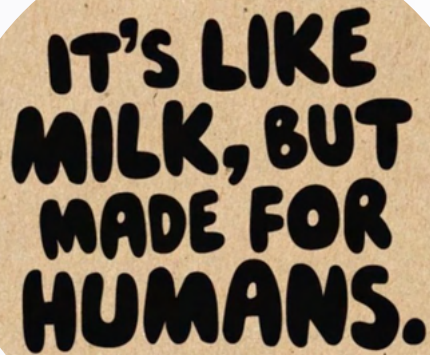


THE ORIGINAL



**How Oatly Pursues Its  
Sustainability-Driven Mission**

**Food & Beverage**



**IT'S LIKE  
MILK, BUT  
MADE FOR  
HUMANS.**

Oatly is a challenger oat milk brand founded in Sweden. In fact, the brand pioneered the product back in the 1990s. However, it wasn't since the beginning of its history that Oatly enjoyed the success it does these days.

2014 was a pivotal year for the brand and they have been aggressively growing ever since. The Oatly brand has undergone a complete makeover — a new look and uncompromising messaging.

The brand relied on its packaging to communicate new positioning. Oatly still considers its pack being the main touchpoint and a medium to manifest its views and values.



**WOW  
NO  
COW!**

Oatly's brand update was supported by a [daring video campaign](#) that hit the nerve of Sweden's biggest milk producer, Arla. The dairy corporation replied with a combination of a lawsuit and advertising to attack back.

This kicked off the start of what's called a [Swedish milk war](#) and further defined Oatly's **active sustainability agenda on the policy-making level**.

#top\_to\_bottom\_activism

## Attack the milk lobby

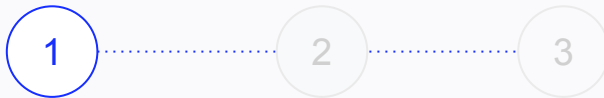


#bottom\_up\_support

## Endorse individual contributors

In addition to the top to bottom advocacy approach, Oatly launched a **support fund that grants \$1K to individual environmental activists**.

On a bigger scale, the company works with US organizations to encourage farmers to crop oats.



## Packaging Is The Medium

Oatly considers its packaging being the most valuable and accessible touchpoint. Oatly leverages its package to communicate both founding company values and current campaign messaging and invites customers to interact with every side.

In 2014 Oatly completely revamped its brand starting with the new packaging. The company enlarged an updated logo and swapped bright colors with textured soft-hued tones to communicate the natural origins of the drink.

## Packaging update



2014



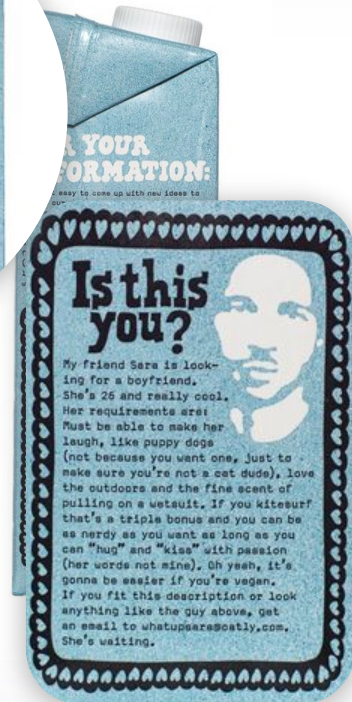
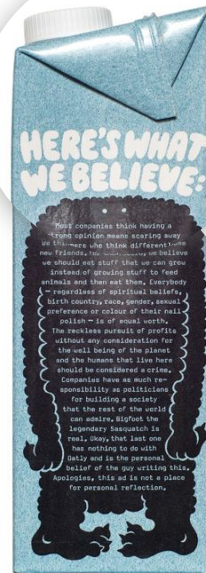
The new packaging manifested Oatly's promise to its customers and hinted at the wastefulness and environmental impact of dairy production.

“

We thought that every side of the packaging there should be something interesting to read.

John Schoolcraft, Creative Director of Oatly  
[Source](#)

”

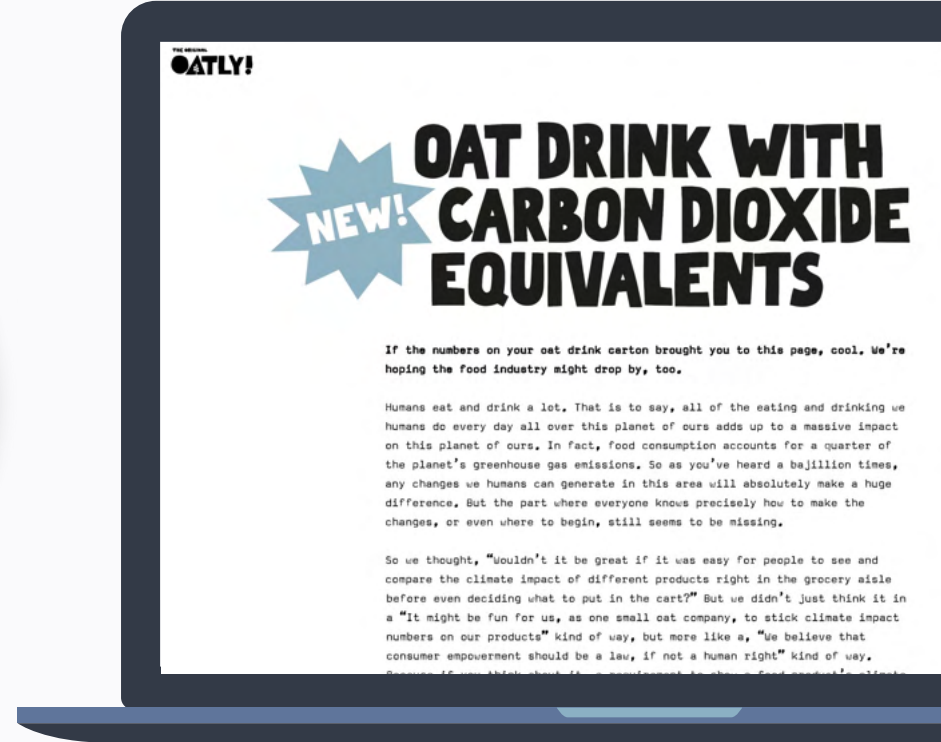


Many brands in the food industry are more conservative with packaging updates knowing the implications they have on consumers' taste perception. Oatly, on the other hand, continues to frequently update its packaging to challenge the industry and entertain its customers.



One of the recent packs that appeared on the shelves in 2019 featured a climate footprint of every Oatly's package. The brand wrote an [elaborate update](#) on its website explaining the rationale behind the move and illustrating how the calculations were made.

By adding a climate footprint to the front of its pack, Oatly competitively positions itself (as well as the rest of the non-dairy milk industry) against the environmental-heavy dairy production.



[Click to view](#)



# Oatly's bold packaging doesn't go unnoticed and every new update triggers a wave of new discussion-provoking mentions on social media.

Oatly being out there not only making great products, but also being a great company



Kasia Odrozek @kaodro · 26 d'ag. de 2019

Environmentally friendly as competitive advantage? Yes, pls! @oatly is calling for the food industry (well, mostly their direct competitors: milk producers) to reveal their carbon footprint on packaging and they lead by example.



2 6

On the side of my Oatly Oat Milk!



Oatly, a Swedish company that sells vegan products, has very creative packaging :)

Uplifting



So we thought a European  
campaign might help.



1

2

3

[#top\\_to\\_bottom\\_activism](#)

## Policy-Making Activism

Oatly can be described as an “activist brand”. The company tirelessly keeps its stand against the dairy lobby and initiates various petitions to drive the government’s attention to its cause. Oatly’s environmental activism doesn’t go unnoticed and the brand often makes press headlines.

Shortly after Oatly added their own greenhouse emissions to the front of the pack, the company launched a comprehensive campaign encouraging other food industry players to show their CO2 numbers.



Out of home

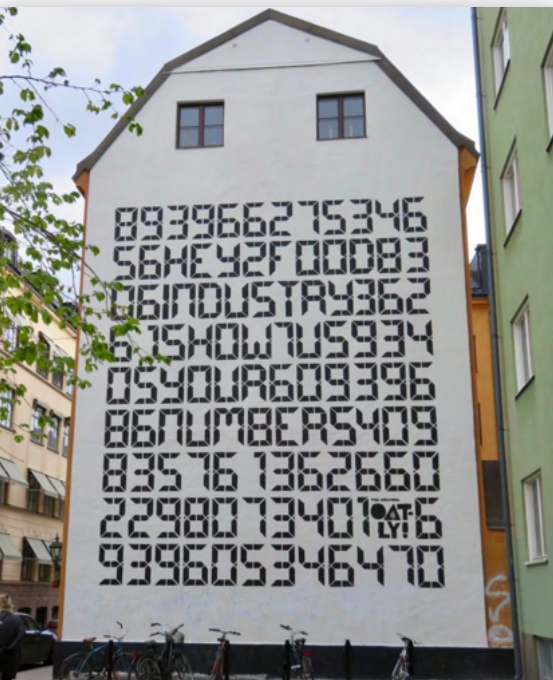


Print



Digital

Selected examples of "Show us your numbers" campaign creatives:





# The ad campaign sparked a petition for a law requiring climate footprint information to be printed on food labels in Germany.

*Oatly activated multiple mediums to bring awareness to the campaign and get 50,000 votes which would guarantee that the German Government will discuss the case.*



November 13, 2019  
ER: **1.4%**  
[Click to view](#)



November 12, 2019  
ER: **1.3%**  
[Click to view](#)



October 21, 2019  
ER: **1.8%**  
[Click to view](#)

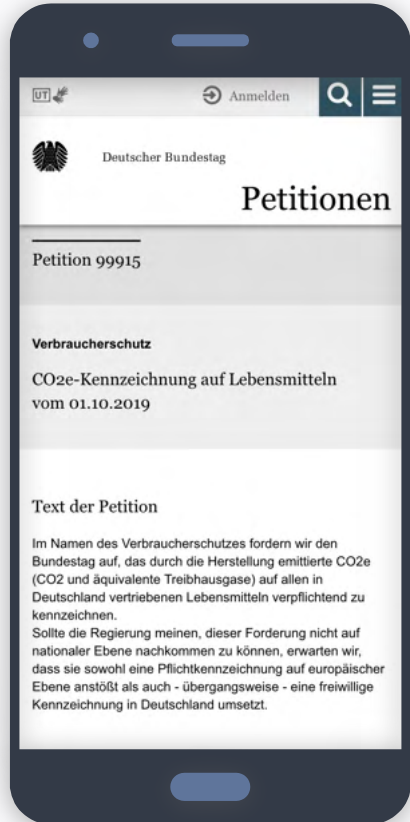


**Oatly's efforts inspired 57K people to sign the petition and in September 2019 the company's General Manager Tobias Goj presented the case for a debate in the German Bundestag.**

*Tobias Goj from Oatly presenting at German Bundestag, September 14th, 2019*

*The official page  
to vote for CO2  
labelling petition  
(voting finished).*

[Click to view](#)



[Click to view](#)

The brand created an interactive [webpage](#) about the CO2 labelling petition campaign, featuring the case study video and providing additional educational and entertaining materials for users to engage with.



[Click to view](#)

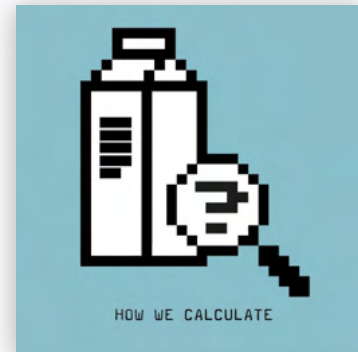
[Click to view](#)



[Click to view](#)



[Click to view](#)



[Click to view](#)

Oatly covered its petition campaign in its [2019 Sustainability Report](#) under the title “Upgraded society”. The company preempted the chapter with the following words: “...it’s our daily mission to spread the importance of sustainable food systems to anyone who might be interested and, more importantly, to those who may not be”

In 2019 Oatly compiled its annual activities into a Sustainability Report that the company shared on its website.

The document outlines the brand’s stance on the current climate situation, shows overall corporate climate footprint and goes in-depth into Oatly’s supply chain.

Since the report was put up on its own sustainability.oatly.com domain in November 2020, it was **visited 54K** times.



[Click to view](#)

# Oatly's petition campaign also made headlines in independent media.

MAY 28, 2021

Deutsch Español Français 简体中文 正體中文

in f t p a

**vegconomist**  
- the vegan business magazine -

ALL NEWS HOT OFF THE VEGAN PRESS NEWS BY REGION PRODUCTS & LAUNCHES MORE

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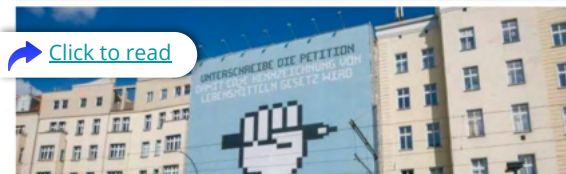
Society

## Petition by Oatly: CO2 Labelling of Food to Become Law

October 16, 2019

Society

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Electricity Mobility Business Efficiency Politics International Easy Guide

NEWS

15 Sep 2020, 14:29 Alex Datsidok

## Controversial petition for CO2 food labels heard by German parliament committee

#Agriculture

f t p a

Wirtschaftswoche / Clean Energy Wire

[Click to read](#)

A petition to limit greenhouse gas emissions labelling on food was heard by the German parliament after it was signed by nearly 60,000 people, writes Pauline Faust. Initiated by the Swedish oat milk maker Oatly, suggested to label the greenhouse gases caused by their products. Oatly has a slogan, for instance using the slogan, "Hey food industry, show us your numbers!" Tobias Goj, a managing director at Oatly Germany, says one fifth of greenhouse gas emissions in Germany are caused by the food industry.

The petition faced criticism from some lawmakers, who dismissed it as a publicity stunt. "The Bundesrat is a stain for the company," Gitta Konsmann, deputy parliamentary group leader of

**organic-market.info**  
The organic world at one click

**SUSTAINABLE  
FOODS SUM**  
EU Virtual Edition, 8-11

[Click to read](#)

reports Organic links Service Login

## German government rejects CO2 labeling of food

08.10.2020 by Katrin Muhl (comments: 0)



The Swedish company Oatly had won over 50,000 signatures for its petition on CO2 labelling in Germany, thus achieving the quorum for a public consultation of the Petitions Committee. © Oatly

Recently, the Petitions Committee of the German parliament dealt with the petition by oat milk specialist Oatly. Oatly had had the CO2 footprint of its products determined and demanded that all food products in Germany should show this value. The German government saw no need for this for several reasons.

At the end of last year, 57,000 people had signed the petition initiated by Oatly, thus ensuring that the Petitions Committee of the German parliament had to deal with their concerns in a public session: the greenhouse gases emitted by the production process were to be mandatory labelled on all food sold in Germany.

Tobias Goj, Managing Director of the oat drink producer Oatly, emphasized in the meeting that agriculture and food production are "responsible for 25 percent of all global emissions". He said that binding CO2 labeling was needed so that consumers could better inform themselves about the climate costs of food. The Scientific Advisory Board for Agricultural Policy, Nutrition and Consumer Health Protection also spoke out in favor of this in an expert report. The growing number of companies that voluntarily disclose the CO2 footprint of their products also shows that this is also possible for complex products, Goj said in a report by the Bundesrat.

"Our company considers it extremely difficult to show the carbon footprint of every product," said Uwe Feller (CDU/CSU), Parliamentary State Secretary in the Federal Ministry of Food and Agriculture (BMEL). He added that compiling the relevant data was "not so easy" for companies.

The State Secretary argued that additional bureaucracy should not be a burden, especially for small and medium-sized companies, according to the parliament's statement. He also referred to the many existing labels, such as organic, animal welfare and nutricosure labels, as well as the labelling of regional products.

The important thing with any label was that the consumer could "easily and correctly" recognize "what he was buying". Another label could rather contribute to confusion. However, his ministry wants to check whether a label for CO2 emissions factors could be "part of a more comprehensive sustainability system".

**Retail Times**  
be inspired

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Oatly debates need to declare CO2e information on food products in Germany

Published on 14/09/2020 by Fiona Briggs in Manufacturing news

f t p a

Oatly is set to enter the food companies in Germany to clearly declare a product's climate footprint, leads from the Petition Committee of the German Federal Parliament. On 14 September, Oatly will visit the Bundesrat to discuss the positive implications of making climate footprint (CO2e) declarations on food in Germany. As the food drink company continues to call on the public food industry to show their numbers, it has set up the Climate Alliance, a group of food companies. Oatly has generated support from a range of food brands. In recent days, Oatly's work has been inspired

[Click to read](#)

Previously, our food choices have a moral impact on the environment of all European products, but we have not managed to drive the huge systemic change needed. Last fall Oatly submitted a public petition to the German Federal Parliament to make climate declaration a law. After just 39 days, Oatly gathered over the 50,000 signatures needed in order for the discussion to be held. On the 14 September, Oatly is invited to the Petition Committee of the German Federal Parliament to present their case in a public hearing.

"These are people making choices that benefit the planet. If they don't have accessible information? I think that a climate footprint declaration on food packaging is needed to help consumers to make an informed decision and choose foods with a lower climate impact. Germany now has the chance to take the lead and set an important example for more sustainable change elsewhere. The planet can't wait," says Tobias Goj, general manager of Oatly (UK).

Stay in touch ...

f t p a

**Retail Times**

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Why it works

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German people raise importance of transparency



## CAMPAIGN FOR LEGAL CO2 LABELLING OF FOOD ENTERS HOT PHASE

18 August 2020 in Food/Health, Startup News / by Sarah Kienitz

The personal CO2 footprint is becoming more and more an important criterion for consumer decisions, even for food. So far, however, there is no uniform labelling for this. A number of well-known German food companies have initiated a petition on this issue, which the German government is now considering. The campaign aims to draw even more attention to the issue.

[Click to read](#)

After the deadline expired, a petition on the legal CO2 labelling of food in Germany was launched by the Swedish based food company Oatly. It enjoys tremendous success with milk substitute products made from oats. On September 14th, this will now be publicly debated in the Petitions Committee of the German Bundestag. Oatly is receiving official support for the demand formulated in the petition from other well-known food producers.

The Oatly initiative has prominent support

The companies Freixhe Franchise, Fritz-Kola, Fritztal, mymilk, Rügenwälder Mühle and Vegen are also working to ensure, that consumers will be able to tell at a glance from the product packaging how climate-friendly a food product is. Regardless of this, food giant Unilever recently announced, that it will soon label over 70,000 products with their respective climate footprint.



Some conservative politicians had somewhat of a skeptical view on the petition and the Bundestag didn't pass the mandatory CO2 labelling law. Regardless of the outcome Oatly inspired other brands to follow the example and gained appreciation from its community.



## Scepticism

“The Bundestag is a stage for the company,”

Gitta Connemann, [Source](#)

The petition faced criticism from some lawmakers, who dismissed it as a publicity stunt. “The Bundestag is a stage for the company,” Gitta Connemann, deputy parliamentary group leader of the conservative CDU/CSU alliance said. “Of course Oatly knows that the CO2 label sounds good. Oatly also knows that scientifically reliable labeling is currently not possible.” Government representative Uwe Feller, state secretary in the agriculture ministry said that the government was doubtful whether accurate climate labelling is possible for every product. The government was instead supporting the EU Commission’s “Farm-to-Fork” strategy and labeling that included several factors, such as resource and water consumption of the product.

Oatly, one of the most prominent oat milk brands, has [previously raised controversy](#) because of receiving financing from investment firm Blackstone.



## Love



\_phil\_walsh\_ Absolutely agree with Carbon labelling across all consumer products.



alpesc Would be also good to have a label or link to a database/website that shows the location that the ingredients were grown. Supporting local growers. That way, you could put your current location into an app, scan the food label and get a map showing the distance the ingredients travelled. 🙌



jessitalessandra Amazing campaign, amazing petition, I seriously admire your efforts ❤️ signed!



dasguteruff We've signed! Great initiative, we have been discussing this and dreaming about a CO2e info on products for weeks — it would make our lives much easier.



## Impact



In 2020 Quorn, a UK-based, alternative meat producer, joined Oatly's initiative and added impact labels to their products.

Unilever announced they will add CO2 labels to 70,000 items in their portfolio and Nestle reportedly considers adding environmental impact numbers as well. [\(Source\)](#)

## In 2021 Oatly initiated another petition and awareness campaign.

cause:

**Require food producers add CO2 labels to a product packaging.**

campaign:

**Food Industry — Show Us Your Numbers**



2019

cause:

**Reject Amendment 171** *(details on the following slides)*

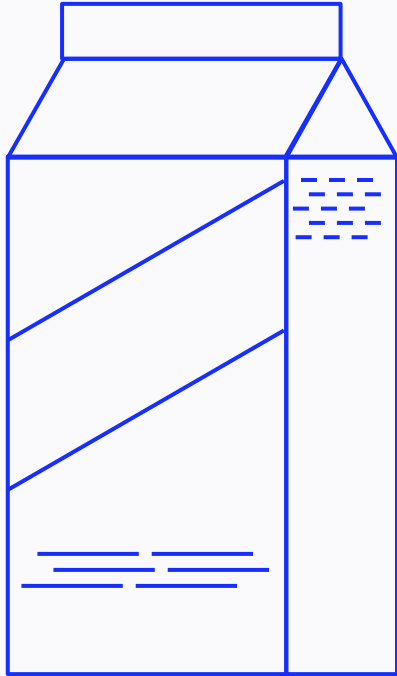
campaign:

**Are You Stupid?**



2021

**In October 2020, European Commission voted in favour of the Amendment 171 which bans dairy-related descriptions for plant-based foods. Climate activists and vegan brands deem the amendment as anti-climate and potentially threatening consumers' right to information and companies' right to fair competition.**



No dairy-related descriptions, such as “buttery texture” or “creamy taste”.

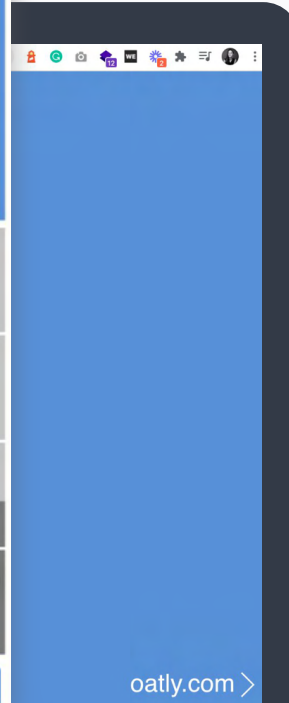


Non-dairy drinks can't juxtaposition themselves to dairy products

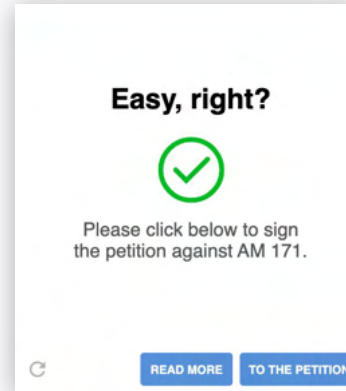


In its most extreme interpretation, non-dairy drinks can't be packed in the same packaging as dairy products

Oatly started with raising awareness about the amendment relying both on its owned and paid channels. The brand reworked the landing page of its European websites to mimic the familiar captcha module that differentiates robots from humans, asking people to differentiate real milk from an oat drink.



When a user checks boxes correctly:



When a user doesn't check boxes correctly:



In both cases a user has an option to click through to the [petition page](#).

[Click to view](#)



Oatly also launched an informational webpage explaining the changes the amendment will force vegan brands to implement and directed visitors to the petition page.



**EXAMPLE 1**

Informative descriptions like "doesn't contain milk" can't be used for products that don't um...contain milk.

**EXAMPLE 2**

Plant-based products can't be described as "alternative to" dairy products.



**EXAMPLE 3**

You can't communicate climate impact comparisons (or any comparisons) between plant-based and dairy products.

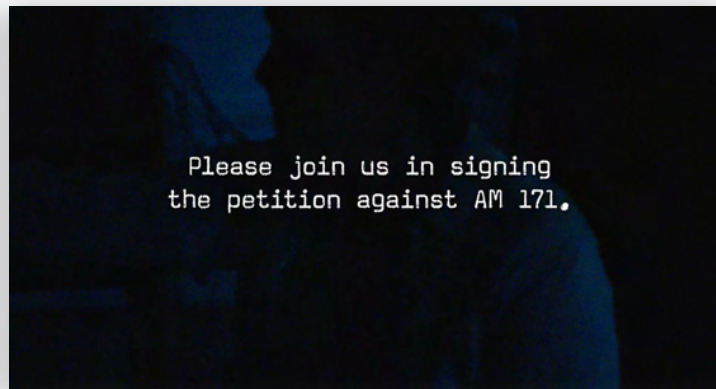


[Click to view](#)

To support the petition, Oatly created four videos that were distributed via YouTube, Instagram and Facebook. The ads pictured a focus-group-like setting where customers were asked to differentiate milk from oat milk.



Views: **12K**  
[Click to view](#)



Views: **2.1K**  
[Click to view](#)



Views: **3.5K**  
[Click to view](#)



Views: **7.0K**  
[Click to view](#)

Oatly receives remarkable Instagram community support every time it posts about the Amendment 171 — either it being an explainer post or a progress update.



ER: **14.9%** | [Click to view](#)

Update post



ER: **9.7%** | [Click to view](#)

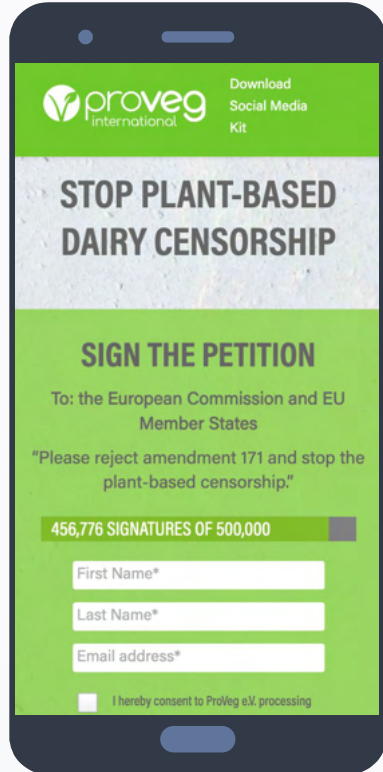
Explainer infographic



ER: **16.1%** | [Click to view](#)

Explainer video

**All of Oatly's efforts were focused on driving people to the website where they could sign the petition. As of May 26, 2021, the petition had 456,776 signatures out of 500,000 needed for the EU to review its decision. Oatly is directly responsible for 10% of traffic to the petition website, excluding all associated indirect visits (from social media, word-of-mouth, out-of-home campaign).**



[Click to view](#)

Total Petition website visits:

**1.3M**

*(Jan. '21 – Apr. '21)*

Traffic Channels:

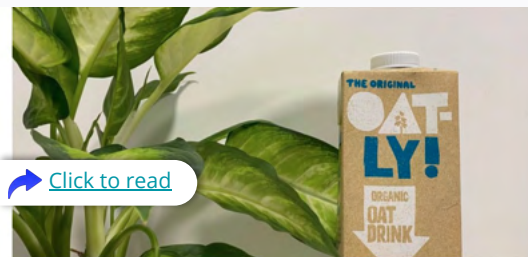


Top three Distinct Sources Driving Traffic to stopam71.com

Direct	38%
Facebook	17%
<b>Oatly.com</b>	<b>10%</b>



# The case of Amendment 171 was closely followed by the European media and Oatly's brand activism didn't go unnoticed.



[Click to read](#)

## Milking it? The Beef with Oatly and Amendment 171



Oat milk cartons for sale in the US (AFP/Getty)

## 'Plant-based dairy censorship': Oatly, Upfield and ProVeg petition to overthrow Amendment 171

By Flora Southey  
14-Jan-2021 - Last updated on 14-Jan-2021 at 15:35 GMT



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ReasonWhy.

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## Así es "Are you stupid?", la campaña de Oatly contra la enmienda 171

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Airbnb lanza una campaña para reabrir el debate sobre su futuro en Barcelona

Ogilvy promociona a los Directores Creativos de la campaña de Lola Flores, entre otras

Ibái Llanos conquista de nuevo a Twitch y las



# On May 25, 2021, after almost 4 months of active campaigning, the European Parliament rejected the Amendment.

## Amendment 171 off the table: Europe allows for 'creamy' and 'buttery' plant-based dairy

By Flora Southey

26-May-2021 - Last updated on 26-May-2021 at 16:32 GMT



[Click to read](#)



The European Parliament has withdrawn amendment 171. GettyImages/karandae

RELATED TAGS: Dairy, dairy-free, plant-based, vegan

Having initially voted in favour of banning descriptive terms such as 'buttery' and 'creamy' for dairy-free products, the European Parliament has dropped Amendment 171.

In October 2020, the European Commission voted to ban dairy-related terms for plant-based alternatives. Amendment 171 proposes to ban terms such as 'buttery' and 'creamy' for purely plant-based products.

The vote followed on from a 2017 ruling, which saw the European Court of Justice ban the use of dairy names such as 'milk', 'butter', 'cheese', and 'yoghurt' in the dairy-free category.

Now, seven months on from the Parliamentary vote, and ahead of the EU's 'super trilogue' - in which EU institutions will negotiate the Common Agricultural Policy (CAP) - the Parliament has withdrawn the amendment.

### U-turn speculation

FoodNavigator was unable to ascertain exactly what drove the Parliament to drop the draft legislation, aside from growing resistance from plant-based makers and consumers.

[Click to read](#)

# AM 171 IS OFFICIALLY TOAST

## EU rejects Amendment 171 ban on plant-based dairy labelling and packaging

By Anna Winkler May 25, 2021



[Click to read](#)



## BREAKING! DAIRY LOBBY'S AMENDMENT 171 IS REJECTED BY THE EU PARLIAMENT

May 25, 2021

Hot Off The Vegan Press

Politics

[Click to read](#)



## VICTORY: European Parliament Rejects Dairy Ban In 'Landmark Sustainability Battle'

[Click to read](#)

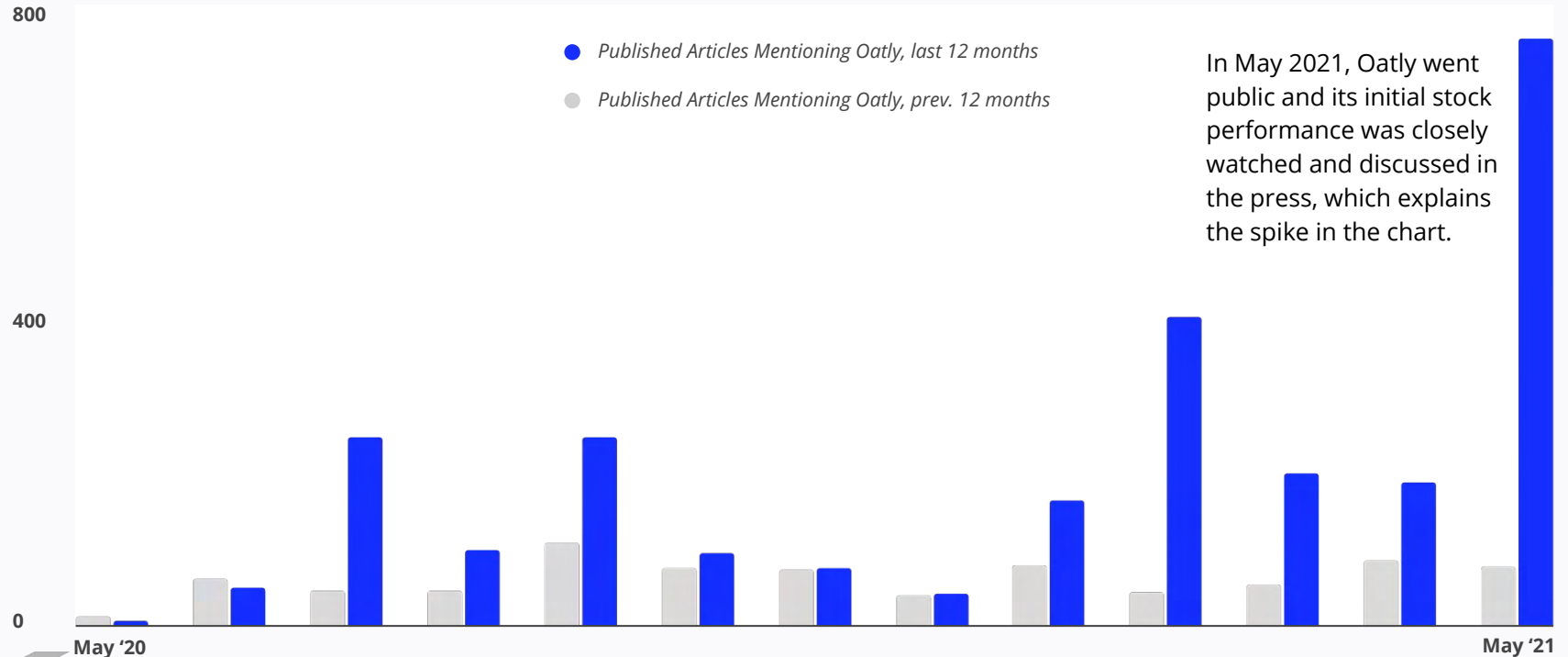
Amendment 171 sought to tighten the rules around plant-based dairy - going as far as banning packaging styles similar to their animal product counterpart

by Liam Giliver  
26th May 2021

Share



Over the last year, Oatly was mentioned in 2,555 articles in different languages.



In May 2021, Oatly went public and its initial stock performance was closely watched and discussed in the press, which explains the spike in the chart.



1

2

3

[#bottom\\_up\\_support](#)

## Independent Activist Fund

Oatly recognizes that environmental change requires action on different levels. The brand encourages and inspires individual activists and teams to make a meaningful change in their communities and circle of influence.

**In April 2020, Oatly launched a “Je ne sais quoi” initiative that supports individuals doing amazing things. Each month Oatly chooses an individual or a group from those who applied via a website form and grants them 1,000 dollars.**

Je Ne Sais Quoi of the Month is  
a \$1000 grant that celebrates  
amazing

**Monthly cred (and \$1,000) to amazing people doing amazing things**

If you're wondering, je ne sais quoi is French for “I don't know what” and refers to something super cool that cannot be exactly described, which pretty much describes exactly what we're looking for. Each month we give a \$1,000 grant to — and tell the world about — a person or team or group that we think is doing something amazing for the planet or the people living here. And for us, amazing can be anything really, from a vegan bowling team to a climate activist or even a totally rad pony club, if a totally rad pony club was to exist. So if you're up to something that has that certain you know what, just apply below. And bonus points for doing it in French (not really).



In addition to the monetary prize, the winner is introduced to Oatly's 520K social community and featured on the brand's website with 300K monthly visits, which is an enormous awareness boost for individual activists and their small initiatives.

THE ORIGINAL  
**OATLY!**



**FEBRUARY**

**OLIVIA SPAETHE, FOR PURPOSE JOBS**

Olivia Spaethe was in search of a job that could pay the bills and let her sleep at night. Instead, she founded a company to help others searching for the exact same thing.

[Read full story >](#)



❤️ 2,792

💬 58

ER: 0.93% | [Click to view](#)

oatly • 17 February •

oatly • Olivia Spaethe was in search of a job that could pay the bills and let her sleep at night. Instead, she founded a company to help others searching for the exact same thing: For Purpose Jobs. Link to the full story in our bio.

14w

sietsqo @caros\_ 13w Reply

h2\_nutrition Amazing story! Inspirational quote that everyone

Liked by mistajdarapper and 2,791 others


FEBRUARY 16

Add a comment... Post

oatly • 17 February •

Olivia Spaethe was in search of a job that merged social good with the comforts of a traditional career. Instead of finding that perfect gig, she started a company to help others in a similar search.

"I think the new normal should be a job at a company that's impacting the world for the better."



OATLY.COM

**Je Ne Sais Quoi of the Month**

Seriously, oat drinks are plant-based products created to be in...

👍❤️👍 15 8 comments 1 share

Like Comment Share

Most relevant

Write a comment...

Marcia Haggstrom Great story. 1

Like Reply 14 w

View 3 more comments



For Purpose Jobs saw a **+31%** MoM traffic increase in February 2021, when the company won the prize and was featured on Oatly's digital channels. For the month of February, oatly.com was the second top traffic source responsible for 20% of referral visits.

Total [For Purpose Jobs](#) website visits, February 2021:

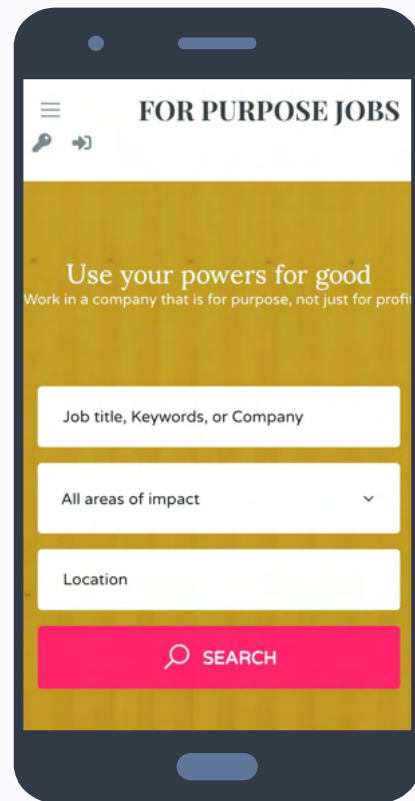
**3.4K**  
(+ 31% vs. Jan. '21)

Traffic Channels:



Top three Distinct Sources Driving Traffic to forpurposejobs.com

Google Search	51%
<a href="#">oatly.com</a>	20%
Direct	19%



# Key Takeaways

Oatly, a Swedish oat milk brand launched in the 1990s, was a minor national brand playing on the outskirts of the vegan food industry. In 2014, two years after a new CEO Tony Petersson took the lead (2012), the brand has undergone a complete makeover and embarked on an ambitious sustainability-driven activism path. Since 2014 Oatly has grown into a global challenger brand with a considerable impact on European environmental policies and a supporter of grassroots sustainability initiatives.

1. **Packaging is the medium:** Brand packaging was the first touchpoint that manifested the brand's new positioning in 2014. Each side of Oatly's packaging carries a message to the consumer. When Oatly first put a new pack on the shelves it carried brand promise and hinted at the wastefulness and negative impact of the dairy industry. Another pack update featured Oatly's slogans "It's like milk but made for humans" and "Wow no cow". In 2019 Oatly added the climate footprint each milk carton produces to the front of the pack. The latter update was supported by an activist marketing campaign known as "Food Industry — Show Us Your Numbers". The campaign called other players to add their environmental footprint to their packaging. Despite the common belief that packaging updates negatively impact consumers' taste perception, Oatly's customers seem to love to explore the brand's packaging and share their excitement on social media.
2. **Brand Activism:** Oatly's sustainability agenda extends beyond its immediate operations. The brand believes it can make a much larger impact by engaging in the environmental discourse on a policy-making level. Over the last two years Oatly initiated two petitions challenging European laws:
  - a. **"Food Industry — Show us your numbers":** In 2019 Oatly launched a petition calling to make it a law to disclose the environmental impact on food products in Germany. Oatly launched a multi-touchpoint (out-of-home, print, digital) awareness campaign to collect 50,000 signatures on the petition. This would guarantee the German Parliament would discuss the CO2 food labelling. Following the successful campaign, Oatly got a chance to present the case in the German Bundestag. Although the government didn't pass the law, Oatly made press headlines and won the hearts of their environmental-cautious community.

## Key Takeaways

- b. “Are You Stupid?”:** In 2021 Oatly responded to the European Amendment 171 with another petition. In October 2020, European Parliament passed the Amendment 171 which by some has been deemed “anti-environmentalist”. The Amendment restricts non-dairy products from using dairy-related descriptors, such as “creamy” or “buttery” and describing them as “alternative to” dairy products. It also doesn’t allow vegan brands to communicate climate-impact comparisons to the dairy industry. Oatly launched an informational [“Are You Stupid”](#) campaign to educate its audience about the restrictions this Amendment would impose on vegan brands. Together with ProVeg and Upfield, Oatly initiated a petition calling European Parliament to revert its decision. Oatly’s campaigning efforts were focused on driving traffic to the [petition website](#). Over the course of four months (Jan. ‘21 — Apr. ‘21) the petition explainer website was visited 1.3M times and collected 457K signatures. Oatly’s efforts didn’t go unnoticed and the brand was able to make the government revert its decision and reject the Amendment 171.
- 3. Supporting Individual Contributors:** Oatly recognizes that environmental change requires action on different levels. The brand encourages and inspires individual activists and teams to make a meaningful change in their communities and circle of influence. To support the grassroots movement Oatly launched a [le Ne Sais Quoi of the Month Fund](#) which rewards individuals contributors with a \$1K financial prize. Even more importantly, Oatly introduces them to its 530K social media community and features them on its website that gets ~300K monthly visits. Such exposure is often able to boost small business awareness, inspire and reward the founders.