

2022 ANNUAL REVIEW

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Letter from Sebastian Joy, Founding President

Dear Partners and Supporters,

As we leave 2022 behind, there is much to celebrate. ProVeg has persevered through the many challenges entailed in leading food-system transformation for a better world, which also underscores the necessity of the work we do. Our global teams doubled down in their efforts to advance plant-forward policy, innovation, and business development, and increase awareness about the crucial role of food-system transformation in addressing many of the world's most pressing problems.



Of course, we wouldn't be able to do this without your support, which is the lifeblood that enables us to work toward a more sustainable future for everyone. So, on behalf of everyone at ProVeg, I extend my thanks to you all!

This year, thanks to your ongoing support, we launched the New Food Hub, yet another game-changing platform that highlights the developments in and marketing of alternative proteins. The New Food Hub serves as a resource centre for food professionals worldwide, and equips them with the tools they need to harness the power of plant-based foods and ingredients, as well as fermented and cultivated alternatives.

Another major cause of celebration is the addition of a new ProVeg country. As of 2022, ProVeg is now an International NGO in China, the first such approval for a plant-based non-profit working in the alternative-protein space. This exciting development will enable us to connect with businesses across the country and make a greater impact – not only in China but way beyond – since the country's significance in terms of global food-system transformation cannot be overestimated.

2023 will be a year of great progress, which we hope will see ProVeg becoming the go-to organisation for food-system change. In order to achieve this, our teams will double down on their efforts to see the ProVeg Incubator recognised as the top food-tech programme, globally. Increased lobbying at international levels will enable us to create maximum impact and gain standing, while strengthening and initiating new collaborations at the upcoming United Nations Climate Change Conference (COP28) will enable us to take our mission to the world's stage.

Here's looking forward to another successful year!

Sebastian Joy

Founding President of ProVeg International

ProVeg at a glance

ProVeg International is a food awareness organisation working to transform the global food system by replacing 50% of animal products globally with plant-based and cultivated foods by 2040.

We engage with all relevant stakeholders to create a food system where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet.

ProVeg has received the United Nations' Momentum for Change Award and works closely with key UN food and environment agencies. We have observer status with the UNFCCC and the IPCC, special consultative status with ECOSOC, and are accredited for UNEA.

We create global impact, with offices in ten countries across four continents and more than 200 employees.

Our Country Directors



Matthias Rohra
ProVeg Germany



Hakeem Jimo
ProVeg Nigeria



Veerle Vrindts
ProVeg Netherlands



Patricia Homa
ProVeg Poland



Jimmy Pierson
ProVeg UK



Shirley Lu
ProVeg Asia



Martin Ranninger
ProVeg Czechia



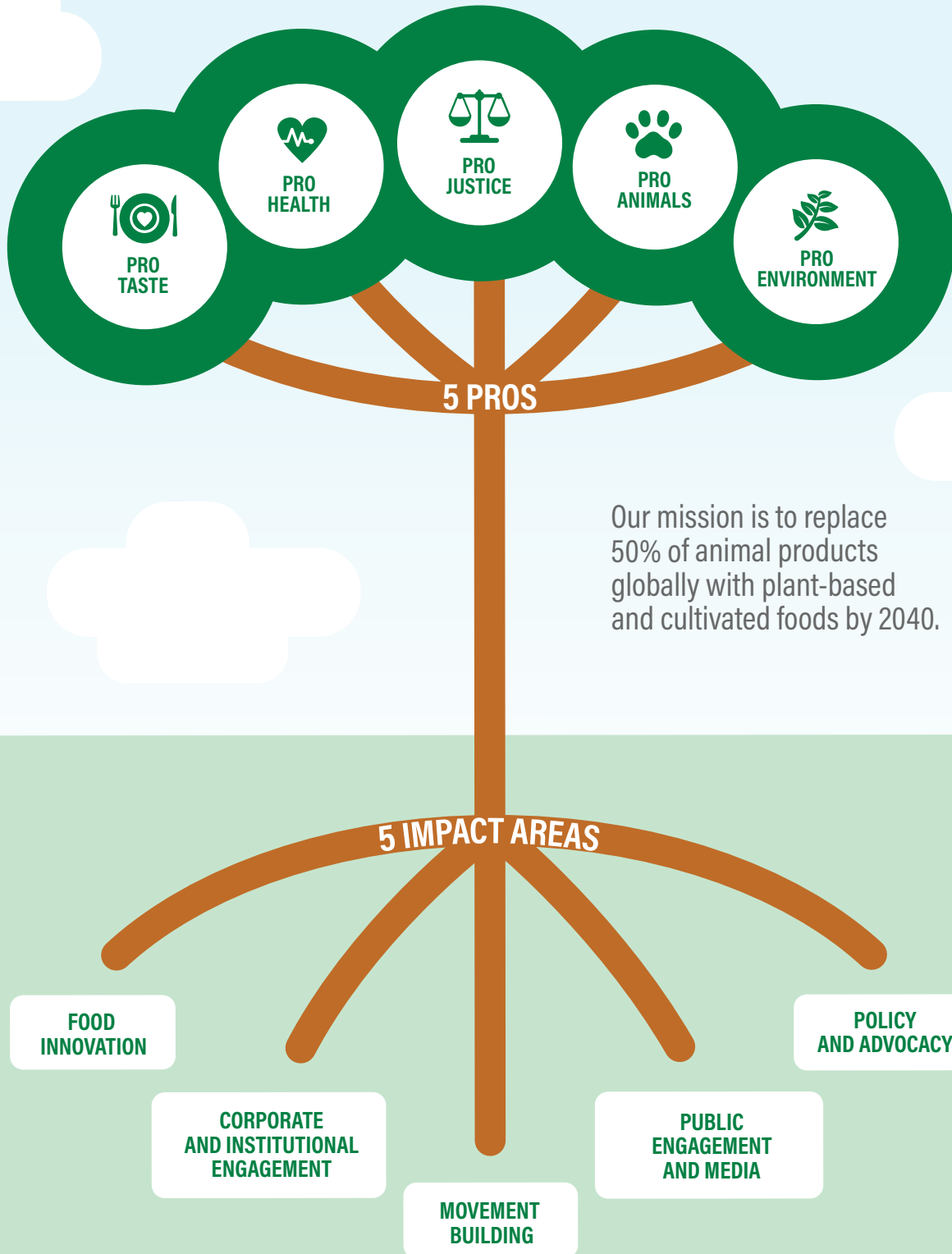
Donovan Will
ProVeg South Africa



Maureen Vande Cappelle
ProVeg Belgium

PROVEG AS A MULTIPROBLEM SOLUTION

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



2022 Big-picture impact



ProVeg is now an **international NGO** in China, the first such approval for a plant-based non-profit.



ProVeg Belgium is the newest ProVeg country office. Which means that **ProVeg now has national teams in 10 countries across 4 continents.**



We have reached **500,000 subscribers** to our Veggie Challenge, with **114 teams** taking part in Veggie Challenge Teams.



We received **5,133 media mentions**, including in *Forbes Magazine*, *The Guardian*, the BBC, *the New York Post*, *Yahoo News*, and *the Brussels Times*.



We reached **39,319 food industry professionals, NGOs, policymakers, and plant-based allies** through our events, workshops, and speaker engagements.



Now in its third year, the Food Innovation Challenge **attracted 558 student applicants from 16 different countries** across Asia.



88 organisations were made more effective through support from the ProVeg Grants Programme and the ProVeg Africa Accelerator.



19 startups from across the world participated in ProVeg's Incubator Programme, including the launch of our Latin American incubator programme **Incubadora ProVeg.**



650,000 young people were reached through school programmes in the UK, Poland, and Germany.

Our five impact areas

Food innovation

ProVeg's industry-oriented global conferences

- **New Food Invest** facilitated investments in the alternative-protein and sustainable food-tech sectors in the African, Middle Eastern, and European markets.
- **The New Food Forums** in Czechia and Poland explored and accelerated innovative solutions in Central Europe.
- **The New Food Conference** is Europe's leading conference on alternative proteins and sustainable food-tech.



These global events attracted:

935 key food-
industry players

125 speakers

Delegates from **20** countries

Of the food producers and retailers who attended:

92.3%

said that they are likely to increase their alternative-protein offerings (an increase of 46.2% from the previous New Food Conference).

83.3%

said that they are likely to increase their plant-based offerings (a 66.7% increase from the previous New Food Forum in Poland).

ProVeg Incubator

The ProVeg Incubator is the world's first and leading incubator and accelerator programme focused on startups developing plant-based, cultivated, and precision-fermented alternatives. The Incubator hosts 12-week, expert-led programmes and provides up to €250,000 (\$265,000) in funding for each startup.



In 2022:



The ProVeg Incubator launched the Latin America Project (Incubadora ProVeg).



300 applications from more than 30 countries were received by the ProVeg Incubator.



20 new startups received support, including, for the first time, a startup in Ukraine.

Since the ProVeg Incubator's 2018 debut:



80 startups have received support.



€250m (\$265 million) **in funding** has been raised by alumni.



15,000 points of sale now offer alumni's products.

ProVeg Food Innovation Challenge

Now in its third year, the Challenge has expanded to many top universities across the Asia Pacific region, offering them opportunities to gain valuable insights while channeling their creativity and skills in the plant-based space.

In 2022:



179+

proposals for plant-based innovations were received from **16 countries** across the Asia Pacific region, including China, Australia, Brunei, South Korea, and India.



558

participants from **163 universities** took part in the challenge.



The ProVeg Food Innovation Challenge **partnered with international companies** such as Beyond Meat, Oatly, Unilever, and Pepsico.



We are grateful to have ProVeg as a strong ally in the development of the plant-based movement in Europe and beyond.”

Will Schafer,
VP of Marketing, Beyond Meat

Corporate and institutional engagement

ProVeg's school programmes

ProVeg's school programmes across the UK, Poland, and Germany are helping hundreds of thousands of young people to make better food choices.



ProVeg UK School Plates Programme – in 2022:



30

local authorities across England and Wales took part in the programme.



600,000

children were reached.



3.6m

meals were changed to meat-free or plant-based.

Since the programme began in 2018:

8.2m

meals have been changed to meat-free or plant-based.



ProVeg Poland's Educational Programme 'Let's Cook for a Better World' – in 2022:



56,000

children participated.



37,800

plant-based meals were prepared.

ProVeg Germany's 'Planetary-Health-Mensa' project – in 2022:



7

branches of German Student Services groups in university canteens were awarded the Planetary-Health-Mensa for dedicated plant-based menus. The seven branches reach a total of **272,737** university students.

ProVeg research and publications

We have produced key reports documenting the growing demand for plant-based innovation, and offering invaluable insights for all stakeholders.

In 2022,
ProVeg published:

5 reports on key areas (e.g. cultivated meat and opportunities in the alternative-protein sector.)

4 national consumer reports for Poland, Germany, the UK, and Spain.



Findings include the following:

51% of German consumers reduced their meat consumption in 2021.

9% of UK consumers are plant-based eaters (vegan or vegetarian), which, after Germany, represents the highest share of plant-based eaters in Europe.

The New Food Hub

This trail-blazing platform in the plant-based scene was launched in 2022 in order to offer a resource hub for plant-based food professionals worldwide.

By using global market data, case studies, consumer insights, and professional recommendations, the New Food Hub provides businesses with actionable insights and solutions to grow their alternative-protein offerings and market share.

Hot topics include:

- ✓ Achieving price parity
- ✓ Targeting flexitarian consumers
- ✓ Choice architecture in food services
- ✓ Succeeding on supermarket shelves
- ✓ Navigating the cost-of-living crisis

You can visit the New Food Hub [here](#).



Since its recent launch

56 articles have been published.

1,902 food professionals have been reached through webinars.

675 food professionals benefitted from webinars, with topics ranging from marketing plant-based foods to increasing the consumer base for plant-based products.

In 2022, we expanded our partnerships with companies around the world in order to develop and promote healthy, compassionate, and sustainable plant-based options.

We worked with the following companies:



We hugely value our close working relationship with ProVeg, as a mission-aligned organisation whose aims and targets we fully support. The work carried out by the numerous ProVeg offices around the world is truly groundbreaking, consistently impressive, and of much interest and use to our vegan business readers."

Emma Clarkson, Managing Director of Vegconomist

Policy and advocacy

Policy and advocacy within the UN Framework

The UN Climate Change Conference (COP27): ProVeg and mission-aligned partners hosted **the Food4Climate Pavilion** at COP27. This was the first-ever pavilion at COP to focus on dietary shifts and plant-rich food systems as a climate-change adaptation -and-mitigation strategy. ProVeg also led many well-attended panel discussions, debates, and press conferences, with more than 40 speakers attracting 1,000 delegates from around the world.



The ProVeg Panel Discussion selected by the UNFCCC: 'Sustainable diets: fostering a just transition towards resilient food systems' highlighted the importance and urgency of unlocking the potential of alternative proteins and the need for a just transition for the livestock sector.



In 2022, ProVeg participated in the **UN Environment Assembly** in Kenya, **Stockholm+50** in Sweden, and at the **Bonn Climate Change Conference** in Germany, engaging with policymakers, NGOs, and other partners, and opening discussions on food systems and protein diversification.



ProVeg rallied 154 NGOs to sign a letter asking the **UN Environment Programme (UNEP)** to take a stronger lead in promoting less resource-intensive diets, which opened regular communications with UNEP's Food Systems and Biodiversity departments.

*ProVeg is the first NGO focused on promoting plant-based diets and alternative proteins to be awarded Observer Status at the United Nations **Intergovernmental Panel on Climate Change**, and can therefore attend sessions, plenaries, and working groups at the IPCC, alongside top climate scientists.*

Policy and advocacy within the EU Framework

EU School Scheme: ProVeg launched a campaign calling on the EU to include calcium-fortified plant-based milk in the EU School Scheme. The European Commission's (EC) school scheme proposal will be published in 2024.

74,000+ people supported ProVeg's school milk petition

7,100+ people participated in the EC public consultation on the school scheme



ProVeg lobbied against taxes on plant-based products in Germany and the Netherlands:

- **ProVeg Germany** started the 0% fürs Klima ('0% VAT for the climate') campaign, calling on the German Parliament to VAT-rate all plant-based products at 0% in order to make plant-based diets more accessible and affordable to all and to incentivise climate-friendly consumer choices.
- **ProVeg Netherlands** is similarly lobbying for the exemption of plant-based milks, not just soya milk, from *verbruikersbelasting* or 'users tax', a levy on non-alcoholic drinks that currently includes all plant-based drinks.

0% Mehrwertsteuer
auf pflanzliche
Lebensmittel kommen
bei **allen** an!

**0% fürs
KLIMA**
MEHRWERTSTEUER SENKEN.
KLIMA SCHÜTZEN

**UNTERZEICHNE
DIE PETITION!**

Ban suspension in South Africa

ProVeg successfully advocated for **a suspension on a ban on meaty plant-based names** in South Africa, harmonising the efforts of different stakeholders. We also became a member of the **Consumers Goods Council of South Africa** in order to follow the conversation and represent the voices of smaller plant-based companies.



ProVeg has been a pioneer in the global plant-based advocacy scene. I support the amazing work that ProVeg leads, engaging with global leaders and ensuring that food systems are included in the global climate agenda.

Lorenza Jachia,
Senior Economist in the United Nations Resident Coordinator's Office



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Movement building

Plant-based advocacy across the globe

In 2022, the **ProVeg Grants Programme** continued to support and equip non-profit organisations around the world.



103

participants from **23 countries** took part in the **Africa Accelerator**, **41%** of whom are **women**.



8

emerging women-led organisations in the plant-based nonprofit space were supported through the Strategic Organisation Masterclass.



88

organisations from **52 countries** received grants.

Since the beginning of the programme:



300+

grants have been awarded to organisations in nearly 70 countries.



10m+

land-animal deaths were avoided due to animal-based dishes being replaced with plant-based meals.



344m

animal-based meals were substituted for plant-based dishes in institutions and corporations.

ProVeg builds strong presence at the Animal & Vegan Advocacy Summit

ProVeg had a significant impact as the global voice for the plant-based movement at the very first Animal & Vegan Advocacy Summit, which took place in Washington, DC, in October. ProVeg kickstarted the event early in 2022 and is one of the main sponsors of the summit, taking a lead role in developing the concept and providing strategic advice and fiscal sponsorship. The summit's goal was to become the largest and most impactful event within the farmed-animal and plant-based movements.



ProVeg kickstarted this impactful event for the global Animal and Vegan Advocacy movement, attracting more than

500 participants from around the world.



Global study on national dietary guidelines made public

A new pioneering study titled 'A Global Analysis of National Dietary Guidelines on Plant-Based Diets and Substitutions for Animal-Based Foods,' written and led by ProVeg Senior Specialist for Nutrition and Health, Anna-Lena Klapp, was published in peer-reviewed open-access journal *Current Developments in Nutrition*. The study ranks countries in terms of how balanced their dietary guidelines are.

100 country guidelines were assessed.

The study was presented at COP27, offering governments evidence-based information on how to change dietary guidelines.



I support ProVeg because they are a powerful trailblazer in the plant-based movement, educating people and health professionals on the benefits of plant-based eating."

Dr. Michael Greger MD,
founder of Nutritionfacts.org and author of How Not To Die

ProVeg is now an International NGO in China

In May 2022, the Shanghai Representative Office of ProVeg International Incorporated was officially approved as an international NGO in China, the first such approval for a plant-based non-profit. ProVeg's presence in this major global market is a historic milestone, as it will pave the way for ProVeg to conduct high-impact projects and promote plant-based, cultivated, and precision-fermented alternatives in China's commercial sector, as well as facilitating international cross-sector exchanges.



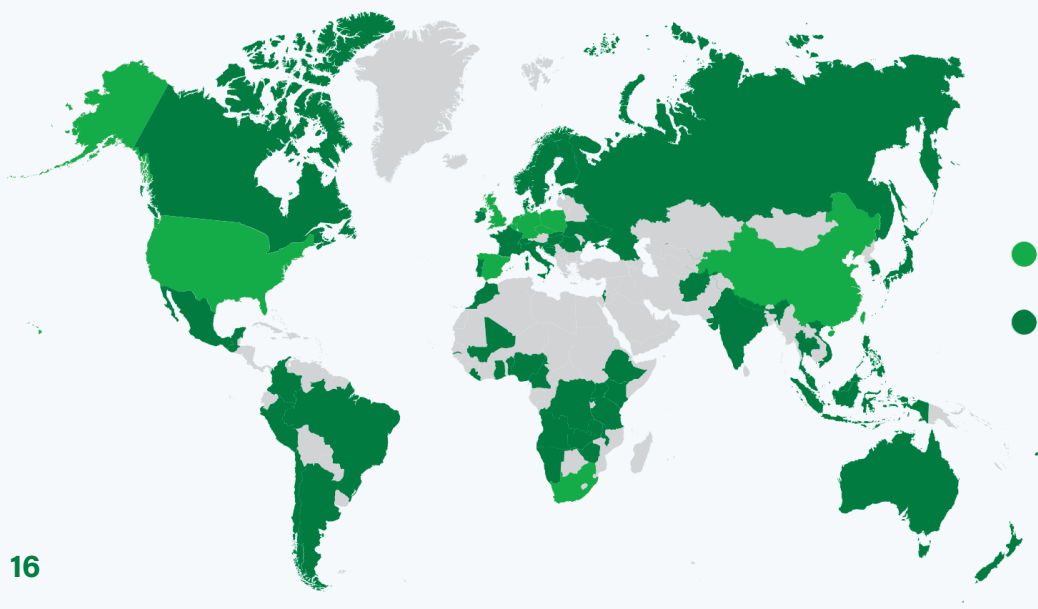
The opening of this new office allows us to promote the new green-food economy and establish dialogue about plant-based foods and cultivated meat between China and other countries and regions. Chinese consumers are sophisticated and demanding in terms of food flavours and textures, and I expect they will be a key driver for breakthroughs in innovation, in China and beyond."

Shirley Lu, ProVeg Asia



EVA is now ProVeg Belgium

EVA, one of Europe's leading plant-based organisations, is now ProVeg Belgium. EVA's impressive work, including raising awareness in Belgium about plant-based eating, will be a vital addition to ProVeg's mission. The two organisations have had a strong relationship since 2008, collaborating on campaigns such as the Veggie Challenge and stopping plant-based dairy censorship in Europe. ProVeg co-founder Tobias Leenaert was also one of the founders of EVA, which was established in the year 2000.



Public engagement and media

The Veggie Challenge helped more people eat more plant-based products

2022 was another successful year for **ProVeg's Veggie Challenge**, a 30-day challenge that encourages and guides individuals to adopt a more plant-based diet by providing daily recipes, tips, and support from a health coach.

The platform is now also available for **organisations** and **companies** – in the form of Veggie Challenge Teams!



In 2022:

88,000+

subscribers
(an increase
of about 83,000
since 2021)

114

Veggie
Challenge
Teams
participated

Since the global launch of
the Veggie Challenge in 2019:

500,000+

people around the world have taken part.

The app is now available in English, Dutch,
German, Spanish, Polish, and Czech.

The Veggie Challenge spared an estimated total of



42,400

ANIMALS



745,000

KG CO²



570

MILLION LITRES
OF WATER



1.12

MILLION
M² LAND



“The switch to a more plant based diet is a very important part of the behaviour change we need to prevent global warming. [ProVeg's] Veggie Challenge Teams Battle is a beautiful initiative that you can join with a team to eat more plant-based.”

Rob Jetten, *Minister for Climate and Energy Policy, the Netherlands*

ProVeg shared our knowledge about shifting food trends with the global food industry



By Matej Kastelic - Adobe Stock

This included:

182

speaker engagements
at external events
on four continents

39,319

**food-industry
professionals**
reached

71

ProVeg events hosted
around the world

5,133

media mentions

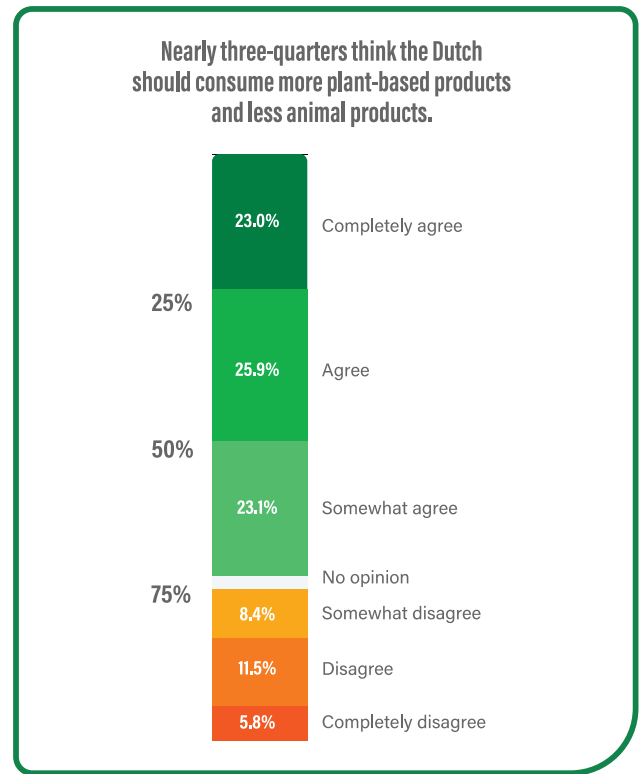
We presented:

- **New Food Insights event** at IFFA, one of the world's leading trade fairs for the meat industry.
- **'Experience the World of Vegan'** at **Biofach 2022**, the most important global trade fair for organic food. The four-day in-person event attracted more than 24,000 trade visitors from 137 countries.



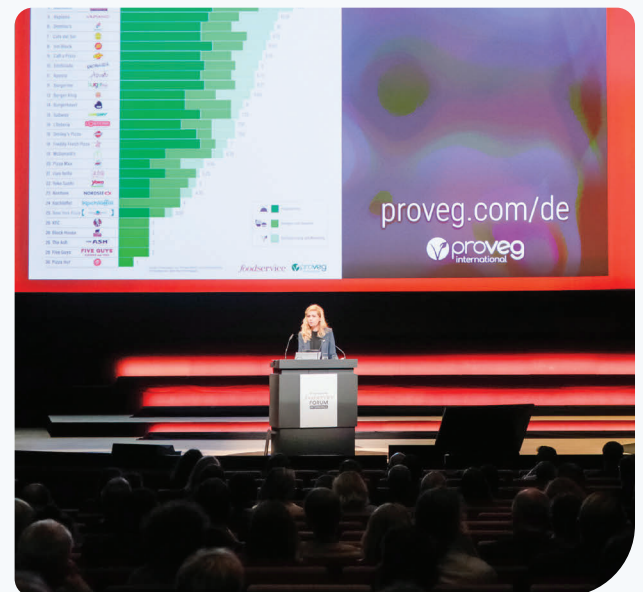
Studies generated:

- Our team in the **Netherlands** commissioned a study titled **'What does the Netherlands think about the Protein Transition?'**, which found that 72% of citizens believe that people should eat fewer animal-based products, a key signal for producers of plant-based alternatives in the country and beyond.
- **ProVeg Germany** conducted a price-comparison study, titled **'Are plant-based alternatives more expensive than animal products - myth or reality?'**, showing that only 12% of plant-based products studied were cheaper than their cheapest animal counterpart.



ProVeg representatives were invited as experts and thought leaders to crucial international events such as:

- **Internorga**, in Germany
- The first edition of **Food Hospitality Asia's Alternative Protein Forum**, in Singapore
- **The Buddhist Tzu Chi Foundation's Annual Conference**, in Malaysia
- **Effective Altruism Global Conference**, in the United States



ProVeg also hosted a diversity of key stakeholders at our own events and webinars throughout the year, opening up the conversation between the global food industry, NGOs, and governmental bodies.

Letter from Jasmijn de Boo, CEO

Change the world with ProVeg International

What a year! ProVeg's 2022 calendar was jam-packed with hard work and dedication from teams operating in all our action areas around the world. Every single team member and each of our supporters has helped to increase awareness of the plant-based movement during this past year, allowing us to move even closer to our goals.

With so many achievements behind us, the year ahead looks even more promising, thanks to your support. Throughout 2023 and beyond, we will continue to advance the transformation of our global food system through our five impact areas. In terms of corporate and institutional engagement, we will influence and support businesses, decision-makers, and institutions in developing, providing, and promoting healthy and sustainable plant-based options. With respect to innovation, we'll be taking on yet another new cohort of exciting startups for our ProVeg Incubator programme.

As for policy, we will expand our work with global plant-based food alliances to ensure the sector goes from strength to strength. This includes ensuring that global food systems are at the forefront of the climate agenda at COP28, as well as advocating fiercely for a more level-playing field for the plant-based sector and fighting back on restrictive labeling for plant-based products.

Finally, in our public engagement and media work, we will continue to collaborate with our partners around the world to launch innovative campaigns in order to create awareness and catalyse worldwide positive change.

As a non-profit organisation, we rely on the support and generosity of individuals and groups who believe in ProVeg's mission. Without your continued support, our successes would not have happened. We are very happy to have you on this journey with us, and are proud of our hard-working staff across the globe, who continue to push our mission forward.

Together, we are creating a fairer, healthier, and more sustainable world. Thank you for your continued support. We look forward to an amazing 2023!

Wishing you all the best.



A handwritten signature in black ink that reads "Jasmijn de Boo". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Jasmijn de Boo
Global CEO of ProVeg International

THANK YOU FOR YOUR CONTINUED SUPPORT

With this report, we are proud to share how our donors' support empowers us to create tremendous impact worldwide. Your support is crucial for our success. This is how you can continue to make a huge difference:

[DONATE](#)

[VOLUNTEER](#)



5 REASONS TO BE PROVEG



**PRO
TASTE**



**PRO
HEALTH**



**PRO
JUSTICE**



**PRO
ANIMALS**



**PRO
ENVIRONMENT**

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