



TILLSAMMANS
DRIVER VI PROJEKTET
VEGO I VÄRLDSKLASS



Photo: pixabay

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WORLD CLASS VEGGIE

WWF Sweden and the Swedish Olympic Committee are cooperating in a unique food project that challenges myths around plant-based diets and increases athlete's consumption of vegetarian meals.

To live within our planetary boundaries, the transition to more plant-based food must go faster. WWF Sweden and the Swedish Olympic Committee, with funding from the Swedish Postcode Lottery, run the project World Class Veggie (Vego i världsklass). With Olympic athletes as role models, the project aims to show that *anyone* can switch to more sustainable food.

Vegetarian food served to athletes

For 300 days during the five-year project, the Swedish Olympic Committee chefs cook vegetarian food for athletes during training camps and competitions. Trainings in the benefits of vegetarian food are also held with chefs, athletes, and coaches. The Swedish athletes are not becoming vegetarians or vegans but shifting to more sustainable food and challenging the myths concerning vegetarian food and physical exercise.

"We will develop vegetarian food to fit the special needs a world class athlete has when it comes to nutrition. We are fully convinced we can overcome those challenges. If our athletes can shift to eat more sustainably, anyone can do it.", says Linda Bakkman, nutritionist at Swedish Olympic Committee.



Photo: Jävligt Gott /Gustav Johansson



Illustrations from the WWF Veggie Guide

Swedish Olympic medallist ambassadors

Four Swedish Olympic medallists are ambassadors for the project World Class Veggie: Charlotte Kalla, cross-country; Hanna Öberg, biathlon; André Myhrer, alpine skiing and Max Salminen, sailing.

“There is no meaning being world class if there’s no world to live in”, says Hanna Öberg, Olympic gold medallist in biathlon and one of the five ambassadors.

Cooking will lead the way

Over 100 vegetarian recipes have been developed, taking the special requirements needed for people with an active lifestyle into account. The nutrition value and climate footprint have been assessed for all recipes and put together in a cookbook with information on sustainable diets for an active lifestyle. The recipes and tips are spread in social media by chefs and athletes.



The Veggie Guide

As part of the World Class Veggie project, WWF Sweden has developed a consumer guide for vegetarian food: The Veggie Guide. The Veggie Guide is a tool for consumers and people who work with food to make better, more informed choices of fruits, vegetables, beans, lentils, nuts, and grains. The Veggie Guide promotes an increased consumption of plant-based food and shows new angles for more sustainable production and consumption.

More information

- World Class Veggie website: wwf.se/vegoivarldsklass
- WWF Sweden’s Veggie Guide: wwf.se/vegoguiden





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