

BUILDING A NEW FOOD
SYSTEM TOGETHER



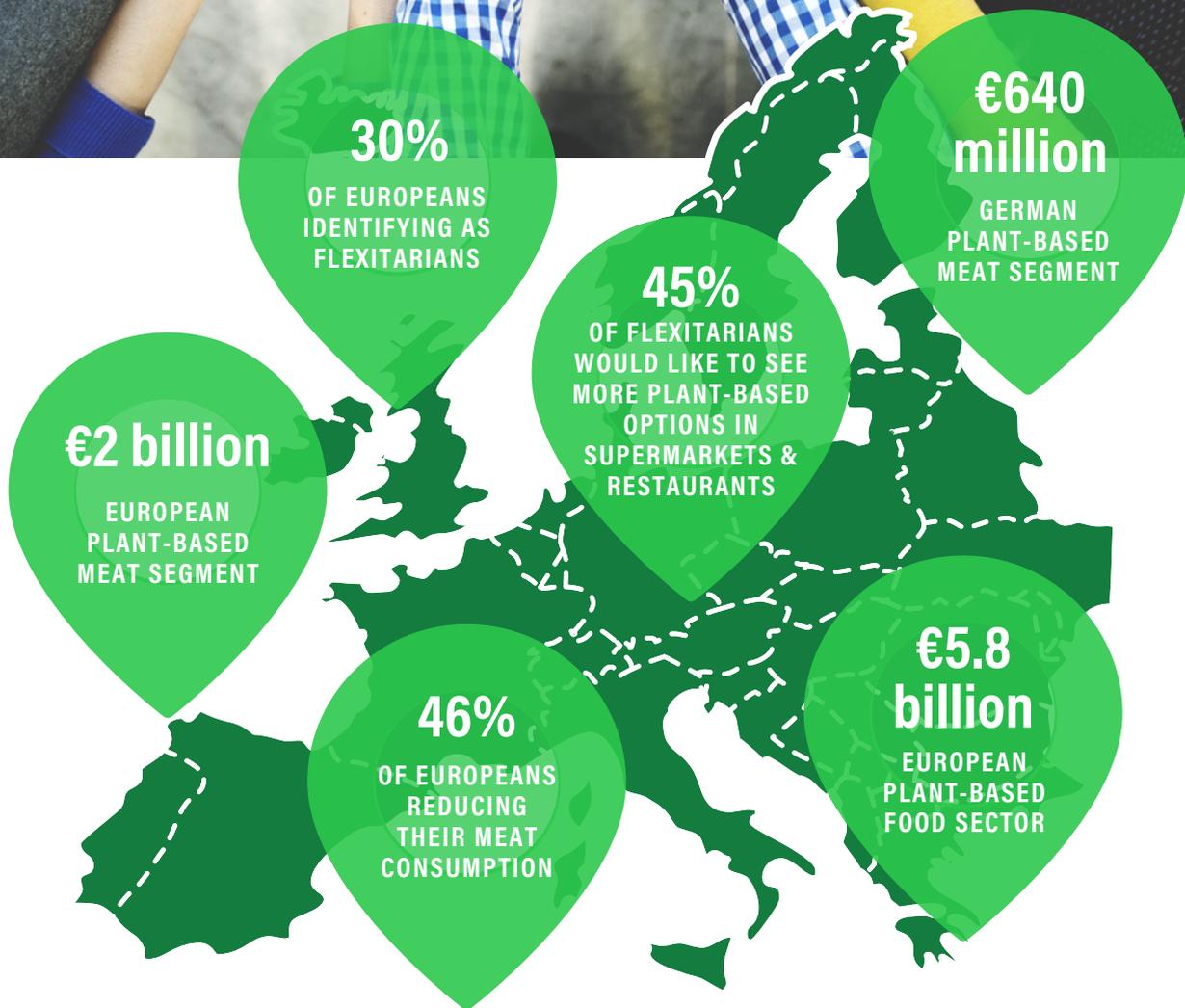
INSTITUTIONAL AND CORPORATE ENGAGEMENT PORTFOLIO



A GROWING MARKET

The consumption of plant-based foods is growing at record levels across Europe, presenting exciting opportunities for food manufacturers.

If this growth continues over the coming decades, plant-based protein alternatives could surpass sales of animal-based products by 2055.



Market insights on European plant-based sales 2020-2022, Good Food Institute Europe

What consumers want: a survey on European consumer attitudes towards plant-based foods, with a focus on flexitarians', Smart Protein, 2021



WHO ARE WE?

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.

ProVeg engages 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.

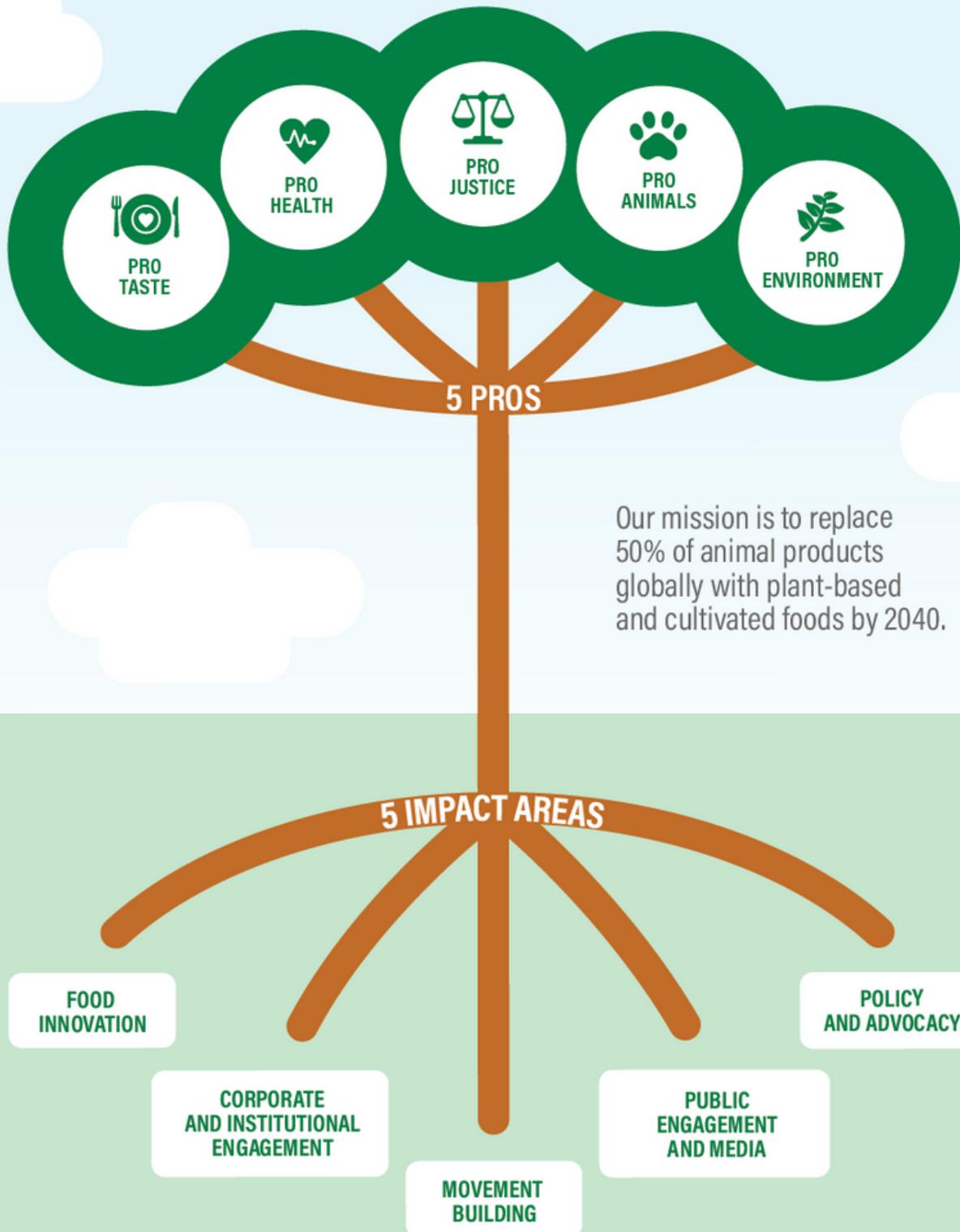
ProVeg has received the United Nations' Momentum for Change Award and works closely with key UN food and environment agencies. We have observer status with the UNFCCC and the IPCC, special consultative status with ECOSOC, and are accredited for UNEA.

ProVeg creates global impact, with offices in 11 countries across four continents and more than 200 employees.



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**.





WHY PROVEG?

Developing and launching a plant-based product requires the perfect mix of preparation, innovation, hard work, and promotion.

ProVeg can help you to succeed across the entire process of taking your product to market.

MISSION



Replacing 50% of animal products globally with plant-based and cultivated foods by 2040.

THOUGHT LEADERSHIP



ProVeg's global events, including the New Food Invest, New Food Conference and New Food Forum, attracted 935 key food industry players in 2022

NETWORK



ProVeg has an extensive network of decision-makers in Europe and Asia, in both the B2B and B2C sectors.

INTERVENTIONS



ProVeg can help you with a wide range of interventions across the entire value chain and all stage of journey as you take your product to market.

WHO DO WE WORK WITH?

As a leading NGO in the alternative-protein space, we have no commercial agenda. This allows us to provide objective expert advice and help support you successfully and effectively by harnessing the power and profitability of the shift to plant-based eating, in the most appropriate way for your business.

We work with companies along the value chain, which gives us unique insights into the key challenges, hurdles, and opportunities at every stage of the journey as you take your product to market.



A strong focus on plant-based diets is a key component in our sustainability strategy. ProVeg's high quality trainings provide valuable support in our mission to make 50% of our menu options plant-based."

HORST M. KAFURKE
CEO at innogy Gastronomie



OUR NETWORK

OUR B2B COMMUNITY

17,000+

Subscribers across our international newsletters

39,000+

Food industry professionals reached through our events, workshops, and speaker engagements in 2022

80+

Start-ups supported by the ProVeg Incubator, raising over €250 million

48,000+

LinkedIn followers

OUR B2C COMMUNITY

23,000+

Consumers in our Test Community

190,000+

Followers across our international Instagram accounts

17,000+

Subscribers across our international newsletters

500,000+

People signed up for the Veggie Challenge so far

ProVeg Received

5,133

media mentions in 2022

TRUSTED BY INDUSTRY LEADERS



ProVeg has been a great resource to Beyond Meat as we've gone global. We hired them to support the retail launch of the Beyond Burger in Benelux and were thrilled with the groundswell of buzz they helped generate. 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 at Beyond Meat

WHAT WE OFFER

ProVeg works with you to identify your unique needs and enhance your reputation, revenue and impact.

CUSTOMISED MARKET SCREENING AND CONSUMER INSIGHTS

BROADEN YOUR REACH

EFFECTIVELY POSITION YOUR PRODUCTS

FOSTER INNOVATION

EXPAND AND IMPROVE YOUR PRODUCT OFFERING

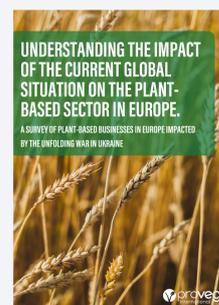
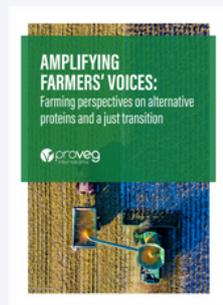
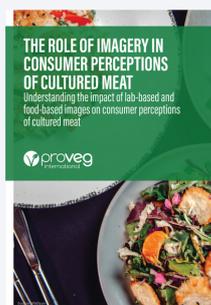
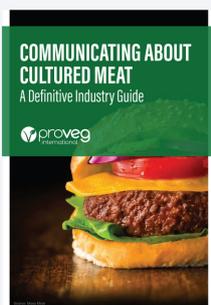
CUSTOMISED MARKET SCREENING AND CONSUMER INSIGHTS

In 2022, we have produced key reports documenting the growing demand for plant-based innovation, and offering valuable insights for all stakeholders, working with alternative proteins expert and a social scientist [Chris Bryant](#).

12 reports on key areas (e.g. cultivated meat and opportunities in the alternative proteins sector)

Consumer and market insights in Europe: National consumer & market reports for Poland, Germany, the UK and Spain

ProVeg is also part of the EU-funded project Smart Protein, where we run [consumer and market research](#) together with University Copenhagen, University Ghent and Teagasc to better understand European and Chinese consumer views on plant-based foods products.





OUR 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

Since its recent launch:

56 articles have been published.

1,902 food professionals have been reached through webinars.

YOU CAN VISIT THE
NEW FOOD HUB
[HERE](#)

OUR MOST IMPORTANT CORPORATE ACTIVITIES

BROADEN YOUR REACH WITH THE VEGGIE CHALLENGE

The Veggie Challenge is a consumer-engagement campaign that supports participants to adopt a vegan, vegetarian, or reduced-meat diet for 30 days. Participants receive a daily newsletter with tips, recipe suggestions, and coaching.

With over 500,000 participants so far, this is the perfect opportunity to let our participants get accustomed to your products, while they are trying plant-based alternatives and recipes during the challenge.

Introduce your plant-based products to new customers and leave an impression that lasts way beyond our 30-day Challenge!



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

PARTNER WITH THE VEGGIE CHALLENGE

- Permission to use Veggie Challenge as a call-to-action in your online and offline communications.
- Online campaign inclusion via social media, ads, apps, email marketing, and PR.
- Dedicated landing page on the Veggie Challenge website
- Logo inclusion, dedicated product placement, recipe development, and links to purchase across the app
- Send product samples to influencers and participants.
- Receive insights on users

Challenge your colleagues with Veggie Challenge Teams!

- Inspirational kick-off session
- Participate in teams
- Final report with savings (CO2, water, land and animals)
- Social media shareable



EFFECTIVELY POSITION YOUR PRODUCTS WITH THE V-LABEL

Ensure your products are certified as vegan or vegetarian in order to promote trust and transparency.

The world's leading vegan & vegetarian trademark

V-Label is an internationally recognized, registered seal for labelling vegan and vegetarian products and services established in Switzerland in 1996. It is a reliable, go-to shopping guide for consumers. ProVeg is currently the local V-Label partner in: Belgium, Czechia, Germany, and South Africa.

Producers and consumers trust V-Label

With more than 25 years of experience labelling products and engaging experts in quality management, food technology, chemistry, cosmetology, and marketing, we are the frontrunners of a global movement. As such, we cooperate with businesses, retailers, consumers, and campaigners.

Globally, more than 50,000 products from more than 4,300 license holders now carry the V-Label, which is registered in more than 30 countries.

ELEVATE YOUR BRAND PERCEPTION WITH V-LABEL

Consumers* associate V-Label with:

- Healthier 69%
- Higher quality 42%
- Trustworthy 58%
- Premium 43%



*According to findings from international consumer surveys conducted by FMCG Gurus in April 2022.

Retailers' favourite: More than 25 private label brands from European leading retailers carry V-Label. Find out more about V-Label's cooperation with retailers at [v-label.com/retail](https://www.v-label.com/retail).

Want to learn more? Visit: www.v-label.com

FOSTER INNOVATION WITH THE PROVEG INCUBATOR

The ProVeg Incubator is the world's first and leading accelerator programmes for plant-based, fermentation and cultivated food startups. The ProVeg Incubator is designed to support mission-driven startups that have the potential to remove animals from the global food system, either by providing alternatives or with supporting technology. Focus areas include functional ingredients, precision fermentation and biomass fermentation, cell-cultivation and molecular farming, along with the enabling tech, processes, and platforms. ProVeg Incubator was set up in 2018 and has worked with almost 100 startups from around the globe.



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

CHRISTOPHER KONG

Co-founder and CEO of Better Nature

PARTNERING WITH THE INCUBATOR PROVIDES OPPORTUNITIES TO

- Exclusive pre-demo day introductions to founders from all over the world.
- Integration of strategic needs in scouting for collaborations and investments.
- Open Innovation: Collaborate with pioneering startups in R&D and product development.
- Run customised and branded workshops as part of our programme.
- Join and co-host exclusive events and build valuable relationships.
- Benefit from increased exposure, including being featured at our events and in our marketing, comms, and PR campaigns.

2023 SPRING COHORT

 mycoSURE <small>ENGINEERED BY NATURE</small>	 Bygg <small>For superhero bakers.</small>	 propel <small>Launch</small>	 FOOD SQUARED	 PLANTORIGIN	 Fattastic Technologies
South Africa	USA	Mexico	UK	Thailand	Singapore
 ALGROW <small>BIOSCIENCES</small>	 BE BETTER MY FRIEND.	 星植代 StarPlants	 Sticta <small>BIODIGITALS</small>	 Ergo Bioscience.	 Soma <small>Tech</small>
Singapore	Netherlands	China / Israel	Chile	Argentina	Ireland

EXPAND AND IMPROVE YOUR PRODUCT OFFERING WITH THE PROVEG FOOD INNOVATION CHALLENGE

The ProVeg Food Innovation Challenge aims to raise awareness about the benefits of plant-based eating, accelerate the introduction of plant-based foods, and nurture young people's innovation skills. The challenge helps corporate partners to accelerate sustainable innovations and allows students to gain valuable insight into an exciting and fast-growing industry, while channelling their creativity towards solving some of the biggest challenges the world faces today.

In 2020, the challenge was first launched on mainland China and was expanded to South-East Asia the following year, with the 2022 challenge expanding to include the entire Asia-Pacific region.

As a result, we received a total of 179 innovative food ideas from students from 163 universities. The students were challenged to come up with food ideas that had market potential, were unique and creative, economically feasible, and had a go-to-market strategy.

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.



Quite impressed by college attendants' creativity and efforts put into the projects. Several concepts like The Slouch Pouches show deep understanding of the current unmet consumer needs.

PETER ZHANG

Senior Commercial Leader of The Vegetarian Butcher China, Unilever

POSITION YOUR COMPANY AS A THOUGHT LEADER IN THE PLANT-BASED SECTOR WITH OUR NEW FOOD EVENTS

ProVeg runs the New Food Conference, the New Food Forum, as well as the New Food Invest, connecting key decision-makers in the plant-based and alternative proteins space. Depending on your unique requirements, ProVeg will create a customised event partnership package to help you reach your goals.

- 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.

IN 2022, THESE GLOBAL EVENTS ATTRACTED

935 key food-industry players

125 speakers

Delegates from **20** countries



DEVELOP YOUR MENU AND EXPAND YOUR KNOWLEDGE IN FOOD SERVICES

ProVeg Food Services offers comprehensive services for both private canteens and the professional food industry. By modifying or adding to your range of offerings, you can respond to current trends in order to meet the growing demand for healthy plant-based meals.

Our services range from sustainability consulting to support in successful guest communication to comprehensive planning of ideas for marketing and events. By evaluating existing potential and conducting a target group analysis, we collaborate with you to create a solid foundation for the development of a coherent plant-based menu in your company. Building on this, we support you in the design of new meal plans and the creation of suitable communication frameworks.

Our portfolio does not only include the professional development of new recipes for your target group, we also help you to close any gaps in your selection of meals in a way that is tailored to your individual needs. In collaboration with you, we expand the range of plant-based foods in your company and develop a varied menu including vegan meal plans.

ProVeg Food Services activities are currently present in Germany, Belgium and Czechia.

OUR INTERNATIONAL INSTITUTIONAL AND CORPORATE ENGAGEMENT TEAM

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Team Manager

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Consumer and Market Research
Manager

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Paloma Nosten
Senior Communication Manager

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GET IN TOUCH

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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.