-based dishes in Bosnia and Herzegovina as well as our public awareness campaigns that have a huge impact on people's opinion on usage of animals in their diet.



## Exchange

What are your demands for politicians?

Stop giving subsidies for animal products and fund plant-based products instead.

Are you involved in one or more networks or partnerships?

Yes.

How can you be reached? Is there a contact?

[info@vivabih.org](mailto:info@vivabih.org)



## Publication information

Author: VivaBiH - Vegan Association of Bosnia and Herzegovina

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South-East Europe



Greece



Gastronomy

## 25. Koukoumi Vegan Hotel



### Background and Goals

Who are you and since when have you been operating?

Koukoumi Hotel is a 5\* hotel, the first and only vegan hotel in Greece. Koukoumi in Myconian dialect means sheltered from the wind, a cosy place for snuggling.

Koukoumi has been in operation since 2020.

What is your goal? What drives you?

Situated in the heart of the island Mykonos, in the traditional village of Ano Mera, Koukoumi was created to be a peaceful sanctuary for the sophisticated traveller. In this setting we tried to bring a breath of fresh air in hospitality, to show a more intimate side of the island and promote a new life philosophy. We can enjoy life without harming animals, the environment or ourselves. A vegan will feel at home here and every one can try out an alternative and peaceful way of being, satisfying at the same time all their senses.

What are you doing or have you done in order to reach this goal?

Respecting the principles of authenticity, simplicity and balance we offer an impeccable standard of service, while

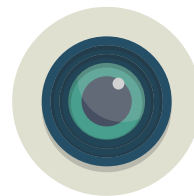
allowing the guest to lie back, relax and enjoy a healthy and harmonious accommodation.

What is innovative about your initiative?

Being Myconian ourselves, we were inspired by the island's unique architecture as well as its tradition in genuine hospitality.

With Koukoumi, our passion was to build a home for you, not just a hotel.

A home that we could share with you, as well as our views on a holistic way of life through: our exclusively vegan cuisine, our boho chic suites and facilities like the spa, the gym and the pool.



### Insights and Findings

What hurdles and obstacles did you encounter along your way and how did you deal with them?

A hurdle was to achieve a balanced fine dining experience, while being inspired by authentic Greek flavours.

A vegan diet is natural, cruelty free and complete. It is a sensible choice for a

healthy lifestyle. Fruit, vegetables, legumes, grains, seeds and nuts presented in balanced combinations contain all the necessary nutritious elements that cater for the needs of every person from every culture or religion.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

At Koukoumi, we promote a holistic way of life based on compassion and respect towards the environment, animals and people. Respecting the ecosystem means establishing the best practices regarding sustainability. We care about Mother Earth and we feel responsible to protect it. This land does not belong to us but to our children.

Our future plans:

#### 1. Green Roof

Green roofs are energy efficient and have a lot of benefits: They serve as insulation reducing energy costs. They improve air quality around the building, minimising CO<sub>2</sub>. They decrease outside noises. They reduce rainwater runoff avoiding gutter overflow. They help solar panels absorb more sunlight making them more efficiently effective. It is a natural form of fire resistance since the plants retain water. Green roofs last longer since roof materials are protected. They are beautiful and can serve as habitat for many types of birds.

#### 2. Compost Waste:

The process of composting is hugely beneficial to the environment, not only because it reduces the amount of food and garden waste thrown away, but also because it reduces the need for artificial fertilisers. At Koukoumi, we embrace this sustainable practice by creating our own compost heap. In this way, kitchen leftovers but also leaves and grass can be recycled. We collect them in a compost bin designed to hasten decomposition with the help of beneficial microorganisms without releasing methane - a potent

greenhouse gas. Compost becomes a mild natural fertiliser, that won't burn plants like chemical fertilisers. The soil returning to the ground is enriched with organic matter and valuable nutrients which will improve plant growth supporting their health and fertility.



### Exchange

How can you be reached? Is there a contact?

We would be more than happy to accommodate any request at [info@koukoumihotel.com](mailto:info@koukoumihotel.com)



### Publication information

Author: Reception  
Department of Koukoumi

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South-East Europe



Cyprus



Initiative

## 26. Vegan Fam Festival Cyprus



### Background and Goals

Who are you and since when have you been operating?

We are three long term friends. Our first event in Cyprus was in 2019

<https://facebook.com/events/s/vegan-fam-festival/382229769072698/>.

What is your goal? What drives you?

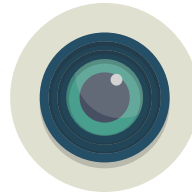
Our goal is to spread familiarity with the plant-based lifestyle and familiarise curious people with our love and compassion.

What are you doing or have you done in order to reach this goal?

We organise several vegan pop-up events and two larger events every year: Vegan Fam Flavours in May and the Vegan Fam Festival in September.

What is innovative about your initiative?

We are a family-oriented event and prefer the carrot rather than the stick approach.



### Insights and Findings

How were you able to finance your work?

We were self-financed from the beginning, but we have also built up a corporate sponsorship that finances the infrastructure as entrance is free to the public.

Is your concept financially viable?

After the first three years, we just managed to break even with a small profit to fund upgrades for our next event.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

As with any project of this scale, we encountered numerous issues, from stakeholders to infrastructure, but with cool heads and determination we managed to overcome them and made it a success.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

The fact that we offer free admission to the public so anyone can attend our free

seminars and workshops has resulted in 4,000+ attendees per event.

Are there any tools or other forms of support that have played a role for you?

We have various corporate sponsors who not only provide funding but also important infrastructure like large umbrellas and public furniture.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We will continue to grow and improve our product upgrading each event with better vendors, more engaging activities, entertainment and music performances.



## Exchange

What are your demands for politicians?

To attend our events and become aware of this fast and sustainable lifestyle and take it better into consideration in their policies.

Are you involved in one or more networks or partnerships?

We also run CyprusVeganGuide.com, an information platform for interested parties to search local vegan suppliers, restaurants and also recipes etc.

How can you be reached? Is there a contact?

[Info@eventsforthought.com](mailto:Info@eventsforthought.com)



## Publication information

Author: Nicholas Bates

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South-East Europe



Bulgaria



Cook

## 27. Nikoleta Koleva



### Background and Goals

Who are you and since when have you been operating?

My name is Nikoleta Koleva, I have been working as a plant based chef, retreat chef, and culinary instructor since 2013.

What is your goal? What drives you?

Spread awareness and inspiration for a greater appreciation of plant-based cuisine and wholefood holistic eating habits.

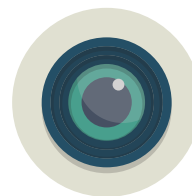
What are you doing or have you done in order to reach this goal?

I have been teaching home cooks and professional chefs since 2016. I am one of the pioneers in my country teaching plant-based cuisine. I started with raw cuisine, raw desserts and raw chocolates classes and expanded to vegan for newbies and basic vegan, gluten and sugar free pastry master course. I published the first of its kind culinary book "Vegan Dessert (gluten and sugar free)".

What is innovative about your initiative?

I use different channels of communication; I am freelance and work with different

culinary schools. I try to use wholefood and easily accessible ingredients.



### Insights and Findings

How were you able to finance your work?

Through fees paid by the participants of my courses and through fees that I generate by working as a consultant and chef.

Is your concept financially viable?

I believe it is.

What hurdles and obstacles did you encounter along your way and how did you deal with them?

Prejudice. The main prejudice is that vegan food is tasteless and too expensive. When I cook food that consists of accessible, tasty food then slowly but surely the stereotypes can change.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

Working with multiple channels to spread awareness:



I use social media. I don't have the time or the budget to dive deeper into social media marketing and explore all the possibilities.

I have found a few things that work well for me personally without investing too much effort and time.

Are there any tools or other forms of support that have played a role for you?

Never stop learning and keep track of trends and innovation.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

I am a single person working as a freelancer, getting better and improving, getting more work in different locations outside my country, and working on various projects.



## Publication information

Author: Nikoleta Koleva

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## Exchange

What are your demands for politicians?

Lower taxes on food, especially raw materials: vegetables, fruits, grain, and beans. Promoting and supporting local regional production.

Are you involved in one or more networks or partnerships?

Yes.

How can you be reached? Is there a contact?

Facebook and Instagram  
@NikoletaKolevachef

LinkedIn Nikoleta Koleva



Transnational



Worldwide



Initiative

## 28. Plant Based Treaty



### Background and Goals

Who are you and since when have you been operating?

The Plant Based Treaty initiative, which is modelled on the Fossil Fuel Non-Proliferation Treaty launched in 2021 in response to the catastrophic risk of climate, ocean and ecological collapse.

The Plant Based Treaty focuses on three core principles: Relinquish, Redirect and Restore in order to halt the expansion of animal agriculture, encourage a shift towards plant-based diets through public education and policy change, and restore and rewild ecosystems.

### What is your goal? What drives you?

Our relationship with nature and animals is at the root cause of the climate and ecological emergencies facing our world. Plant Based Treaty's overarching goal is to facilitate a shift towards a plant-based food system in order to live within safe and just Earth system boundaries. Our two-fold strategy involves building grassroots momentum for a global treaty as a companion to the Paris Agreement to address food system emissions and to expand accessibility to plant-based food in key institutions such as city halls, schools, hospitals and prisons by

implementing the best practices in plant-based food policy.

### What are you doing or have you done in order to reach this goal?

As of September 2023, a broad coalition of more than 100,000 individuals, including 700 politicians, 3,000 NGOs and businesses, and 21 cities, have endorsed the call for a Plant Based Treaty. In 2022 we were awarded UN observer status, and our diverse and globally representative teams are operating in Europe, North and South America, the Middle East, Africa, Asia and Oceania.

Our teams have embraced political advocacy to champion the treaty and best practices in plant-based food policy. Our 2023 highlights include our team in Mexico City delivering a speech in the Chamber of Deputies about our work to promote a plant-based food transition. In New Zealand, we delivered a deposition to Dunedin City Council; Dutch MP Christine Teunissen raised a question in the national parliament about the Plant Based Treaty, and the European Commission welcomed our input for their legislative proposal on a Framework for Sustainable Food Systems. In India, our team successfully lobbied for the first ever 100% plant-based UN conference - COY Odisha. In Buenos Aires, we worked with a prison to release 80 animals to two sanctuaries and helped establish a community garden in the

prison grounds, as well as plant-based workshops.

Following Didim, Turkey's first municipality to endorse the Plant Based Treaty, we forged a successful partnership with the municipal government. As a result, they opened a 100% plant-based kiosk on the seafront promenade, hosted a vegan festival attended by 200,000 people and trained local cafes and restaurants in how to veganise recipes so they could add plant-based menus to their establishments.

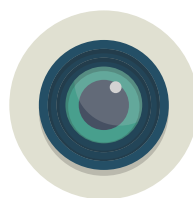
Edinburgh, the first European capital to endorse the Plant Based Treaty, is developing a city-wide food strategy due for publication in January 2023. Staff at city hall, along with representatives from 25 UK cities, attended our webinar on food system impacts with Dr Joseph Poore from Oxford University and co hosted by Vegoforum. Edinburgh invited Plant Based Treaty to deliver a workshop to residents about the benefits of plant-based eating as part of 'Fun Day' events held at community hubs in deprived neighbourhoods across the city. We attended and gave out fruit, smoothies and oat milk samples to the community and engaged in outreach talking about the benefits and affordability of a plant-based diet.

When the city of Norwich, UK, endorsed the treaty, the council voted to ensure that all food and drinks served at city meetings and events include appropriate plant-based food. Additionally, they utilise civic events to promote and showcase environmentally friendly plant-based food and drink options. This included providing information about the climate and health benefits, as well as relative costs of different food sources, while also informing people about how to achieve a balanced plant-based diet. They also voted to work with community groups across the city to promote the establishment of new and appropriate community gardens as part of their biodiversity strategy.

Since our launch, we have attracted global mass media coverage with tens of millions reach from outlets including BBC, Al Jazeera, Reuters, Guardian, The Times, Telegraph, Jerusalem Post, Brussels Times, CBC, Forbes, Carbon Brief, Georgia Today, The Week and Time Out.

### What is innovative about your initiative?

We are taking a top-down and bottom-up approach to the campaign. Unlike many initiatives that focus solely on policy or consumer behaviour, the Plant Based Treaty adopts a dual strategy. It aims to generate grassroots pressure for international policy change while also encouraging immediate local action.



### Insights and Findings

#### How were you able to finance your work?

Plant Based Treaty relies solely on the generosity of our donors who support our goals, and we do not receive any government grants or funding.

#### Is your concept financially viable?

Our ability to deliver effective campaigns and enact change is entirely dependent on the level of funding we receive. One of our goals is to diversify our funding to create stability and also try to increase our funding. With increased funding, we could seize more opportunities that come our way, forge more partnerships with municipalities, be present at more global conferences and expand Plant Based Treaty teams across the globe.

#### What hurdles and obstacles did you encounter along your way and how did you deal with them?

Plant Based Treaty is a big idea that some believed was ahead of its time, and the world was not ready for a food system transformation. However, we have

embraced a science-based approach to advocacy to win support from many politicians and those in the scientific community.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

Our future prospects are dependent on continued funding. We expect to partner with more cities and institutions in the next few years and raise the profile of Plant Based Treaty and a plant-based transition in national parliaments and in global climate negotiations.

In the near term, we are developing a Plant Based Treaty Policy Framework and Playbook for institutions such as schools, day cares, universities, hospitals, municipalities and caterers, drawing on best practices from around the world in plant-based food policy.



## Exchange

What are your demands for politicians?

We first invite politicians to endorse the Plant

Based Treaty individually and then encourage them to champion motions at the city and state levels to create pressure for the first nation to call for the negotiation of a Plant Based Treaty at the global level. We also ask politicians to work within their jurisdiction to introduce the best practices in plant-based food policy in line with the goals of Plant Based Treaty, such as plant-based menu change in schools, hospitals, care homes and at public events.

We are asking national governments to take action in line with the Plant Based Treaty and initiate public education campaigns and explore policy tools such as subsidy reform, taxation and updates to the nutritional guidance.

Are you involved in one or more networks or partnerships?

We are part of Climate Action Network, Demand Climate Justice and YOUNGO, the official Children and Youth Constituency of the UNFCCC.

How can you be reached? Is there a contact?

[hello@plantbasedtreaty.org](mailto:hello@plantbasedtreaty.org)

[www.plantbasedtreaty.org](http://www.plantbasedtreaty.org)

[www.facebook.com/plantbasedtreaty](https://www.facebook.com/plantbasedtreaty)

[www.instagram.com/plantbasedtreaty](https://www.instagram.com/plantbasedtreaty)

[https://twitter.com/Plant\\_Treaty](https://twitter.com/Plant_Treaty)



## Publication information

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Transnational



Germany



Network

## 29. Biocyclic Vegan International – Towards Purely Plant-Based Organic Farming



### Background and Goals

Who are you and since when have you been operating?

Biocyclic Vegan International is a broad network of associations, private individuals, companies and institutions involved in agriculture, processing, trade and science, as well as organisations whose mission is to promote animal rights and a vegan way of life.

### What is your goal? What drives you?

The objective of Biocyclic Vegan International is to establish and promote a sustainable, closed-loop and vegan-oriented form of organic farming by introducing the biocyclic vegan principles in all areas of agriculture and food production. Particular focus is placed on the question of what positive effects farming without livestock has on the climate, the environment, nature and health, as well as on global food security and, last but not least, on animal ethics.

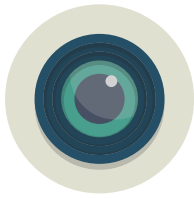
### What are you doing or have you done in order to reach this goal?

Through its member associations in various countries, the network advises growers on the conversion to biocyclic

vegan farming and raises public awareness of the benefits of this form of cultivation. In addition, it participates in research projects on humus accumulation and sustainable soil fertility increase through biocyclic humus soil according to purely plant-based principles.

Biocyclic Vegan International started developing in 2015 through an initiative in Germany, which led to the founding of the Förderkreis Biozyklisch-Veganer Anbau e. V. in 2018. This was also significantly inspired by the work of organic pioneer Adolf Hoops, who had already been laying the foundations for the Biocyclic Cultivation Guidelines since the 1950s in northern Germany and later in Greece. In 2017, these guidelines were included in the IFOAM Family of Standards as the Biocyclic Vegan Standard, the only global vegan organic standard.

Today, Biocyclic Vegan International is active in many countries, partly with its national organisations. The network is coordinated by the Berlin-based non-profit Adolf Hoops Society (Adolf-Hoops-Gesellschaft mbH), which is also the publisher of the Biocyclic Vegan Standard and owner of the Biocyclic Vegan Quality Seal.



## Insights and Findings

How were you able to finance your work? Is your concept financially

viable?

At present, Biocyclic Vegan International mainly relies on volunteer work. There are, however, ongoing fundraising activities in the individual country organisations. For example, the German Förderkreis Biozyklisch-Veganer Anbau e. V. received significant project funding from the Federal Environment Agency (Vegan Organic Farming - Transforming the Food System by Developing and Increasing the Contribution of Biocyclic Vegan Agriculture). The work gets further support from various foundations, animal rights organisations and private individuals, as well as from membership fees. However, it has not yet been possible to secure stable financing throughout, which would also enable the establishment of a permanent team of employees. This is the prerequisite, however, for reacting adequately to the growing visibility of biocyclic vegan agriculture in the public and the resulting demands.

What have you had particularly good experiences with? What recommendations would you like to share with other actors?

In the years since the network was founded, it has been possible to firmly establish biocyclic vegan agriculture at the level of agricultural production. About 50 farms worldwide have already been certified according to the Biocyclic Vegan Standard; many more work according to these principles without having yet used the possibility of certification. Currently, the products are mainly marketed directly by the producers (farm sales, subscription boxes, online shops, Crowdfarming, CSA, etc.). Marketing along the entire value chain (processing companies, trade), however, is still barely happening. A breakthrough is expected when the companies begin to produce the first

processed products from biocyclic vegan raw materials and label them with the Biocyclic Vegan Quality Seal – and when the trade will include these products in their offer and start promoting them together with labelled fresh produce (fruits & vegetables) from biocyclic vegan production.

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

Biocyclic Vegan International and its partner organisations are currently working intensively to build new alliances to make the Biocyclic Vegan Quality Seal more visible on the market and thus to create a demand-pull that will, in turn, motivate agricultural producers to convert and offer them an economically secure perspective for the future.



## Exchange

What are your demands for politicians?

The German Förderkreis Biozyklisch-veganer

Anbau e.V. has drawn up a list of demands for politicians in 2021, which includes the following points:

Agriculture:

1. Biocyclic vegan agriculture as a stock free, ecological and circular farming system without commercial use and slaughter of animals should be widely supported.
2. Research into the scientific basis of biocyclic vegan agriculture should be intensified. Long-term empirical research on biocyclic vegan agriculture and plant-based fertilisation strategies/composting should also be expanded. Public funds currently spent on research for the benefit of livestock production should be redirected towards research into sustainable, future-oriented livestock-free farming practices.



3. Subsidising advisory services regarding conversion to biocyclic vegan agriculture and a conversion premium for biocyclic vegan conversion farms over several years should help to increase the proportion of biocyclic vegan farms to 10% of all agricultural and horticultural farms by 2030.

4. Educational, training and study programmes on biocyclic vegan agriculture should be developed and subsidised.

5. Comprehensive support programmes for the biocyclic vegan cultivation of cereals, vegetables, pulses, nuts and oilseeds should be initiated.

6. For a sustainable nutrient supply in the biocyclic vegan system, on-farm composting and the production of biocyclic humus soil based on purely plant-based, nutrient- and crumb-stabilised quality compost on farms and in municipal composting plants should be promoted, in line with the Austrian Composting Act. Arable land formerly used for the cultivation of animal feed, which is freed up by the dismantling of animal production, should be converted into intact ecosystems with high biodiversity for the production of food and consumer goods necessary for humans. In many places, valuable ecosystems with diverse vegetation can be created, for example in the form of agroforestry systems.

7. Farms with a high proportion of grassland should be supported in implementing grazing with rescue animals from intensive livestock farming (animal sanctuaries) as part of a healthy transition to livestock-free land management. In the long term, organic matter (e.g. grassland cuttings) for the production of quality compost and Biocyclic Humus Soil for arable and vegetable farms should be produced on such farms.

8. Farming models which, in addition to their sustainable production methods, can re-establish a direct link between citizens and regional biocyclic vegan agriculture,

such as farm cooperatives, community supported agriculture and self-harvesting projects, and urban farming, should be supported.

9. Agricultural subsidies, which flow into animal husbandry, cattle barns, slaughterhouses, fodder cultivation, social and advisory support for livestock farms as well as conventional agriculture, should be shifted towards biocyclic vegan farming systems, as they are incompatible with the sustainable preservation of our natural livelihoods and must therefore be ended as soon as possible.

Food and diets:

1. Government campaigns in favour of biocyclic vegan products should educate end consumers about the characteristics and benefits of biocyclic vegan agriculture, thereby increasing visibility and demand. Publicly funded advertising campaigns for animal products must be stopped altogether.

2. The preferential tax treatment of animal products must be ended and the VAT on plant-based products reduced.

3. There should be science-based dissemination of information on the benefits and guidelines of a nutritionally balanced plant-based diet. Comprehensive education campaigns, especially on the negative environmental and health impacts of the animal industry, should support a socio-ecological shift towards a plant-based food system.

**Are you involved in one or more networks or partnerships?**

Biocyclic Vegan International is widely connected with organisations and networks promoting sustainable and veganic farming practices, animal rights, plant-based diets, such as:

Stock free Farming (UK): <https://stockfreefarming.org/>

Vegan Organic Network (UK): <https://veganorganic.net/>

SAFE Food Advocacy Europe (Brussels):  
<https://www.safefoodadvocacy.eu/>

Wikifarmer (Greece): <https://wikifarmer.com/?s=biocyclic>

Green REV Institute (Poland): <https://greenrev.org/en/>

PlantEurope (Germany): <https://www.nahhaft.de/projekte/projektuebersicht/planteurope-en>

TransFARMation (Switzerland/Germany):  
<https://www.transformation.org/home-1>

Albert Schweitzer Stiftung für unsere Mitwelt (Germany): <https://albert-schweitzer-stiftung.de/>

PeTA (Germany): <https://www.peta.de/>

You can also find a list of biocyclic vegan farms and other partners on the website of Biocyclic Vegan International: <https://www.biocyclic-vegan.org/partners/>

A map of biocyclic vegan and other vegan organic farms throughout Europe is available under: <http://www.vegan-farming.org/>

How can you be reached? Is there a contact?

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Transnational



Belgium



Organisation

## 30. European Alliance for plant-based food (EAPF)



### Background and Goals

Who are you and since when have you been operating?

The European Alliance for plant-based food was created 3 years ago and gathers stakeholders with a common ambition to put plant-based food at the heart of the transition towards sustainable food systems. EAPF is a multi-stakeholder alliance grouping stakeholders from the plant-based food value chain and civil society.

What is your goal? What drives you?

Our vision is: "Europe spearheading the transition towards a sustainable, plant-centric food system to benefit people and the planet."

Our mission is: "To put plant-based foods at the heart of sustainable food systems, promote plant-based innovation and advance transformation towards plant-based foods."

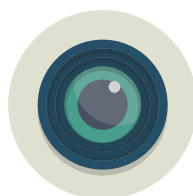
What are you doing or have you done in order to reach this goal?

Our main activities are advocating for a level playing field for the plant-based foods and for policies that support and

accelerate the transition towards more plant-centric sustainable food systems.

What is innovative about your initiative?

We are a multi-stakeholder alliance grouping actors from the plant-based food value chain and several civil society organisations working together towards a common goal.



### Insights and Findings

How were you able to finance your work?

EAPF is funded through membership fees.

Is your concept financially viable?

We have limited resources with which we try to maximise our activities and outputs and we welcome more members to support our activities ;-)

Where do you see yourself/your organisation in a few years? How do you rate your future prospects?

We hope that the EAPF membership grows further allowing us to continue our advocacy work to create a level playing

field and a favourable regulatory and policy environment for the plant-based foods.



## Exchange

What are your demands for politicians?

Please visit our website where you can find all

EAPF position papers on the many regulatory & policy topics that we are active on: <https://plantbasedfoodalliance.eu/#publications>

Are you involved in one or more networks or partnerships?

We are a network and collaborate with many other stakeholders.

How can you be reached? Is there a contact?

Please contact [siska@plantbasedfoodalliance.eu](mailto:siska@plantbasedfoodalliance.eu) for more information on EAPF



## Publication information

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Transnational



Belgium



Organisation

## 31. The Good Food Institute Europe (GFI Europe)



### Background and Goals

Who are you and since when have you been operating?

GFI Europe is an international nonprofit and think tank helping to build a more sustainable, secure and just food system by transforming meat production. We work with scientists, businesses, and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe. The Good Food Institute was founded in 2015. In Europe, we have been active since 2019.

### What is your goal? What drives you?

GFI wants to create a world where alternative proteins are people's first choice. By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system and feed more people with fewer resources. Plant-based and cultivated meat are essential for meeting our climate targets because they can deliver the meat people want with up to 92% less climate emissions. In addition to this, alternative proteins like plant-based meat can help mitigate a number of broader public health threats, such as antimicrobial resistance and pandemic risk.

What are you doing or have you done in order to reach this goal?

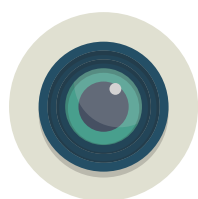
GFI works with scientists to advance open access research on alternative proteins and builds an efficient research ecosystem. For example, GFI runs its own Research Grant Programme to support open access research and enables the Alt Protein Project which is a global student movement dedicated to turning universities into engines for alternative protein education, research, and innovation.

GFI works with companies of all sizes and investors to encourage investment in the alternative protein sector and to accelerate innovation. For example, we provide open access resources on the market development in the European plant-based sector and work with the established food industry to help them transition to alternative proteins.

GFI Europe works with policymakers to deliver positive policy change all over Europe: We unlock public investment in research and development on alternative proteins, ensure a transparent and efficient regulation and stand up for a level playing field for plant-based and cultivated meat.

## What is innovative about your initiative?

At GFI we're all about enabling people to continue their food traditions and keep eating the familiar meals they love – just produced in a more sustainable way. The whole idea with alternative proteins is that they look, cook and taste just like conventionally produced animal products – so they can slot right into the traditional dishes people know and love.



### Insights and Findings

How were you able to finance your work?

The Good Food Institute is powered by philanthropy. Our progress is only possible thanks to gifts and grants from our global family of donors. The vast majority of our funding comes from individual donors, spanning 65+ countries, with additional support from philanthropic foundations.

People around the world support our work because, together, we can transform our food system to mitigate climate change and environmental degradation, feed our planet's growing population, and secure a food supply that decreases the risk of zoonotic diseases and antibiotic resistance.

## What hurdles and obstacles did you encounter along your way and how did you deal with them?

In recent years, we have seen that more and more scientists, companies and governments have recognised the opportunities in this area and have become active. However, the increasing recognition of the need for protein diversification and the potential of alternative proteins as a climate solution has drawn growing attention not just from supporters but also those seeking to block innovation in this space. The field has had to contend with an alarming growth of increasingly organised opposition,

promoting disinformation and seeking to undermine progress. As GFI, we are dealing with this by increasing our efforts to provide the public with evidence-based information.



### Exchange

What are your demands for politicians?

Just like they fund research and

development into green energy, governments interested in building a sustainable food system should fund open-access research into plant-based and cultivated meat, eggs, dairy and seafood. Companies are already developing these foods, but it will take government investment to accelerate progress, bring prices down and make these options available everywhere.

For alternative meat, seafood, eggs and dairy to fulfil their potential to create a more sustainable, secure and just food system, consumers need to be confident in them.

Policymakers should ensure that the regulatory approval process for novel foods like cultivated meat or animal-free cheese is transparent, evidence-based and efficient.

Finally, policymakers must ensure a level playing field for plant-based and cultivated meat and other alternative proteins. This includes clear labelling that helps consumers to make informed and sustainable food choices and fair taxation that does not put plant-based foods at a disadvantage.

## Are you involved in one or more networks or partnerships?

We work with a number of partner organisations at EU level and in individual countries. For example, GFI is a member of the European Alliance for Plant-based



Food (EAPF) and works closely with EIT Food.

How can you be reached? Is there a contact?

You can reach the GFI Europe team via our contact form. Journalists can contact GFI Europe's press office at [europe-media@gfi.org](mailto:europe-media@gfi.org).



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## 5 Key findings

This chapter summarises the key findings of the partaking pioneers along with their experiences. The key findings are categorised by goals and drivers, financing and financial viability, hurdles and obstacles, positive experiences, tools and support, networks, and partnerships, as well as political demands.

### 5.1 Goals and drivers

An overarching driver of the promotion of plant-based food amongst the pioneers is the wish to address multiple **global crises** related to health, climate, biodiversity, pandemic risk, and antibiotic resistance.

Through plant-based diets a transformation towards an **environmentally-friendly** global food system can be achieved. This transformation should be undertaken in harmony with the ecosystems. Additionally, accelerating organic agriculture with innovative practices and leveraging bioprocessing for efficient and sustainable food production can drive positive change.

The pioneers aim to promote an **ethical and healthy** food consumption by advocating for plant-based eating and alternative proteins. Innovative processes and new protein sources should transform the industry. The broader vision of the pioneers includes fostering a healthier, more compassionate world through advocating for affordable, protective, and eco-friendly food options.

The **lifestyle and awareness** efforts aim to raise awareness on reduced meat and dairy consumption benefits, showcasing enjoyable plant-based foods/recipes, ensuring daily vegetarian options in communal catering, and influencing positive lifestyles with a new life philosophy centred on sustainable and ethical food choices.

### 5.2 Financing and financial viability

The **start-ups and companies** presented in the report secure funding from a diverse range of sources, including EIT Climate KIC and EIT Foods, PROVEG, ARTESIAN, Eurostar, and Horizon grants. Additional financial support comes from angel investments, participation in crowd investing schemes, and involvement in accelerators and programs. They also earn prizes, e.g. from the Transatlantic Start-up Investor Accelerator and attract private funds. Further income comes from the organic food trade, retail, and book publishing sectors. Some receive backing from the World Fund and various philanthropic foundations.

The pioneering **organisations** secure financing through a multifaceted approach, including project grants from government funds and private foundations. They also rely on revenue streams such as private memberships, donations, vegan/vegetarian certification, online store sales and income from events and presentations. Additional funding sources include grants

from trusts and various organisations. Some organisations also receive support from foundations dedicated to animal rights and related causes.

The source of financing for **campaigns** stem from collective sponsorship models with local partners from the food industry, local businesses, and organisations. They also partner with other stakeholders who make a larger contribution.

Financing for **research** comes mainly from EU grants, government, and jointly funded projects (Horizon Europe, Nordic Innovation, national and local funding) as well as from company specific contract research.

## 5.3 Hurdles and obstacles

The **operational and implementation challenges** for companies include balancing biotech innovation with the need for speed-to-market. Associations are addressing operational challenges in the collaboration with busy chefs and managers by improving communication skills. Generally, managing financial resource constraints also appears challenging.

With regards to **public perception and advocacy**, challenges include (1) managing emotional backlash in campaigns promoting reduced meat consumption, (2) addressing a lack of questioning the traditional norms and (3) a lack of acceptance of a plant-based diet as well as (4) dealing with conflicting information about nutrition and health in the public domain. Furthermore, it seems burdensome to place food as a critical resource at the centre of public debate. Likewise it is challenging to confront the growth of increasingly organised opposition that promotes disinformation, while facing entrenched business interests in agriculture and powerful lobbying effects.

The challenges in the **culinary and traditional** domain include scepticism in the collective catering branch toward vegetarian cuisine as well as the prevalence of meat-centric culinary traditions.

**Farming and agricultural** challenges encompass the adverse impacts of extreme weather and climate change on farming, an ageing and shrinking workforce in rural areas, inadequate basic infrastructure in rural regions, and a deficiency in genuine discourse about the consequences of agricultural intensification and negative trends in food production.

The foremost barriers in **research and innovation** consist in knowledge gaps in plant-based nutrition and managing an unintended criticism which goes back to direct comparisons with meat-based counterparts. There is a need for extensive research and experimentation in developing technology as well as in securing funding for research, development, and commercialization. It is challenging to navigate complex regulatory landscapes (especially in novel food regulation), sourcing high-quality plant-based ingredients, ensuring a consistent supply chain, as well as learning effective marketing strategies. Additional challenges involve affordability and scale-up difficulties in convincing consumers to adopt plant-based alternatives and novel food technologies as well as sensory factors affecting affordability, feasibility, and efficiency of food products.

## 5.4 Positive experiences

One key learning from the pioneers' years of experience is to form **strategic partnerships and networks**. Companies have had good experiences with establishing strategic sales and partnerships with corporate cafeterias and event catering in order to bring their products to the customers. In addition, collaboration with industry distributors, retailers, and reliable suppliers as well as participation in trade events for networking and industry strengthening and community building have proven beneficial. Furthermore organisations have had good experiences with embracing collaboration, establishing contact with food producers and providers and forming interdisciplinary teams. Building alliances with local councils, decision-makers, and forming strategic partnerships is key.

Positive experiences have been collected while engaging in **educational initiatives and effective communication strategies**. This includes the implementation of educational campaigns aimed at highlighting product benefits, sustainability, and values. Another positive aspect involves the creation and dissemination of educational content focused on promoting plant-based eating and highlighting the benefits of sustainable food choices. Efforts are made towards fostering positive communication and acknowledging commendable practices. Participation in industry-specific events is actively pursued as a means of contributing to consumer education. It proved highly successful to train culinary chefs in creating high-quality vegetarian options.

Especially for start-ups and companies it has proven beneficial to focus on factors of **quality and innovation**. Once they focussed on product quality, they were able to easily meet customer expectations. Investigating cost-effective methods of production and optimising these processes has been advantageous. Demonstrating product versatility through collaborations, exploring diverse distribution channels for wider accessibility, and presenting a comprehensive and compelling portfolio to challenge consumer habits are further key strategies.

An important identified advantage was to **stay informed** about changing preferences, needs and concerns of the target audience, as well as to collaborate with regulatory experts. Organisations and associations which kept up-to-date with the latest scientific evidence have been given access to (healthcare) conferences, courses and events. Their work has been included in policy work around climate change, biodiversity loss and health outcomes. A strong **social presence** aided by building a strong online community and social media presence is also deemed helpful.

## 5.5 Tools and support

A range of tools and other forms of support have been useful on the paths of the pioneers:

**Digital marketing and social media management** tools are used for content scheduling and analysis. Customer Relationship Management (CRM) software and influencer marketing platforms were among the listed examples used to engage the target audience. Some companies also use tools such as recipe development software for formulation and nutritional analysis.

Useful steps in terms of **networking and collaboration** involve creating a network of like-minded individuals with a shared passion and mission for the promotion of plant proteins as well as actively participating in national, European, and US-based networks and ecosystems (e.g., Finnish protein cluster, EIT Food, Bridge2Food, Plant Protein Innovation Centre).

Diverse collaborations, e.g. with food manufacturers, international farmers or corporate sponsors provided additional support such as infrastructure and funding.

Furthermore, **e-commerce and business support**, such as setting up and managing an e-commerce platform, engaging in acceleration and incubation programs, and receiving support from both business and scientific advisors are useful.

## 5.6 Networks and partnerships

The herein presented pioneers have built networks and partnerships with the following organisations and initiatives:

Organisations and initiatives	
"Smart Protein" project	Greenpeace
50by40	Initiative "Ernährungswende anpacken"
Aquatic Animal Alliance	Lifestyle Medicine Global Alliance
Better Food Coalition	Masschallenge Switzerland
Bridge2Food (EU and beyond)	MIT CEE Warsaw
Brinc Hong Kong	Open Wing Alliance
Challenge22 community	Plant Protein Innovation Center at Minnesota University (USA)
Climate Action Network	PlantEurope
Demand Climate Justice	ProVeg International
EIT FAN Paris	Réseau Action Climat
EIT Food (EU level)	SAFE Food Advocacy
Erfa FoodService	Stockfree Farming (UK)
EU Platform on Animal Welfare	TAPP coalition
Eurogroup for Animals	UK Health Alliance on Climate Change
Eurogroup for Animals and International Vegetarian Union (IVU)	V-Label partnership

European Alliance for Plant-based Food (EAPF)	Vegan Organic Network (UK)
European Vegetarian Union (EVU)	World Federation for Animals
Fraunhofer IVV	YOUNGO, the official Children and Youth Constituency of the UNFCCC
Global Plant-Based School Food Network	

## 5.7 Political Demands

The pioneers advocate for recognising the food system as a central issue in international climate policy. Specifically, they emphasise the need to acknowledge the ecological and ethical consequences of animal farming within the food system and climate policy. Their demands include comprehensive policies for sustainable food systems, highlighting the pivotal role of an increasingly plant-based diet in this context.

### 1. Government Support and Funding:

- (Re-)Allocate subsidies (from farmed animal practices) towards sustainable plant and plant-based protein production.
- Implement impactful financial incentives such as taxes, e.g. introduce taxes on unhealthy foods to drive consumer behaviour towards sustainability.
- Allocate public funding for alternative protein research and development.
- Provide financial support for small-scale organic horticulture schemes.
- Support changes in the food environment to reduce meat and dairy consumption.

### 2. Regulations:

- Ensure a transparent, evidence-based, agile, and efficient regulatory approval process for novel foods.
- Develop guidelines allowing pre-market tastings of cultivated products.
- Ensure provision of fully plant-based meals in communal catering.
- Public events should offer completely plant-based catering and serve as a model example.
- Ensure clear and accurate labelling of plant-based alternatives for informed consumer choices.

### 3. Education and Awareness Campaigns:

- Prioritise improved consumer education on nutrition, environmental awareness, and climate, including the food system as a whole.
- Raise awareness about the environmental and health benefits of a plant-based diet.
- Integrate vegetarian and plant-based cuisine into the initial training curriculum for chefs to ensure proficiency in vegetarian cooking.

### 4. Dietary Guidelines and Health Care:

- Revision of national food-based dietary guidelines based on evidence to promote a plant-based diet (incl. plant protein consumption).



- b. Support healthcare facilities in offering healthy, nutritious plant-based meals as the default option for staff and patients.
  - c. Add plant-based drinks to the School Scheme program.
- 5. Research and International Collaboration:**
  - a. Fund research into plant-based and cultivated meat, eggs, dairy, and seafood with open access to its research outputs.
  - b. Promote research clusters on alternative proteins.
  - c. Collaborate with national, European, and US-based networks and ecosystems.
- 6. Vegan Agriculture:**
  - a. Support the farming system in the transition from animal agriculture to sustainable plant-based agriculture.
  - b. Intensify and expand long-term empirical research on biocyclic vegan agriculture and plant-based fertilisation strategies/composting.
  - c. Subsidise advisory services regarding conversion to biocyclic vegan agriculture.

## 6 Outlook

The plant-based sector in Europe has witnessed unprecedented growth in recent years, driven by increasing consumer awareness, health consciousness, and environmental sustainability concerns on the consumer side but also by action, research, and innovation on the supply side. This report provides a comprehensive overview of good practices employed by pioneering organisations and associations, networks, initiatives/projects, companies/start-ups, researchers, caterers, hotels, gastronomies, and cooks within the plant-based sector across Europe. The progressive insights presented herein aim to guide similar stakeholders to benefit from the presented learnings and pathways in order to steer their initiatives towards the best possible outcome. In addition, other actors might be inspired to come forward with a new, similar, or different initiative. The key findings provide a summary of the main learnings collected from the interviewed stakeholders. Lastly, policymakers can draw from these experiences and political demands and thereby learn how to support and build long-term innovative environments and thus foster sustainable growth with positive societal, ecological and health impacts.

As this report is by no means exhaustive, many more pioneering initiatives and organisations promoting a plant-based diet exist in Europe. The plant-based sector in Europe will remain a key sector to be promoted in order to avoid further health, social and ecological risks. Embracing the identified good practices will not only strengthen the sector's position but also contribute to a more sustainable and resilient food system.



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