

Introduction

This policy plan is written in compliance with the rules and regulations of the Dutch Tax Authorities. Stichting Feedback EU will seek a tax-exempt status in the Netherlands, as being a charitable organization (termed “Algemeen Nut Beogende Instelling (ANBI)” in Dutch). This document consists of an overview of the strategic aims of the Foundation, the Articles of Association insofar as they relate to ANBI rules and regulations, a summary of the activities and its finance and governance structure. The policy plan will be adjusted on annual basis as necessary.

Organization

Statutory name: Stichting Feedback EU

Public name: Feedback EU

Founded on August 11, 2021

RSIN/Fiscal number: 862941696

KvK number: 83634096

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<https://feedbackglobal.org/campaigns/feedback-in-europe/>

Background

Feedback EU (full name Stichting Feedback EU) was created to contribute to efforts to achieve the preservation, protection and improvement of the environment for the benefit of the public interest in Europe. The Foundation is a non-profit making organisation. In order to accomplish the objectives, Feedback EU will cooperate with Feedback UK.

Feedback EU was set up in 2021 as an independent charity foundation in the Netherlands with the aim of becoming operational from January 2022. Guided by the work of Feedback UK, Feedback EU will look to broaden the impact in Europe, and strengthen the involvement with EU food policy development, civil society coalitions, and funders to create change within EU governments, EU institutions, supermarkets, livestock, aquaculture, and animal and fish feed companies and investors, many of them based in Europe. Feedback EU will furthermore seek to cross-fertilise experiences and results between the UK (post-Brexit) and the EU.

The rationale to set up Feedback EU was to create an independent organisation within Europe with overarching charitable objectives and a mission aligned with Feedback UK and with which it can closely co-operate. The two organisations are however, fully independent with distinct governance and decision-making structures.

Feedback EU will influence EU policy participating in EU civil society movements like the European Food Policy Coalition Zero Waste Europe and SAFE, . Furthermore Feedback EU sees opportunities for cross-fertilising between the UK and the EU in relation to policies and grassroot work.

Goal of the Stichting Feedback EU

As stated in our article 2 of the articles of association:

The preservation, protection and improvement of the environment for the benefit of the public interest, in particular in the areas of biodiversity, sustainable land use, the promotion of sustainable development and the prudent use of resources. We achieve this goal through awareness-raising work with the public, independent research in collaboration with others, and by carrying out projects to tackle environmental and poverty problems.

Our **strategy** is to finance and support research, campaigns and transformative practices to replace destructive, unhealthy diets promoted by globalised food systems with resilient, equitable and regional food economies providing delicious, nutritious, widely accessible foods that reduce climate change, make space for nature and lessen the risk of future pandemics. We implement this strategy working with allies and movements of food citizens to transform the food system in Europe and beyond.

We have three strategic objectives for our EU work in the coming 4 years (by 2025):

1. Less land and fewer ocean environments are used globally for protein production and for the delivery of essential micronutrients for the EU. Consumption of meat, dairy and carnivorous farmed fish has been reduced in the EU.
2. Circular, nutrition-sensitive food production is replacing linear food production in the EU, resulting in a reduction of global food waste in the food system among other benefits.
3. Examples of inclusive, sustainable regional economies, based upon the initiatives of local community groups and entrepreneurs have proven viability and are being supported and/or adopted by several (local) authorities, institutions and companies

Key audiences

We exist for the benefit of those affected by injustices in the food system, especially:

Marginalised communities, especially those in the EU, who do not have ready access to food that is good for their health and for the planet.

Young people, especially in the EU but also globally, the age group most affected by climate change and ecological breakdown, and whose diets will most need to change to address these challenges throughout their lives. Our target age group is 18-25, as young people with agency to make changes.

Farmers, food workers and communities in low-income countries directly affected by the EU's food economy (for example through supply chains or finance), and to a lesser extent the food economy of other high-income, industrialised countries.

Other living species and the natural world, affected, degraded or at risk of extinction because of the EU's food economy, and to a lesser extent the food economy of other high-income, industrialised countries

Structure and governance

The organisation of the Foundation is registered in Rijswijk, the Netherlands as Stichting Feedback EU (KVK number 83634096) and is applying to become a registered charity in the Netherlands (ANBI) - RSIN 862941696. The registered business address is Prof. Meijerslaan 51, 2285 HD, Rijswijk, the Netherlands.

Feedback EU has a board to oversee the management's policy and general affairs of the foundation.

Board members: Darren Hughes (Chair), Carina Millstone (Secretary), James Barker (Treasurer) and Gine Zwart (based in NL).

The day-to-day operations will be managed by the Head EU: Frank Mechielsen.

In 2022 we will have a team of two, based in the Netherlands. The Head of EU to oversee the programme, develop new programmes and donor and stakeholder relations and an experienced campaigner with a focus on livestock and aquaculture. Administration will be based in the Netherlands. Feedback UK will be able to provide advice in relation to financial oversight, communication, research, advocacy and technical expertise if this is needed.

Financial arrangements

Remuneration policy

The Board is in charge of the remuneration policy in line with the Wijffels Committee's "Governance Code for Charities". The members of the Board receive no financial reward for their work but may claim reasonable expenses incurred while carrying out their duties as part of the Board.

Absence of profit

The Foundation is a non-profit making organisation, as stated in Article 2 of the Articles of Association. The Foundation's income will be used solely to achieve its charitable objectives.

Destination liquidation balance

As stated in Article 12 of the Articles of Association, any liquidation proceeds will be spent for the benefit of one or more charities with the status ANBI (in the Netherlands) with a similar objective or a foreign institution with a general interest of a similar objective.

Recruitment of funds

The organisation recruits funds for the purpose of achieving the Foundation's objectives through the following fundraising activities: contracts, grants, legacies, donations. All acquired funds are solely for the benefit of the Foundation and annual accounts are prepared by a bookkeeper and filed in accordance with the Articles of Association.

Capital of the foundation

The Foundation does not hold more capital than is reasonably necessary for the continuity of the anticipated projects and realisation of its objectives.

Spending policy

The Foundation will spend the income received in accordance with the objectives as stated in the Articles of Association.

Access to Foundation assets

In line with the provisions set out in the Articles of Association, no single legal person has a decisive say within the Foundation; similarly no single legal person has the ability to access and manage the Foundation's assets as if they were their own personal assets.

Financial reporting

A financial statement will be provided publicly at the end of the first year of Feedback EU operation. The operation starts in January 2022. The financial year runs from 1 November until 31 October.

Fundraising

Feedback UK will be the initial donor to Feedback EU when it becomes operational and has covered the costs of establishment.

Feedback UK has a long history of working in partnership with European organisations, including through long-term Horizon 2020 partnerships, events, and campaigns like the [Flavour Project](#), and we are excited to have the opportunity to deepen and build on these alliances in collaboration with our European friends and allies.

Feedback EU will build upon the networks and experience of Feedback UK to develop programmes and a fundraising strategy to secure funding from foundations and philanthropic organisations, national and international government agencies. Feedback EU will also consider public fundraising initiatives, such as donations, crowdfunding, legacies and fundraising campaigns.

Strategic Objectives with 2023 targets

Strategic Objective 1. LESS MEAT, DAIRY AND CARNIVOROUS FARMED FISH CONSUMPTION IN THE EU

Less land and fewer ocean environments are used globally for protein production and for the delivery of essential micronutrients for the EU and other high-income, industrialised countries.

Target 1: Feedback EU has secured some retailer initiatives and regulatory intervention that contribute to start **reducing meat and dairy consumption** in the EU, especially from big livestock corporations, and increase the consumption of plant-based food. The target is 50% reduction in 2030 (compared to a 2020 baseline), based upon EU climate target to reduce GHG emissions in 2030 by 55%. In the Netherlands the target is a protein transition from the current 60/40 animal/plant ratio to 40/60 in 2030, including a decrease of total average protein consumption with 15%.

Target 2: Feedback EU has secured some retailer and certification body initiatives, investor pressure and public policy to start **decreasing the consumption of carnivorous farmed fish** such as salmon, trout and seabass, and increasing the uptake of diverse seafoods, especially mussels, bivalves, and algae, so that by 2030, aquaculture contributes to good nutrition, while only requiring approximately one quarter of wild fish catches used in aquaculture in 2020 (assuming the Feedback UK salmon modelling can be extrapolated to other species).

Target 3: Feedback EU has created the public discourse, civil society pressure, investor pressure, that leads to the **loss of social legitimacy of global meat and dairy corporations** and of their financiers, and reduces their access to finance from EU headquartered financial institutions.

Target 4: Feedback EU has secured some business action and investor pressure that puts the EU on track to **phasing out the use of whole wild caught fish as animal feed** by 2030.

Target 5: Feedback EU has developed the evidence base and secured public policy to put the EU on track to **increase domestic production of plant-based protein** for human consumption, the exact level of ambition to be determined pending further research.

Strategic Objective 2. LESS FOOD WASTE PRODUCED IN AND BY THE EU

Circular, nutrition-sensitive food production is replacing linear food production in the EU, to reduce global food waste in the food system and to ensure land is no longer lost to food that is never eaten.

Target 1: Feedback EU has secured some investor pressure and regulatory change to ensure land is no longer lost to food that is never eaten, with food waste on farms and in the EU supply chains is on its way to being halved by 2030 from a 2015 baseline, in line with SDG 12.3

Target 2: Feedback EU has secured investor pressure and public policy that ensure land will no longer be lost to biogas generation, neither relying on purpose-grown energy crops nor on avoidable food waste for feedstock, by 2030.

Target 3: Feedback EU has secured public policy to ensure inedible food waste is on track to being neither sent to landfill nor incinerated by 2030, but used instead to help secure future food production through enriching soils with digestate or compost.

Strategic Objective 3. VIBRANT LOCAL FOOD ECONOMIES IN THE EU

This objective will be piloted in the Netherlands, inspired on Feedback UK experiences

Examples of inclusive, sustainable regional economies, based upon the initiatives of local community groups and entrepreneurs have proven viability and are being supported and/or adopted by several (local) authorities, institutions and companies

Target 1: Feedback EU has directly supported 20 community groups in and around The Hague (NL) supporting them **to scale up their experiences** in relation to community farming, circular food systems, education, adjusting food environment and local value chains and influencing the municipal and regional authorities (food council).

Target 2: Feedback EU will have **increased access to nutritious food**, especially fruit and vegetable and plant-based protein, to people affected by food insecurity, creating an evidence base and public discourse for food access and justice outside of the supermarket redistribution model

Target 3: Feedback EU has created pathways into **employment in environmental campaigning, food and farming** in the Netherlands for 50 young people often excluded from these opportunities due to structural oppression, aged 18-25.

Target 4: Feedback EU has supported and increased the **agency of 200 students and young people**, aged 18-26, enabling them to take an active part in food system transformation.

Target 5: Feedback EU has created the evidence base and public discourse to **challenge the existing supermarket model and promote alternatives** in the EU, highlighting the limits of the corporate food economy, and its effects on climate, biodiversity, supplier and worker livelihoods, community resilience and food sovereignty and showcasing alternative models and experiences.

Feedback EU works collaboratively with Feedback in the UK in the implementation of several activities to reach the targets, though they are fully independent organisations with distinct governance and decision-making structures.

Running campaigns in Europe

Meat us Halfway: Climate and meat supermarket campaign

Work has already started in 2021 to establish a network of allies in the Netherlands and Europe to promote the protein transition. In the Netherlands, Feedback UK was setting the scene for Feedback EU to begin their operations in 2022. Feedback UK joined the protein working group of the [Transition Coalition Food](#) (TCV) and in Europe, continued the membership of the European [Food Policy Coalition](#) (FPC) and contributed to the FPC Food Policy Coalition **report**, launched in October 2021, which emphasises the importance of a healthy and sustainable food environment.

In November 2021, Feedback UK launched its first Dutch report ([in Dutch](#) or [read the English summary here](#)) about the role of Dutch supermarkets in addressing the country's climate footprint by taking responsibility for the environmental impact of their high meat and dairy sales. Dutch supermarkets continue to offer too much cheap meat, which causes more than half of the food-related greenhouse gas emissions worldwide. In the Netherlands, livestock is the driving force behind the **nitrogen crisis**, and growing emissions of **methane**, a highly potent greenhouse gas. Supermarkets must take more responsibility for the climate impact throughout their entire chain by halving the sale of meat and dairy by 2030, and offer more healthier and plant-based food. If they don't, they won't be able to achieve their climate ambitions.

This report is part of Feedback UK's [Meat Us Halfway campaign](#), launched in 2019. This campaign aims to pressure supermarkets to take responsibility for the carbon footprint of the products they sell, especially meat and dairy, including addressing damaging supply chain practices and changing in-store food environments to help customers move away from normalised overconsumption of meat and dairy. By addressing household meat consumption through the food retail sector, this campaign will support the protein transition needed to meet the EU's Paris Agreement targets (alongside bringing multiple co-benefits for human health, animal welfare, and biodiversity) and legitimise government action to formalise food system measures (demand-side and supply-side) within wider

climate policy, which is currently largely focused on mitigating other sectors, such as energy and transport.

In 2022 Feedback UK will coordinate the expansion of the campaign in the Netherlands and with partner organisations in France, Denmark and two other European countries. Feedback EU will implement the campaign in the Netherlands. Together, we will create a strong pan-European alliance for action on food environments to support the transition to plant-rich diets, sustainably produced.

In addition, in 2022 Feedback EU will implement activities in the Netherlands and the EU to implement the [Fishy Business Campaign](#) to influence policies of government and policies and practices of food companies and retail to improve the sustainability of carnivorous farmed fish, especially in relation to salmon.