

WE'RE SMART® WORLD: WHAT IS WHAT ?

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We're Smart® World

We're Smart® World wants to bring together people and companies (We're) who are working in a healthy, ecological and sustainable way, both in the food sector and beyond. The aim is to learn from and strengthen each other with the sole purpose of making our society evolve towards smarter (Smart) solutions for our bodies, nature and the world (World). Everything starts with the Think Vegetables! Think Fruit" philosophy of inspirator Frank Fol, The Vegetables Chef®.

We're Smart® World is a unique player in providing **guidance** and developing **solutions** for a smarter future, based on a strong global **network**. We raise awareness among policy makers, food producers, the hospitality industry and consumers and form a powerful **community** of like-minded people. Our global network makes its knowledge and insights available to anyone who wants to be smarter. Whoever is looking for inspiration, help or support finds an ideal partner in We're Smart®. We recognise and reward products, organisations and individuals who pursue our ambition and help to realise it. **Product development and innovation** (in food; fruit and vegetables) is the last -but equally important- course of the We're Smart® menu.

History & organisation

We're Smart® was created in 1989 by **Frank Fol**, The Vegetable Chef®. He is active worldwide as a consultant on healthy, balanced and plant-based nutrition (as much as possible but not systematically). For his philosophy "Think Vegetables! Think Fruit! ®", he travels the world with his approach to the cuisine of tomorrow. Frank is also a member of the Worldchefs Feed the planet committee, Knight of the Order of Leopold II and UN Food Advocate of the World Food Programme.

Guidance & Solutions for a healthy & better world.

1. We're Smart® World Communications & Campaigns

1.1. Fruit and Vegetable of the year

Each year, We're Smart® focuses on a fruit and vegetable for a year. Besides background information on the products (nutrition, season, cultivation, storage, etc.), the culinary possibilities (recipes, preparation and storage possibilities, etc.) for chefs and amateur cooks are highlighted.

In 2021 Watermelon will be the fruit and Pepper the vegetable of the year.

1.2. Week of Fruit and Vegetables

Since 2009, We're Smart® World has organised the Week of Fruit and Vegetables. This annual week in May is a momentum that all stakeholders communicate or launch new initiatives. The objective is to draw worldwide attention to the creative world of vegetable each year, from the point of view of the grower, producer, processor, (vegetable) chef, retailer or organisation.

During that week the annual We're Smart® Green Guide will also be presented.

1.3. We're Smart® TV

On the We're Smart® Youtube channel, all existing videos of workshops, webinars and events can be viewed for free. New is the recent TV programme "The Kitchen Table" on the Belgian channel KanaalZ/CanalZ. The programme radiates the We're Smart DNA and revolves around a central guest - the We're Smart® Hero - who talks to presenter Ilse De Vis at the kitchen table. Frank Fol, De Groentekok® takes care of Think Vegetables! Think Fruit! ® creations which, in addition to 5 reports, are the green thread of each episode.

1.4. External campaigns

We're Smart® World is often asked as an expert in external campaigns (e.g. Sud&Sol Vibes, The Potato Club®, GrainGeneration®, The Color of Taste®, The Arqan Premium Chefs®, The Foodwizards®, Culinary Architect®, ...).

2. We're Smart® Green Guide

Every year We're Smart® World publishes the online We're Smart® Green Guide. This guide brings together restaurants, businesses and organisations that put the philosophy of We're Smart® into practice. What makes the guide unique is that it starts from a clear philosophy "Think Vegetables! Think Fruit!". The We're Smart® Green Guide looks further, however ... in our assessment we also check ecological and social criteria (local, season, waste, energy, water ...) and we look at how this is communicated to customers-stakeholders- outside world. This is done on the basis of transparent and public criteria.

The We're Smart® Green Guide has grown worldwide in recent years and is experiencing exponential growth. Started as a guide with culinary vegetable restaurants in the Benelux, in 2020 the guide will contain almost 1,000 restaurants in more than 40 countries worldwide. The We're Smart® Green Guide has thus developed into the unique reference for lovers of fruit and vegetables.

Until 2020, the We're Smart® Green Guide profiled itself as a culinary/gastronomy guide. However, the restaurant sector is much broader and other types of restaurants, companies and organisations are also putting health, ecology and sustainability at the heart of their offering and operations. From 2021

onwards, the structure of the We're Smart® Green Guide will be refined to make the difference between culinary restaurants and other food concepts (healthy chains, catering, etc.) visible. This distinction will be made visible by assigning **radishes** (culinary) and the **radish leaf** (other).

Over the next 5 years, the We're Smart® Green Guide aims to grow in 12 countries (Benelux, Germany, France, Italy, UK, Spain, Japan, Denmark, Peru & USA).

2.1. We're Smart® Radishes

For the culinary restaurants, a rating scheme has been developed with 5 'levels', translated into 1 to 5 radishes. For this group of restaurants, culinary creativity, taste and surprising flavour combinations are important. We look at the share of fruit and vegetables in the dishes and menus, without focusing exclusively on vegetarian or vegan restaurants. In addition, the restaurants in the guide combine culinary achievements with efforts in health, ecology and sustainability.

2.2. We're Smart® Radish Leaf

Besides these gourmet restaurants, there are numerous companies and organisations that put the philosophy of We're Smart® into practice. Whether it is a small(er) restaurant, a chain or chain kitchen that puts vegetables in a leading role in a tasty and healthy way, a caterer that focuses on vegetable cooking, a local grower who treats nature with respect or an organisation that propagates the We're Smart® DNA... they are welcome in the We're Smart® family. For them, the We're Smart® Green Guide introduces as of 2021 the Radish Leaf as a symbol for their efforts! The Radish Leaf is based on the same philosophy but does not use 'levels' like the radishes.

2.3. We're Smart® Best Vegetables Restaurants

Every year, We're Smart® World publishes a ranking of the 100 best gourmet vegetable restaurants in the world. The higher your radish score, the more chance you have of being included. Ranking is based on the most consistent application of the Think Vegetables! Think Fruit!® Philosophy and the general guidelines surrounding the rating of We're Smart® Green Guide Radish restaurants. This global top 100 is something that the chefs involved eagerly await and is a real bucket list for the culinary vegetable lover. The number 1 on this annual list is the best vegetable restaurant in the world.

With the continued global growth of We're Smart® Green Guide, a national Top 10 will also be announced in a number of countries from 2021. In this way we give the talents and efforts of restaurants extra recognition, we reach more consumers regionally and they can inspire restaurants in their area to go the same way. In 2021, the Top 10 for Belgium and the Netherlands will be communicated for the first time. As soon as we have enough restaurants with 3, 4 or 5 radishes in a certain country, we will also announce a Top 10 there.

2.4. We're Smart® Discoveries of the Year

The We're Smart® Green Guide also annually recognises the efforts of vegetable restaurants in selected countries. This is an additional way of recognising those restaurants for their efforts in plant-based cooking and their contribution to a healthier, ecological and smart world. The annual discovery in a country is only announced if there are at least 3 potential discoveries with at least 4 Radishes present that year. If that is the case, 3 vegetable restaurants will be nominated. The nominations per country are announced during the year. A restaurant can be nominated several times, but can only be awarded the title once.

2.5. The We're Smart® Green Guide Most Delicious TV! TF! Menu of the Year

Every year, the We're Smart® World team visits many restaurants worldwide. In this quest for exceptional Think Vegetables! Think Fruit! ® flavour experiences, we encounter unique dishes and

creations every year. We bring these discoveries together in "The tastiest Think Vegetables! Think Fruit!® Menu of the year".

3. We're Smart® Future Awards

Each year, We're Smart® presents the Future Awards, which recognise and reward the creativity and vision of people and organisations in the world of fruit and vegetables. Worldwide, we are looking for those people, products and projects that in an extraordinary way contribute to a healthier world in which we make more ecological and sustainable choices. Those initiatives that can make the difference for a better future for people and planet!

The next international We're Smart® Future Awards are announced annually:

- Product of the year – worldwide:

We're Smart® is always looking for good & new products that can help us to enjoy more plant-based food with taste.

- Project of the year – worldwide:

Every year, new initiatives start up all over the world that can make a difference for the future. We're Smart® wants to give them the attention they deserve!

- Personality of the year – worldwide:

There are people who really set an example for others when it comes to the We're Smart® DNA. We would like to thank these We're Smart® Heroes intensively with an Award.

- Communication of the year – worldwide:

Sometimes a message, a campaign, a statement or a vision is so inspiring that it makes us happy. Who has provided such an eye-opener this year?

- Media of the year – worldwide:

The media is a powerful disseminator of our message. Every year, all over the world, we see stories in print, audio-visual or online that make us happy. With this award, we would like to thank the 'most beautiful' medium for spreading the We're Smart® vision.

- Innovation of the year – worldwide:

Innovation makes us move forward, we discover new products, techniques or tastes, we see new solutions emerge that move us forward according to the We're Smart® DNA. We are always looking for that innovation that we look forward to.

- Special Future Award – worldwide:

The Special Award is only given when there is a unique reason for it. This Award goes to someone or an initiative that contributes to a healthier, more ecological and more sustainable future.

- Best Vegan Restaurant - worldwide

Fruit and vegetables play the leading role in We're Smart®. We have a separate international award for restaurants that opt for 100% vegan. We want to give these restaurants extra

attention because they go a long way in sustainable nutrition with this choice. Every year, we go global in search of the restaurant that combines culinary and vegan cuisine in an exceptional way and thus sets an example for others.

4. We're Smart® People and Community

4.1. We're Smart® Plantbased Untouchable

A "Plantbased Untouchable" chef is an example for all chefs and vegetable lovers in the world. This title is only awarded to a chef who has topped the global We're Smart® TOP100 list for at least 2 years. They become a member of the "We're Smart® Wise" group with an advisory role to We're Smart® World. An Untouchable is no longer included in the TOP100, but gets a unique place out of category!

4.2. We're Smart® 5 Radishes Club

Meanwhile, the We're Smart® Green Guide counts 79 restaurants with the coveted 5 radishes. These are the Best Vegetable Restaurants of the world and they are entitled to be recognised for it! They therefore join the exclusive club of 5-Radishes chefs. In 2021, We're Smart® will create a forum for them to share their vision and ideas with each other. Because they too want to learn more about the wonderful world of fruit and vegetables. These chefs will also be invited to share their insights and knowledge through the We're Smart® Academy and to act as signposts in their regions.

4.3. We're Smart® Believer, Influencer, Expert or Inspector

Believer

A We're Smart® Believer stands behind the We're Smart DNA. By subscribing to the newsletter, they are in the front row of We're Smart and get monthly updates on the We're Smart® Green Guide and all other activities.

Influencer

The influencer is a fan of Think Vegetables! Think Fruit! ® philosophy and actively promotes it. A recognised We're Smart® Influencer receives a We're Smart® Star and may also use it in his/her communication. A We're Smart® Influencer will always, without exception, pay for his/her meal himself/herself.

Expert

The Expert has a good knowledge of the general guidelines of the We're Smart® Green Guide and is looking for vegetable restaurants in her region or all over the world. If he/she makes a restaurant discovery that is not yet included in the We're Smart® Green Guide, he/she may report it to the We're Smart® Team without any obligation. A recognised We're Smart® Expert receives 2 We're Smart® Stars and can also use these in his/her communication. A We're Smart® Expert will always, without exception, pay for his/her meal himself/herself.

Inspector

The Inspector is a vegetable-foodie who has been personally trained by someone from the We're Smart® Team. Each Inspector has also had a number of duo checks and is fully aware of the DNA, the philosophy and the general guidelines of We're Smart®. He/she gives input concerning restaurant experiences of already listed vegetable restaurants, gives advice concerning the assessment and can also submit new discoveries to the We're Smart® Team. A recognised We're Smart® Inspector receives 3 We're Smart® Stars and can also use them in his/her communication. A We're Smart® Inspector will always, without exception, pay for his/her meal himself/herself.

5. We're Smart® Academy

There is a great demand for inspiration, knowledge and support about the Think Vegetables! Think Fruit! philosophy, at restaurants and other food companies that want to contribute to a healthier, more ecological and sustainable world. Foodies are also looking for knowledge and information about plant-based cooking. We're bringing together the knowledge of We're Smart® World, its network of partners and 5 Radish Chefs under the umbrella of the We're Smart® Academy.

5.1. We're Smart® Website

The We're Smart® World website is a goldmine of information and knowledge about Think Vegetables! Think Fruit! Philosophy. You will find more than 50 different cooking techniques for vegetables and fruit, masses of recipes and lots of good practice examples. Our other communication channels (newsletter, social media, We're Smart® TV...) are also a source of inspiration.

5.2. We're Smart® Books & Magazines:

We're Smart® has published more than 20 cookbooks in the past 20 years and will continue to inspire the public and food professionals (e.g. De Grote Groentebijbel, Groenten & Wijn, De Evenwichtige Keuken, De Groentekok, Wild Cooking, ...). Partnerships with magazines and other media are also channels where the We're Smart philosophy is propagated (e.g. Kachen Magazine, Saisonnier Magazine, Cook Magazine, Ambiance Magazine, KanaalZ, ...).

5.3. We're Smart® Inspirations on Club House

Want to stay up to date with the latest Think Vegetables! Think Fruit! ® evolutions, innovations or trends? Then follow us at Club House where, in the weekly We're Smart® Inspirations, we brainstorm together with the 5 Radishes chefs and other specialists about the future of food & cooking.

5.4. We're Smart® Talks

Every month, we organise one or more webinars in the We're Smart® Academy. Besides inspiring stories, demonstrations of our 5 Radish Chefs, we make information and knowledge available through this channel about plant-based cooking (recipes, techniques, product knowledge...), ecology and sustainability in the kitchen/restaurant (food waste, circular economy, leadership...).

5.5. We're Smart® Events

We're Smart® World also organises physical events every year or participates in existing international events. These can carry multiple perspectives:

- Launch of We're Smart® Green Guide
- We're Smart® Award ceremonies
- We're Smart® lectures, presentations, workshops & brainstorming sessions
- And more...

5.6. We're Smart® Competitions

We're Smart® World is also a partner and co-organiser in 2 international cooking competitions:

The Vegetarian Chance is a 100% vegetable cooking competition for international top chefs that is organised in a different country every year. The challenge is to present a top vegetarian performance in front of an international jury of specialists consisting of vegetable chefs, culinary journalists and nutritionists. The godfather of this project is Pietro Leemann of the well-known vegetarian restaurant and academy Joia in Milan. The competition has already taken place in Turin, Milan and Tokyo.

<https://thevegetarianchance.org>

We're Smart® Future Generation competition:

New is the joint initiative with Eurooffice nv, MECC Maastricht and Gastro Gilde Nederland to set up an international cooking competition for hotel schools. Together, we want to encourage the generation of chefs of the future to also promote the knowledge of 100% vegetable cooking. The competition takes place during the international culinary fair MECC Maastricht in October each year.

www.saisonner.net

6. We're Smart® Consulting

We're Smart® guides food and hospitality companies to put our vision into practice. This can be done through a personal coaching trajectory or through a specific referral to partner companies.

Examples of projects are Exki, Ekomenu, Thalys, Greenyard, The Spreadmaker, Smaakbom®, Yoboo, Bonduelle, Florette, Mc Cain, Château Mirwart, Ansolve, Carrefour, Grains Noirs, Jazz Gent, L'Artisane, Delici, Graanmarkt13...

7. We're Smart® Innovation Center

The We're Smart Innovation Centre is located in Meldert/Hoegaarden. Besides the We're Smart® head office, it is also the place where product innovations with fruit and vegetables are developed.

Innovations that We're Smart® can write on its record include Légumaise®, Follade®, Smaakbom®, Prickles®, Carrot Fever...

The international year of fruit and vegetables

The Food and Agriculture Organisation of the United Nations (FAO) has declared 2021 the International Year of Fruit and Vegetables. With this, the international community wants to emphasise the role of fruit and vegetables in human nutrition and food security. The organisation wants to increase worldwide attention for the positive health effects of vegetables and fruit and promote a diversified and balanced diet. In addition, it raises awareness of food loss and waste. Sustainable production and consumption of fruit and vegetables is the focus throughout the year.



We're Smart® World Ambassador for Sustainable Development

In September 2015, the Sustainable Development Goals or SDGs were formally adopted by the UN General Assembly with Agenda 2030 for Sustainable Development. Over the next 15 years, the 17 goals should form a plan of action to lift humanity out of poverty and put the planet back on a sustainable path. These goals, which are one and indivisible, reflect the three dimensions of sustainable development: economic, social and environmental.



The Belgian government has named We're Smart® World as one of the SDG-Voices in 2021, as an ambassador for the Sustainable Development Goals. We're supports all SDGs and in particular:

- Objective 3 - GOOD HEALTH AND WELLNESS: Ensure good health and promote well-being for all ages
- Objective 12 - RESPONSIBLE CONSUMPTION AND PRODUCTION: Ensure sustainable consumption and production patterns
- Objective 2 - NO HUNGER - End hunger, achieve food security and improved nutrition and promote sustainable agriculture



We're Smart® op social media

Twitter : @VegetablesChef

Facebook Frank Fol - De Groentekok® : <https://www.facebook.com/degroentekok>

Facebook We're Smart® World : <https://www.facebook.com/wer esmartworld/>

Facebook Think Vegetables! Think Fruits!® : <https://www.facebook.com/groups/53433839079>

Facebook Frank Fol - The Vegetables Chef® : <https://www.facebook.com/thevegetableschef>

Facebook Frank Fol : <https://www.facebook.com/frank.fol.3/>

Linkedin : <https://www.linkedin.com/in/frank-fol-the-vegetables-chef%C2%AE-1636016/>

We're Smart® TV: <https://www.youtube.com/channel/UCqfp3t4J48rclHjyRdsQBA>

Instagram : [@frank_fol_the_vegetables_chef](https://www.instagram.com/@frank_fol_the_vegetables_chef) #thevegetableschef #thinkvegetables #thinksmart
#weresmartworld #thegreenguide #theweekoffruitsandvegetables

Instagram : [@best_vegetables_restaurants](https://www.instagram.com/@best_vegetables_restaurants) #weresmartgreenguide #bestvegetablesrestaurants
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