



Healthy Food, Healthy Planet: European civil society survey

The Vegan Society Response

1 Preamble

Welcome to this survey, commissioned by ClimateWorks Foundation and administered by The Hour Is Late. CWF is a lead partner in 'Healthy Food, Healthy Planet', a collaboration of philanthropic and civil society organisations (CSOs) focused on food system change. The survey's purpose is to map out what European CSOs are doing to accelerate the transition towards sustainable and healthy diets (hereafter referred to as 'sustainable diets'), and to better understand their priority funding needs.

The survey is being sent to over 200 CSOs in five countries including the UK. Your organisation is invited to respond because of your work in relation to food and diets - we are particularly interested to hear about any work you may be doing regards the consumption or production of 'less and/or better' meat.

The survey is open to CSOs working on different parts of the supply chain, including food production, processing, marketing and consumption. It is also open to CSOs with different reasons for doing this work, for instance concerns about climate, nature or public health. What all respondents have in common is some level of activity or interest in 'less and/or better' meat as a means of achieving positive food systems change.

The survey is in four sections:

- 1) Priorities and strategies
- 2) Income and funders
- 3) Networks and allies
- 4) COVID-19 response

We also ask your view on the different ways that a transition to 'sustainable diets' could come about. At the end, there is an opportunity to send feedback and advice to funders, about how they can most effectively support CSOs working on these topics.

What do you mean by 'sustainable diets'?

A sustainable and healthy diet helps prevent malnutrition in all its forms, as well as a range of noncommunicable diseases. Diets that are higher in plant-based foods and lower in animal-based foods (especially red meat), support improved health outcomes. They are also associated with a lesser impact on the environment in terms of greenhouse gas emissions and resource footprint. A healthy dietary provision avoids direct health risks from production, including to workers, as well as indirect impacts from climate change. Transition to healthy diets will support nature recovery and higher animal welfare standards.

What questions will I be asked?

The survey asks about opinions, strategies and motivations. It also requests data relating to your income and funding sources – this provides valuable information about the sector's funding needs and gaps.



2 The Form

Organisational priorities: Motivations for 'sustainable diets' work

2. Why does your organisation work on 'sustainable diets'? Please tell us which of the following factors motivate you to do this work. Rank as many as you like, with 1 = most important.

1. Improve animal welfare (e.g. reduce animal suffering, consume fewer or no animals)
2. Prevent global biodiversity loss (e.g. halt clearance of natural habitats)
3. Restore wildlife at national or local level (e.g. pollinators, birds, insects)
4. Mitigate climate change (e.g. reduce GHG emissions)
5. Improve public health (e.g. curb antibiotic resistance, tackle obesity)
6. Improve global food security (e.g. through a more just use of food resources)
7. Rebalance power within food system (e.g. reduce dominance of large industrial actors)
8. Improve conditions for meat industry workers (e.g. health and safety, pay etc)
9. Support small-scale farming and rural communities (e.g. agroecological approaches)
10. Support consumer rights and choice (e.g. through product labelling & innovation)
11. Prevent local environmental harms (e.g. air and water pollution, soil degradation)
12. Tackle food justice issues within my country (e.g. food insecurity, food waste)
13. Celebrate food culture and heritage (e.g. as advocated by the 'Slow Food' movement)

3. Other motivations/ any comments?

"We seek a world where humans do not use, nor have any need to use, non-human animals for our purposes, leaving them free to thrive on their own terms. The use of non-human animals on industrial scales in our current globalised food system is completely inconsistent with both their own needs, and our need for sustainable food."

Organisational priorities: Geographic focus of 'sustainable diets' work

4. What is the geographic focus of your 'sustainable diets' work? Please estimate what percentage of this work takes place at each geographic scale below. Answers must add up to 100%.

- Local (within a specific community or set of communities) - 2%
- Regional (within UK) - 5%
- National - 75%
- European Union – member states - 2%
- European Union – institutions (i.e. Commission, Parliament, Council level) - 5%
- International (in one or more countries outside UK and EU) - 5%
- Global institutions (e.g. United Nations, OECD, World Trade Organisation) - 4%
- Other - 2%

5. If you do 'sustainable diets' work in countries other than the UK, please tell us where? Name as many countries as apply.

We provide information about healthy plant-based diets on our Web site which is broadly applicable to many communities e.g. USA, EU, Canada, India, South Africa, Australia, New Zealand. Our work on sustainable land management for plant-based food production is more specific to temperate regions, and the UK.



6. What strategies does your organisation use to deliver its 'sustainable diets' work? Please estimate what percentage of your work effort goes towards each approach below. Answers must add up to 100%.

- Civil society coalitions and capacity-building (e.g. running networks, knowledge-sharing) - 5%
- Activism and campaigning (e.g. public campaigns, petitions, protests) - 5%
- Lobbying or advocacy (e.g. influencing policy and politics) - 10%
- Research and analysis (e.g. scientific or policy-oriented) - 10%
- Behaviour change campaigns (e.g. to encourage healthier diet choices) - 15%
- Strategic communications (e.g. developing frames and narratives that tell our stories better) - 5%
- Food producer networks (e.g. co-operatives, organic farming or agroecology networks) - 5%
- Auditing & practical business engagement (e.g. accreditation, certification, monitoring) - 20%
- Entrepreneurship (e.g. setting up new businesses or business models) - 5%
- Public procurement (e.g. changing purchasing policies of government) - 5%
- Direct service delivery (e.g. community gardens, food sharing networks, humanitarian aid) - 5%
- Legal activity (e.g. litigation) - 5%
- Other/ don't know (please specify below) - 5%

7. Other approaches/ any comments?

Grass-roots capacity through Community Network, and support for small Vegan Trademark food companies.

8. Please describe up to five food policy or governance changes that you personally believe work well, and could be scaled up (in intensity, extent, or both) in support of 'sustainable diets'.

Policy change #1: Good plant-based & vegan-friendly options for all food types (main dishes, desserts etc.) on every public sector menu.

Policy change #2: Financial and other support for food producers (land managers/farmers), manufacturers & retailers who wish to move away from products made using animals, toward plant-based food solutions.

Policy change #3: Free community cooking lessons, e.g. in school kitchens, where affordable/free fruit, vegetables, grains are provided with open-to-all classes in cooking plant-based / vegan friendly popular and nutritious meals.

Policy change #4: Green protein – make the transition towards healthy, sustainable plant-based protein a key, specific food policy priority.

Policy change #5: Consistent leadership in fair and sustainable food. Every food policy and practice in the UK modelling fair, sustainable practices that will benefit the global food community.

9. To what extent does your organisation use 'less and/or better meat' as a frame or focus in its 'sustainable diets' work? Please select the phrase that best completes this statement:

"Less and/or better meat is..." ...never a focus of our work"

Other (please specify): We support transitions to fully plant-based, vegan-friendly food systems.



10. Why has your organisation chosen not to focus on 'less and/or better meat' at this time? Could you see this changing in future?

"We are working for a fairer food system, which is sustainable in not just environmental, nutritional and social senses, but in ethical terms too. Thus, animals are sentient and sapient beings, who seek life & fear pain and death. Animals are not food."

11. What was your organisation's total income for 2020 and 2019? Please indicate the currency. (NOTE: we ask these two questions in order to assess the current amount of funding available to groups responding to this survey).

2020 £3,471,955

2019 £3,081,061

12. Roughly what percentage of your organisation's income was directed to 'sustainable diets' work in 2020 and 2019?

50% to 75%

14. Any comments?

"This work is spread across our Campaigns, Policy and Research, Communications, and Business Development Departments, including activities by Registered Dietitians, working with individuals, institutions (educational, healthcare, criminal justice etc.), food system businesses, land managers, policymakers etc. So this is the best estimate we can make."

14. What are the sources of income for your organisation's work on 'sustainable diets'? Please estimate what percentage of funding in 2020 came from each of the following sources. Answers must add up to 100%.

- Grants or donations from public lottery sources – 0
- Grants or donations from government – 0
- Grants or donations from philanthropic sources - 0
- Grants or donations from businesses - 0
- Income from individuals (e.g. membership fees, donations, sales) - 13%
- Earned income (e.g. consultancy, certification schemes, research) - 86%
- Other sources (please specify below) - 1%

16. How easy is it to raise funds for 'sustainable diets' work, compared to other issues your organisation works on? Please select the phrase that best completes this statement:

"Fundraising for 'sustainable diets' work is... easier than for other issues"

Other:

"Our work on sustainable diets is in the context of health, environment, social and economic sustainability, with a core focus on being sustainable by ethical criteria: meeting our own needs without compromising the ability of others to meet their needs. Our core charitable aims include plant-based nutrition and stock-free agriculture for the benefit of humans, non-humans and the planet. So, it's core work."



17. Who are the most important funders of your organisation's work on 'sustainable diets', now or in the recent past? These might be philanthropic foundations, governments, EU institutions, companies, etc. (NOTE: we ask this in order to understand which funders work on these topics; responses will be aggregated and at no point will we disclose details of your organisation's own funding relationships).

Funder #1: Manufacturers of vegan-friendly, plant-based foods and non-food products.

Funder #2: Individuals, both vegan themselves, and people who support sustainable plant-based diets.

Sector-level priorities: Strategies for 'sustainable diets' work

18. Think of all the other civil society organisations you know working on 'sustainable diets'. Which strategies are most in need of extra capacity, to accelerate the sector's collective impact? Please rank as many as you like, with 1=most important. (NOTE: use drag and drop to reorder the list).

1. Other/ don't know (please specify below)
2. Public procurement (e.g. changing purchasing policies of government)
3. Food producer networks (e.g. co-operatives, organic farming or agroecology networks)
4. Direct service delivery (e.g. community gardens, food sharing networks, humanitarian aid)
5. Civil society coalitions and capacity-building (e.g. running networks, knowledge-sharing)
6. Lobbying or advocacy (e.g. influencing policy and politics)
7. Legal activity (e.g. litigation)
8. Auditing & practical business engagement (e.g. accreditation, certification, monitoring)
9. Strategic communications (e.g. developing frames and narratives that tell our stories better)
10. Behaviour change campaigns (e.g. to encourage healthier diet choices)
11. Research and analysis (e.g. scientific or policy-oriented)
12. Entrepreneurship (e.g. setting up new businesses or business models)
13. Activism and campaigning (e.g. public campaigns, petitions, protests)

19. Other/ any comments?

"Grass-roots empowerment for putting the existing sustainable, healthy diets knowledge that individuals, families, communities and organisations already have, into practice."

20. Think of the work done on 'sustainable diets' in the UK over the last few years. Which have been the most successful campaigns or initiatives (whether or not your organisation was involved), and what contributed to this success?

"In terms of measured behaviour change, the biggest single shift in recent years may be the revealed preferences during the COVID19 pandemic, when people were both empowered and pressured into dietary change towards less meat and dairy, and more plant-based foods. This was facilitated by all the work done by The Vegan Society, other organisations, and plant-based food manufacturers, in the past 70+ years. The plant-based food people needed, was available through supermarkets and independent retailers due to our foundational efforts."

21. Conversely, are there 'sustainable diets' campaigns or initiatives that worked less well, or even backfired by creating a public or political backlash. Which if any have failed, and why?

"One of the least successful campaigns in terms of measured behaviour change towards more sustainable diets has been the most basic, 'Five-a-Day', despite the aim becoming widely known."



Most people in the UK are still not achieving this intake of fruit & veg, especially impoverished people.”

Your views: How will a 'sustainable diets' transition come about?

There are different pathways that could be taken towards the goal of 'sustainable diets', and the consumption of 'less and/or better' meat'. Please use the sliders to indicate which statement you personally agree with more, moving it to the centre if you think each is equally important.

22. Which statement do you agree with more?

(a) Science and technological progress offer the best options for 'sustainable diets' transition

(b) We will not shift to 'sustainable diets' unless we reform food systems in far-reaching ways

(b)

23. Which statement do you agree with more?

(a) Current food system actors are capable of managing and delivering a 'sustainable diets' transition

(b) New entrants and disruptions are needed to catalyse a 'sustainable diets' transition; it won't happen without them

(b)

24. Which statement do you agree with more?

(a) The best way to bring about 'sustainable diets' is to focus on individual behaviour change

(b) The best way to bring about 'sustainable diets' is via legislation and policy change

(b)

25. Which statement do you agree with more?

(a) Food prices should be left to market forces of supply and demand

(b) Food prices should reflect environmental and social costs, via the use of taxes and subsidies if needs be

(b)

26. Which statement do you agree with more?

(a) Livestock and crop production need to be reintegrated, so as to support more diverse farming systems

(b) Increased specialisation of production is acceptable if it reduces the resource inputs (e.g. land, water) per unit of food yield

Neither

27. Which statement do you agree with more?

(a) Eating 'better meat' is more important than eating 'less meat'



(b) Eating 'less meat' is more important than eating 'better meat'

Neither

Networks and allies: Your partners in 'sustainable diets' work

28. How would you describe the current state of network development between civil society organisations working on 'sustainable diets' in the UK?

Moderate

29. Any comments?

"Farming of animals and eating of animal 'products' is not consistent with a nutritionally and environmentally and ethically sustainable diet. It's not sustainable for almost 8 billion humans and rising to rely upon eating things from animals for our nutrition."

30. What are the most important networks or alliances that you currently participate in, as part of your 'sustainable diets' work? Please name up to three networks, these may be based inside or outside your country.

Network #1: SAFE Food Advocacy Europe <https://www.safefoodadvocacy.eu/>

Network #2: TABLE (was FCRN) <https://www.tabledebates.org/>

Network #3: IVU International Vegetarian Union <https://ivu.org/>

31. Any comments?

"We cannot participate in networks which do not actively promote vegan diets."

32. Who are the most important partner organisations for your 'sustainable diets' work? Please name up to seven partners you currently work with. These could include businesses or government entities as well as CSOs, and be based inside or outside your country.

Organisation #1: The Vegan-Organic Network

Organisation #2: The UK All-Parliamentary Group on Vegetarianism and Veganism

Organisation #3: British Dietetic Association

Organisation #4 Vegetarian For Life

33. Any comments?

See below

34. Are there any organisations that you hope to collaborate with more in the future in order to promote 'sustainable diets'? This could include CSOs from other sectors or business groups. Please name up to five organisations you think would make good partners in this work (whether or not you are actively discussing partnership with them now).

Organisation #1: WHO

Organisation #2: EU



Organisation #3: The UK Govt Department for Environment, Food & Rural Affairs

Organisation #4: The Scottish Government

Organisation #5: The Welsh Government

35. Any comments?

“We are open to working with any organisation which will support vegan diets and plant-based food system transitions.”

** 36. Which European civil society organisations (not including your own) do you think achieve the most in their work on ‘sustainable diets’? Please name up to three. These may be groups working inside or outside of your country.*

CSO #1: Friends of the Earth

CSO #2: EAT

CSO #3 WWF

37. Any comments? None.

38. What if any impact has the coronavirus pandemic had on your organisation’s income or expenditure for ‘sustainable diets’ work?

Broadly stable.

39. What opportunities or risks has the pandemic created for your organisation, with regard to its work on ‘sustainable diets’, now or into the future?

“Opportunities in people being empowered or pressured to pay more attention to their food. Greatly increased interest in plant-based foods and diets. Risks of death and impoverishment.”

40. What opportunities or risks has the pandemic created for civil society as a whole, with regard to its work on ‘sustainable diets’, now or into the future?

“UK residents broadly have an increased understanding of food systems, where their food comes from, and how food systems can work better or fail.”

41. What advice would you give to philanthropic donors investing in ‘sustainable diets’? This could relate to how to strengthen networks, strategies or skills.

“Giving money directly to impoverished people, for example as a real living income, is one of the most effective ways to empower them to put sustainable diets into practice.”

42. Did we miss anything? Please feel free to include any comments here.

“We need to be and can be honest with people about how plant-based food systems can help us achieve all our sustainable diet goals. Relying upon farming of animals to meet nutritional needs of 8 billion people is not sustainable by any measure. We need to stop saying something is ‘more sustainable’ when what we mean is, ‘less unsustainable, moving in the right direction but not in fact sustainable as yet’.”