

# ANNUAL REPORT

# 2023

**>FEEDBACK<EU**

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## LIST OF ABBREVIATIONS

<b>AGM</b>	Annual General Meeting	<b>NGO</b>	Non-Governmental Organisation
<b>CFFA</b>	Coalition for Fair Fisheries Arrangements	<b>PRCM</b>	Regional Partnership for Marine and Coastal Conservation in West Africa
<b>EEB</b>	European Environmental Bureau	<b>RAMPAO</b>	Réseau régional d'Aires Marines Protégées en Afrique de l'Ouest
<b>GDPR</b>	General Data Protection Regulation	<b>SDG</b>	Sustainable Development Goal
<b>GSCC</b>	Global Strategic Communications Council	<b>SRFC</b>	Sub-Regional Fisheries Commission
<b>IATP</b>	Institute for Agriculture & Trade Policy	<b>WFD</b>	Waste Framework Directive
<b>IPCC</b>	Intergovernmental Panel on Climate Change		

# MESSAGE FROM THE EXECUTIVE DIRECTOR



In this second year of operation, we achieved a lot as Feedback EU, in close collaboration with our sister organisation Feedback Global, based in the UK. It was a challenging year too, with strategic discussions about our positioning in the Netherlands and Europe in a rapidly changing political context, further improvement of our internal systems, staff changes and intensive programme development and donor outreach. I like to thank our team and our board for their excellent work to contribute to our mission.

In 2023, we further built legitimacy for our campaign asks in relation to less and better meat, targeting supermarkets, big meat and dairy companies, financial institutions, the Dutch government and the EU. With the recruitment of a Project Manager on Farmed Fish we strengthened our position on aquaculture, building on the partner network in West Africa. Our report on Rabobank about their financial services to the industrial livestock companies was well received by the Dutch media. At the EU level we celebrated a win in our sustainable biomethane advocacy.

We have also started to formulate new campaigns on trade justice and food sovereignty, food justice and food environment. Our peer credibility, partnerships, networks, and coalition presence in the Netherlands and Europe continues to grow.

A joint NGO position and building alliances with other stakeholders who aim for a real food system transition is necessary in these turbulent times. Loud farmer protests causing EU and Dutch policymakers to roll back the few safeguards to preserve our land and biodiversity and reduce the food emissions under the EU Green Deal. We need a fair deal that addresses the systemic issues responsible for our current unhealthy, unfair and unsustainable food system.

Feedback EU ends the year with a strong position for 2024 in which we will be more than doubling our funding support, from Euro 296,316 in 2023 to a projected income of Euro 771,000 in 2024 of which Euro 370,000 for sub-grants for European partners. Our team will further grow from 4 to 5 staff members, one of them be based in Brussels to implement our EU level advocacy. Furthermore, we have a healthy pipeline of funding opportunities and an expanding network of allies in Europe, Western Africa and South America.

I am looking forward to an exciting 2024 with a healthy financial base and a strong team and board.

**Frank Mechielsen**



# MESSAGE FROM THE CHAIR



It has been another highly productive and successful year for Feedback EU. Our small, and high-performing team continues to influence decision makers and drives forward meaningful change in our food systems, so they are fairer, healthier, more sustainable, and operate within planetary boundaries.

Under the leadership of Frank Mechielsen and my fellow Trustees, this year has seen several areas of high impact. Following our 'less and better meat' campaign, the second largest supermarket chain in the Netherlands, Jumbo, has committed to stop meat marketing, the first retailer in the EU to do this. Our successful supermarket scorecard has also been adopted by partners in France and Denmark. The issue of banks financing the environmentally and ethically destructive practices of meat and livestock companies has been brought to public attention thanks to our Big Livestock campaign, prompting a quick response from ABN Amro. This has been complimented by our work with Feedback Global, DeSmog and IATP exposing the greenwashing tactics used by meat and dairy companies. Our collaborative, evidence-led approach has also prevented the introduction of potentially harmful biomethane targets, whilst our work with the Prevent Waste Coalition is creating pressure on the EU to increase its food waste targets, so they better align with SGD 12.3 and include primary production. Also, in addition to further reinforcing the evidence-base that supports the need for fish feed practice reform, our Blue Empire report has shined a light on global food system inequalities, prompting the creation of an Aquaculture Taskforce within the EU Food Policy Coalition.

Internally, we continue to evolve our strategic ambitions and identity, using an inclusive approach, ensuring all team members are engaged in the process and have a voice. We have said a sad goodbye to Anneke and Ayuk, whilst welcoming onboard Vera, Yves and Maximilian who have added new experience, knowledge and drive. I would like to express my thanks to Anneke and Ayuk for their important contributions. The acquisition of significant new funding puts us in a strong financial position, a testament to the credibility we now have with donors and funders.

As my tenure as interim Chair comes to an end, I look back at what a great privilege it has been to be part of the formative years of Feedback EU, watching it grow from concept to creation. I have been particularly impressed by the energy and tenacity shown by Frank, his team and my fellow trustees, Gine, Rick and Carina. Challenging financially powerful organisations such as supermarkets, big meat and dairy companies, and tackling issues such as systemic racism and colonial legacies in our Food systems, require a bold and brave approach, and I would like to thank them all for never shying away from difficulty. I would also like to give thanks to colleagues at Feedback Global for the support they have provided in helping the rapid evolution of Feedback EU.

I look forward to another impactful year for feedback EU, challenging individuals and organisations who choose to put profit ahead of people and the planet, and wish the new Chair every success.

**Darren Hughes**



# OUR MISSION

Our planet is in danger, and with that all who are living here. The current way of eating and farming is depleting our soil, changing our climate and driving biodiversity loss. Moreover, social issues such as racism, sexism and classism are exacerbated when ecosystems are under threat. It doesn't have to be like this: we believe that a fair food system is sustainable and that securing nutritious, delicious food for all can, and should, go hand in hand with regenerating our planet.

We fight to make this belief come true through research and campaigns. We aim to replace unjust globalised food systems with equitable regional food economies, transform destructive to regenerative farming practices, and contribute to the accessibility of food for all. We strengthen the voices and choices of the people who produce our food (farmers and workers) and the people who buy the food (especially more vulnerable groups) to influence policy makers at local, national and EU-level. We work with allies and movements to transform the food system in Europe and beyond.

We have three strategic objectives for our EU work:

- We want less land and fewer ocean environments used globally for protein production and for the delivery of essential micronutrients for the EU. This means that production and consumption of meat, dairy and carnivorous farmed fish has to be reduced in the EU.
- We aim that circular, nutrition-sensitive food production replaces the linear food production in the EU which would result in a reduction of global food waste in the food system, and ensure the small niche for sustainable biomethane is respected.
- Lastly, we want to reform the unfair trade rules and promote inclusive, sustainable regional economies, based upon the initiatives of local community groups and entrepreneurs, which will be supported and/or adopted by (local) authorities, institutions and companies.

## BY 2025 WE WANT

**LESS MEAT, DAIRY AND CARNIVOROUS FARMED FISH CONSUMED IN THE EU**

**LESS FOOD WASTE AND NO UNSUSTAINABLE BIOGAS IN THE EU**

**MORE VIBRANT LOCAL FOOD ECONOMIES IN THE EU**

# OUR WORK

In our second year as Feedback EU, we continued to advocate for supermarkets, banks and governments to fulfil their responsibilities in combating the unfairness within our food systems. We promote an urgent transition towards more sustainable, healthy and equitable food systems.

We addressed sustainability issues concerning meat and dairy, fish feed, food waste, biomethane, and greenwashing across retail, producer, financial, EU, and national governmental levels. We are thrilled to share our accomplishments from the past year.

## LESS AND BETTER MEAT AND DAIRY AND LESS CARNIVOROUS FARMED FISH

### SUPERMARKETS

In Europe we built on our 2022 [scorecard to pressure supermarkets](#) into a race to the top with regard to climate action by reducing meat and dairy sales, our partners in France and Denmark launched their national scorecards in the beginning of 2023. Feedback EU coordinated the development of the scorecard methodology and provided advice in relation to campaigning and influencing strategies of partners.

**France:** Our partner Réseau Action Climat (RAC) decided to focus the report and campaign on the fact that all supermarkets are way behind and are a barrier to the transition towards sustainable diets. [RAC launched a report](#) with the global scorecard and 3 thematic scorecards (Climate Change, Less and better meat and dairy, Plant-based food). RAC or Climate Action France is a broad network of NGOs in France. They launched an online petition asking the French government to implement a genuine and comprehensive food product environmental footprint labelling system, including information on farming method for animal products.

They produced a video featuring an 'ordinary consumer' and several visuals for social media which were successful (over 360,000 views of the video). This resulted in a good media coverage: they got > 100 press mentions as well as good coverage on key radio channels and a 9 minutes [interview](#) on France info TV.

Our partner in **Denmark**, the [Danish Vegetarian Society](#), published a scorecard in February 2023. In Denmark, the public debate frequently refers to Denmark's 70 % reduction target for 2030 which is why the scorecard and the campaign focussed on this reduction target in relation to supermarkets. Together with Green Transition Denmark, they created an op-ed about the report including recommendations for Denmark's largest newspaper Politiken.

In April, we started a new collaboration with La Federación de Consumidores y Usuarios (CECU) in **Spain** and Green REV Institute in **Poland** to implement the supermarket campaign in their countries. They focused on the Greenwash campaign. Feedback EU supported the development of their scorecards and campaign. The [campaigns in Spain](#) and [Poland](#) were launched in the beginning of 2024. In the **UK** [our joint work](#) is covered by our sister organisation Feedback Global.

Feedback EU and all our partners and other organisations participated in a [European workshop](#) to co-create retailer campaigns organised by HFHP in September 2023. During this event Feedback EU coordinated a subgroup to co-create a new programme [Voices of Food Injustice](#) together with six European partners. We further developed the proposal with these partners and it was approved by Healthy Food Healthy Planet (HFHP) at the end of the year. The programme will start in March 2024. Feedback EU will coordinate the project.

In the **Netherlands**, as a result of our campaign, actions from other NGOs and policy influencing towards the Dutch Government, together with the Transition Coalition Food, the major supermarkets made commitments to transparency regarding their greenhouse gas emissions, their protein ratios, and their ambition for a protein transition to a 50/50 animal/plant-based ratio by 2025 or 2030.

In the beginning of 2024, the Dutch Government published a response from Ministry of Agriculture in response of joint lobby of Transition Coalition Food (Feedback EU is active member) in which they announced the voluntary monitoring of animal/plant protein ration of the sales of supermarkets (6 largest). The Dutch government is supporting the transition from 60/40 animal/plant protein ration in 2022 to 50/50 in 2030.

In 2023, none of the supermarkets ceased offering promotions on meat and dairy products. This means that in practice, customers are still tempted to purchase more meat than is beneficial for their health and the environment. But in the beginning of 2024, Jumbo the second largest retailer from the Netherlands, [announced to stop with meat promotions](#). The first retailer in Europe to commit to this.

In June 2023 we launched a [Bingocard report to demonstrate supermarkets' greenwashing tactics and the importance of the food environment in their shops](#). In this report we show the questionable data reporting, and profit-driven approaches regarding the climate crisis in relation to the promotion of meat and dairy of supermarkets. Our findings reveal a lack of clarity and commitment from retailers regarding how they intend to achieve their climate ambitions. Around 40% of supermarkets' total greenhouse gas emissions are related to the sales of meat and dairy products.

For this reason, we started the Bingocard targeting Albert Heijn and their multibuys on meat and dairy sales. Hundred supporters sent in the postcards to request Albert Heijn to stop the multibuys and in the beginning of 2024 the postcards were handed over to Albert Heijn in a meeting.

## MEAT & DAIRY INDUSTRY

Together with Feedback Global, DeSmog and IATP we launched [a website on greenwashing tactics used by meat and dairy companies](#) in the beginning of 2023. The focus is on the 20 biggest meat and dairy companies in the EU. This online tool can help others, such as individuals and organisations, to see through and expose the sustainability claims made by big companies. The funding for this project ended at the end of 2022. Results are integrated in our campaign on the financial sector and in our policy work, which will continue in 2024.

## FINANCIAL SECTOR

The financial sector is an important actor within the food system. In our campaign Big Livestock vs. The Planet we create public awareness about the role of banks in the industrial livestock production. We implement this campaign together with Feedback Global in the UK and the Netherlands. We highlight the climate responsibility of the financial sector in relation to their financial services to industrial livestock and animal feed companies and campaign for more vigour from the financial sector to transition to more plant-based, sustainable food systems. For this, together with Feedback Global, we used research by Profundo, on the investment in meat and dairy companies in relation to the biggest financial institutions in Europe, including the Netherlands. Profundo provided data on all financial services provided to the biggest meat and dairy companies, including those from banks, pension funds and governments.

In January 2023 we launched our report on Rabobank as part of our Big Livestock vs. The Planet campaign which we implement together with Feedback Global in the UK. We launched a [campaign](#) on Rabobank to stop their financial services to large livestock producers to create public awareness about the role of banks in the industrial livestock production in relation to their climate impact. We prepared an open letter to the new CEO of Rabobank which we sent together with the report. The letter was signed by allies: World Animal Protection NL, Banktrack, Feedback Global and The International Accountability Project. The report was covered by the [Financieel Dagblad](#) and online. Together with WAP and Banktrack, we met Rabobank climate team to discuss our findings and asks.

In the second half of 2023, we worked on our second Dutch bank report which was [launched in early 2024](#). This report highlights the environmental and social impacts of another Dutch bank's practices within the financial sector. We are proud to collaborate with esteemed organizations such as Greenpeace, World Animal Protection NL, Friends of the Earth NL, Synergia Animal, Oxfam Novib, and Extinction Rebellion in this endeavor.

## FARMED FISH

Aquaculture and the Blue economy currently benefit from a near spotless image – an apparent alternative to a destructive meat industry, the ocean and seafood are said to solve problems of protein scarcity, food insecurity, carbon emissions and health issues across societies. The perils of these sectors that are set for exponential growth however are clear, yet remain largely absent from policy and public food systems debates. Our work over the last years has aimed to counter this exact problem by establishing evidence showing the social and environmental costs of industrial fish farming and its feed supply chains.

With the release of our report [Blue Empire: How the Norwegian salmon industry extracts nutrition and undermines livelihoods in West Africa](#) we provide solid evidence of the devastating impacts of this fast-growing industry, allowing for strong advocacy by us and allies throughout Europe and West Africa demanding a way of producing seafood that does not harm vulnerable populations or marine and coastal ecosystems.

We continue to lead the Our Fish project in its second year and are seeing the fruits of our concerted efforts. Academic research in the UK is shedding light on the social injustices of the fishmeal and -oil industry in West Africa as well as the financial flows that have led to its

rapid expansion. Investigative journalism in the UK is providing evidence of an intricate system of international supply chains driven by large corporations raking in larger profits at the expense of people and the environment. Our campaigning is keeping the issue of fishmeal and fish oil in animal feed on the policy and NGO table. And artisanal fisher and fish processor communities in West Africa are supported in pushing for change in their countries through our West African project partners.

At EU-level, Feedback EU successfully led the creation of an **Aquaculture Taskforce** within the EU Food Policy Coalition and actively reach out to allies to join the taskforce. Feedback EU took on its coordination along with the CFFA. Members of this taskforce include Oceana, WWF, Compassion in World Farming, Eurogroup for Animals and Seas at Risk.

We have drafted a letter to the UN Special Rapporteur on the Right to Food (Michael Fakhri) calling his attention to the food-feed competition generated by the production of fishmeal and fish oil for export to the global market in West Africa. Numerous organisations from West Africa and Europe signed up. The letter was well received and its call to action manifested in the Special Rapporteurs report for the 55th Human Rights Council session. Under section 84 (page 17) includes the input taken from the joint letter signed by the Taxawu Cayar Collective, the CFFA, RAMPAO, WADAF, the SRFC, the PRCM, Greenpeace Africa, Nourish Scotland, Oceana, Blue Ventures, Amnesty International, and the Environmental Justice Foundation.

Having built a solid presence in this field, we're looking forward to what we can achieve in 2024. A campaign on the Dutch retailers and companies profiting off a broken aquaculture system is in the works, and we have set our sights on another finfish production industry reliant on fishmeal and oil from West Africa, planning further policy and public campaigns.



# LESS FOOD WASTE AND NO UNSUSTAINABLE BIOGAS IN THE EU

## FOOD WASTE

Reducing food waste is one of the most important actions we can take to fight the climate crisis. The EU is one of the world's largest emitters, with food waste accounting for 6% of its total emissions. Momentum to reduce food waste in the EU has been building over the last years of our work. In 2018, the European Commission adopted the amended Waste Framework Directive (WFD), which binds EU member states to begin measuring and reporting their food waste from 2020 onwards. And in 2023, the European institutions started negotiating the introduction of binding reduction targets for all member states. These would be the **first ever legally binding food waste targets in the world**, providing a template for other countries to follow – and have a huge scope, covering the millions of tonnes of food wasted in the 27 EU countries.

Unfortunately, the [proposed targets](#) by the EU Commission in 2023 were very weak, requiring the member states to reduce food waste by only 10% in processing and manufacturing; and by 30% (per capita), jointly at retail and consumption (restaurants, food services and households) by the end of 2030. Also, no specific targets for primary production food waste were proposed – while most of primary production food waste (e.g. food left unharvested in the fields) is already [excluded from the scope](#) of measurement. The EU wastes approximately [140,6 million tonnes of food and thus more food than it imports in total](#) – therefore, every extra 5% reduction agreed in the final targets will represent millions of tonnes of food waste reduced.

Throughout 2023, together with a [broad coalition of over 65 organizations from 22 countries](#), we have therefore held the pressure high on decision-makers to increase the EU's ambition and set a legally binding, 50%, farm-to-fork food waste reduction target by 2030. Setting such a target will be key to achieving SDG 12.3 on halving food waste by 2030, as well as many other SDGs. In our work, we have also been actively contributing to and strengthening the *Prevent Waste Coalition on Food Waste*, consisting of Feedback EU, EEB,

Zero Waste Europe, Safe Food Advocacy Europe, and Too Good To Go. Together, we critically accompany the ongoing negotiations, work with key members of the European Parliament, national ministries, Permanent Representations of the member states, and create public awareness through our media work. In other words: [we are hungry for better targets!](#) For example, with the help of our coalition's work, the European Parliament eventually raised its ambition of the food waste prevention targets to 20% for processing and manufacturing, and 40% for retail, restaurants, and households – even if insufficient, a step in the right direction.

## BIOMETHANE PRODUCTION

With funding from the European Climate Foundation, we started a new project in December 2022. The project aims to set up an EU advocacy network and campaign on biomethane in relation to the Revision of the Renewable Energy Directive in the European Parliament and the EU Commission. They are setting a very ambitious target for biofuels, which could counteract measures regarding dietary change, food waste prevention, plant-based protein production and renewable electricity. The necessary ambitions in the energy system transition (highlighted due to the Ukraine war and high fossil fuels prices) competes with the necessary food system transition. We will form an active coalition of stakeholders to put the issue of unsustainable biomethane production higher on the national and European policy agenda.

In 2023 we formed a coalition of European NGOs to stop the growth of unsustainable biomethane production in Europe, with the first target to stop the introduction of a binding high biomethane target at Member States level. We organised several online meetings with the allies and kept them informed about the political developments and the influencing by the biogas industry.

[Feedback EU's latest research](#), published on 22 November 2023, highlighted the risks of encouraging more livestock production and food-feed-fuel competition

and concluded that at best the high EU biomethane target would be unachievable, at worst it will lock in dangerously unsustainable agricultural, land use and energy practices.

The research report was disseminated to key decision makers in Brussels and EU Member States ahead of a decision on the EU's Gas Package. We received acknowledgement from key Member State representatives. In order to present the report's findings and offer a platform for discussion, we organised a [biomethane webinar](#) on December 6th. Our strategic messaging and media work highlighted the industry capture of the law-making process. We also achieved strong coverage in EU media and several national websites, such as [Euractiv](#), with the mooted biomethane target presented as an "environmental disaster in the making".

On December 8<sup>th</sup> 2023, Member States rejected the introduction of a binding high biomethane target by 2030 in the Gas and hydrogen markets Regulation. This was a huge victory. Our call to reject the industry-backed

introduction of the high biomethane target was made in a [joint letter to Member States by a mounting coalition of not-for-profits](#) active in the fields of food security, sustainable land use, clean transportation and climate change mitigation. It is a big success and relief that the call has been heard. 16 European organizations supported the call to action, including Oxfam, Greenpeace, Birdlife, EEB, Biofuelwatch, etc.

Nevertheless, industry players have stepped up their efforts to promote a huge increase in biomethane production and even go beyond the recently rejected target. Feedback EU is ready to take on this challenge. Funding was approved for the second year to continue working on the topic. For example, we will further strengthen our NGO coalition and work with partners at EU and Member State level to maintain momentum for a critical debate around biomethane. Also, we recruited a new EU Advocacy Officer who will start in February 2024 and will be based in Brussels.

# MORE VIBRANT LOCAL FOOD ECONOMIES

## TRADE JUSTICE AND FAIR COMPETITION

In 2023 we started a small project which was led by the Deutsche Umwelthilfe to get a better understanding about the costs and benefits throughout the value chain and address the role of government subsidies to support farmers and growers. Feedback EU started the research and met with several actors and a consultant researched the CAP subsidies for livestock and agricultural production in the Netherlands. We realised we can build on existing research in relation to subsidies and focused on the experiences of farmers. A student group of the Utrecht University implemented interviews with farmers and Feedback EU complemented this with in-depth interviews.

Together with World Animal Protection we hosted a table during the Plant the Future Diner 2023, for 6 representatives from the livestock value chain and the Ministry of Agriculture with the theme: "From chain to transition responsibility". We used quotes from the farmers in the meeting:

**“You can't act green if you're in the red”**

showing the large debts of farmers with banks.

**“In the supermarket one litre of milk costs €1.30, the farmer gets €0.50. Where is that 80 cents?”**

showing the power of the other value chain actors and lack of transparency

**“If we have to produce under stricter standards, products should not sneak in through other channels from outside EU.”**

Referring to the unfair trade rules

This project has given the opportunity to dive deeper and explore areas we did not yet consider before at Feedback EU. It has created more understanding about the views and opinions of farmers from the context of their rural livelihoods. We see the added value to include their voices in our work.

In October 2023, the new funding from ECF on Mirror Measures (EU trade issues) started. We became a member of [Handel Anders!](#) (Trade Differently)!, a Dutch coalition of trade unions, environmental and farmer organizations, who work together to pursue sustainable and fair trade. We call on Dutch politicians and government to revise their trade policies. We started to work in alliance with NGOs from Belgium, France, Germany, Italy and Spain to influence at national and EU level the trade agreements (including EU-Mercosur) to ensure there is no unfair competition from agricultural products outside the EU that were produced under lower sustainability, social and animal welfare standards.

The EU election in June 2024 and the new MEPs and Commission to be installed after the elections will be important for our advocacy plans in 2024. We work together with a consultant funded by ECF to further investigate the import of soy, beef and rapeseed to the Netherlands. We will complement with additional research about Dutch policies and opportunities to influence.

# NETWORK & COALITIONS

In the Netherlands, we are an active member of the Food Transition Coalition and the True Animal Protein Price Coalition. We became member of the alternative trade coalition Handel Anders! At European level, our membership with the European Environmental Bureau (EEB) was approved and we are active in several working groups in the EU Food Policy Coalition.

We have been present during several online events organised by EEB and the Food Policy Coalition focusing on European policies such as the Sustainable Food Systems Law, and the Common Agricultural Policy. Our added value is seen by the other European NGOs to be our expertise on food waste, biomethane, industrial livestock and farmed fish.

## COMMUNICATION

As a new organisation we have set time aside to work on our communication and public visibility. We have been, and are, dedicated to show our work on the website, sharing our reports and our thoughts and vision in blogposts. To create more awareness on issues within the food system, we are active on X (Twitter), LinkedIn and Instagram. Since August 2022, we have gathered over 289 followers on X and Instagram, and over 668 on LinkedIn. In addition the Executive Director of Feedback EU has 1520 followers on Twitter and 2485 on LinkedIn.

We decided to develop a separate [Dutch language website](#) to be able to work with Dutch audiences for NL and keep the existing English language website (shared with UK) for EU audiences. The Dutch website was launched on 31 January 2024. In addition, a newsletter audience is being built, with now over 66 subscribers for the Dutch newsletter.

## OUR ORGANISATION



In 2023 we have continued improving our working structures and policies. Revisions and new policies have been discussed and approved by the Feedback EU board. Close cooperation is maintained with Feedback Global staff in the United Kingdom. The Director joins the Senior Management Team meetings of Feedback Global every month as observer to ensure alignment between the two organisations. Team members have regular contact with their counterparts in the UK working on the same topic. In 2023, Feedback EU continued using a co-work space in The Hague, but raised the frequency to twice a week to allow more exchange between the team which grew from two to four during the year. Financial support is provided by a financial officer on a part-time basis. The financial officer is an employee of the Changing Markets Foundation who has kindly seconded her, free of charge, to Feedback EU for a few hours per week. In 2024 we will review this arrangement.

Feedback EU has a board to oversee the management's policy and general affairs of the foundation. Our Board Members are Darren Hughes (Chair), Carina Millstone (Secretary), Rick Pleij (Treasurer) and Gine Zwart. Online board meetings have been held four times this year. A face-to-face meeting board meeting was planned for December 2023, but postponed to February 2024.

Our team in 2023:

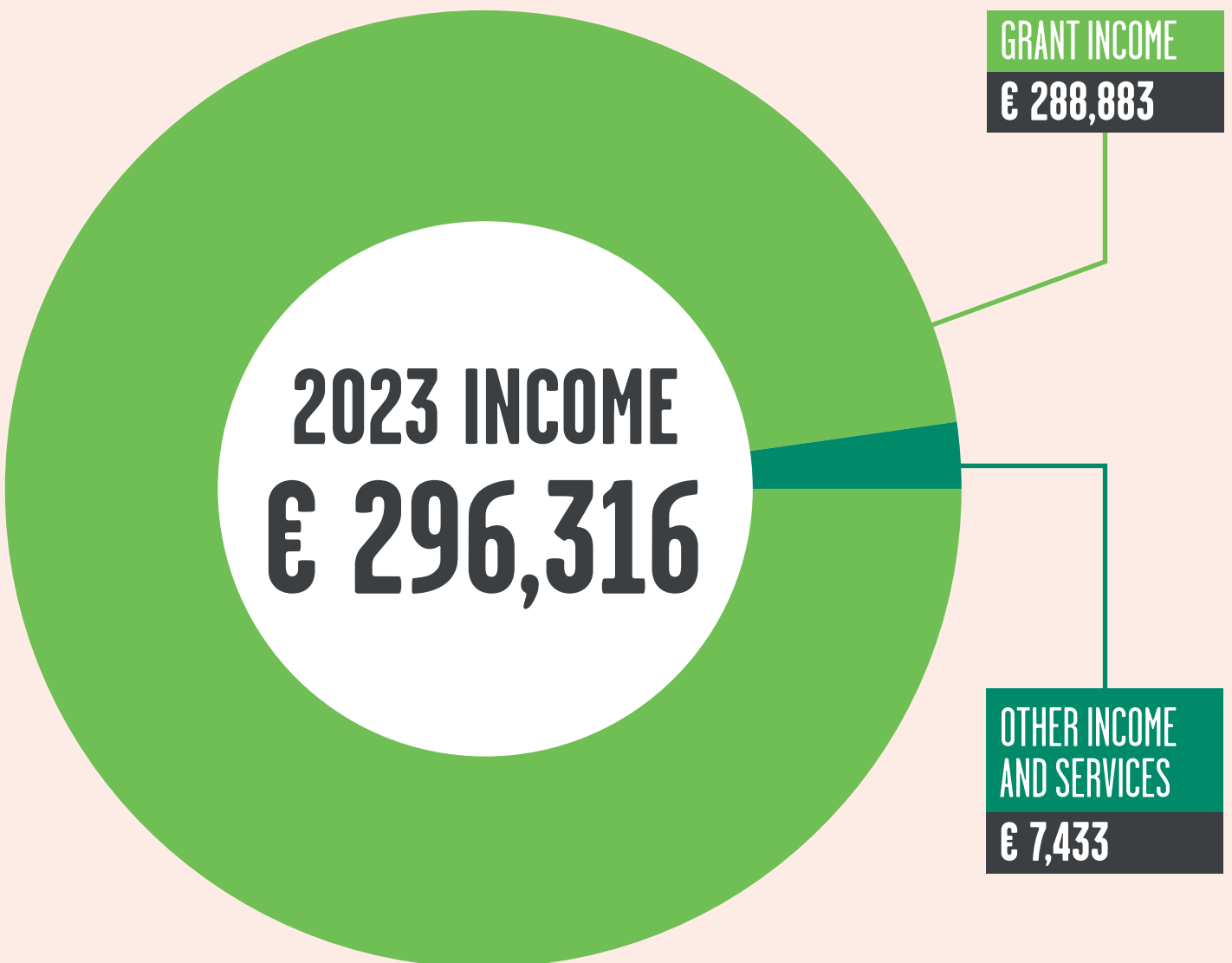
Anneke Boersma (until October)  
Ayuk Bakia (until January 2024)  
Yves Reichling (from April)  
Vera Hoveling (from November)  
Frank Mechielsen

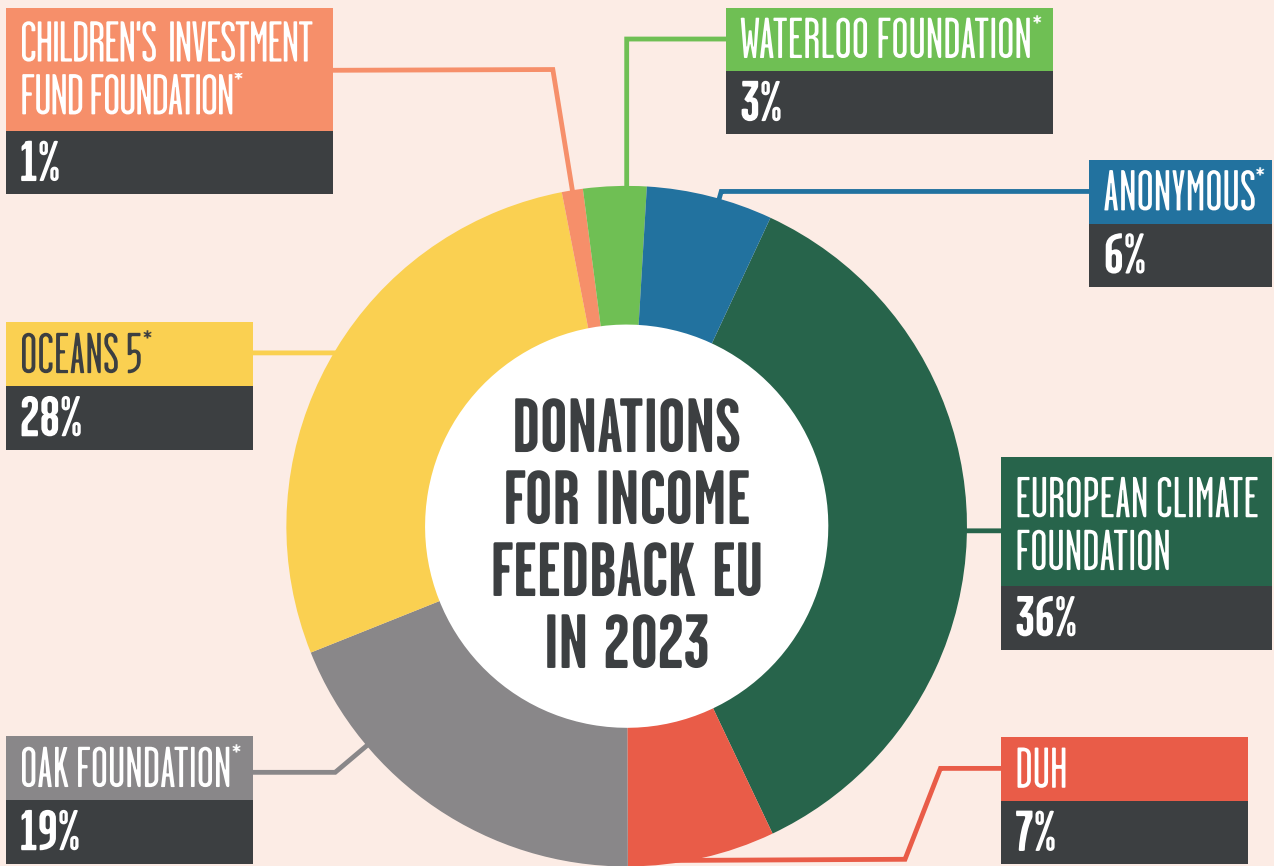
# OUR FINANCES

Feedback EU is a non-profit making organisation, and its income is used solely to achieve its charitable objectives. The members of the board receive no financial reward, but may claim reasonable expenses incurred while carrying out their duties as part of the board. Our 2023 income was Euro 296,316. For further financial information see our financial statements.

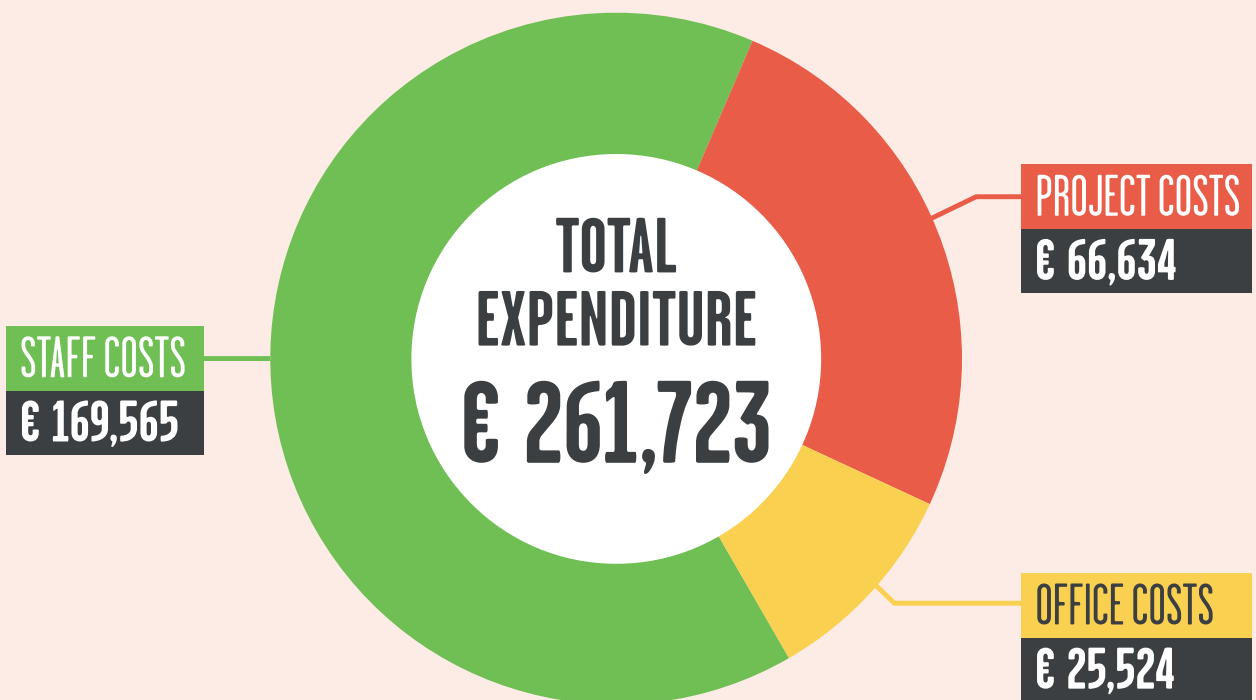
In 2023 we received direct funding from the European Climate Foundation, and funding from the OAK Foundation, the Waterloo Foundation, Oceans 5, and anonymous foundations as sub-grantee via our sister organisation Feedback Global. Furthermore, we received funding as sub-grantee from Deutsche Umwelthilfe (DUH).

Two other donors approved our proposals in 2023, but funds will be received in 2024. [Healthy Food Healthy Planet](#) approved the funding for our project called 'Voices of Food Injustice' working with six European partners from five other countries to improve food environments for, and with people, as part of a transition towards a just, sustainable and healthy food system. The Ennismore foundation approved a project to strengthen our European food waste advocacy, which is coordinated by Feedback Global with a sub-grant to Feedback EU.





\*Funds received by Feedback Global and transferred as subgrant to Feedback EU



# LOOKING AHEAD

In 2023 we were very successful in raising additional funds, together with Feedback Global. Our 2024 budget has more than doubled from Euro 296,316 in 2023 to Euro 771,000 of which Euro 370,000 for subgrants to European partners. In 2024 we will prepare several joint proposals with Feedback Global. In addition, we will pursue foundations in the Netherlands to co-fund our work on local level in relation to food justice and food environment we are setting up.

With new funding from Healthy Food Healthy Planet, we will start an exciting new project to develop a bottom-up campaign to influence retailers and policy makers. We will mobilise the voices and lived experiences from communities affected by retailer-influenced food environments to influence decision-makers at local and national levels to promote more healthy, sustainable and just food. Feedback EU will coordinate this project with partners from France, Spain, Italy, Poland and UK.

In 2024, we will grow from a team of 4 to a team of 5, with one person based in Brussels, leading our EU advocacy. In May 2024 we will move to a new co-working space, [the Humanity Hub](#) in the centre of The Hague with more potential for collaboration with like-minded organisations.

With new funding approved on biomethane, food waste, trade, food environment and retail, we have more capacity for implementation. We will have strengthened collaboration with Dutch allies and networks: Transition Coalition Food , Handel Anders!, Greenpeace, WAP, FOE, and at EU level with EEB, Zero Waste Europe and SAFE on food waste, the Food Policy Coalition, the ECF trade coalition, BEUC and the sustainable biomethane coalition. We are well positioned in Europe. Especially on food waste, biomethane and farmed fish we have a unique profile.



Feedback EU works for food that is good for the planet and its people.

[www.feedbackeurope.org](http://www.feedbackeurope.org)

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