

# Plant-Based Food Prize

(Co-hosted by Meatless Monday and Simon Fraser University)

This Prize focuses on identifying innovative ways to shift consumer behaviors that encourage plant-based food choices and decreased meat consumption. This could include a new food product or menu that is healthy, sustainable and accessible; a tool for making optimal food choices; or an approach that helps consumers overcome barriers to change. The goal of this prize is to encourage people to shift towards a more plant-based diet that can help reduce the global burden of chronic preventable diseases, preserve precious land and water resources, and slow the acceleration of climate change, which threatens our planet's future. Two winners will receive research grants of up to USD 15,000, the opportunity to travel to the WFF flagship event in October 2024 and the chance to publish their research through FAO. Learn more about the prize.

Topics of interest include, but are not limited to:

- App, calculator or shopping scan tool to analyze and choose climate friendly foods/meals.
- Marketing and communications messaging research - identify messages that inspire change among youth audiences.
- Plant-based product - an innovative product that is accessible, affordable, healthy and environmentally friendly.
- Innovative and more sustainable growing methods for legumes, seeds or nuts
- Work with local policy makers or food policy councils.
- Methodology and process for implementing climate policies in municipalities.
- Plant-based chef trainings.
- Use of AI based innovation in training, communication and marketing of plant-based meals.
- Research on plant-based proteins like chicken, Beef, and Fish and consumer preference.

The researchers should send their applications before the **30 April 2024** to be eligible for this prize.

winners can receive:

- A \$10 000 research grant for the winning team to go from idea to action
- A \$5 000 research grant and an exchange visit to SFU university for the second winning team.

- Travel and accommodation to attend the World Food Forum in Rome 14 – 18 October 2024
- Personalized mentorship from globally recognized experts in their field to help transition their concept note to a concrete research proposal
- Each team will be coached in pitching to present at the final presentations
- Access to a global audience of young leaders and organizations from the public and private sectors, including the United Nations
- The chance to become part of a global youth platform to showcase their innovative research ideas and the opportunity to pitch their research project to a global audience and international expert panel at the WFF
- Ongoing promotion through WFF platform
  - Inclusion in Meatless Monday's new global resource center
  - Develop and lead specific Meatless Monday youth network activities.
  - Inclusion in MM marketing such as website, social media, newsletters