



**GIANT  
LEAPS**

# Reshaping nutrition across Europe

Accelerating the dietary shift from  
animal-based to alternative  
dietary proteins



**GIANT LEAPS aims to accelerate the dietary shift to make the food system more sustainable and healthier, in line with the EU Green Deal objectives and the Farm to Fork Strategy.**



**Our ambition is to substitute the consumption of traditional animal proteins in the European diets so that 50% of total protein dietary intake is derived from alternative protein sources - such as plants, microalgae, insects, and single-cell proteins - by 2030.**

To do so, we engage with policymakers, the production sectors and European citizens to generate key innovations, methods, datasets and information that empower all players in the food system to make the necessary decisions, investments and choices to enable a large-scale dietary shift towards alternative protein-containing foods with optimal nutritional and environmental impact.



## OUR METHODOLOGY

### Multi-actor and co-creation

By engaging a wide range of EU stakeholders, we can identify the protein alternatives more likely to be accepted in specific cultures and target groups across Europe and promote new food-related policies at European and national levels.

### Alternative proteins food processing

We analyze different processing technologies for developing sustainable, healthy, and nutritious foods using alternative proteins to substitute egg, meat, milk and protein-based foods. By the end of the project, we will deliver 6 food prototypes with innovations across 4 protein categories.

### Safety by design

We develop in silico and in vitro predictive models to comprehensively assess the safety and health issues of exploratory protein sources, including allergenicity risk, and ensure post-market surveillance and optimal risk communication to consumers.

### Digestibility and health benefits

We will test the true digestibility of

selected alternative protein-based foods to validate our improved animal-free in vitro models and take the next step towards the future of digestion studies.

### Sustainability assessment framework

We analyze the environmental, social and economic sustainability of possible future diets to provide stakeholders and policymakers with new, detailed knowledge on the potential impact of alternative proteins on the production system, our society, and the environment, including biodiversity and climate, and make a clear comparison with traditional proteins.

### Data integration

We collect existing data on a large collection of alternative proteins and combine them with project-generated data on technological functionality, safety, nutritional quality, and sustainability to create a combined, open-access dataset of health, safety and sustainability-related parameters across a range of alternative proteins that can be reused and extended beyond the scope of the project.

### Dietary shift optimisation

We study current dietary patterns across Europe to investigate the impact of

exchanging traditional animal protein foods with alternative protein foods, calculated and optimised for human health and planetary outcomes, and to develop strategies for a successful dietary shift that take into account consumers' acceptance, economic feasibility, and policy regulations.

## ENGAGEMENT WITH KEY ACTORS VIA THE STAKEHOLDER BOARD

We have established the Stakeholder Board to connect with key food system actors, including the food industry, associations, NGOs, public authorities and policymakers at the European and national levels. Members participate in Stakeholder Board activities by providing inputs to co-create and shape the project's approach, and by helping us disseminate our results across Europe, to jointly create maximum impact. Currently, our Stakeholder Board has over 40 members. It remains open for new interested parties to join and is free of charge.

If you are interested in joining the Stakeholder Board, please contact us at [giantleaps@wur.nl](mailto:giantleaps@wur.nl)

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