

ISSUE 2

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plant power

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GOOD PRACTICE
GUIDE NOW LIVE

PARTNER
SPOTLIGHT: EUEI

WHAT'S
NEXT?



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Good Practice Guide Now Live

We're proud to launch the Good Practice Guide to Plant-Based Entrepreneurship—your go-to resource for real-world success stories in sustainable food innovation.

Good Practice Spotlight: Strong Roots

Get inspired by Strong Roots, the Irish frozen food brand leading the way in sustainable plant-based snacks across the globe.

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Voices of Change: Interview with Rune-Christoffer Dragsdahl

Watch our exclusive video with the Secretary General of the Vegetarian Society of Denmark as he shares perspectives on policy, advocacy, and shifting mindsets.

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Meet the team behind our digital learning design—European E-Learning Institute (EUEI) and their mission to make inclusive, engaging plant-based education a reality.

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What's Next for Plant Power?

Take a sneak peek at the 5 new Open Educational Resources (OERs) being developed to support educators, students, and SMEs in the plant-based sector.

The “Good Practice Guide to Plant-Based Entrepreneurship” is Live!

We're thrilled to announce the release of our brand-new publication: the Good Practice Guide to Plant-Based Entrepreneurship — now available to view and download on the Plant Power website!

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TO VIEW



Developed as part of our EU-funded Plant Power Project, this dynamic and visually engaging guide showcases 25 inspiring examples of plant-based innovation from across Denmark, Ireland, Slovakia, Spain, and Greece. It's designed for food SMEs, educators, trainers, VET providers, policy actors, and anyone with a passion for sustainable food innovation.

WHAT'S INSIDE?

- ✓ 25 good practice examples — from start-ups and educators to public policies and platforms
- ✓ 5 expert podcast interviews
- ✓ 5 inspiring video case studies
- ✓ Multimedia, learner-friendly format
- ✓ Recommended classroom uses by age group (13–15, 16–18, 18+)
- ✓ Available in 5 languages!

ACCESS IN YOUR LANGUAGE



Good Practice Spotlight: Strong Roots (Ireland)



This edition, we're shining a light on one of the standout success stories from our Good Practice Guide: Strong Roots, an Irish-born plant-based brand that's transforming the frozen food aisle — one beetroot bite at a time.

Founded by Samuel Dennigan in 2015, Strong Roots began with a simple mission: to make plant-based products more exciting, accessible, and sustainable. What started as a response to a gap in the fresh produce market quickly became a global movement in frozen, vegetable-forward innovation. With products like sweet potato fries, beetroot hash browns, and veggie burgers — all made from vegetables grown in-house — Strong Roots now supplies leading supermarkets in Ireland, the UK, US, Canada, Australia, and beyond.

So, what makes them different? Their commitment to sustainability is more than a buzzword — it drives everything they do. From recyclable packaging and rainwater harvesting to converting vegetable peels into biogas used in their own production, Strong Roots has proven that sustainability can power growth. They're also B Corp certified — the only frozen plant-based brand with that distinction.

Explore the full story in our guide and discover how Strong Roots turned a sustainability challenge into a global success.

Website

www.strongroots.com

Contact

e: hello@strongroots.com t: 353 1 872 7677

Social Media

[Instagram](#) [Facebook](#) [Twitter](#)





INTERVIEW SPOTLIGHT

Rune-Christoffer Dragsdahl, Vegetarian Society of Denmark

What does a sustainable, plant-based future look like in one of the world's largest animal-producing countries per capita?

In our latest Plant Power interview, Rune-Christoffer Dragsdahl, Executive Director of Dansk Vegetarisk Forening (Vegetarian Society of Denmark), shares how Denmark is becoming an unlikely leader in the plant-based transition.

In the interview, Rune explores:

- The historical roots of plant-based thinking in Denmark – from WWI rationing to today's climate policies
- The Society's work to make plant-based options the default in schools, hospitals, canteens, and public kitchens
- The world's first National Action Plan for Plant-Based Foods and a €170 million grant programme to support innovation, training, and startups
- Denmark's emerging role as a “plant-based diplomacy” leader across Europe and beyond
- How Denmark is training a new generation of vegetarian chefs to meet demand in the public and private sectors



Vegetarian Society
of Denmark

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PARTNER SPOTLIGHT:

European E-Learning Institute (EUEI)

The European E-Learning Institute (EUEI) is a Danish-based organisation pioneering the future of inclusive, digital-first education across Europe and beyond. At the heart of EUEI's mission is a commitment to making learning more accessible, engaging, and tailored to the real needs of diverse learners — from young entrepreneurs to lifelong learners in rural areas.

Backed by a multidisciplinary team of instructional designers, educators, technologists and content creators, EUEI develops cutting-edge digital resources, online platforms, and blended learning solutions that empower both teachers and learners. Since 2017, they've delivered 27 open online courses to over 20,000 learners and partnered with 160+ organisations across Europe.

In the Plant Power project, EUEI leads on the development of Open Educational Resources (OERs) — creating interactive, high-quality learning modules and multimedia content that help VET educators and food SMEs explore plant-based innovation. Their approach blends learner-centred design, universal accessibility, and real-world relevance to ensure the project's educational tools make a lasting impact.

Meet the team behind EUEI's work on Plant Power:



Kathryn O'Brien – Project Office

With over five years of cross-sector experience, Kathryn brings strong project management and digital design skills to the project. She's passionate about sustainability and leads on developing engaging, eco-conscious learning content.



Catherine Neill – E-learning Project Manager

Catherine is a skilled education project manager with a background in law and a passion for inclusive learning and entrepreneurship. She coordinates the development and delivery of the OERs, ensuring quality, relevance, and timely results.



WHAT'S NEXT?

Building the Future of Plant-Based Learning

As we move into the final quarter of 2025, the Plant Power project team is deep into one of the most exciting phases of our journey—developing a comprehensive suite of Open Educational Resources (OERs) designed to empower the next generation of plant-based food innovators.

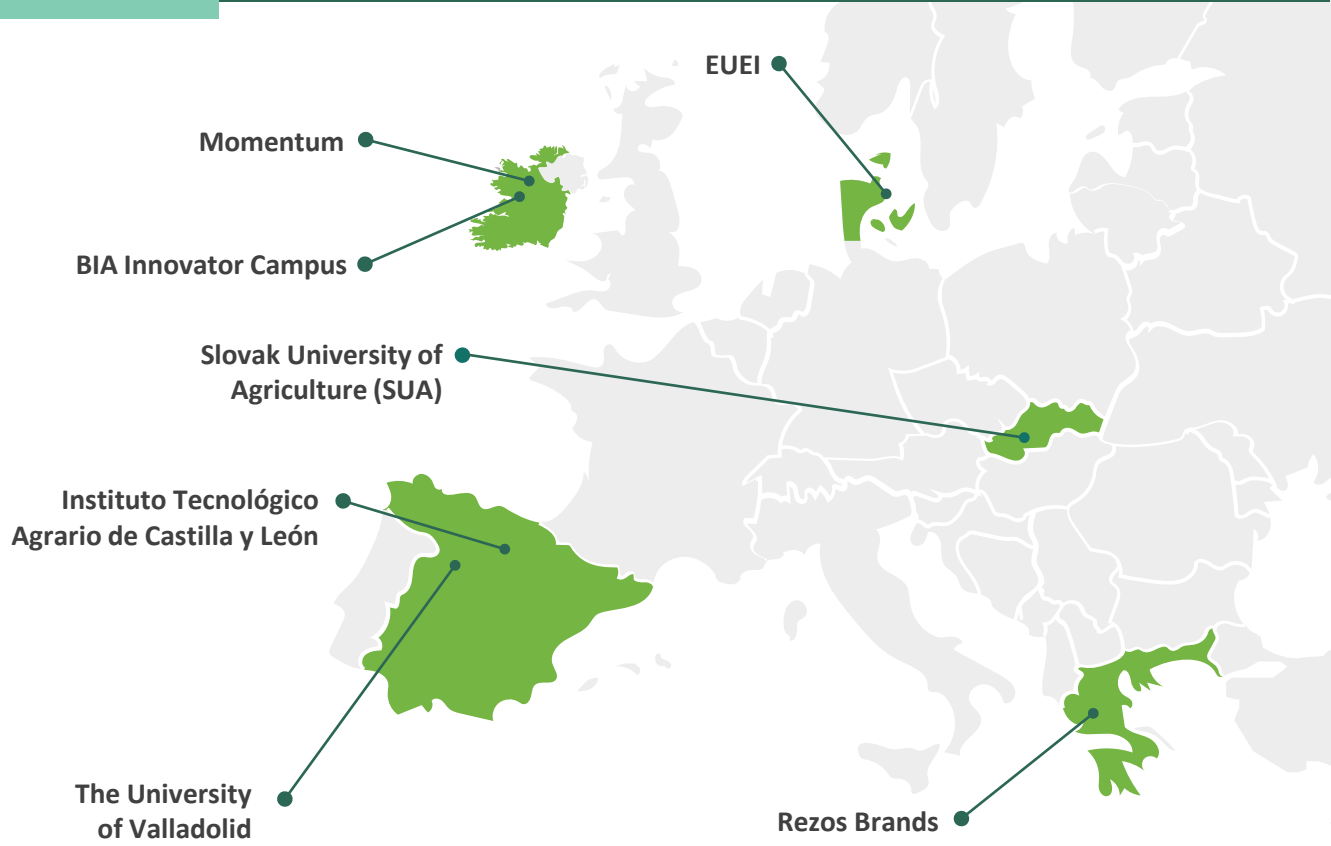
These dynamic, free-to-access training modules are being created for VET providers, students, educators, and SMEs working in or entering the plant-based food sector. Our goal is to equip learners with the practical knowledge, skills, and confidence to develop more sustainable food systems, enhance product innovation, and meet evolving consumer demands.

The OERs will be launched in 2026 and are built around five inspiring modules:

- 01 Opportunities in Innovation for SMEs & the Power of Digitalisation and Innovative Technologies**
- 02 Adding Value to Plant-Based at the Farm and Processor Level**
- 03 Creating Plant-Based Innovations for Retail & Prepared Consumer Foods**
- 04 Sourcing & Mapping Local/Regional Raw Materials**
- 05 Imagining a Better World via Plant Power**

Each module will include interactive learning materials, videos, case studies, practical exercises, and learner workbooks—all designed to make the learning experience as engaging and applicable as possible.

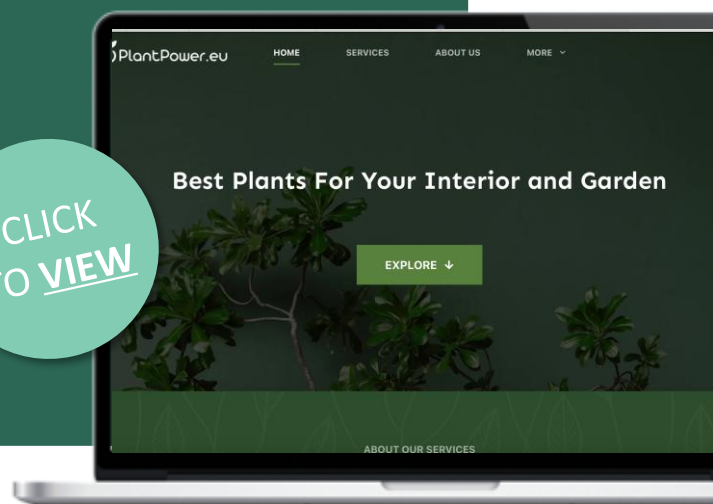
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