



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 chain¹ around a common goal.

Mission

The mission of the European Alliance is to **put plant-based foods at the heart of sustainable food systems, promote plant-based innovation and advance the transformation towards plant-based foods** through:

- Advocating for regulations and policies that stimulate the shift to plant-based foods at European and national level;
- Promoting a policy environment facilitating and stimulating innovation towards sustainable plant-based food solutions;
- Informing policy leaders on the benefits and opportunities of the plant-based food category in the transition towards sustainable food systems.

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;

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



- **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:

- **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.