



# ANNUAL REPORT 2024



# INTRODUCTION

We are once again pleased to present the annual report of the Green REV Institute, which summarizes our activities and accomplishments in 2024. This period was marked by significant effort, filled with challenges, yet also highlighted moments that affirmed the possibility of systemic change for the right to healthy, safe food.

Year 2024 witnessed significant events, including the local and European elections, which served as a platform to advocate for our values and enhance collaborative efforts. We engaged local leaders, and NGOs, shaping public discourse and political choices regarding animal and human rights and climate. Initiatives launched by the Future Food 4 Climate coalition, established by REV in 2021, such as the Plant Based School, were instrumental in raising awareness and fostering a sustainable and equitable transition of the food system.

The report proceeds with specifics regarding our initiatives to create a critical mass aimed at addressing the crisis on our plates. Additionally, we present our future plans, which encompass ongoing social mobilization and partnerships with various stakeholders to establish a just food system.

Thank you for participating in this ultramarathon advocating for just and safe food. We encourage you to continue reading and become a part of REV!



*Sylwia Spurek*

**Dr. Sylwia Spurek**

Founder



*Marcin Anaszewicz*

**Dr. Marcin Anaszewicz**

CEO



*Anna Spurek*

**Anna Spurek**

COO



*Morgan Janowicz*

**Morgan Janowicz**

Partnership Coordinator, Board Member

# OUR PRINCIPLES

Our core principles - **the concept of solidarity and justice** - are derived from the inspiration of the actions of REV's founder, Dr. Sylwia Spurek.

Green REV Institute was established on the conviction that a world free from violence, rooted in compassion and justice, is achievable. REV is built on the legacy of our founders, the concept of solidarity, and the organization's history. These values direct our actions and imbue them with profound significance.

The narrative of Green REV Institute commenced with the vision of Dr. Sylwia Spurek, a founder, attorney, and activist dedicated to advocating for human and animal rights for many years. In her early career as a lawyer, Sylwia provided support to women facing violence, which influenced her perspective on systemic change. By witnessing international trials related to gender-based violence, she recognized that the legal system can assist victims while also neglecting their pain. She applied this understanding to the realm of animal protection, highlighting the link between violence inflicted on humans and that directed towards animals.

In 2014, Dr. Sylwia Spurek and Dr Marcin Anaszewicz established the “Klinika Rządzenia” Foundation to advocate for transparency and adherence to the law, including the protection of human rights. In 2020, the organization evolved into Green REV Institute, which emphasizes a vegan vision for the future. By merging expert knowledge with enthusiasm, Green REV has emerged as a platform for systemic transition, concentrating on the rights of animals, humans, and the climate. It was within this context that the concept of redesigning the food system was conceived—one that is ethical, plant-based, and inclusive of all social groups.

The second pillar of our work is solidarity, which we interpret as "food solidarity." Drawing inspiration from the Polish Solidarity movement, we aim to create a world where the rights of individuals, animals, and the environment are interconnected. We hold that social and interspecies justice necessitates the collaboration and involvement of various groups. This philosophy is central to our initiatives, including Future Food 4 Climate Coalition, which unites more than 100 social organizations, forming a diverse and intersectional critical mass.





# OUR PRINCIPLES

Food solidarity represents not just a concept, but also an active practice.

Through education, social mobilisation, and collaboration with local governments and organisations, we demonstrate that transition is achievable. Our flagship programs, including the Plant Based School and the European Vegan Summit, bring individuals together around a shared objective – change both on and off the plate. We foster an environment where the vegan vision of the world evolves into a tangible solution for climate, health, and social issues.

Our most valuable resource is a well-defined mission and dedication. We connect communities and diverse environments, demonstrating that transformation necessitates collaboration. Each action, from educational initiatives in schools to advocacy at the European Union level, is executed with a sense of solidarity.

We are confident that a future where the rights of humans, animals, and the environment are central to public policy is attainable. Our efforts demonstrate that science, activism, and modern politics can forge a unified vision of a world where everyone and everything is included.



OUR EFFORTS  
DEMONSTRATE THAT  
SCIENCE, ACTIVISM, AND  
MODERN POLITICS CAN  
FORGE A UNIFIED  
PERSPECTIVE OF THE  
WORLD, ENSURING THAT  
NO ONE AND NOTHING IS  
OVERLOOKED.



# OUR THEORY OF CHANGE

Green REV Institute is convinced that the transition of the food system requires a coordinated approach that combines education, social mobilisation, and professionalisation. Our theory of change posits that systemic change can occur when various groups within society are empowered, educated, and supported to collaboratively strive for a more ethical, sustainable, and just world.

EDUCATION

MOBILISATION

PROFESSIONALISATION





# OUR THEORY OF CHANGE

## PROFESSIONALISATION

Green Advocacy Academy and European Vegan Summit enhance skills and knowledge for impactful local and national initiatives.

## EDUCATION

Film Program and Plant Based School Program involve various groups, facilitate an understanding of their relationships to the food system, and illustrate the connections on the map of human, animal, and planetary rights.

## MOBILISATION

Future Food 4 Climate Coalition recognises change agents and galvanises grassroots support for just and ethical food.

# OUR THEORY OF CHANGE

Our efforts are grounded in the belief that the food system, which relies on the exploitation of animals, individuals, and the planet's resources, represents one of the foremost challenges of contemporary society. It accelerates climate change, heightens social inequalities, and contributes to the loss of biodiversity. To effectively address these issues, it is essential to develop an alternative system that considers the needs of all - humans, animals, and the environment.

Our theory of change is based on three key pillars: education, mobilisation and professionalisation.

We hold the view that genuine change cannot occur without extensive social involvement and a profound comprehension of systemic obstacles and the resources required to address them. Our strategy combines grassroots initiatives with systemic advocacy, linking various stakeholder groups – from young people to community leaders and change agents, to decision-makers and politicians

at local, national, and European levels. The umbrella for our activities is Future Food 4 Climate, founded by the Green REV Institute in 2021 - the first coalition in Poland for just and safe food, which brings together more than 100 civil society organisations representing various fields of activity: education, human rights, animal rights, climate, and wildlife conservation.

Education, mobilisation, and professionalisation are interrelated and mutually reinforcing. Education fosters awareness of issues and highlights potential solutions. Mobilisation engages individuals in activities, fostering a sense of community and empowering them to influence decision-makers. Conversely, professionalisation guarantees that these activities are grounded in robust knowledge, strategic planning, and effective tools, ensuring their sustainability and impact. The unifying element of our efforts and the catalyst for change is the strength of the Future Food 4 Climate Coalition.

**Education** involves increasing public awareness of the connections among the food system, climate, health, and human and animal rights. It serves as the initial step that empowers citizens, policymakers, and organizations to comprehend the magnitude of the issue and determine specific measures that can be implemented.

**Mobilisation** – involving individuals in action and organisations, along with less apparent allies, that generate critical mass and apply pressure on decision-makers, public institutions, and the private sector. Mobilisation facilitates the development of shared goals and action strategies that address the needs of local communities while simultaneously aligning with the global context.

**Professionalisation** involves assisting change agents and leaders in enhancing their competencies, enabling them to operate effectively and efficiently across different decision-making levels. It is essential to ensure that actions are coherent and strategic, and resilient in the face of challenges.





## EDUCATION

Education is the first and key step in our theory of change. We believe that groundbreaking changes in the food system start with increasing the awareness and commitment of change agents and leaders. Our educational programmes – such as the Green Advocacy Academy, Plant Based School, and Film Programme – are designed to trigger socio-political activity, initiating the process of moving from awareness to action.

In 2024, we took action for the ambitious goals of the Polish Presidency of the EU Council for just food, because we believe that Poland will be a leader in food solidarity.



# OUR THEORY OF CHANGE: **EDUCATION**

**PLANT BASED SCHOOL:** Operating at both local and national levels, the program involves local government officials, educators, parents, and youth in the transition of the food system within schools. These initiatives not only influence the quality of food provided in educational institutions but also advance education on health, climate, and animal rights while fostering local policies and programs for safe food. The objective of this initiative is to establish a forum for dialogue regarding health, climate, and animal rights, as well as to enact policies that support a vegan diet in schools.

**FILM PROGRAM:** Utilising film as an educational resource facilitates extensive social mobilisation. Films created by the Green REV Institute, including Vegan Warsaw (2021), The Vegan Business Talks (2022), and Dining on a Despair (2023), captivate audiences, provoke thought, and encourage inquiries regarding food transition. Our films, featured in 17 international film festivals, highlight the necessity of altering our perspective on the food system. In 2024, in collaboration with our Future Food 4 Climate partners, we coordinated over 30 debates accompanied the screening of Dining on Despair. This film received an award at the international Green Film Festival for best short documentary film.

**GREEN ADVOCACY ACADEMY (GAA):** This program facilitates the professional development of community leaders, non-governmental organisations, and local government officials through extensive training in advocacy, communication strategies, and alliance building. Participants are equipped with the necessary tools to effectively advocate for plant-based transition while gaining insights into the connections between the food system, health, climate, and human rights. To date, 400 individuals have engaged in the program, fostering the creation of a network of professionals and advocates for change, prepared to champion a sustainable food system. We implement GAA in collaboration with the Embassy of the United Kingdom of Great Britain and Northern Ireland, Plant Based Treaty, and with the European Union funding, Erasmus+.

**150**

individuals have graduated from the Green Advocacy Academy

**400**

participants in the program

**50 COMMUNITY LEADERS**

during expert meetings

**OVER 100**

positions and recommendations for local, national, and European authorities regarding the right to healthy food



# PLANT BASED SCHOOL

In 2024, the Green REV Institute took part in the 16th Women's Congress held in Sopot/Gdańsk. The event featured a screening of the film "Dining on Despair" along with debates involving experts, local governments, and activists. Green REV Institute also took part in discussions regarding the European Green Deal, ecological education, and the Plant Based School.

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FOR CIVIL SOCIETY ORGANISATIONS DEVELOPMENT FOR 2018-2030 CSODev.



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## MOBILISATION

Mobilisation serves as the second pillar of our theory of change, emphasising the establishment of a platform for social mobilisation. Future Food 4 Climate Coalition (FF4C) exemplifies one of the largest coalitions of civil organisations in Poland, comprising 103 organisations that engage various sectors in an intersectional manner and across divisions to advocate for a just and sustainable transition of the food system. FF4C functions in alignment with intersectional thinking, facilitating the participation of a diverse array of partners, including animal rights organisations, climate movements, and local initiatives.

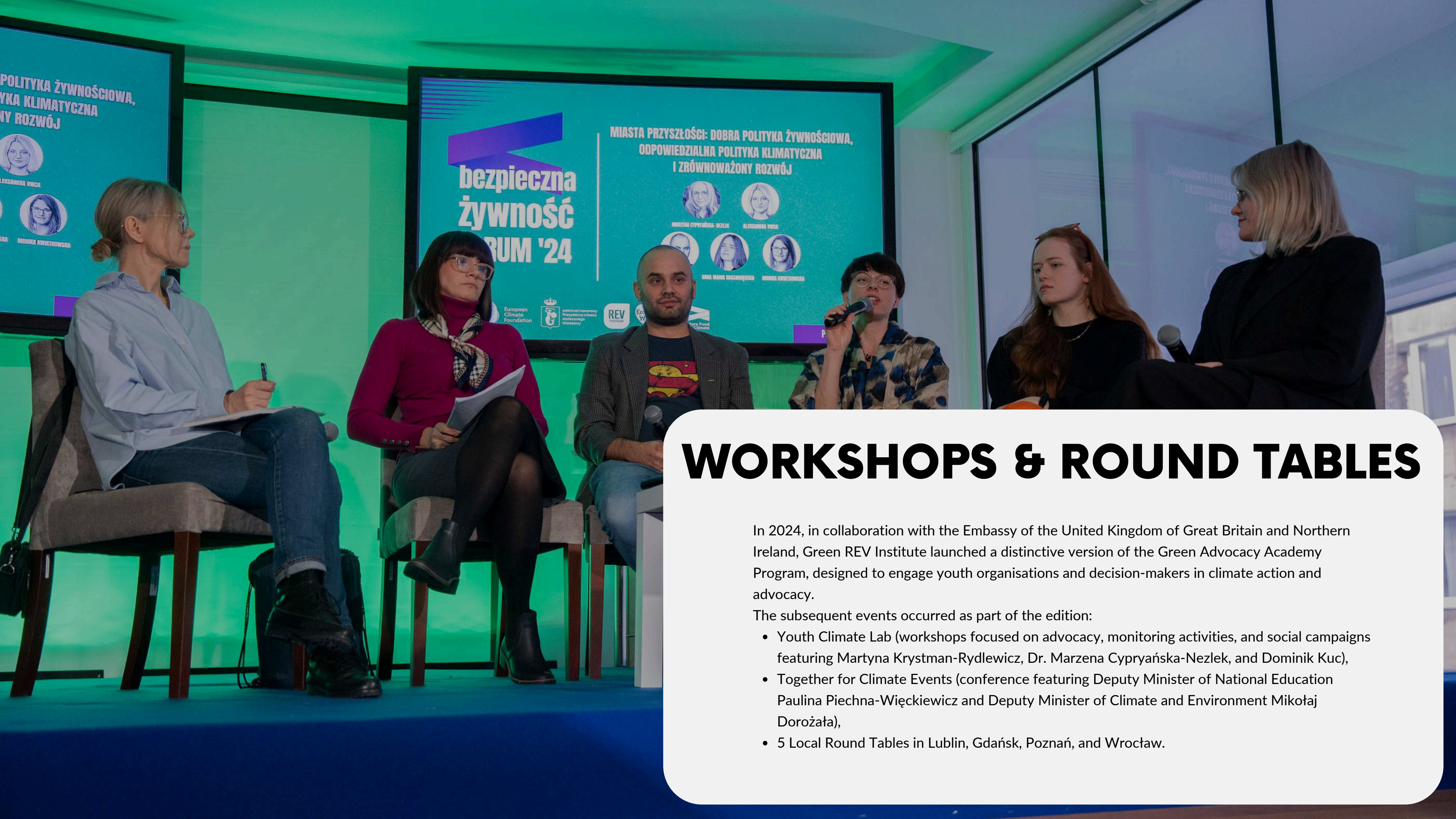


# OUR CHANGE THEORY: **MOBILISATION**

**FUTURE FOOD 4 CLIMATE AND GLOBAL COLLABORATIONS:** As part of the collaborative framework, FF4C involves non-governmental organisations, local authorities, youth, and various activist groups in the processes of change. By working at the local level, we create grassroots pressure on decision-makers, aiming to influence food policies across all tiers: local, national, and international. These efforts encompass organising consultations, meetings, debates, and other events designed to establish shared goals and action strategies. FF4C coalition hosts the Forum on Food Safety, an annual event that merges activism, science, and politics to promote a just transition. In 2024, Forum on Food Safety attracted over 60 participants from the realms of science, activism, and politics. Since 2022, the coalition has issued more than 80 positions and calls to action, endorsed 66 letters, and engaged in 40 consultations at the European Union level.

**PLANT BASED SCHOOL:** Ensuring the right to healthy, plant-based, and safe food necessitates a reformation of the Common Agricultural Policy and the establishment of legislation for sustainable EU food systems. In collaboration with partners from the Plant Based School, we advocate for reforms in health, climate, civic education, and legislation concerning collective catering, green public procurement, the fight against food waste, and consumers' right to information. We engage and mobilise local governments in initiatives aimed at fostering food and grassroots change for the benefit of consumers and local communities.





## WORKSHOPS & ROUND TABLES

In 2024, in collaboration with the Embassy of the United Kingdom of Great Britain and Northern Ireland, Green REV Institute launched a distinctive version of the Green Advocacy Academy Program, designed to engage youth organisations and decision-makers in climate action and advocacy.

The subsequent events occurred as part of the edition:

- Youth Climate Lab (workshops focused on advocacy, monitoring activities, and social campaigns featuring Martyna Krystman-Rydlewicz, Dr. Marzena Cypryńska-Nezlek, and Dominik Kuc),
- Together for Climate Events (conference featuring Deputy Minister of National Education Paulina Piechna-Więckiewicz and Deputy Minister of Climate and Environment Mikołaj Dorożala),
- 5 Local Round Tables in Lublin, Gdańsk, Poznań, and Wrocław.



Professionalisation serves as the third pillar of our theory of change, emphasising the enhancement of the skills of leaders and organisations dedicated to driving change. Our initiatives, including the Green Advocacy Academy, aim not only to elevate the capabilities of leaders but also to foster networks of experts, activists, and organisations collaborating towards a sustainable and just food system.

**GREEN ADVOCACY ACADEMY (GAA):** An executive program within FF4C designed to enhance the skills of change agents by improving their competencies in advocacy, communication strategies, and alliance building. The program seeks to develop leaders capable of effectively driving food system transition at local, national, and international levels.

GAA advocates for systemic change across political, educational, and social spheres, while enhancing networks of experts dedicated to ensuring safe food.

**COLLABORATION WITH EXPERTS:** Establishing a network of expert and collaborating with scientists, opinion leaders, and international organisations facilitates the collective development of tools, reports, and research focused on transforming the food system. We believe that science is on the frontline of fighting disinformation and building safe and supportive change at the plate. We engage experts in all REV activities, including participation in meetings of parliamentary committees, as well as the formulation of positions and recommendations.

## PROFESSIONALISATION





# SAFE FOOD FEDERATION

Safe Food Federation is a national initiative managed by the Green REV Institute, dedicated to safeguarding consumers' rights to healthy, safe, and equitable food. Federation strives to enhance the quality of the food system by forming coalitions of social organisations and expanding public discourse for systemic transition.

Safe Food Federation will be the organisation in Poland dedicated to establishing a just food system and overseeing government actions regarding safe food at local, national, and European levels, integrating the issues of health, climate, and human rights.

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# SUMMARY

In the year 2025, we intend to persist in our efforts in essential areas while broadening our activities with new initiatives. Our focus will be on advancing the development and professionalisation of leaders and agents of change through Future Food 4 Climate activities, enhancing the reach and impact of the Plant Based School, and maintaining support for local governments in the transition of the food system. We will also expand our network of international partnerships, continue our work on the impact of the European Union's Common Agricultural Policy, and increase our involvement in initiatives aimed at changing food policy on a global scale.

We will further enhance social mobilisation by establishing the Safe Food Federation and hosting an additional Safe Food Forum, along with fostering collaboration with organisations that involve diverse social groups in the pursuit of food justice. Our commitment remains focused on building a critical mass aimed at persuading decision-makers of the necessity for a just and ethical food system.

We look forward to putting our plans for 2025 into action and invite everyone who agrees with our vision of a just world rooted in solidarity, education and cooperation to join us in this effort.



# OUR ACHIEVEMENTS

- 1 Dining on Despair received the award for best short documentary at the international Green Film Festival.
- 2 In collaboration with the Ombudsperson, we hosted a seminar titled Plant-based Meals – Plant Based School Programme, which included representatives from the Sejm, Senate, Supreme Audit Office, National Centre for Nutrition Education, and local councillors.
- 3 We have engaged with government initiatives focused on health and climate education, addressing food waste. We have formed partnerships with local government authorities in Lublin, Wrocław, and Kraków as part of the Plant Based School framework, and our efforts have been documented. In more than 300 texts regarding a just food system, our suggestions for transforming the food system have been incorporated into the National Development Concept 2050.
- 4 We are a member of the Council for Public Benefit Activities.
- 5 In 2024, we initiated the development of the Safe Food Magazine, a publication by REV focusing on critical issues concerning food and the right to sustainable food.
- 6 We have become a stakeholder in the European Food Safety Authority (EFSA).



# SUMMARY



MORE THAN  
**500**  
INDIVIDUALS  
ATTENDED OUR  
BOOTH AT THE  
WOMEN'S  
CONGRESS.



SUPPORTED BY  
**200**  
CANDIDATES FOR THE LOCAL  
GOVERNMENT AND EUROPEAN  
PARLIAMENT ELECTIONS IN 2024!

**EVS**  
— EUROPEAN  
VEGAN SUMMIT

MORE THAN  
**40 LEADERS**  
AS PARTICIPANTS FROM AROUND THE GLOBE IN THE  
FIELD OF PLANT-BASED TRANSITION ATTENDED THE  
EUROPEAN VEGAN SUMMIT.

**OVER 3,000**  
INDIVIDUALS ENDORSED THE  
PETITION TO THE MINISTRY OF  
HEALTH CONCERNING THE  
RIGHT TO PLANT-BASED MEALS  
IN EDUCATIONAL INSTITUTIONS.



ALL OVER POLAND WITH FUTURE FOOD  
4 CLIMATE PARTNERS WE ORGANISED AROUND 30  
EVENTS: LOCAL ROUND TABLES, BRAINSTORMING  
SESSIONS WITH A SCREENING OF DINING ON DESPAIR  
WITH OVER 1,000 PARTICIPANTS

**30 EVENTS**  
**1000**  
**PARTICIPANTS**



**safe  
food  
FORUM '24**  
**MORE THAN 60**  
PARTICIPANTS IN THE 3RD  
SAFE FOOD FORUM.



# OUR OBJECTIVES FOR 2025



## EDUCATION

- The Plant School Planner will encompass more than 200 schools, 40,000 pupils!
- In collaboration with the British Embassy, we educate and involve young people in advocacy initiatives.
- We organize Safe Food Days in Mikołów, Katowice, Lublin.
- As a component of Safe Food Magazine, we disseminate information regarding the impact of food on our health, our families, and the environment.
- We are in the process of preparing another report that will link the various aspects of human, animal, and planetary rights. This will mark the fourth documentary film produced by the Green REV Institute.



## MOBILISATION

- Across Poland, we are fostering a discussion on the right to healthy, safe food through more than 20 local events and debates.
- We are involving more individuals in the activities for the Plant Based School - 50 influencers.
- Through the Microgrants Program, we provide support for activities in Polish schools for the Plant Based School.
- We engage in collaborative advocacy as part of the Polish Presidency of the Council of the European Union.
- More than 100 organizations and scientists have addressed a letter to the European Commission regarding Safe Food.
- We involve civil society organizations to advocate for the food environment - we urge the government regarding food issues in supermarkets.



## PROFESSIONALISATION

- We are establishing the Safe Food Federation, which will safeguard consumer rights and promote the sustainable industrialisation of the food system.
- We publish Safe Food Magazine because we recognize the need for a substantial infusion of knowledge regarding our food.
- In collaboration with Future Food 4 Climate partners, we conduct workshops and training sessions to emphasise the significance of expert insights and foster a platform for trustworthy discussions.
- We work within the Public Benefit Activities Council.
- We are attending the sessions of the Agriculture Committee and Rural Development.
- We are part of the Sustainable Metropolis expert group focused on the Development Strategy for the Warsaw Metropolitan Area.



# REV IN THE NEWS



'Increasing the availability of vegan meals is an integral part of working towards a sustainable food system. Our goal is to change the 2016 Regulation of the Minister of Health, which regulates mass catering in educational institutions'

*Klaudia Urban, Processed meat is as bad as asbestos and tobacco. This is how the livestock sector works, SmogLab - [link](#)*



'Today, we are not entitled to a plate of food unless we belong to a very narrow, economically privileged group that can afford healthy food with a proven composition and origin.'

*Paulina Januszewska, 'We live in a dairy and meat matrix. We are being served a catastrophe on our plates' - interview with Anna Spurek, Krytyka Polityczna - [link](#)*



'Does eating meat affect our health and the future? Should we limit the amount of meat on our plates? We will find out the answers during the screening of the documentary "Dining on Despair", whose authors looked at our daily habits and the entire modern food system.'

*Wioletta Baborska, Is eating meat a 'Dining on Despair'? 'Unethical food' and the debate in Silesia, how to solve the problem, Śląskie Radio ESKA - [link](#)*



'If we do not change the food system, if we do not change the agricultural system, we are heading for disaster. Agriculture is responsible for at least 25% of greenhouse gas emissions, it is the main factor in the loss of biodiversity, it is the thing that is destroying our world, making us poorer.'

*We need a green change in the food system. Debate between candidates for the European Parliament, Ekonatura - [link](#)*





# JOIN US

We need your support to become even more effective!  
Contribute to our work and become part of the plant-based revolution!

Your help changes the world – starting with your plate.

## Are you a journalist?

Join us in creating a robust public discussion about safe and just food. Your voice makes a difference!

## Are you a researcher?

It is now that the voice of science should become the cornerstone of public debate and the design of better law. Join our group of experts and co-create solutions for the future!



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1,5%



KRS 0000521182

