



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 food value chain, including food companies incorporating more plants in their portfolio, CSOs and others around a common goal and mission.

Mission

The mission of the Alliance is to **strengthen the competitiveness and resilience** of Europe’s food system, while advancing **sustainability and health**, by promoting plant foods and protein diversification as a key strategic growth sector.

The Alliance supports this transformation through:

- Promoting policies that lead to a **supportive regulatory and investment environment** that enables European businesses and CSOs active in the plant food value chain to thrive, scale and compete at global, European and national level.
- Promoting policies that strengthen Europe’s lead in **food and protein innovation**, attract **investment**, stimulate **growth** and create **high-value jobs**.
- Promoting **innovative, healthy, affordable, convenient and –above all– tasty food** solutions based on plants, or made of fungi, algae or fermentation-derived, or blends of these with animal-sourced ingredients.
- Empowering consumers to make **informed choices** and **growing domestic demand** for these products manufactured in Europe.

Why join the Alliance?

Members of the Alliance have the chance to:

- Speak with a **strong voice and influence European and national policymaking**, anticipating and shaping developments and leveraging the power of a **unified platform** to amplify impact, as European policymakers prioritise the collective perspectives of a multi-stakeholder alliance over individual organisational outreach.
- Access **intelligence and a high-level network** within European institutions and beyond by benefiting from the Alliance’s recognition as a reliable and active participant in EU working groups, high-level meetings and platforms.
- Be part of an agile and credible European **multi-stakeholder network** on plant foods;
- Be informed about **developments and opportunities in research & innovation** relevant for plant foods.
- Develop **joint strategies to design narratives** around the sector and support growth.
- Help shape a **stable, predictable policy framework** that **de-risks investment** in plant foods capacity and protein diversification.

Activities

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

Key activities:

- **Execution of advocacy strategies.** The Alliance works according to its strategy and action plan for its overall advocacy, as well as for each priority issue identified by its members.
- **Advocacy and stakeholder engagement.** The Alliance monitors policy developments, assesses their impact on the sector and proactively advocates for plant 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, it educates, informs and enables stakeholders to engage in advocacy.
- **Communication.** The Alliance acts as a credible voice with a visual identity (logo, branding), shared messages and positioning, and implements standard online and offline communication activities (website, social media).

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

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 foods debate.

The Alliance welcomes members from every segment of the value chain, from dedicated plant food businesses to diversified food companies expanding their plant food portfolios, who share a **genuine commitment to developing, manufacturing or investing in plant foods and to growing the sector** as part of a more competitive, resilient and sustainable European food system.

Members share this commitment and governance arrangements ensure that no single segment dominates the Alliance's positions.