

Plant-Based Food Prize

(Co-hosted by Meatless Monday)

This Prize focuses on identifying innovative ways to encourage consumers to make informed plant-based food choices. This could include a new food product or menu that is healthy, sustainable and accessible; a tool for making more informed food choices; or an approach that helps consumers overcome barriers to change. The goal of this prize is to encourage more plant-based diet choices that are sustainable and healthy as part of efforts to tackle climate change and achieve a better food future for all. The winner will receive a research grant of up to USD 10,000, the opportunity to travel to the WFF flagship event in October 2024 and the chance to publish their research through WFF channels.

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, 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 training.
- Use of AI based innovation in training, communication and marketing of plant-based meals.
- Research on plant-based proteins.

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

The winner can receive:

- A \$10 000 research grant for the winning team to go from idea to action
- 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
- Coaching 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 Meatless Monday's marketing such as website, social media, newsletters