

INDICATOR OVERVIEW: THE FOUR PAWS ATLAS CHALLENGE

Poll of meat reduction as an approach to a sustainable and innovative strategy

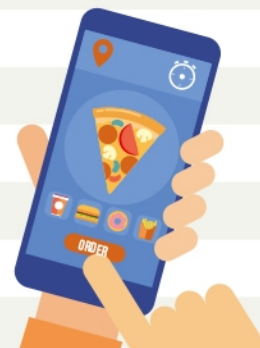
The table on the following page provides an overview of the indicators for each delivery service company which the ranking is based on. For the assessment, the indicators were divided into four different sections.

✓ = Yes ✗ = No ⚪ = No information could be publicly found within the allocated research time

Delivery Services in the poll and where they are operating

	Delivery Hero	40+ countries internationally in Europe, Asia, Latin America, the Middle East
	Mjam	Austria
	Foodora	Austria, Canada, Finland, Norway, Sweden, Philippines
	Foodpanda	13 countries in Asia and Eastern Europe
	Uber Eats	North America, South America, Europe, Africa, Asia, Australia, New Zealand
	Just Eat	United Kingdom, Australia, Brazil, Denmark, France, Ireland, Italy, Canada, Mexico, Norway, New Zealand, Spain, Switzerland
	Deliveroo	United Kingdom, Belgium, France, Italy, Ireland, Netherlands, Spain, Dubai, Singapore, Hongkong, Australia
	TakeAway	leading position in the Netherlands, Germany, Belgium, Austria, Poland, Bulgaria and Israel; is also present in Switzerland, Luxembourg, Portugal and Romania
	Grubhub	United States of America, London
	Doordash	United States of America, Canada
	Swiggy	India
	Zomato	India
	Meituan Waimai	China
	Talabat	Middle East

Disclaimer: May 2019 till November 2019 reflects the careful research effort of FOUR PAWS. Any changes in the assessed companies which took place after the 11th of November 2019 and which may affect the ranking results, have not been taken into account.





CSR / Annual Report / Philosophy

Does the company have sustainable ("green") and / or progressive food strategies in place (towards reducing animal-based protein)?

1	Accessibility of annual report	✓	✓	✗	✓	✓	✓	✗	✓	✓	✗	✗	✓	✓	✓
2	Sustainability is part of the annual report	✓	✓	✓	✓	✓	✓	⊖	✓	✓	⊖	✗	✓	✓	✓
3	Statements on business responsibility to reduce the impact on the planet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Commitments / Statements on environmental sustainability to help the planet and climate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Concrete statements on plant-based proteins	✓	✗	✗	✓	✗	✓	✓	✗	✗	✗	✗	✓	✗	✗
6	Support plant-based innovative food products which replaces animal-based foods	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗
7	Regional food and / or traceability of food supply	⊖	⊖	⊖	⊖	✓	✓	⊖	⊖	⊖	⊖	⊖	✓	⊖	✗

Marketing

Does the company give incentives to consumers to opt for plant-based or vegetarian dishes?

1	Differences towards marketing tactics between meat and vegetarian / vegan dishes	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
2	Link plant-based food to environmental world days / initiatives / programmes / organisations	✓	✓	✓	✓	✗	✓	⊖	✗	✓	✓	⊖	✓	✓	✗
3	Promote healthy food choices (non-animal-based food)	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	⊖	✓	✗	✓
4	Promote innovative plant-based food products and meat substitutes	✓	⊖	⊖	⊖	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗

Product Range

Variety of food (non-animal based) that the company offers

1	Offer vegan food	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Offer vegetarian food	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Offer meat substitutes / alternatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Offer plant-based innovative products (e.g. Beyond Meat burger)	✓	✓	✓	✓	✓	✓	✓	⊖	⊖	⊖	⊖	⊖	⊖	✓

Future Commitment / Progress

Is the company willing to develop and implement solutions in the near future?

1	Willing to expand their portfolio towards a more plant-based one	✓	⊖	⊖	⊖	⊖	✓	⊖	✗	⊖	⊖	⊖	⊖	⊖	⊖
2	Willing to commit to a statement that meat reduction is important	✓	⊖	✗	⊖	⊖	✓	✓	✓	⊖	⊖	⊖	⊖	⊖	⊖
3	Commitment to include and / or increase plant-based offerings	✓	✓	✓	✓	⊖	✓	⊖	✗	⊖	⊖	⊖	⊖	⊖	⊖
4	Willing to include plant-based innovative food products	✓	⊖	⊖	⊖	⊖	✓	⊖	✓	⊖	⊖	⊖	⊖	⊖	⊖
5	Willing to start and / or expand their affiliations with programmes which support the reduction of meat	✓	⊖	✗	⊖	⊖	✓	✓	✓	✓	⊖	⊖	⊖	⊖	⊖

Additional Remarks

i.	Responded / cooperative contact	✓	✗	✓	✗	✗	✓	✓	✓	✗	✗	✗	✗	✗	✗
ii.	Transparency of information	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✗	✓	✓	✓