

# 2021 ANNUAL REVIEW



# Take a look inside

**01**

Introduction

**02**

The problem

**03**

ProVeg  
at a glance

**04**

2021  
in numbers:  
with your help  
and support

**05**

Testimonials

**06**

Advancing  
plant-based &  
cultured-food  
innovations

**08**

Institutional  
and corporate  
engagement

**10**

Policy and  
advocacy

**12**

Movement-  
building

**14**

Public  
education  
and media

**16**

Change  
the world  
with ProVeg  
International

# INTRODUCTION

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Dear Friend,

ProVeg made incredible progress in 2021, despite the challenges we all faced. Our mission has never been more urgent, and I'm truly proud of the energy and dedication shown by our global teams and truly thankful for you helping to make this work possible. With your support, we are empowering more individuals and businesses across the world to make the shift to plant-based living.

ProVeg continues to be a thought leader, maximising our impact by influencing the influencers. We led two EU Smart Protein Surveys this year, revealing for the first time that 46% of Europeans are following a flexitarian diet, on top of the 7% who have already made the shift to vegetarianism or veganism. This is hugely encouraging, and proof that our vital work is transforming the global food system for the better. We're using our expert insights to support our partners in the foodservice and retail industries in order to best serve this new flexitarian mass market. Plant-based eating is truly entering the mainstream – and it's all thanks to your support.

Our Diet Change Not Climate Change campaign has been gaining strong political traction. We championed it in person at the United Nations Climate Change Conference (COP26) in November, which was made possible due to our success in achieving international observer status with the UN. Meanwhile, we launched, in virtual form, the first ever New Food Invest, hosted two editions of the New Food Conference in Germany, and had a successful launch of the New Food Forum in Poland. And the Veggie Challenge had its biggest year so far, with tens of thousands of new participants, including work-based teams, taking the plant-based pledge.

Our ProVeg Grants Programme continues to fund incredible and effective organisations who engage with vegan advocacy and meat-reduction efforts around the world, with one grantee, the Czech Vegan Society, even joining ProVeg and becoming ProVeg Czechia in July 2021. We're very proud to have them onboard. Additionally, the Grants team also launched the ProVeg Africa Accelerator in 2021, equipping leaders across the continent with the tools necessary to run effective interventions. These are just a few examples of the breadth and scope of our global work.

It's thanks to you, our supporters, that we can make this great impact. We're striving to reduce the global consumption of animals by 50% by 2040, and your support powers our progress. I'm truly excited to see what 2022 will bring.

Thank you!




*Sebastian Joy*

**Sebastian Joy**


*Founder and President of ProVeg International*

# THE PROBLEM

Our global food system is the cause of many of the most pressing problems facing our planet today.



What we eat has fundamental impacts on our planet. Besides land and water use, resource waste, and biodiversity loss, food-system emissions account for about **a third of all human-made greenhouse gas emissions**, with animal products having the largest share, about 20% of global emissions according to the latest study.



Excessive animal consumption increases the risks of so-called lifestyle (or non-communicable) diseases. About **two billion people** are overweight, of which **650 million** suffer from obesity, while at the same time up to **800 million** people are under- or malnourished.



Animal farming is inefficient and wastes a staggering amount of food. If all crops were used exclusively for direct human consumption, there would be enough food to feed **10 billion people**.

Industrial farming methods cause suffering to billions of animals. About **80 billion land animals** and **2.3 trillion fish** are slaughtered each year.

The solution to all of these problems lies in changing the global food system and making our food choices less reliant on animal agriculture.

Transitioning towards a more plant-based world comes with a number of benefits. These are represented by ProVeg's 5 PROs – or reasons for switching to plant-based and cultured alternatives. These are Pro Taste, Pro Health, Pro Justice, Pro Animals, and Pro Environment.



**PRO  
TASTE**



**PRO  
HEALTH**



**PRO  
JUSTICE**



**PRO  
ANIMALS**



**PRO  
ENVIRONMENT**

# PROVEG AT A GLANCE

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

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

ProVeg has offices in nine countries across four continents and is active around the world. ProVeg has permanent observer status with the UNFCCC, special consultative status with ECOSOC, is accredited for UNEA, and has received the United Nations' Momentum for Change Award.

## OUR VISION

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

## OUR MISSION

Reducing the global consumption of animals by 50% by 2040.

## DIVERSITY, EQUITY, AND INCLUSION

ProVeg employs more than 170 staff members from more than 20 countries. ProVeg is committed to fostering diversity among its staff members and supporters by recognising, accepting, respecting, and supporting individual differences – including race, gender, sexual orientation, age, ethnicity, nationality, physical and mental abilities, cognitive makeup, religious beliefs, political beliefs, and anything else of relevance.



# 2021 IN NUMBERS: WITH YOUR HELP AND SUPPORT



**458,000**

**EU citizens** signed our petition, which helped ProVeg to defeat the European Union's proposed 'plant-based dairy censorship.'



We received **2,957 media mentions**, including in *The Guardian*, *El País*, *ABC*, *BBC*, *Reuters*, *Der Spiegel* and *Rzeczpospolita*.



We reached **30,294 food industry professionals, NGOs, policymakers, and plant-based allies** through our events, workshops, and speaker engagements.



Our Innovation Challenge expanded to **South East Asia, reaching 400 students from 13 different countries.**



Our **reports** on consumer attitudes to the plant-based food sector were **downloaded 9,433 times.**



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



**17 startups** from across the world participated in ProVeg's Incubator Programme, focusing on emerging food technologies and unique ingredients for the alternative-protein sector.



**550,000 young people** were reached through school programmes in the UK, Poland, and Germany.



ProVeg Czechia is the newest ProVeg country office! Which means that **ProVeg now operates in 9 countries across 4 continents.**



The last few years I am increasingly concerned with animal rights. I really hope we can speed up the protein revolution. There are some organizations such as ProVeg that I think are really awesome. They are working in a very goal oriented way to remove animals from the food chain."

**- Rutger Bregman, author of *Utopia for Realists*, *HumanKind***



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](http://Nutritionfacts.org)  
and author of *How Not to Die***

# ADVANCING PLANT-BASED AND CULTURED-FOOD INNOVATIONS



With your help, alternative proteins and innovative food solutions are growing at a mind-blowing pace, as reflected in ProVeg's industry-oriented global conferences.

We launched, in virtual form, **New Food Invest**, the world's first investment conference aimed exclusively at plant-based and cultured-food startups, attended by investors and venture capitalists worldwide.



We brought together some of the biggest names in the food industry with two editions of the **New Food Conference**, Europe's leading conference on alternative proteins.

In total, these global events attracted;

**2,023** key food-industry players

**194** speakers

Delegates from **34** countries

We launched the **New Cuisine: Sustainable Foodservice and Culinary Summit** in China – the world's first culinary summit dedicated to creating a more sustainable and plant-based global foodservice industry.



Our team in Poland hosted the **New Food Forum**, a unique, industry-oriented event aimed at accelerating and empowering innovative food technologies in Poland's booming plant-based sector.







**The ProVeg Incubator** is the world's first and leading incubator and accelerator programme for plant-based and cultured-food startups. The programme supports food and food-tech companies that are developing alternatives to animal-based products, and helps them to accelerate their efforts by providing access to 1-on-1 mentoring, expert-led workshops, marketing support, access to the Incubator's extensive network of industry contacts, and up to €250,000 in funding for each startup. Together, **we can make alternative proteins the default choice for consumers and food producers globally.**

In 2021, the ProVeg Incubator...

- Partnered with **Russia's first plant-based startup incubator.**
- Received over **270 applications** from more than **30 countries** (including, for the first time, Japan, Singapore, Estonia, Portugal, Colombia, and New Zealand).
- Provided support to **17 new startups.**
- Even included a **plant-based dog food company.**



Since the ProVeg Incubator kicked off in 2019...



- More than **55 startups** have received support.
- **€100 million** in funding has been raised by alumni.

### The ProVeg Food Innovation Challenge

expanded across South East Asia. The challenge encouraged students from universities in the region to create delicious, healthy, and sustainable plant-based food and products. The creators of Marble Booster from Chulalongkorn University in Thailand, won the 2021 challenge with a proposal for plant-based wagyu-style marbled-meat slices infused with immune boosters.

In 2021, The ProVeg Food Innovation Challenge...



- Received **125 proposals** from **13 countries** across South East Asia.
- Worked with **400 participating students** from **54 universities.**
- Partnered with international companies such as **Beyond Meat, Oatly, and Unilever.**



# INSTITUTIONAL AND CORPORATE ENGAGEMENT

Thanks to the generosity of our donors, ProVeg is helping nearly 550,000 young people to eat school meals that are healthier, more planet-friendly, and affordable.

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



ProVeg Germany's **Leckerer Essen für alle** (Delicious Food For All) project is working with universities across Berlin, converting their daily menus to 96% meat-free and reaching 170,000 students daily.



ProVeg UK's **School Plates programme** is working with local authorities that provide catering to over 2,500 schools across England and Wales to introduce more attractive plant-based school meals. In 2021, more than **2 million meals** were changed from meat-based to meat-free or plant-based.



More than 43,000 children across Poland took part in an educational programme **PrzyGOTUJMY LEPSZY ŚWIAT** (Let's Cook a Better World) to learn about the impact our food choices have on climate change, and how to source and cook healthy and delicious plant-based meals at home.



Your donations help us research and publish critical reports that document the growing demand for plant-based innovation.

In 2021, ProVeg conducted two extensive pan-European studies on consumer attitudes to the plant-based food sector, as well as two national studies in Poland and South Africa. Key findings include:

The plant-based food sector in Europe grew by **49%** between 2018-2020.

**46%** of European consumers have significantly reduced their meat consumption in the same period.

In total, ProVeg's reports were:



Downloaded **9,433** times.

Featured in **253** media outlets across the world, including national newspapers and TV.



ProVeg inspired hundreds of medical professionals around the world to explore plant-based nutrition and health.

Over the course of the **VegMed conference**, it became clear that there is a great need to transform the current 'disease-care system' into a preventive-healthcare system. The event also highlighted how more and more people around the world are becoming aware of the connection between nutrition and health, and want to change the world in a positive way.

89 speakers  
across 57 sessions

730 attendees

95% gained practical knowledge, skills, or network connections as a result of attending the conference.

With your support, ProVeg worked with companies globally to develop and promote healthy, compassionate, and sustainable plant-based options.

- ProVeg South Africa provided consultation services to **Burger King**, resulting in the successful addition of three new plant-based products to their menu line, nationwide.
- ProVeg Poland worked with **Aldi** on four seasonal educational campaigns during 2021 in order to educate consumers about creating balanced and healthy meals.
- ProVeg Netherlands partnered with **Yoghurt Barn**, who have now pledged to fully switch all their frozen yoghurts to plant-based, saving around half a ton of carbon emissions per year.
- ProVeg Germany has been working closely with leading national wholesaler **Transgourmet**, developing nationwide cooking trainings and e-learning materials. Since the collaboration began, Transgourmet has launched a new in-house concept brand, 'Plant-Based', which provides customised solutions to meet the needs of community caterers.
- Thanks to an ongoing partnership with ProVeg Germany, **Lidl** launched 44 new plant-based alternatives in stores, nationwide. These new products include fish fillets, fish nuggets, egg alternatives, and various dairy alternatives.
- ProVeg partnered with **Vivera**, one of the largest producers of meat alternatives in Europe. The company provided key support to ProVeg's Veggie Challenge by featuring the challenge on all Vivera packaging: that's 40 million products in 2021!
- ProVeg Czechia worked with **Unilever**, **IKEA**, and **Tesco** to develop informative webinars about the influence of food choices on the climate, as well as sharing market trends and best practices.

# POLICY AND ADVOCACY

## ProVeg is calling for Diet Change Not Climate Change.

Since switching to a plant-based diet can reduce your food-related greenhouse gas emissions by up to 50%, ProVeg launched the **Diet Change Not Climate Change** campaign. With support from companies and NGOs across the world, the campaign is harmonising efforts across different stakeholder groups, from citizens to civil society, corporations, governments, and beyond, with the aim of getting plant-rich diets recognised on the international agenda as a vital climate-change mitigation strategy.

ProVeg was on the ground for the **UN Climate Conference (COP26)** in Glasgow, leading eight press events, presentations, and roundtable discussions in order to engage with policymakers and present facts and solutions to support and drive a just transition towards plant-centric food-systems, a topic missing from the event's formal agenda.



We installed **Diet Change Not Climate Change** posters around the city to get the attention of world leaders - highlighting the importance of integrating the food system into the climate agenda.

A video message from ProVeg International Director, Jens Tuijer, was shown by the **World Health Organisation** to hundreds of delegates at the conference.

We facilitated access to the Blue Zone of **COP26** for several highly influential key stakeholders from the private sector and NGOs.

In the runup to COP26, ProVeg started a petition asking world leaders to formally recognise the climate-warming impact of industrialised animal agriculture. **72,000 signatures** were handed over to policymakers during the event.

ProVeg joined the **United Nation's One Planet Network** and will contribute to their Sustainable Food Systems Programme. As a partner, ProVeg is able to participate in programme activities, conferences, and workshops, engage with national government representatives, and work with other partner organisations to develop innovative projects.



## Thanks to your support, the European Union rejected 'plant-based dairy censorship.'

The proposed amendment, which would have meant severe restrictions for plant-based dairy products, was rejected in a landmark sustainability battle around plant-based dairy censorship. ProVeg, together with thousands of EU citizens – including Greta Thunberg – as well as NGOs and companies, let the EU know that consumers are not confused about words such as 'milk' and 'butter' being used to describe plant-based alternatives.



The EU spends €60 million of taxpayers' money a year to promote meat and dairy products, while at the same time taking the position that we should eat less meat to save the planet. In response to this absurd contradiction, ProVeg launched the **This Makes No Sense crowdvertising campaign**. We put up billboards across Brussels that called on the EU to stop subsidising meat and dairy and instead promote sustainable lifestyles. The billboards were funded by EU citizens and installed in places where EU policymakers couldn't ignore them – thus sending a strong message to policymakers: you cannot ignore the voice of European citizens.

ProVeg has gained Special Consultative Status with the **United Nations Department of Economic and Social Affairs**. With this special status, ProVeg can participate in the High Level Political Forum, a review of the progress towards the Sustainable Development Goals which takes place every year at UN Headquarters, as well as in many other online consultations and meetings.



**458,000**  
petition signatures  
were collected

**60** major supporters and  
partner NGOs

Over **100**  
press mentions

Following the successful co-founding of and participation in the European Alliance for Plant-based Foods (EAPF) in 2020, ProVeg co-founded the **Plant-based Food Alliance** in the UK in October 2021. In the wake of Brexit, the UK offers unique opportunities to shape favourable plant-based policies.



**Plant-based  
Food Alliance  
UK**



**ECOSOC**  
United Nations

# MOVEMENT-BUILDING

Thanks to you, ProVeg supports plant-based advocacy across the globe.

⋮ The **ProVeg Grants Programme** continues to support and equip non-profit organisations globally, including:

The **Uganda Vegan Society**, a women-led organisation and a successful example of the effectiveness of the Grants Programme. Since 2019, we've watched the group evolve from a one-person group to a powerhouse registered organisation that organised major vegfests across Uganda, increased plant-based availability across the country, and hosted various public outreach campaigns.

The **Plant-Based Health Alliance** is pushing the plant-based movement in Malaysia and throughout Asia by focusing on the medical community and the general public through a successful medical-based vegan challenge, a coalition of medical professionals, and working with major companies and retailers to increase the availability of plant-based foods.

Between July 2020 and July 2021:



• ProVeg granted funds to **100** organisations in **53** countries.

Since the beginning of the programme:



• The consumption of **1.3 million** land animals was avoided due to animal-based dishes being replaced with plant-based meals.



• **22.6 million** animal-based meals were substituted for plant-based dishes in institutions and corporations.



I want to extend a massive thank you to ProVeg for supporting Cellular Agriculture Australia in 2021. As a small nonprofit that was only founded six months ago, the ProVeg grant has allowed us to shift from a volunteer-run group to an established and nationally-recognised organisation."

- **Bianca Le, Cellular Agriculture, Australia**

The ProVeg Grants Programme also kicked off the **ProVeg Africa Accelerator**, providing skills development to organisations across the continent in order to jumpstart plant-based-awareness projects.



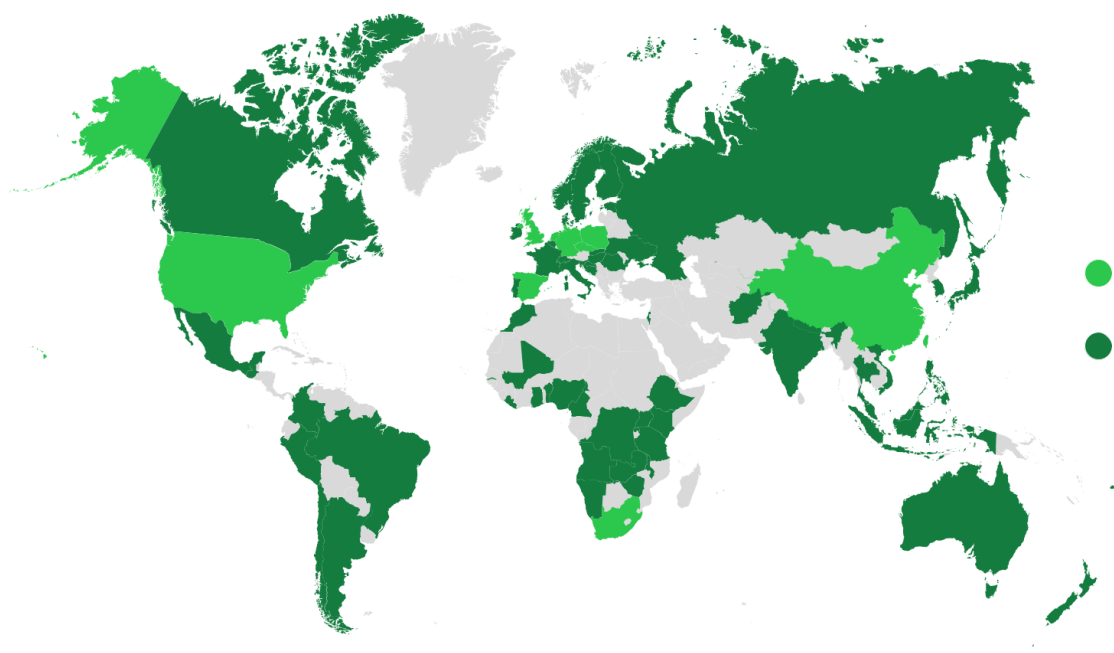
The ProVeg Africa Accelerator has not only made me a more effective vegan advocate but has also dramatically increased my compassion for animals and appreciation for nature as a whole. This personal transformation has inspired me to use every opportunity to convert African people to plant-based living."

**- Happy World, Ngwa Damaris, Cameroon**



### The Czech Vegan Society became ProVeg Czechia

We are thrilled to announce that one of our former grantees, the Czech Vegan Society, joined ProVeg in 2021, becoming ProVeg Czechia. Since joining ProVeg, the team has continued their impactful work, through corporate activities, administering the V-Label, and translating the Veggie Challenge into Czech for a launch early in 2022. We're very excited to have them on board, to learn from their expertise, and to work together to reduce the global consumption of animals by 50% by 2040.



# PUBLIC EDUCATION AND MEDIA

ProVeg helped people to eat more plant-based products.

2021 marked a milestone for **ProVeg's Veggie Challenge**, a 30-day challenge that encourages people to adopt a more plant-based diet by providing daily recipes, tips, and support from a health coach. Launched internationally in 2019, the challenge has now attracted more than 400,000 participants worldwide.



## IN 2021:

- **130,000** new Veggie Challenge subscribers
- **46,000** new Veggie Challenge app users
- Veggie Challenge Teams was introduced to companies in the Netherlands, reaching **450** participants in its pilot phase

## WHICH SAVED AN ESTIMATED TOTAL OF



**91,088**  
ANIMALS



**1.526.547**  
KG CO<sub>2</sub>



**1,3**  
BILLION LITERS  
OF WATER



**2,4**  
MILLION  
M<sup>2</sup> LAND

ProVeg launched the **I Am ProVeg Quiz**.

Imagine the world in the year 2040 as one that has thriving ecosystems, restored biodiversity, a stable climate, and can provide rewarding careers. The new **I Am ProVeg Quiz** shows how changing individual and collective food habits can affect the planet and suggests actions that participants can take to contribute to reducing the global consumption of animals by 50% by 2040.





## We shared our knowledge about shifting food trends with the global food industry.

The year 2021 also marked a great year for ProVeg in terms of expanding its reach, providing expertise to the food industry and international organisations, and shaping the debate around food systems. ✓



ProVeg Netherlands published a '**New Food Voting Guide**' which focused on the March general elections and gained widespread media attention. The findings showed that 70% of Dutch citizens believe that their government should be more proactive in reducing meat consumption.

We were invited as thought leaders to crucial international events such as **Food Ingredients Global Connect**, the **UN's Global Science Policy Business Forum**, the **AgriFood Summit**, and the **MEATing 2021 conference** in Poland. We also invited key stakeholders to our own events and webinars throughout the year, opening up the conversation between the global food industry, NGOs, and government bodies.



In addition, we were instrumental in leading and organising three crucial events, as well as being the lead author of the report 'The Role of Business in Transforming the Food System' – all contributing to the outcomes of the **UN Food Systems Summit** in Rome, as well as being broadcast around the world in September 2021.



**93**

speaker  
engagements  
at external  
events,  
globally

**115**

ProVeg events  
hosted across  
the world

**30,294**  
people  
reached

# CHANGE THE WORLD WITH PROVEG INTERNATIONAL

2021 has seen incredible progress from ProVeg's teams around the world, most of them working in small groups but managing high-impact, efficiently run project and educational initiatives, and reaching influential policy and decision makers in order to make real change.

Looking forward to 2022, we will be launching our Dietary Guidelines Campaign, which will include guidelines for planet-friendly meals, which governments can use to support healthy diets based on the latest scientific evidence.

We will also be working collaboratively with a large number of NGOs, companies, and other stakeholders in order to amplify our messaging effectively. ProVeg is respected by advocacy organisations as well as companies and policy makers due to our pragmatic and positive approach. We love working with the wider ProVeg community to make the world a better place, and we look forward to an especially successful year ahead.

We are proud of all the staff at ProVeg, who continue to work primarily or entirely from home, and who have found ways to stay resilient and motivated through tough times. We all keep checking in on each other, making sure employees have what they need to thrive and feel supported by leadership and colleagues. We had several fun online moments in addition to the regular work meetings in order to thank everyone and to continue to inspire each other.

As a non-profit organisation, we are dependent on the support of those who believe in our mission. Systemic change often comes in leaps and bounds and patience and collaboration are vital. Our work is made possible by the passion and determination of our incredible supporters, our brilliant staff, and our wonderful NGO and business partners. With your help, we are working tirelessly to create a fairer food system and a more sustainable planet for all. We hope that we can continue to count on your support so that we can continue to accelerate the plant-based movement into the future.

Together, we are making the world a healthier, happier, and more sustainable place. Thank you everyone. Here's to a brilliant 2022!



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**  
*Vice President of ProVeg International*

Our mission is to reduce the global consumption of animals by 50% by 2040.

Are you ready to help make that possible?

**JOIN US AND HELP TO  
CREATE A FAIRER AND  
MORE SUSTAINABLE  
WORLD FOR ALL**

**DONATE  
HERE**



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