



## Value Proposition

### *European Alliance for Plant-based Foods*

#### Why an alliance?

The **European Alliance for Plant-Based Foods** (the “Alliance”) is a multi-stakeholder platform that gathers representatives from across the plant-based value chain<sup>1</sup> around a common goal.

#### Mission

The mission of the European Alliance is to **advance plant-based foods as a vital part of the transition towards more sustainable and healthy food systems** through:

- Advocating for policies in favour of plant-based foods at European and national level;
- Promoting innovation towards healthier and sustainable plant-based food solutions;
- Empowering consumers to make informed choices.

#### Activities

The Alliance **prioritises activities with a flexible approach** in response to pressing needs.

##### *Key activities:*

- **Definition of advocacy strategies.** The Alliance defines a strategy and action plan for its overall advocacy, as well as for each priority issues identified by its members;
- **Advocacy and stakeholder engagement.** The Alliance monitors policy developments, assesses their impact on the sector and proactively advocates for plant-based foods as a priority item for the European political agenda. The Alliance coordinates with members to increase the impact of its advocacy from European to national level;
- **Communication.** The Alliance establishes a credible voice with a visual identity (logo, branding), shared messages and positioning, and implements standard online and offline communication activities (webpage, introduction leaflet, social media).

##### *Ad hoc activities:*

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<sup>1</sup> Crop farmers, Plant-based food manufacturers, food catering services and restaurants, retail, research & academia, nutrition & health organisations, NGOs, consumer organisations.



- **Consumer communication campaign(s).** The Alliance may set up and implement grassroots campaigns to raise awareness and gather public support for its mission;
- **Matchmaking.** The Alliance may organise networking events and/or leverage existing events to foster cooperation among stakeholders.

**Key activities** reflect the representation and advocacy role of the Alliance and are financed through its budget.

**Ad hoc activities** are initiated by a group of members, if consistent with the general objectives of the Alliance. Such activities **are financed through a dedicated budget provided by the interested members.**

### Benefits of joining the European Alliance for Plant-Based Foods

Members of the Alliance have the unique chance to:

- Access **intelligence and a high-level network** within European institutions and beyond;
- Speak with a **strong voice and influence** European and national policymaking, anticipating and shaping developments;
- Be part of an agile and credible European **multi-stakeholder network** on plant-based foods;
- Be informed about **developments and opportunities in Research & Innovation** relevant for plant-based foods.

### Becoming a member of the Alliance

The Alliance believes in **transparency, inclusiveness** and **evidence-based communication**. It is dedicated to constructive contributions to the plant-based food debate. The Alliance welcomes members from every segment of the value chain with a shared ethos, advancing plant-based foods as a vital part of the transition towards more sustainable and healthy food systems.