Like a PRO

PROJECT SNAPSHOT

Bringing alternative proteins to the table

Horizon Europe project · Living labs in Türkiye, İzmir

zeytince.org

About the project

Like-A-Pro is a Horizon Europe project that aims to move alternative proteins from a niche choice into the mainstream. By developing 16 new products from 7 novel protein sources, it seeks to make them accessible, available and acceptable to everybody, everywhere.

Running from November 2022 to October 2026, the project brings together 41 partners from 17 countries. It co-designs solutions in 11 living labs with stakeholders across the protein value chain, from growers and producers to retailers and consumers.

KEY FACTS

PROGRAMME
Horizon Europe · HORIZON-CL6-2022-FARM2FORK-01-07

GRANT NO.
101083961

DURATION
November 2022 – October 2026

PARTNERSHIP
41 partners from 17 countries

WEB
like-a-pro.eu

ZEYTINCE'S ROLE

- Ran the living labs in Türkiye, in Urla and Karaburun.
- Brought producers, chefs, students and consumers together around alternative proteins.
- Hosted tasting-menu gatherings at Rast Urla, Kırkmerdiven and Olive Academy.
- Designed the invitations, menus and factsheets.

Making alternative proteins accessible, available and acceptable for everyone.

like-a-pro.eu

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