



ProVeg

Strategic partner



What is ProVeg

Global organisation accelerating sustainable food-system transformation

Active partner in EU-funded research & innovation projects

Focus on plant-rich foods & alternative proteins

What do we do

Policy
advisory on
sustainable
food systems

Consumer &
behavioural
research

Support
sustainable &
plant-based food
innovation

Dissemination,
exploitation & impact
delivery in EU R&I
projects

EU funded projects

SMART Protein (Horizon 2020)

- consumer insights
- dissemination & stakeholder
- engagement supporting market readiness

ISAAP (EIT Food)

- behaviour change
- policy & public-sector implementation
- project communication & dissemination

Where is ProVeg

ProVeg International: Europe, Asia, Africa, Australia & the Americas

Partnerships with cities, schools, food companies & farmers



Why to partner up with ProVeg

- Demand-side & behavioural expertise
- Strong dissemination & exploitation capacity
- Access to multi-actor stakeholder networks
- Real-world demo & implementation environments