

Request for Proposal - 3

Addressing knowledge gaps related to existing advocacy techniques

Deadline is **May 1, 2022**

In recent years there's been a significant increase in the amount of efforts attempting to change food system practices in order to benefit farmed animals and/or reduce consumption of animal products. Costs of efforts across a variety of approaches now total more than \$200M annually, and are growing at a substantial rate. There is, however, a dearth of evidence around the actual outcomes of the interventions that are employed. We are therefore requesting proposals to examine how actual purchasing behavior by consumers and food service companies is influenced by commonly used advocacy techniques.

The goal of this RFP is to solicit projects that would help understand the actual impact of often used interventions to help decide which interventions need to be prioritized. Our interest is not limited to any specific country. **Projects that rely on evidentiary data (rather than self-reported surveys) will be prioritized.** Specific questions below are of particular interest, but proposals that address other questions on this topic will also be considered.

Grant proposals need not address all the points below, and can focus on just one or more.

Lobbying and Legislative-Focused Approaches.

For example:

What is the impact of nomenclature laws restricting use of terminology (such as “cheese”, “milk”, “meat”) for plant-based products? More generally, to what extent do government policies and regulations contribute to a reduction or increase in the costs of plant-based proteins, or a reduction or increase in actual sales?

What effects do increased farmed animal welfare protections (such as legislation mandating cage-free practices for layer hens) have on the supply or sales (including cost of production) of related products and potential substitutes?

Consumer-Focused Advocacy.

For example:

Public health, environmental, and animal welfare organizations are putting efforts into consumer-focused advocacy for reducing animal protein consumption. What is the impact of these efforts taking into account the costs of conducting them?

What impact does popular media coverage of undercover investigations have on animal product consumption?

Corporate and Food Service Focused Advocacy.

For example:

RFP3 02/20/2022

Recent efforts from public health, environmental, and animal welfare organizations are aimed at changing the balance between plant and animal-based meals offered to consumers by food service companies. What is the impact of these efforts taking into account the costs of conducting them? What is the effect of large food manufacturing companies or sellers adding plant-based alternatives to their product lines?

Proposals for the next two rounds must be submitted on or before **May 1, 2021**. Please review policies and guidelines at <https://www.fsrfund.org/policies> and submit proposals at <https://www.fsrfund.org/apply-now>.