



**ANNUAL  
REPORT  
2023**



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# OUR THEORY OF CHANGE

The transition of the food system is one of the most significant challenges of the 21st century, yet also one of the most difficult tasks. Today, we are faced with, on one hand, a low level of knowledge and awareness among citizens regarding the impact of animal agriculture on climate, the environment, human rights, and animal rights, and on the other hand, an exceptionally strong lobby fighting to maintain the status quo. Politicians, aware of the difficulty and complexity of this issue, are reluctant to address it and prefer to pursue short-term goals rather than a long-term strategy for solidarity and food justice. Additionally, the sector of civil society organizations specialized in food system transition is small, often lacking full competence and experience, and above all, not networked and not united.

Therefore, in our theory of change, we focus on four pillars because a strong, collaborative civil society sector is critical for green watchdogging and advocacy. We mobilize, integrate, and educate so that grassroots pressure can be combined with professional advocacy and watchdog actions. Together, we say, "We have the right to healthy, ethical food and to live in a clean environment."

We are citizens who seek agency in the food system.



# HOW WE WORK

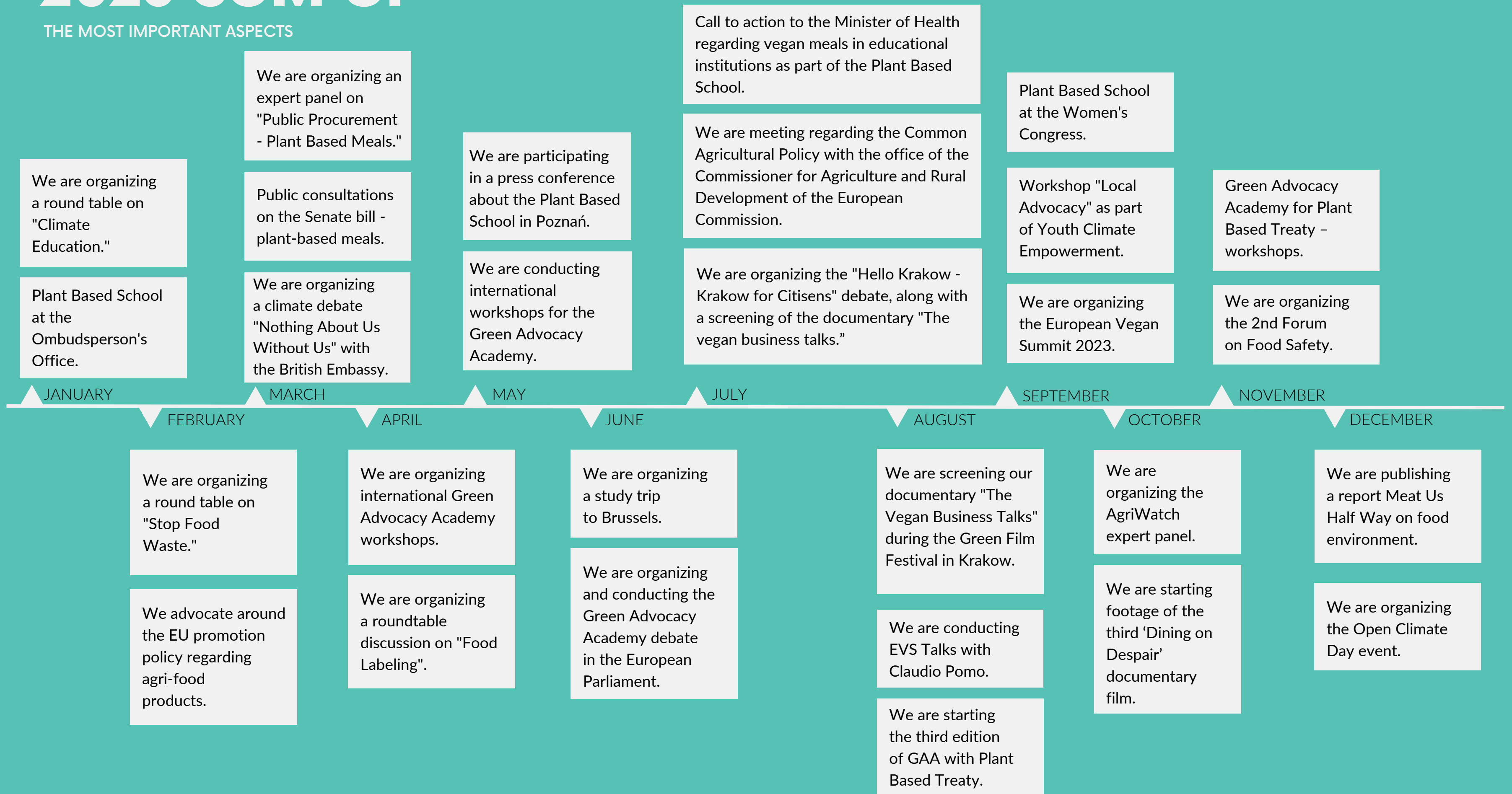
All our actions focus on four strategic areas that directly stem from our theory of change.

STRATEGIC AREA 1	STRATEGIC AREA 2	STRATEGIC AREA 3	STRATEGIC AREA 4
INTEGRATION OF CIVIL SOCIETY ORGANIZATIONS AND DEVELOPMENT OF ACTIVIST COMPETENCIES	SOCIAL CAMPAIGNS AND EDUCATION	WATCHDOGGING AND ADVOCACY	DEVELOPMENT AND IMPROVEMENT



# 2023 SUM UP

## THE MOST IMPORTANT ASPECTS



# COALITION OF CIVIL SOCIETY ORGANIZATIONS - FUTURE FOOD 4 CLIMATE

## WHAT IS THE FF4C?

Future Food 4 Climate is an alliance of civil society, informal groups, foundations, associations, and collectives actively engaged in actions for revolutionizing the food system.

Our goal is to involve organizations, groups, experts, and individuals whose voices in climate debates often go unheard. FF4C focuses its efforts on influencing decision-makers, politicians, and institutions such as the European Commission, the European Parliament, as well as local governments and public administration.

Collaboration, bridge-building, and networking are our values.

103 civil society organizations from Poland, Ukraine, and Germany form a movement aimed at a just transformation of the food system. FF4C represents a network of revolutionaries, bringing together organizations from smaller communities, youth groups, and initiatives that unite forces on the front line of the fight for our planet, people, and animals. **The coalition was established with the support of the European Climate Foundation.**

## FF4C IN NUMBERS

By the end of 2022, we collaborated with 74 civil society organizations from Poland and Ukraine. Now, we proudly announce that this number has increased to 103, demonstrating our exceptional growth and effectiveness in building a diverse alliance.

**Throughout the year 2022, our coalition expanded its network of partners and strengthened its social engagement.** In 2022, 50 organizations from outside the Warsaw were part of our initiative; today, this number has increased to 72. Additionally, since 2022, we have expanded our cooperation with youth organizations, with the number rising from 17 to 37. This reflects our commitment to the inclusion of young leaders, who are a vital element of the future transformation of the food system.

[🔗 Here you'll find Future Food 4 Climate website!](#)

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**103** civil society organizations

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**72** organizations outside of Warsaw

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**37** youth organizations

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**3** Ukraine organizations

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**2** USA organizations

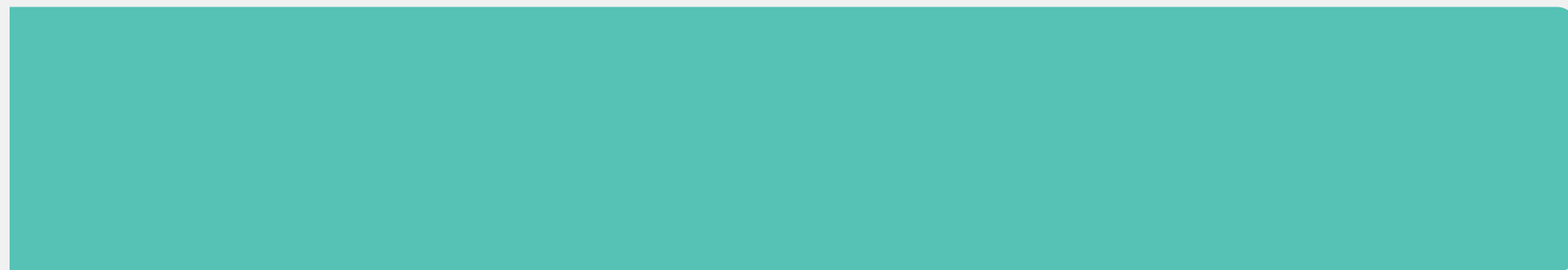
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**1** German organizations

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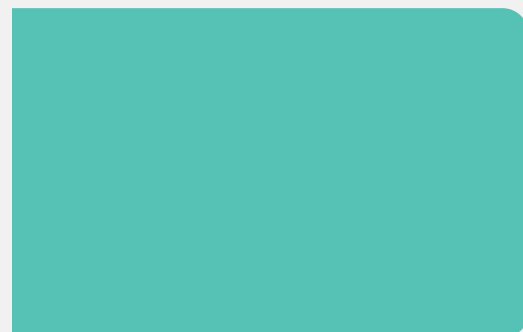
# FUTURE FOOD 4 CLIMATE OUR ACTIONS

## 34 OPEN LETTERS/ CALLS TO ACTION



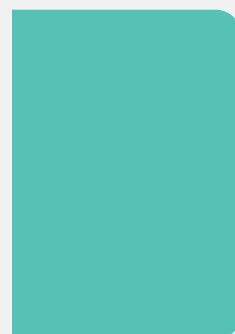
- Open letter before the vote on the EU School Scheme - [LINK](#)
- Appeal regarding the EU Agri Promotion Policy - [LINK](#)
- Sustainable Food System of the European Union - [LINK](#)
- Opinion on the draft law submitted by the Minister of Climate and Environment regarding food and nutrition safety, the law on care for children under 3 years of age, and the educational law (print No. 912). - [LINK](#)

## 9 CONSULTATION OF THE EUROPEAN COMMISSION



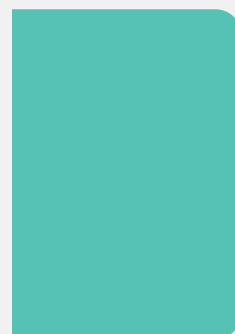
- EU School Scheme - [LINK](#)
- The EU Climate Target for the year 2040 - [LINK](#)
- EU Consumer Protection Program - Assessment - [LINK](#)
- Goals for reducing food waste - [LINK](#)

## 4 DEBATES / ROUND TABLES



- Hello Wrocław, The Vegan Business Talks
- Stop food waste
- Climate education
- Food Labeling for a Sustainable Food System

## 4 EXPERT PANELS



- Food Systems in Polish Educational Institutions, Green Public Procurement, and Urban Food Policies - From the Perspective of Decision Makers and Experts
- Labelling and Combating Food Waste - Changes in the Context of EU SFS Law
- Industrial Farms - Health, Environmental, Legal, and Financial Aspects
- AgriWatch - Presentation of Results of Actions within the AgriWatch Project

## II FOOD SAFETY FORUM

### WHAT IS THE FOOD SAFETY FORUM?

The Food Safety Forum is an event aimed at the member organizations of the Future Food 4 Climate Coalition, as well as experts and non-governmental organizations from Poland, decision-makers, initiatives, and activists.

The topics encompass a multidimensional approach to food. We foster a debate on how food impacts our health, climate, environment, and human rights. We discuss facts, solutions for safe food, and set the direction for the food and agriculture system.

The Food Safety Forum is an annual gathering of partners from the Future Food 4 Climate Coalition, experts, and activists. It includes roundtable discussions, debates, and speeches addressing key pillars of food systems and the need for watchdog and advocacy actions in building civil society.

On November 18, 2023, the Green REV Institute and the Future Food 4 Climate Coalition organized the 2nd Food Safety Forum, an event summarizing the Coalition's actions towards changing the food system over the past year.

The 2nd Food Safety Forum took place at the Embassy of the United Kingdom of Great Britain and Northern Ireland. The meeting focused on the need for reform of the food and agriculture system, emphasizing the importance of debate and action for a just transformation.

[🔗 Here you'll find II Food Safety Forum report!](#)

### Agenda:

- Keynote speeches featuring a representative from the British Embassy.
- Plenary session with four experts: Dr. Miłka Stępień, Dr. Marta Czapnik-Jurak, Dr. Andrzej Kassenberg, and Dr. Paulina Sobiesiak-Penszko.
- Expert panel "Future of Agriculture" with representatives from the scientific community, partners of the Future Food 4 Climate Coalition, and plant-based businesses: Dr. hab. Eng. Zbigniew Karaczun, Wioletta Olejarczyk, Anna Chęć, Iga Czubak.

73 participants

12 the Green Activism Zone

4 keynote speakers from the world of science, activism, and politics

28 People representing the voice of science, decision-making bodies (local, central, and EU level), media, and CSOs.



# II FOOD SAFETY FORUM

## PLENARY SESSION



dr. Miłka Stępień  
CEE Bankwatch Network, Expert in  
Climate Justice Transformation



dr. Marta Czapnik-Jurak  
The Federation of Polish Food  
Banks, Sociologist, and Cultural  
Studies Scholar



dr. Andrzej Kassenberg  
Co-founder of the Institute  
of Sustainable Development  
and the Energy Efficiency  
Foundation of Poland



dr. Paulina Sobiesiak-Penszko  
Director of Sustainable  
Development and Climate Policy  
Program at the Institute  
of Public Affairs

## EXPERT PANEL



Wioletta Olejarczyk  
Farmer, Agroecology Educator,  
and Member of the Agro-Perma-Lab  
Foundation



Anna Chęć  
Gardener in the Bawole Serce Valley,  
Visionary at the World in Our Hearts  
Foundation



Matylda Szyrle  
Founder of Listny Cud,  
Vertical farms



Iga Czubak  
Founder of Plant-Based Qurczak/Apollo,  
bean-based plant food



dr. hab. eng. Zbigniew Karaczun,  
Professor at SGGW,  
Researcher in Climate Policy



European  
Climate  
Foundation

# II FOOD SAFETY FORUM

Developed proposals

## 1 CONSUMER & CITIZENS RIGHTS

Implementing solutions that will require food producers and processors to provide information on the environmental footprint of food on packaging, including direct and indirect emissions (around 1/3 of global greenhouse gas emissions come from food systems, and the animal agriculture alone accounts for 2/3 to 3/4 of greenhouse gas emissions from the food system).

## 2 MEAT TAX

Implementing solutions that will tax high-emission and climate-harmful food.

## 3 COMBATING BOTH QUALITATIVE AND QUANTITATIVE FOOD POVERTY

By funding research on the sources and long-term effects of this phenomenon for the most vulnerable groups - children and the elderly, as well as promoting nutritional education in schools.

## 4 THE END OF THE ERA OF INDUSTRIAL FARMS

An urgent return to processing anti-odor legislation that establishes minimum distances for locating investments related to industrial animal food production; this is due to the fact that people living near industrial farms are at risk of various health problems, which may stem from the following impacts of the farms:

- elevated levels of PM 2.5 particulate matter;
- spread of zoonoses;
- increased incidence of diseases such as asthma, pneumonia, chronic obstructive pulmonary disease (COPD);
- antibiotic resistance;
- psychosomatic and irritant effects of odors and noise.

## 5 REDIRECTING SUPPORT TO THE PLANT-BASED SECTOR

Introducing subsidies for the production of healthy, plant-based food for human consumption – similar to subsidies for meat, milk, and egg production, while simultaneously eliminating support in the form of funds that subsidize meat, milk, and egg production.

## 6 REFORM OF THE COMMON AGRICULTURAL POLICY AND CHANGES TO THE PAYMENT SYSTEM

Introducing legislation to reform the distribution of funds – public money should be allocated according to the principle of "public money for actions benefiting climate, health, and the environment." Currently, public funds mainly support large agricultural producers who cause the most harm to human and animal health and the environment.

## 7 LEGISLATION FOR A SUSTAINABLE FOOD SYSTEM

Introducing solutions that will develop local distribution and sales of healthy, plant-based food and shorten supply chains – through an amendment to the Public Procurement Law, which will require local governments to procure climate-friendly plant-based food, as well as implementing solutions via a special law dedicated to local cooperatives and associations. This will facilitate sales and break the oligopolies of large, industrial agricultural producers.

# 'OUR OMBUDSPERSON' INITIATIVE

We are involving the main equality body in Poland, the Ombudsman, in the debate on the food system, and we are also involving other social partners. Our demands include the Plant Based School and Free from Farms.

## MEETING WITH THE OMBUDSPERSON REGARDING VEGAN MEALS AND INDUSTRIAL FARMS

The meeting took place on December 14, 2023.

During the meeting with the Office of the Ombudsman, the Green REV Institute and the FF4C Coalition presented demands regarding vegan meals and industrial farms.

The Green REV Institute has been advocating for access to healthy, ethical meals in educational and hospital facilities for years. According to research conducted by Future Food 4 Climate in 2022, we know that students are excluded and discriminated against by school canteens, facing an unequal battle for the right to a healthy plant-based meal. As part of our efforts, 13 councilors from across Poland submitted an interpellation to local government authorities not only for access to plant-based meals but also for the preparation and implementation of local food policies. Several citizen petitions were submitted by activist groups, REV and FF4C were also present at the Education and Upbringing Committee meetings in Poznań, and in the Senate along with Parents for Future, advocating for Senate Bill 912.

Our second demand concerns the right to live in a clean environment and to cease its violation by the actions of large-scale industrial farms.

The REV and the Coalition appealed for:

- introducing solutions to counteract the negative impact of industrial animal farms on the climate crisis;
- implementing solutions to mitigate the impact of industrial animal farms on biodiversity loss and pollution of soil, air, and water;
- implementing solutions to limit the activities of the animal farming sector - both fur farming and animal agriculture - due to their negative impact on human health and quality of life;
- implementing anti-odor solutions related to industrial farm activities, as well as solutions aimed at preventing decreases in property prices in the vicinity of industrial farms;
- implementing solutions aimed at expanding the competencies of non-governmental organizations in participating in administrative and administrative court proceedings related to industrial animal farms - including the removal of existing barriers.

- limiting and ending financial support from public funds for animal agriculture and production, as well as for feed cultivation used in industrial animal farms;
- implementing legal solutions regarding the distance between industrial farms and human living and activity areas, as well as farm concentration; as they are a source of bacteria and viruses posing a threat to humans, and many infectious diseases are zoonotic;
- implementing changes in the law and/or strengthening the supervisory system.





# WE ARE CREATING **THE SAFE & JUST FOOD FEDERATION** – THE NEXT STAGE IN NETWORKING AND ADVOCACY!

The Federation aims to strengthen the impact and effectiveness of the Coalition's partners in pursuing a sustainable food system. The establishment of the Federation is an opportunity to integrate the actions of various entities in a more organized manner, allowing for more effective representation of interests in dialogues with decision-makers, the media, and society.

The Safe & Just Food Federation:

- 1 Increasing the impact and effectiveness of actions for healthy, safe food.
- 2 Integrating diverse interests – health, education, human rights, animal protection, social justice, climate, and the environment.
- 3 Representation at the national and international levels.
- 4 A professional legal and organizational structure.
- 5 Mobilizing and motivating the Future Food 4 Climate Coalition partners for a strategic fight for good food.
- 6 A shared strategy for 2025–2030. Because we deserve healthy, safe food!

## GOALS OF FEDERATION

- Partners within the Future Food 4 Climate Coalition will receive a more consolidated and effective tool to achieve their goals. The Federation will enable them to more effectively represent their interests at both national and international levels, as well as provide better coordination of activities. The creation of the Federation offers foreign partners the opportunity to participate in shaping sustainable food system policies at the EU level, and to engage in international cooperation and exchange of experiences.
- With a more effective Federation, society will gain a stronger ally in the fight for a sustainable food system. The Federation's actions will lead to greater transparency, social participation, and citizen influence on food policy shaping.
- Decision-makers and public institutions will gain access to a more organized, representative, and competent entity that can more effectively communicate their positions to the public. The Federation will become an important partner in dialogue, facilitating decision-making in line with sustainable development principles.
- The Federation will enable more effective international cooperation, influencing the exchange of best practices and strengthening Poland's role in the international sustainable food movement.
- The Federation will combine diverse competencies and perspectives, allowing for a more comprehensive approach to a sustainable food system, considering various social, cultural, and ecological aspects.
- The Green REV Institute will strengthen its activities and build a foundation for future long-term programs and actions for sustainable food.

# GREEN ADVOCACY ACADEMY

## WHAT IS GREEN ADVOCACY ACADEMY?

In 2023, the Green REV Institute initiated the Green Advocacy Academy (GAA).

GAA is about learning, mobilization, and building critical mass of individuals, initiatives, and organizations that will change the system through advocacy and watchdog activities. The project demonstrates how the food system and modern agriculture are destroying the climate, biodiversity, human life and health, as well as animal rights.

The Green Advocacy Academy effectively implements educational activities for youth and engages in systemic actions aimed at solving the climate crisis in the realm of food system transition. The role of youth in shaping the global system is clear: this is the generation that will have to rectify the mistakes of previous generations to reduce the impact of the climate crisis on ecosystems and people. This underscores the immense need for youth to have access to appropriate education in green civic participation. We teach, mobilize, showing that it is time for a critical mass of individuals, initiatives, and organizations that will change the system through advocacy. We show how the food system and modern agriculture are destroying the climate, biodiversity, human life and health, as well as animal rights.

Experts from around the world, activists, political advisors, scientists, NGO leaders support the Green Advocacy Academy, so that participants in the GAA receive a dose of knowledge about food system transition, the opportunity to develop advocacy skills, and effective action. We know that green advocacy skills will give young people a voice in public debate. Just transition is not just about energy and transportation. Without repairing the food and agriculture system, we will not ensure food security, save biodiversity, halt deforestation, water, soil, and air pollution. Without a just transformation of the food system, we will not stop the industry that destroys human health and life and causes food poverty. The European Union and its member states create a system that we can change through civic participation and effective, green advocacy. The European Green Deal, Farm to Fork, Biodiversity Strategy for 2030, Sustainable Food System Framework - they all need strong advocates to be effectively implemented. We teach advocacy for food system repair, we show solutions, and pass on our experiences and knowledge to support young people in the fight for the planet.

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**3** the number of editions conducted

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**14-35** the age of participants

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**4** the number of partners

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**>40** the number of experts within the GAA

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**15** number of online meetings

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**8** number of offline meetings

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**>120** number of participants

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# GREEN ADVOCACY ACADEMY – OBJECTIVES

## 1. Building the capacity of partner non-governmental organizations

- Strengthening youth advocacy and their involvement in watchdog activities for food system transition as a key element of overall climate transformation.
- Developing relationships between non-governmental organizations and their stakeholders to increase participation in climate actions and engagement in watchdog activities.
- Building the capacity of non-governmental organizations by undertaking initiatives related to larger climate actions and just goals of food system transformation.
- Supporting youth climate initiatives and advocacy by involving them in public decision-making processes.
- Developing new and adapting existing tools in education and youth work to focus on green skills such as innovative thinking, sustainable development thinking, civic education, advocacy, and engagement in watchdog activities.

## 2. Inclusion of diverse youth groups

- Raising awareness about the importance of food system transformation in addressing the climate crisis.
- Creating a platform for youth to enhance their advocacy skills and raise awareness about the importance of civic engagement.
- Creating a platform for the development and exchange of innovations in the field of youth climate initiatives and civic activism.
- Involving youth in systemic actions.

## 3. Civic engagement within society with a particular focus on the scope of food system transition.

- Preparing and introducing a new group of advocates who will be able to monitor decision-making processes related to food transition at both national and European levels.
- Equipping activists with skills enabling them to take concrete actions and lobby decision-makers, thereby striving for green and just climate transformation in the food and climate sectors.
- Creating a platform for gathering and disseminating knowledge about the most relevant and effective training practices that can be passed on to other organizations in Europe.



# GREEN ADVOCACY ACADEMY / ERASMUS+

## ORGANIZATIONAL MEETING



Karolina Skowron-Baka



Prof. Piotr Skubała

## MENTOR MEETING



Sylwia Kowalska

## PANEL | EU POLICY FOR A SUSTAINABLE FOOD SYSTEM



Dr. Sylwia Spurek, MEP



Ville Niinistö, MEP

## PANEL | THE ROLE OF GREEN ADVOCACY



Joana Oliveira



Bartłomiej Gawrecki

## PANEL | FOOD SYSTEM AND CLIMATE CRISIS



Benjamin Pitkänen

## PANEL | SYSTEM TRANSITION



Camilla Björkbom



Olli Puumalainen

## PANEL | FOOD SYSTEM AND CLIMATE CRISIS



Anita Krajnc



Angelina Doubles

## PANEL | LOCAL-LEVEL FOOD SYSTEM TRANSITION



Peppi Seppälä

# GREEN ADVOCACY ACADEMY / PLANT BASED TREATY

## MENTOR MEETINGS



Anna Spurek  
Green REV Institute



Bartłomiej Gawrecki  
Green REV institute

## PANEL | LET'S SEND THE OLD SYSTEM TO HISTORY



Anita Krajnc  
Toronto Pig Save, Animal Save  
Movement, Plant Based Treaty



Steven George  
Earth Observation Technologies and  
Systems w European Space  
Agency (ESA)

## PANEL | STOP OCTOPUS FARMS



Catalina Lopez Salazar  
Aquatic Animal Alliance

## PANEL | SCIENCE VS. ANIMAL AGRICULTURE



Max Weiss  
Plant Based Treaty

## PANEL | PLANT BASED TREATY AND COP28



Lea Goodett  
Plant Based Treaty



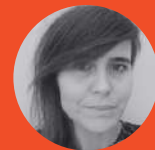
Enric Noguera  
Plant Based Treaty

# GREEN ADVOCACY ACADEMY / YOUTH CLIMATE EMPOWERMENT

II FOOD SAFETY FORUM



Dr. Miłka Stępień  
CEE Bankwatch Network



Dr. Marta Czapnik-Jurak  
Federation of Polish Food Banks



Dr. Andrzej Kassenberg  
Institute of Sustainable Development  
and Energy Efficiency Foundation of  
Poland



Dr. Paulina Sobiesiak-Penszko  
Director at the Institute  
of Public Affairs



Dr. Hab. Eng. Zbigniew Karaczun,  
Professor at SGGW, researcher  
in climate and environmental policy



Wioletta Olejarczyk  
Farmer, Agroecology Educator,  
and Member of the Agro-Perma-Lab



Anna Chęć  
Gardener in the Bawole Serce Valley,  
World in Our Hearts Foundation



Matylda Szyrle  
Listny Cud-Future Friendly Farm



Iga Czubak  
CEO Roślinny Qurczak/ Apollo

OPEN CLIMATE DAY



Prof. Dr. Hab. Piotr Skubała  
University of Silesia in Katowice



Paulina Juszcak  
Student Action



Maja Madejska  
Roślinna Strona, activist



Paweł Chajec  
LUWIA Association



Michał Sobiech  
Youth Parliament of the Masovian  
Voivodeship



Sylwia Łyskawka  
The Strategic Group AEF  
on Ocean Economy



Paulina Januszewska  
Krytyka Polityczna Journalist



Igor Grochal  
Member of the Youth Council  
of the Śródmieście District, IX term



Dr. Marzena Cypryńska-Nezlek  
Researcher, lecturer at SWPS  
University, Center for Climate Action  
and Social Transformation



Bartłomiej Gawrecki  
Green REV institute



Sylwia Wojda  
LUWIA association



Urszula Jasek  
Climate educator



Paulina Filipowicz  
activist,  
Honest Sphere



Jarek Brodecki  
Biologist, activist



Dr. Magdalena Kubów  
Researcher,  
lecturer at SWPS University



Beata Borowiec  
Climate Coalition



Wiktoria Lasota  
Climate activist



Kamila Kadzidłowska  
Parents for the Future



Marzena Wichniarz  
Parents for the Future



Adrian Niewiadomski  
GrowSpace



Sylwia Szczutkiewicz  
Pracownia na Rzecz Wszystkich Istot  
association



Szymon Żugaj  
Green REV Institute



Martyna Krystman-Rydlewicz  
Ph.D. candidate, legal trainee  
specializing in private law  
and environmental protection



Szymon Bujalski  
Journalist engaging in issues crucial  
for the future of humanity



Iga Woźniak  
Activist at Akcja Demokracja, member  
of FF4C, leading local initiatives  
promoting ethical living

CHARACTERISTICS OF TODAY'S MEDIA





# GREEN ADVOCACY ACADEMY / YOUTH CLIMATE EMPOWERMENT

YOUTH CLIMATE LAB



Dr. Marzena Cypryńska-Nezlek  
Researcher, lecturer at SWPS  
University, Action Centre for Climate  
and Social Transformation



Dominik Kuc  
Activist, Member of the Council of  
GrowSpace Foundation



Martyna Krystman-Rytlewicz PhD  
student, trainee solicitor, specialising  
in private law and environmental  
protection



Marzena Waligóra  
Activists Stowarzyszenia Tarnowska  
Rospuda, gardener, activist against  
factory farming



Alicja Pacewicz  
Educator, founder of the Centre for  
Civic Education, expert of the SOS  
Education Coalition



Bartłomiej Gawrecki  
Green REV, advocacy coordinator  
REV

LOCAL FOOD POLICIES

TOGETHER FOR CLIMATE



Minister Paulina Piechna-  
-Więckiewicz  
Undersecretary of State at the  
Ministry of Education



Minister Mikołaj Dorożala  
Undersecretary of the Ministry of  
Climate and Environment



Alicja Łepkowska-Gołaś  
Member of the Polish Parliament,  
activist for people in refugee crisis



Adela Gąsiorowska  
Ombudsman's Office

EUROPEAN GREEN DEAL STRATEGY



Anna Spurek  
COO of Green REV, Expert EU  
Platform for Animal Welfare,  
Eurogroup for Animals, TAPP Coalition



Augustyn Mikos  
Member and activist of the  
Association Pracownia na Rzecz  
Wszystkich Istot



Morgan Janowicz  
Green REV Institute



Prof. Piotr Krajewski  
University of Lodz, Expert Council of  
the Green REV Institute



Marek Szolc  
Councillor of the City of Warsaw



Agata Sieńczak  
Polish language teacher, nature  
instructor and primary school sex  
educator



Marzena Wichniarz  
Parents for Future



Dr. Marzena Cypryńska-Nezlek  
Researcher, lecturer at SWPS  
University, Action Centre for Climate  
and Social Transformation



Joanna Gadomska  
Biology with Blondie, biologist,  
educator specialising in  
in didactics, environmental and  
health education and health  
education



# GREEN FILM PROGRAM - LECTURES, SCREENINGS, AND DISCUSSIONS

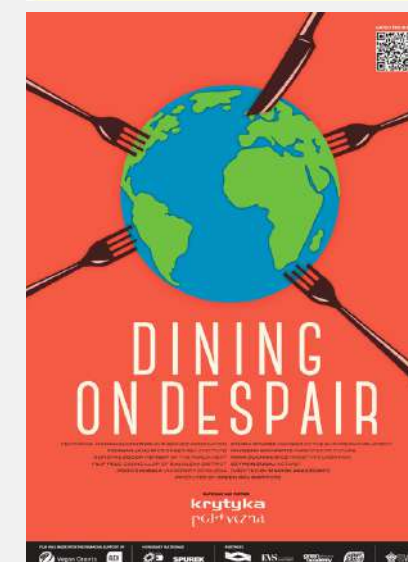
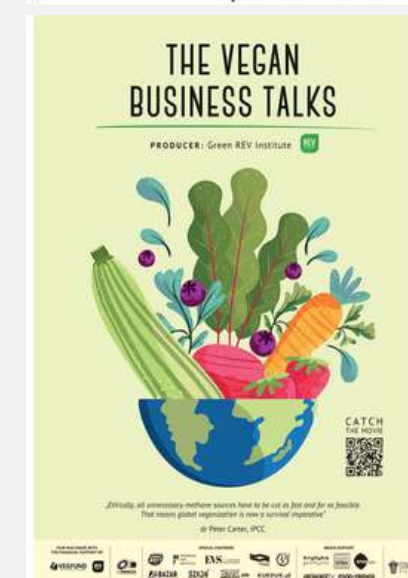
## OUR GOALS?

Building bridges between science, activism, politics, and vegan businesses

The Green Film Program is an initiative aimed at bridging various fields: science, activism, politics, and health issues, to illustrate the current state of the food system and present perspectives for its improvement. Through reports, the program seeks to shed light on key issues related to the food system. The Green Film Program is not only about education and raising awareness on sustainable development and environmental protection but also about inspiring active involvement, including advocacy and watchdog activities for repairing the food system to make it more just, healthy, and friendly for the planet, people, and animals. As part of the Green Film Program, meetings, debates, and workshops are organized to facilitate the exchange of knowledge and experiences between experts and the general public, thereby supporting the building of a community engaged in creating a better future.

## OUR MOVIES

- In 2021, the first report by the Green REV Institute, "Vegan Warsaw," was created. How does the heart of the vegan capital, Warsaw, beat? Creators from Plant-based Qurczak, Youmiko Vegan Sushi, Lokal Vegan Bistro, and Słuzna Strawa share their dreams and efforts to improve the world.
- In 2022, the second report, "The Vegan Business Talks" was released. Who is building the vegan food market in Poland? This report tells the stories and motivations behind Listny Cud, It's Bean, Yoush, Polsoi, Well Well, and Foodtech.ac.
- In 2023, the Green REV Institute produced the third documentary film, "Dining on Despair." The film discusses the struggle for access to vegan food options in schools and kindergartens in Poland, linking animal rights, human rights, climate, and biodiversity.



**3** MOVIES

**12** AWARDS AT INTERNATIONAL FESTIVALS

**3** ONLINE PREMIERS

**6** OFFLINE PREMIER

# DEBATES FOR FOOD JUSTICE & GOOD FOOD

## WE ARE BUILDING A JUST FOOD AND CLIMATE DEBATE

We include food system issues in the climate debate

We have organized debates, connecting the dots between climate, biodiversity, human and animal rights, and food:

**"Halo Wrocław, The Vegan Business Talks"** - A discussion about the current food system and the biggest challenges facing vegan business pioneers

**"Stop Food Waste."** - discussing the issue of food waste and its impact on climate, biodiversity, and human rights.

**"Climate Education"** - discussing what climate education in schools should look like.

**"Food Labeling"** - expanding the debate on food labeling for a sustainable food system and legislation in this area at the EU level.

### "HALO WROCŁAW, THE VEGAN BUSINESS TALKS"



Jolanta Niezgodzka  
Councillor of the City Council of Wrocław



Ela Lemańska-Błażowska  
Parents for Future



Katarzyna Wysocka  
Project coordinator Food policy of the city of Wrocław



Bartłomiej Gawrecki  
Green REV Institute



Maciek Wiśniewski  
Koton Cafe

### "THROW FOOD WASTE INTO THE BIN"



Daria Rogowska  
Educator



Michał Braun  
Councillor of the City of Kielce



Milena Kubiczek  
zaNIEdbani Movement



Irena Fluder-Kudzia  
Councillor of the City of Cieszyn



Joanna Kądziołka  
CEO, Polish Association Zero Waste

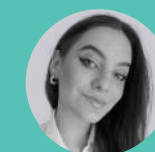


Natalia Boitot  
Project coordinator, Food Trails

### "CLIMATE EDUCATION"



Jolanta Niezgodzka  
Councillor of the City Council of Wrocław



Maria Boyke  
Voice of a Generation



Damian Jaworek  
Warsaw Pupil Ombudsperson



Piotr Starzewski  
Fridays For Future



Dorota Łoboda  
Councillor of the City of Warsaw



Monika Miłowska  
CultureLab



Izabella i Piotr Miklaszewscy  
Travels with Claw



Przemysław Staroń  
Educator, trainer, activist

### "FOOD LABELING"



MEP Manuela Ripa  
German lawyer and Member of the European Parliament



Alice Di Concetto  
The European Institute for Animal Law & Policy



Axel Anders  
Adolf Hoops Society



Perran Harvey  
Upfield



Ronja Berthold  
European Vegetarian Union



Olga Kikou  
Compassion in World Farming EU



Dr. Joanna Swabe  
Humane Society International/Europe





# WE INCLUDE SCIENCE AND POLITICS IN THE FOOD DEBATE (EXPERT PANELS)

## EXPERT PANELS - GIVING A VOICE TO SCIENCE IN DIALOGUE WITH DECISION-MAKERS.

In the four organized expert panels, both decision-makers and the scientific community, as well as representatives of civil society, participated. Our goal is to build bridges and dialogue to develop and implement solutions and to build a food system that is sustainable, fair, and safe for human rights, animals, climate, and biodiversity.

**I Panel** – Food systems in Polish educational institutions, green public procurement, and urban food policies  
- from the perspective of decision-makers and experts.

**II Panel** – Labelling and combating food waste  
- changes in the context of EU SFS Law

**III Panel** – Industrial farms - health, environmental, legal, and financial aspects

**IV Panel** – AgriWatch – Presenting the results of actions within the AgriWatch project

22.03.2023

### Nutrition systems in Polish educational institutions, green public procurement, and policies regarding local food products,

with the participation of:

- Maria Lisiecka-Pawełczak – Poznań City Councillor
- Dominika Król – Poznań City Councillor • Marika Domozych – Gdynia City Councillor • Tomasz Jeżewski – Cardiologist
- Filip Pelc – District Councillor of Białołęka • Elżbieta Lemańska-Błażowska – Parents for Future • Barbara Wojtaszek – Ecological Thought Club • Marta Bejnar-Bejnarowicz – City Councillor of Gorzów Wielkopolski.

31.05.2023

### Industrial farms - health, environmental, legal, and financial aspects

with the participation of:

- Marta Sapała – Writer, Author • Dr. Robert Maślak – Doctor, Zoologist • Dr. Anna Kozajda • Joanna Januszewska-Noga – Legal Counsel • Marzena Waligóra – Tarnowska Rospuda Association
- Helena Freino – Urban Architect • Bartosz Machalica – Doctor
- Sebastian Bednarski – Entrepreneur, Activist, Razem.

26.04.2023

### Labeling and prevention of food waste - progress in the context of EU law regarding sustainable food systems

with the participation of:

- Katarzyna Siudowska – FoodSharing Kraków • Sylwia Kowalska – FoodSharing Toruń • Marta Sapała – Writer, Author
- Ewa Całus – Kraków City Office • Jagna Niedzielska – Stowarzyszenie Zero Waste

31.10.2023

### AgriWatch – Presenting the results of actions within the AgriWatch project

with the participation of:

- Dorota Olko – Member of the Sejm, X term. • Jakub Ślebioda – Assistant to Maja Nowak, Member of the Sejm, X term, agriculture expert. • Prof. Zbigniew Karaczun – Sociologist, Academic Teacher, Activist, Researcher of Environmental Policy and Management. • Joanna Januszewska-Noga – Legal Advisor • Beata Borowiec – Political Spokesperson for the Climate Coalition.

# FARMED ANIMALS

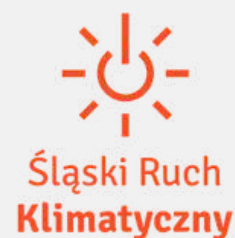
Together with Future Food 4 Climate partners, we educate on 'Fish as sentient beings'

Together with partners from the Future Food 4 Climate Coalition, we are conducting the Fish Welfare project, educating about fish as sentient beings and fish as animals in so-called aquaculture.

As part of the project, we are organizing discussion panels and debates with expert speakers on fish welfare, the impact of fish farming on climate and biodiversity, and fish as sentient beings. Together, we develop recommendations regarding fish welfare.

The organized debates and expert panels are attended by decision-makers, individuals from the scientific community, representatives of non-governmental organizations, and activists.

The first roundtable discussion took place on December 16, 2023, in Katowice and was organized by the Ecological Thought Club, a partner of the Future Food 4 Climate Coalition."



**SZYMON KUŚ**

a student of Jagiellonian University and University of Silesia, a naturalist and historian of science, senior chairman of the Ornithological Section of the Naturalists Students Circle at Jagiellonian University



**PIOTR ZIEGLER**

graduate of the University of Silesia in physics and environmental protection. Climate activist and nature defender



**EDYTA HYLA**

by education and passion, a veterinarian specializing in diseases of dogs and cats with a surgical specialization



**MAŁGORZATA RUSEK**

a dietitian, graduated from Warsaw University of Life Sciences (SGGW), and completed postgraduate studies in psychodietetics at SWPS University

# AGRIWATCH – WE MONITOR THE PROCESS OF PUBLIC FUNDS ALLOCATION - CLIMATE AND ENVIRONMENTAL PROTECTION

European funds, which were supposed to support green transition, often end up in the animal agriculture sector, meat industry, and dairy industry instead of supporting sustainable food production.

The Green REV Institute monitors these expenditures to ensure they support the construction of a just, crisis-resilient future.

Analyzed data shows that large sums of money still support animal production, thus maintaining a system that is inefficient and detrimental to human rights, animal rights, climate, and biodiversity.

As part of the project summary in 2023, recommendations were developed and submitted to decision-makers.

## The conclusions from the AGRIWatch program::

- The system for allocating funds, both EU and national, needs to be changed.
- Polish authorities do not control issues related to inventory of farms and the fate of funds allocated for direct payments to beneficiaries, among other things.
- It is necessary to examine how, at both the national and EU levels, the Common Agricultural Policy can increase the availability and affordability of a healthy, sustainable diet containing fewer animal-derived products.
- Small farmers are at a disadvantage in the current system because they have to compete with intensive production in large-scale farms.
- Their voices are not adequately heard. Scientific sources leave no doubt that we need to reduce the number of animals in the food system.

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9

requests for public information

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5

requests for public information directed to the Ministry of Agriculture and Rural Development.

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3

requests for public information directed to the Agency for Restructuring and Modernization of Agriculture

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1

requests for public information directed to the Commissioner for Agriculture of the European Commission, Janusz Wojciechowski

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# PLANT BASED SCHOOL/ DIAGNOSIS AND GOALS

## THE LEGAL SITUATION IN POLAND:

The current provisions include:

- serving at least two portions of animal milk or dairy products each day;
- serving a portion of fish at least once a week.

The provisions exclude the possibility of serving fully plant-based meals.

A 2022 study by the Green REV Institute and the Future Food 4 Climate Coalition on the availability of plant-based meals in schools. Currently, responses and school menus are being analyzed.

The right to plant-based meals involves:

- social rights and actions for health;
- supporting human rights and Indigenous peoples' rights;
- reducing emissions from animal agriculture and agriculture farming; protecting biodiversity;
- ensuring freedom of choice in dietary matters;
- mitigating climate change; issues of political and public rights;
- combating the growing problem of antibiotic resistance.

Together with Parents for Future, we developed legislative changes for **vegan canteens** – introducing the **possibility of serving fully plant-based meals! Draft 912 was processed by the Senate.**

With 13 councilors from across Poland and activists (16 citizen petitions), we are fighting for local food policies and local actions for food justice.

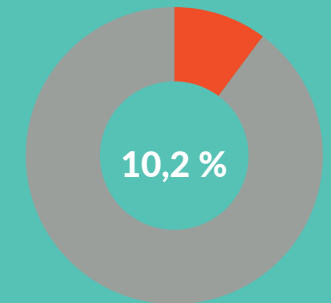
**We are working within the framework of the Warsaw Metropolitan Strategy until 2040 and participated in the work on the food policy of the City of Wrocław.**

We want the Metropolitan Strategy to encompass the transformation of the food system and all elements of local government action – green public procurement, collective catering, social campaigns regarding the right to sustainable food, and combating food waste.

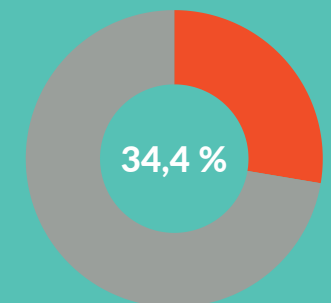
## GREEN REV INSTITUTE GOALS:

- The change to the Regulation of the Minister of Health of July 26, 2016, regarding food groups intended for sale to children and youth in educational institutions and the requirements that foodstuffs used for collective catering for children and youth in these institutions must meet:
  - The inclusion of milk substitutes and dairy product substitutes.
  - Ensuring the provision of exclusively plant-based meals at least once a week.
- The draft amendment to the law concerning the principles of preparing meals in schools and educational institutions, as well as in nurseries and children's clubs.
  - The introduction of an obligation to provide meatless meals once a week and access to plant-based meals for individuals following a vegan diet.

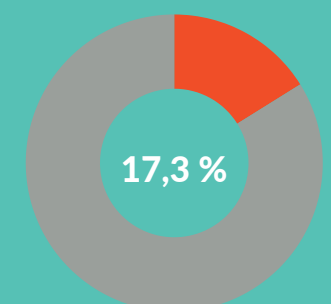
The number of student individuals on a vegan diet.



The number of student individuals on a meatless or meat-restricted diet.



The number of student individuals who feel discriminated against due to their diet.





# PLANT BASED SCHOOL / OUR PROGRAM

- 1** Incorporating food security goals into the development strategies of cities. Urban policies must consider the role of food and design actions for the health of people, the planet, human rights, and animal rights.
- 2** Collaboration between local governments, exchange of best practices among local authorities regarding initiatives and projects related to safe, sustainable, and local food systems.
- 3** Implementation of municipal cooperation programs of the possibility for social organizations to carry out projects for healthy, local, ethical, and climate-safe food.
- 4** Introducing practical nutrition education in schools, creating school vegetable gardens and plant-based culinary workshops; teaching respect for food, the environment, and animal rights.
- 5** Collaboration with dietitians, educating teaching staff and canteens personnel on creating menus based on current healthy eating guidelines, and preventing food waste.
- 6** Promotion of plant-based diets, organizing meetings in schools, local activity centers, libraries, cultural centers.
- 7** Including the voices of local communities, parents, caregivers, students, and residents in the green transition to create a community for healthy, local, and plant-based food.
- 8** Development of community-supported agriculture; substantive, technical, and financial assistance from local governments. Cooperation between local public institutions and local farmers.
- 9** Introducing green public procurement for food products ordered in schools. We focus on high-quality, local, seasonal food with high nutritional content from certified producers.
- 10** Ensuring full access to healthy, plant-based, and nutritious meals in every school every day (without the need to provide a medical certificate).

# PLANT BASED SCHOOL

## LOCAL GOVERNMENT

### Actions within local government:

By the end of 2023, we established cooperation with a total of 17 councilors nationwide. Councilors from both large metropolises and small towns submitted an additional four interpellations regarding:

- implementing solutions aimed at increasing access to plant-based meals in schools;
- local legislation, acts, regulations of both Polish and EU law, directives that hinder the introduction of plant-based options in schools;
- municipal food policies;
- combating food waste.

Green REV Institute participated in the development of the Local Food Policy in Wrocław – workshops.

Green REV Institute operates within the Strategy of the Warsaw Metropolitan Area until 2040.

## NATIONAL REGULATIONS

### Actions at the national level:

A group of senators initiated by Senator Prof. Alicja Chybicka submitted a bill to amend the regulations regarding the principles of meal preparation in schools and educational institutions, as well as in nurseries and kindergardens. Legislative changes for vegan canteens – introducing the possibility of serving fully plant-based meals, were developed in cooperation with Parents for Future. Print 912 was processed by the Senate.

As part of the opinion on the project presented by the Ministry of Climate and Environment, it can be read: "This is a far-reaching interference in the freedom of choice and upbringing of children by parents. However, I have a proposal to ensure, in the interest of the health and proper development of children and youth, access to a choice of meals prepared from the ultimate meat queen in educational institutions."

The Green REV Institute also prepared a draft amendment to the regulation regarding food groups intended for sale to children and youth in educational institutions and the requirements that food products used in collective catering for children and youth in these institutions must meet.





# PARTICIPATION IN THE LEGISLATIVE PROCESS RELATED TO THE IMPLEMENTATION OF THE EUROPEAN GREEN DEAL

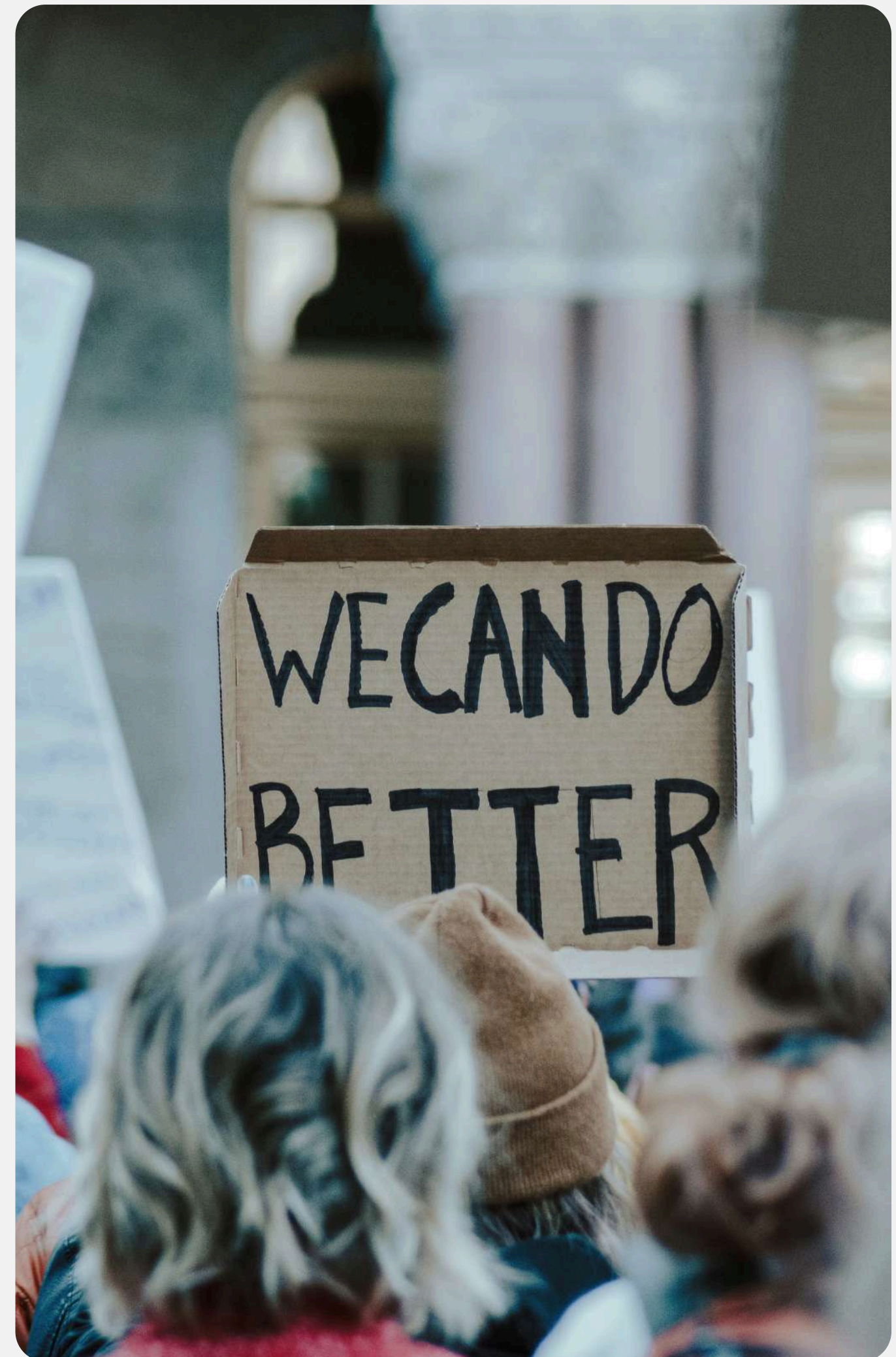
The Green REV Institute is an expert voice for legislation and strategies in the area of sustainable food systems. We remind the European Commission of promises regarding the repair of the food system, transition to plant-based systems, and protection of human, animal, and planetary rights. We advocate for a Common Food Policy and access to healthy, ethical food for all; we have met with the Office of the Commissioner for Agriculture of the EC.

In our activities, we focus on several key issues:

- 1 The lack of legislation regarding sustainable food systems in the European Commission's plans for 2024 poses a serious threat to food security in the European Union.
- 2 The latest research on malnutrition and food poverty in Poland clearly indicates the need for immediate action by decision-makers at both the EU and national levels to repair the food system.
- 3 Data shows a continuing trend of concentration and intensification of animal production, negatively impacting the health and lives of people living near industrial farms and exacerbating cruelty towards animals.

[🔗 Here you will find our entire letter to Commissioner Wojciechowski.](#)

In 2023, the Green REV Institute sent over 30 open letters, positions, and appeals regarding the European Green Deal and presented 9 positions as part of the consultations conducted by the European Commission's "Have Your Say" initiative.



# EUROPEAN VEGAN SUMMIT – WE INTEGRATE LEADERS OF THE VEGAN TRANSFORMATION.

## 2. EDITION OF EUROPEAN VEGAN SUMMIT

European Vegan Summit is the only event of its kind in Europe. A place where activist, decision-making, business, and scientific sides come together on one stage.

EVS builds an expert network and discusses solutions and strategies. We believe it is high time to start connecting the dots between the world of human rights, animal rights, climate, and biodiversity. We will not be able to create a new world without changing the food system. Only a world without animal exploitation can be the answer to the challenges brought by the climate crisis.

*Each of us is a victim of the animal agriculture sector, which has such a negative impact on human health and quality of life. Water and air pollution, destructive effects on biodiversity and wildlife, and animal suffering are all consequences.*



Dr. Sylwia Spurek  
doctor of law, Member of the European Parliament,  
Vice-Chair of the FEMM Committee in the EP

The 2nd edition of the European Vegan Summit took place from September 19th to 21st, 2023, online, on the [vegansummit.eu](https://vegansummit.eu) platform, and was broadcasted online.

The Green REV Institute leads a global debate among experts from the business sector, NGOs, politics, science, media, culture, local governments, and activism on the topic of the food system in the context of:

- animal rights, especially those related to farming, and the necessity of "removing animals off the plate";
- biodiversity and the catastrophic impact of the current food system based on animal farming on the environment and the planet;
- human rights - the right to live in a clean, uncontaminated environment free from factory farming, the right to healthy, sustainable, plant-based food, students' rights to choose a diet according to their beliefs.

The 2nd edition of EVS consists of a Welcome Session, an Opening Plenary Session, 5 panel discussions, and screenings of 2 documentary films produced by the Green REV Institute: "Vegan Warsaw" and "The Vegan Businesses Talks".

**The 2nd edition of EVS was held under the Patronage of the European Parliament.**

**5000** viewers

**33** expert speakers voiced their opinions during this edition

**5** discussion panels

**2** documentary films

**2** fireside chats

**37** expert individuals, scientists, decision-makers from around the world





**Ph.D. SYLWIA SPUREK**  
 Doctor of law, Member of the European Parliament, Vice-Chair of the FEMM Committee in the EP, feminist



**DR. KRISTA HIDDEMA**  
 Scientific activist, lecturer, ecofeminist, consultant, philanthropist, and founder



**ANA BEJAR**  
 Member of the board of directors of the Spanish political party for animals, PACMA



**Ph.D. OLGA KIKOU**  
 Head of Compassion in World Farming EU, Sub-Representative for the End The Cage Age European Citizens' Initiative



**PROF. PHILIP LYMBERY**  
 CEO w Compassion in World Farming, president of Eurogroup for Animals



**OLIWIA MYCZKOWSKA**  
 Founder of an international psychological initiative, member of the Green Advocacy Academy



**ALEXANDER HUNTLEY**  
 Research assistant at The Vegan Society



**MATTEO CUPI**  
 Vice President for Europe at Animal Equality International, founder of Animal Equality Italy



**SEBASTIANO COSSIA CASTIGLIONI**  
 Investor, animal rights advocate



**JANE MICHELLE-VELEZ**  
 Television journalist, New York Times bestselling author, and founder/editor of UnchainedTV



**GIULIA LAGANA**  
 Member of Healthy Food Healthy Planet



**OLIVER MORICE**  
 Public Affairs Officer at L214, animal rights activist and advocate



**PH.D. ANITA KRAJNC**  
 Executive Director of Animal Save Movement and adjunct professor at Queen's University



**PROF. PIOTR SKUBAŁA**  
 Biologist, activist, academic professor



**M. A. ALEX ANDERS**  
 Initiator of Biocyclic Vegan International development, co-founder of the Adolf Hoops Society



**CATALINA LOPEZ SALAZAR**  
 Director of Aquatic Animal Alliance



**JASMIJN DE BOO**  
 CEO at ProVeg International, professional animal rights advocate and educator



**PH.D. PETER D. CARTER**  
 Works on environmental protection policy for the Climate Emergency Institute



**Prof. ANDRZEJ ELŻANOWSKI**  
 Chairman of the Polish Ethical Society, affiliated with the University of Warsaw, scientist, zoologist, bioethicist



**EDOARDO VALSECCHI**  
 Owner and founder of Linfa - Eat Different





**CLAIRE OGLEY**  
Campaigns, Policy,  
and Research Manager  
at The Vegan Society



**ELEONORA EVI**  
Europa Verde, currently  
a member of the Italian  
Parliament, formerly  
a member of the European  
Parliament, activist,  
spokesperson



**MATTHIAS LAMBRECHT**  
Campaigner in  
the Agriculture Team  
at Greenpeace Germany



**DR. MIŁKA STĘPIEŃ**  
Climate activist, Transition  
Campaign Coordinator  
for Central and Eastern  
Europe at CEE Bankwatch  
Network



**ROSELLA D'ANGELI**  
CEO Vegan  
Finest Foods



**FRANCISCO GUERREIRO**  
Member of the European  
Parliament from Portugal  
(Greens/EFA), Member of the  
AGRI Committee and the  
PECH Committee



**RUNE - CHRISTOFFER  
DRAGSDAHL**  
Secretary General  
of Danks Vegetarisk  
Forening



**KACPER NOWICKI**  
Founder of the Varia  
Posnania Foundation



**ELENA CIAVARELLA**  
Investor, activist



**IGA CZUBAK**  
Founder of Roślinny  
Qurczak/Apollo,  
cognitive neuroscientist



**JOANA OLIVEIRA**  
Vice President  
of the Board and Campaign  
Manager at the  
Portuguese Vegetarian  
Association



**MILENA KUBICZEK**  
Co-founder of the local  
movement zaNIEdbani,  
activist, member  
of the Forum Młodych  
Dyplomatów, team member  
at Green REV Institute



**HANNA BARAKAT**  
Syrian-origin health  
psychology student focusing  
on raising social awareness  
about human rights  
in the Middle East



**MARK DE HAAN**  
Senior EU Affairs Member  
actively involved  
in the TAPP coalition



**PHILLIP RYF**  
Co-Managing Director  
of Sentience Politics



**MORGAN JANOWICZ**  
Partnership Coordinator  
at Green REV Institute,  
Coordinator of Future  
Food 4 Climate



**ZIGGY KLARES**  
Councilor for GroenLinks  
in the City Council  
of Haarlem



**RONJA BERTHOLD**  
Head of Public Affairs  
at the European  
Vegetarian Union



**GEORGES HAYEK**  
Owner of Hayek Hospital,  
founder of Lebanese  
Vegans, and the first vegan  
Social Center in the region

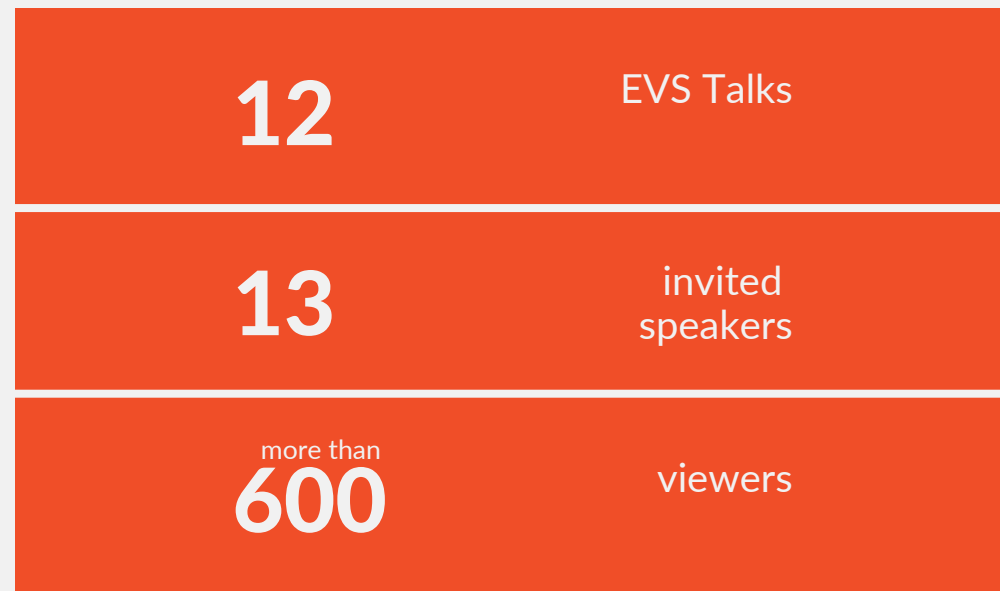


**JULIA SAWKA**  
Green REV Institute  
Communication  
and Events Coordinator

# EUROPEAN VEGAN SUMMIT – WE INTEGRATE LEADERS OF THE VEGAN TRANSITION

## DISCUSSIONS ABOUT THE FOOD SYSTEM AS PART OF EVS TALKS

The efforts to repair the food system are also continued through 1:1 or 1:2 interviews in the form of EVS Talks. During each EVS Talk, we discuss topics related to a sustainable food system, human rights, animal rights, climate, and biodiversity. We invite individuals from around the world to participate in these discussions.



[Listen to EVS Talks!](#)



DR. MIŁKA STĘPIEŃ  
CEE Bankwatch Network



DR. OLGA KIKOU  
Compassion in World Farming EU



JOANA OLIVEIRA  
Portuguese Vegetarian Association



OKSANA KHOMIAK  
Lviv Vegan Kitchen



DR. ANITA KRAJNC  
Animal Save Movement,  
Plant Based Treaty



GEORGES HAYEK  
Hayek Hospital, Lebanese Vegans, Vegan Social Hub



NICOLA HARRIS  
Plant Based Treaty



KRISTINA CHAPARRO  
Slovak Vegan Society



OLIVER MORICE  
L214



ANASTASIA TROFIMOVA  
Your Beet



ANA BEJAR  
Activist, PACMA



CLAUDIO POMO  
Essere Animali



PATRICE JONES  
ecofeminist, writer  
i educator



# TOGETHER, WE ARE REPAIRING THE FOOD ENVIRONMENT AND ASKING RETAILERS ABOUT FOOD

Together with partners from across Europe, the Green REV Institute examined whether the largest retail chains, which shape and determine the food system, consumer behavior, and the contents of shopping baskets, transparently report and demonstrate the impact of the a sector on climate and greenhouse gas emissions.

The Green REV Institute sent 21 questions about transparency to the 5 largest retail chains in Poland.

In collaboration with 18 expert individuals and media outlets, the Green REV Institute and the Future Food 4 Climate Coalition conducted an analysis of media and communication for the climate.

[Here you'll find our report](#)

The Green REV Institute sent letters to Biedronka, Żabka, Lidl, Kaufland, and Dino.

## OUR 21 QUESTIONS:

- 1 Do they collect and publish data on environmental emissions caused by the sale of meat, dairy, and eggs?
- 2 Do they collect and publish data on the ratio of sales of proteins – plant-based and animal-based, respectively?
- 3 Do they collect and publish data on environmental emissions generated throughout the value chain?
- 4 Do they consider the environmental and climate impact of animal products by appropriately adjusting their assortment?
- 5 Have they implemented a carbon dioxide emissions reduction program in their operations?
- 6 How many new plant-based meat, dairy, and egg substitute products have been introduced for sale in these retailers since January 1, 2022, and how many new animal-based products (meat, dairy, eggs) have been introduced for sale during this time?
- 7 What marketing activities do the retailers undertake to promote the sale of plant-based meat, dairy, and egg substitute products?
- 8 What actions are they taking to expand the range of plant-based meat, dairy, and egg substitutes and reduce the share of meat, dairy, and egg sales?
- 9 What marketing activities are they undertaking to promote emission reduction?
- 10 Are meat, dairy, and egg products promoted in promotional spaces located in sales points?
- 11 How do they utilize visible promotional spaces in their stores to promote meat and dairy products?
- 12 Do their policies and actions verify the impact of meat, dairy, and egg production on the climate crisis?
- 13 What percentage of promotional activities using internal sales promotion channels pertains to meat, dairy, and egg products, and what percentage pertains to plant-based meat, dairy, and egg substitutes?
- 14 What percentage of network advertising campaigns utilize plant-based meat, dairy, and egg substitute products?
- 15 Do they offer "multibuy" deals on meat, dairy, and egg products?
- 16 Do they offer "multibuy" deals on plant-based meat, dairy, and egg substitute products?
- 17 What percentage of retailer advertising campaigns utilize animal-derived products?
- 18 Does the retailer regularly release free sales brochures promoting the network's offer?
- 19 What percentage of cooking recipes includes animal products, and what percentage of cooking recipes consists entirely of plants and plant-based products?
- 20 What percentage of products promoted in cooking recipes (we asked for information based on the last three editions) were animal-derived products, and what percentage were plant-based meat, dairy, and egg substitutes?
- 21 Are cooking recipes published as part of the marketing tools used?



# MEAT US HALF WAY – TOGETHER, WE FIX THE FOOD ENVIRONMENT

1

Even though all retailers have sustainable development strategies, none of them indicate actions related to reducing the sale and promotion of meat and dairy as a climate action goal!

2

All retailers point out actions related to building consumption of healthy and sustainable food in activities related to shaping consumer behavior, rather than limiting environmental emissions!

3

Retailers such as Lidl, Kaufland, Biedronka, Żabka boast about plant-based products but do not provide data on the sales of meat and dairy vs. plant-based alternatives!

4

Retailers prioritize meat and dairy in their culinary recipes. Only 13% of all Lidl recipes are vegan; Lidl's planet-friendly recipes also include those with dairy. In the case of Biedronka, out of 10 recipes, only 3 are entirely plant-based. Regarding Kaufland, out of all available recipes (939), only 23 are vegan, which is 2%.

5

All retailers focus on the development and use of renewable energy sources, reducing the consumption of plastic packaging, but none mention emissions from animal agriculture.

6

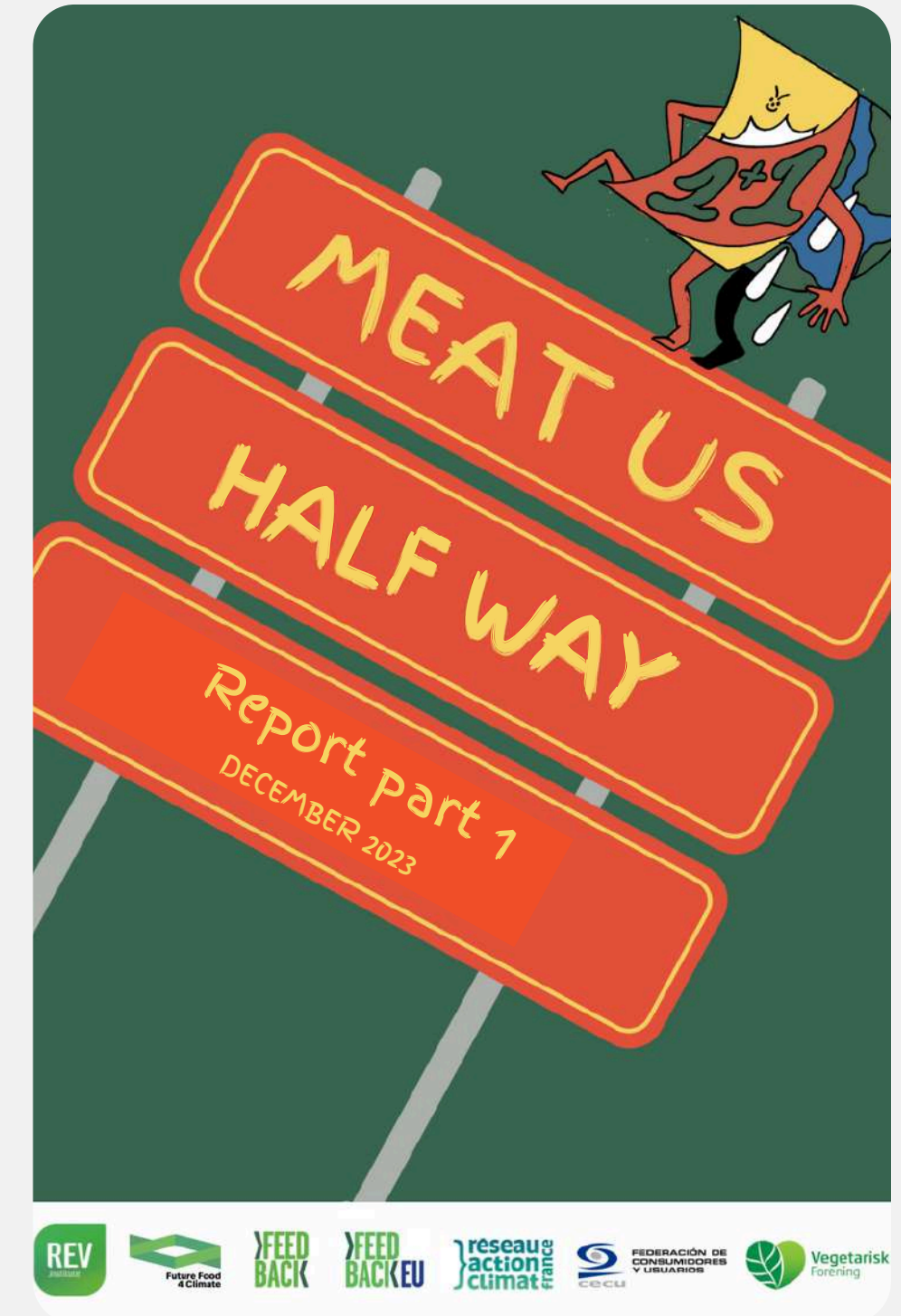
Meat and dairy are promoted in highly visible areas for consumers in retailers.

7

Each retailer's promotional brochure contains several pages filled with promotions for purchasing meat and dairy.

8

The Żabka application encourages purchasing sandwiches with meat and dairy as nutritious snacks and school breakfasts, citing a report from the Green REV Institute and Future Food 4 Climate regarding the low availability of sustainable meals in educational institutions from 2022.



# ABOUT US

**The Green REV Institute is a green think tank and climate watchdog working for the transition of the food system.**

We are building a mass advocacy for the just transformation - Future Food 4 Climate - engaging, educating, and mobilizing. Through the Green Advocacy Academy, we are creating a global debate on fixing the food system. Through the European Vegan Summit, we are fighting for legislation for a sustainable food system, the right to vegan meals, and green policies.

The mission of REV is to change and build a world with respect for humans, animals, and the climate. Contemporary agriculture is no longer what we know. It has become an industry that affects people's quality of life and health, climate change, and the objectification of animals. There is a concentration of food production, the scale of industrial agriculture is growing, and the number of small, family farms is decreasing. Concern for health and high product quality has been replaced by profit and loss accounting and the fight for the lowest production costs. Industrial agriculture changes the climate, depriving people of the right to live in a clean environment. Yet the right to live in a clean, safe, and friendly environment is a human right. Where we live, the environment we live in, the air we breathe, whether the water we use is safe - all this determines the quality of our life. We have the right to information about what we eat, and what products we use. We have the right to information about whether the available products are healthy and safe for us and our loved ones. We have the right to make informed choices! In stores, restaurants, and hotels, our rights - the right to information, and to choose services and products - must be respected and upheld. We have this right. We want to live healthily and safely because we want to protect our loved ones.

**Effectively and uncompromisingly, we connect the dots on the map of animal rights, human rights, and climate.**

The law must follow our needs, societal changes; it must effectively protect us. We believe that business can and often is socially responsible, that there are entrepreneurs who care about human rights, protect the natural environment, those who are not indifferent to the fate of animals. It is the state's duty to support such businesses that operate responsibly and to hold accountable those who harm our health and natural environment. Can we expect this from the government? **Yes! That's why we created the Green REV Institute.** Because we want everyone to live in a safe place, to eat healthily and safely.





# ABOUT US – WE ARE A PART OF

The Green REV Institute operates in 8 international coalitions: Buy Better Food, 50by40, Eurogroup for Animals, World Federation for Animals, European Vegetarian Union, Aquatic Animal Alliance, TAPP Coalition, PlantEurope Network.





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Universität  
Erlangen-Nürnberg



European Climate Foundation

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PLANT BASED TREATY

VISIO education

ANIMAL CHARITY EVALUATORS  
MOVEMENT GRANTS  
2023 RECIPIENT

Współfinansowane przez Unię Europejską

EUROGROUP FOR ANIMALS

# OUR STRATEGIC PARTNERS



# OUR PLANS FOR 2024–2025



## VISION

A world where no one is left behind, a world where human rights, animal rights, and environmental rights are the foundation of society, politics, and the economy. A world where food is produced in a way that does not harm, pollute, or cause pain, so that no one suffers or needs to be killed as a result.



## MEDIUM-TERM GOALS

Changing the law in Poland to guarantee the right to vegan meals in public institutions (kindergartens, schools, hospitals, government offices). Changing the law in Poland to introduce so-called Vegan Fridays in public institutions. Establishing an independent Animal Rights Ombudsperson office in Poland. Creating a department in the Ministry of Agriculture dedicated to the development of vegan agriculture and the promotion of a sustainable, vegan diet. Adopting a "National Action Strategy for Animal Rights and the Promotion of a Vegan Diet" by the government.



## MEDIUM-TERM INTERNAL GOALS

Development of the fundraising team – introducing new forms of financing. Development of the legal team – new competencies related to consumer law. Development of the Scientific Council – a new body within the structure of the Green REV Institute bringing together well-known scientific authorities. Establishment of the Vegan Activism Center in Warsaw – a space for debates, events, exhibitions, vegan coworking, and a vegan bookstore.



# THE FUTURE IS VEGAN



ANNUAL  
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