

Main Accomplishments of the Albert Schweitzer Foundation for Our Contemporaries

2015 & 2016 (Jan-Aug)

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Preliminary remarks: costs

Our costs for 2015 have been audited: € 695,484 of which € 579,246 were project costs. We track the costs of our biggest projects, so the respective costs are quite accurate. However, we do not track the costs of our smaller projects which is why we had to make some estimations. Since we do not report on all of our activities here, the sum of our costs listed in this document is below our total project costs.

A lot of effort would have been needed to calculate the costs for January to August 2016, so we decided to make our best estimate instead: Total costs amounted to approximately € 600,000. We decided not to estimate the project-related costs for 2016 at this point, due to uncertainties and the required effort.

Consumer outreach

Vegan Taste Week (VTW)



In November 2014, we launched the Vegan Taste Week - a website and newsletter program that encourages people to try a (more) plant-based diet. People who sign up for the newsletter get an e-mail per day for seven days with recipes, tips and background information. After this first week, they get one additional newsletter every month.

The newsletter e-mails include links to two surveys so we can collect feedback and get an idea of the dietary change we helped create. We use the feedback (along with the opening and click rates) to continuously improve the program.

We use several channels to gain sign-ups for the Vegan Taste Week:

- the Pig Mobile Tour (see below),
- our local groups (see below),
- our (free) Google Grants ads budget of \$40,000 per month,
- website pop-ups,
- our leaflets,
- our Facebook page.

In 2015, 49,293 people signed up for the Vegan Taste Week and in the first eight months of 2016, 39,187 people signed up (all of these are net values: we only count e-mail addresses we can successfully send e-mails to, and we subtract unsubscribers). We are breaking these numbers down according to different channels (see below).

We are very satisfied with our opening and click rates: The first one of the initial seven e-mails is opened by 62 % of the recipients and the last one, still by 39 %. Click rates are around 20 % on average (baseline: all recipients). The goal is to achieve even higher engagement rates.

The initial results of our surveys are also very promising:

- 50 % of the respondents who were not vegan at the start of the VTW said they ate “completely vegan” or “mostly vegan” during the week. An additional 33 % claimed they ate “vegan somewhat more often”.
- Of the people who had already thought about going vegan (but did not do so) before the VTW, 56 % felt “rather assured” to do so and 24 % felt “completely assured” to do so.
- Of the people who had not thought about going vegan before the VTW, 79 % said they will “vegan more often” and 11 % said they will eat “completely vegan” in the future.

After evaluating the second survey, we will be able to say more about the potential longer-term effects of the VTW. We plan to publish our results and learnings from the evaluation design in order to share them with the animal protection community and to get additional feedback.

Costs in 2015: € 65,357

Pig Mobile Tour



Our Pig Mobile visits Germany's largest cities. Our team and volunteers talk to thousands of passers-by each day, hand out hundreds of leaflets and win hundreds of people to sign up for the Vegan Taste Week.

Besides handing out leaflets and getting sign-ups, the tour has several great side effects:

- Since we are running demonstrations, German law allows us to choose where we run them. We choose the most highly frequented streets in Germany. That way, tens of thousands of people see the Pig Mobile and its message ("Try vegan - for the animals, for the environment, for your health - www.vegan-taste-week.de") every day.
- The local media often writes positive articles with pictures about us. Sometimes we are on local TV. Our potential media reach in 2015 was 10.8 million and in 2016 it has been 6.6 million so far.
- We use our e-mail list to inform potential activists about our visits to their cities. That way we meet many people who later get involved in our local groups.

In 2015, the Pig Mobile had 95 days of action. We handed out 74,450 leaflets and 18,243 people (net value) signed up for the Vegan Taste Week.

In the first eight months of 2016, we decided to put an emphasis on more cost-effective ways of direct consumer outreach and put a stronger focus on working with our local groups and helping them to use moving boards effectively (see below). That is why the Pig

Mobile “only” had 56 days of action in 2016. 21,550 leaflets were handed out and 12,333 people signed up for the Vegan Taste Week.

Costs in 2015: € 75,487

(Costs in 2016 are much lower due to the change of focus and an increase in efficiency)

Moving boards



When we looked for ways to potentially multiply the impact of our Pig Mobile tour and to have a more cost-effective concept that anybody can use anywhere, we found that using moving boards is a great way to stand out to passers-by and to start short conversations with them.

Our team (excluding local volunteers) had 51 days of action with moving boards, so far, in 2016, won 10,428 sign-ups for the Vegan Taste Week and handed out 18,490 leaflets.

Movement building: local groups



We work with volunteers all across Germany who form local groups. These groups set up information booths and/or put on moving boards to proactively talk to passers-by. Their main goal is to convince people to sign up for the Vegan Taste Week.

In 2015, we were able to grow the net number of local groups by 7 and in 2016, we increased it by another 7 during the first eight months, now totalling 37 groups.

Our website shows [the local groups and an activity calendar](#) (most activities take place from spring to fall). In 2015, our groups did 307 assignments, won 8,383 sign-ups for the Vegan Taste Week and handed out about 70,000 leaflets (we do not have an exact number here because of changes in our ordering process). In the first eight months of 2016, they did 242 assignments, achieved 8,318 sign-ups for the Vegan Taste Week and handed out 68,900 leaflets. Assignments sometimes have other goals such as generating media reach and joining protests.

We did a lot of groundwork in this area in 2015 (and some in 2016) that we expect to lead to large increases in efficiency in the future.

Costs in 2015: € 39,473

Leafleting



Our brochure “Even if you like meat ...” focuses on the why and how of dietary change and advises readers to sign up for the Vegan Taste Week. In 2015, we distributed 444,533 brochures and in 2016, we have distributed 311,340 brochures, so far (with one major push coming later this year). These are our total numbers - the numbers above are breakdowns of some of our channels. One additional main channel are orders by activists who pay to cover costs for printing, handling and shipping.

Costs in 2015: 41,057 €

Testing pay-per-view



We wanted to find out how well pay-per-view concepts might work in Germany and did a five-day tour where we offered people € 1 to watch a three-minute video. While we did get some great feedback, we had a hard time attracting large numbers of people to watch the video.

In 2016, we decided to partner with Animal Equality and to use their virtual reality concept “iAnimal”. The new technology attracts people automatically (without having to offer money), and anecdotal evidence is strong that people have a much more intense experience compared to watching a 2D video. We bought two complete high-quality VR sets (phones and headsets) plus two VR headsets in 2016. Our local groups will now test them. Depending on our success, we will invest more.

Costs in 2015: € 5,136

Carnival of Cultures Berlin



The Carnival of Cultures is a huge event in Berlin that includes a big parade through the city which is broadcast live on local TV. Our volunteers and we are a part of it every year and use it for leafleting, spreading a positive vegan message, and getting media coverage (potentially reaching one million people each year). Here is a [slideshow](#) of the event in 2015.

Costs in 2015: € 3,763

Vegan Summer Festival Berlin



The Vegan Summer Festival is co-hosted every year by VEBU, Berlin Vegan and Albert Schweitzer Foundation. It runs for three days and attracted 55,000 visitors in 2015 and 60,000 visitors in 2016.

Costs in 2015: € 7,604

High school visits



In 2015, we visited five high schools with our Pig Mobile and reached about 750 teenage students. We did video screenings, discussion groups and vegan cooking classes with all of them and received great feedback. Costs were quite low because an organization that brings global issues to high schools did a lot of background work to make this happen. A bonus was that a conservative politician scandalized the fact that some students told the local media that they would stop eating meat. That led to a discussion about the fact that pro-factory-farming groups often visit schools.

We will probably do something similar later in 2016.

Costs in 2015: € 6,140

Weekly newsletter

Our weekly newsletter reached 100,000 subscribers in August 2016. It covers a variety of animal protection and related topics. We use a mixture of factual and emotional contents. Opening rates are 27.8 % on average and click rates are 19.8 % on average (baseline: all recipients).

The newsletter serves a variety of purposes that are hard to quantify: We have anecdotal evidence that it plays a role in dietary change and lowering recidivism rates. It also helps keeping parts of the animal-friendly community well informed and to make them use correct

information in their outreach (we fact check our articles thoroughly). It also helps with fundraising.

Costs in 2015: € 12,654

Corporate outreach

Ending the use of battery cages

One of our main corporate outreach programs is the [Cage-Free Campaign](#) that is backed by 14 German animal protection organizations which allow us to negotiate with companies on their behalf.

In the last years, we played the main role in getting food companies to abandon the sale and use of cage eggs (including egg products). The campaign has developed a momentum of its own: Many companies are deciding to go cage-free just because their peers are doing it. This makes it hard to track our influence. We decided to be very conservative in doing so, counting only companies that we are sure to have had a major (usually the only) impact on.



In 2015, we convinced 31 companies to go cage-free and in the first eight months of 2016, we convinced 17 companies to do so. The number of hens we potentially impacted through this work is very hard to estimate. While revenue numbers are usually available, getting numbers on egg usage is mainly impossible. In general, we are putting the strongest focus on the market leaders of each industry.

In 2016, we have started to take a more international approach: We worked with The Humane League (THL) to get an international cage-free commitment from food giant Mondelez and we started negotiations with all internationally active German supermarket chains. By now, two of the largest chains (Aldi Nord and Aldi Süd) have made commitments about going cage-free in every country in which they are established. While THL played a major role in getting a commitment from Aldi Nord, we have been talking exclusively with several Aldi Süd countries exclusively. Additionally, we secured a commitment from Norma France. We also joined the [Open Wing Alliance](#) and are looking forward to securing more international commitments with the members of the alliance.

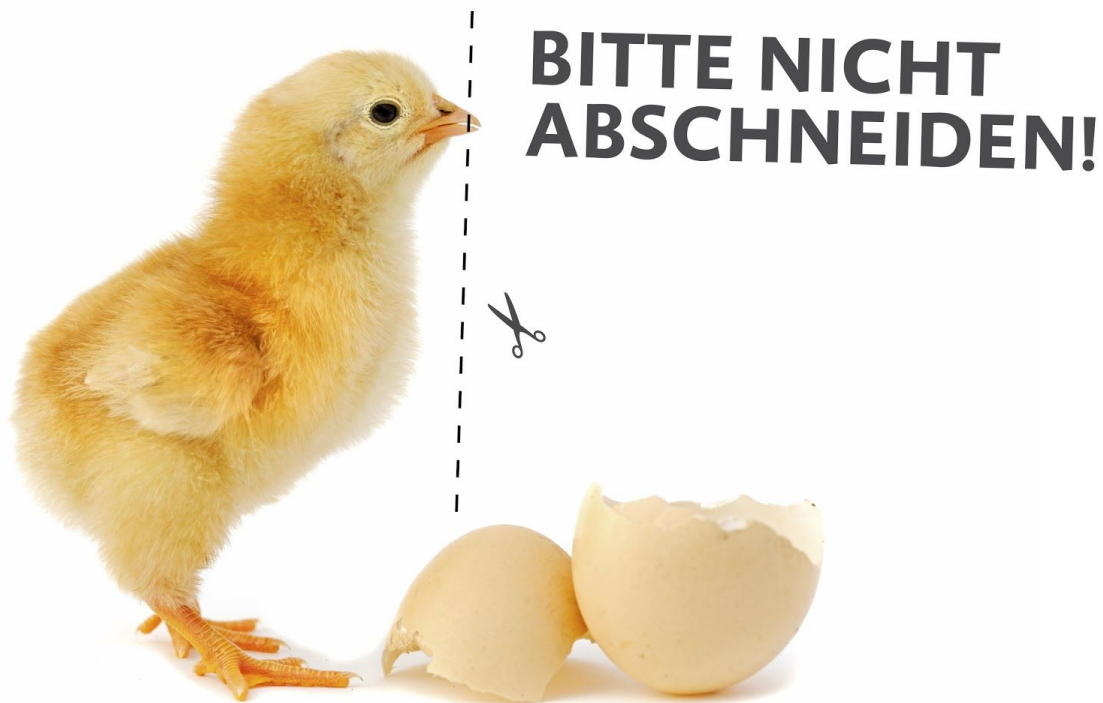
Costs in 2015: € 45,190

Ending caged quail farming

After a quick campaign to get German supermarkets to stop selling eggs from caged quails, we developed a relationship with Europe's largest quail producer, Urgasa. Urgasa developed a cage-free system because of our campaign and we provided them with several rounds of feedback. They call their latest system "free to fly" and we consider it to be a bigger step in animal welfare than getting a laying hen from a cage into a free-range system. Urgasa was so happy with the results (the hens can live longer than in cages, egg and egg shell quality is better, mortality rates are lower) that they decided to go 100 % cage-free over ten years. Since costs per egg are higher, this will result in higher prices and possibly lower consumption.

Costs in 2015: € 4,486

Ending beak searing



While getting laying hens out of cages into cage-free environments is a step that greatly reduces suffering, their suffering in cage-free systems is still severe. One important indicator is the necessity for searing ("trimming") their beaks: The hens are so stressed that they develop behavioral disorders. As a result, feather pecking and cannibalism occur. To make sure that these behavioral disorders do not lead to high mortality rates, the tips of the laying hens' beaks are cut off. This procedure is painful in the short term and also in the long run. It does not stop the behavioral disorders but it makes sure that mortality rates stay low: seared beaks hardly cause wounds.

We are campaigning for an end to beak searing and for keeping and feeding hens in a way that does not let behavioral disorders occur. In 2010, we laid the groundwork to ending beak trimming in Germany by publishing a paper about how beak trimming was ended in Austria and sending it to some of the most important decision makers in the egg industry, the retail sector, and politics. After an initial backlash, over time the position was adopted that an end to beak searing is possible in Germany. In 2014, the federal state of Lower Saxony announced that it will outlaw beak searing by the end of 2016. In 2015 and 2016, basically all other decision makers such as the German Agriculture Minister and the egg industry agreed to end the practice by 2016/2017. 65 million hens are set to benefit from this (non-German suppliers - especially in the Netherlands - who are selling to German retailers have to end beak searing as well).

The next important step is to make sure that the hens are kept far better. As of now, the egg industry does not want to change much and tries to calm the hens down by turning down the light when feather pecking occurs. We are running a campaign for what we call “a proper end to beak searing”.

Costs in 2015: € 7,593

Reducing suffering in aquaculture








Late in 2015, a leading German retailer decided to cooperate with us on better trout welfare in aquaculture. In 2016, we worked with a consultant and produced a paper outlining areas for improvement: transport, hygiene, antibiotics use, water quality, slaughter, inspecting carcasses at slaughter, expertise of workers. We also had several meetings (including one with a supplier). The next steps are to develop criteria and an educational program for trout farmers (paid for by the retailer), to implement the criteria and to get more retailers to do the same. The retailer we worked with already has expressed interest in cooperating with us on other fish species as well.

Working with supermarket chains on producing animal welfare policies

We pride ourselves of not only being able to bring about short-term wins, but to also develop long-term relationships with important food companies. One of the most prominent signs of success in that area is the fact that we are cooperating closely with several supermarket chains in order to produce and refine their animal welfare policies. We were able to make meaningful contributions to two policies, gave detailed ex-post feedback to two additional chains that will be considered in the next updates, and are now working on an update with another chain. Details cannot be published for reasons of confidentiality.

Costs in 2015: € 7,853

Vegan supermarket benchmarking

Vollsortimenter	Discounter
1. 	1. 
2. 	2. 
3. 	3. 
4. 	4. 
5. 	5. 
6. 	

German food companies in general and retailers in particular pay a lot of attention to what their competitors are doing - this includes many kinds of sustainability issues. Having seen an impressive impact by a “sustainable fish” benchmarking done by Greenpeace, the idea was born to have a benchmarking for vegan-friendliness. Almost all of the leading German supermarket chains actively participated in our benchmarking, giving us numbers on their vegan products in different food categories.

One direct result of the benchmarking were several meetings with chains in order to discuss the results and to talk about improvements that can be made. Both the vegan product range in supermarkets and communication efforts have been growing since the benchmarking, although it is impossible to tell how much impact the general trend has vs. our benchmarking. However, it has become very clear that the retailers pay a lot of attention to the benchmarking and want to rank higher in the future, which is reason alone to keep on following this approach.

Costs in 2015: € 17,967

Vegan guide for universities and caterers

After having worked with many universities on implementing more and better vegan options and having realized a general need for background information, product recommendations and recipes, we decided to publish a vegan guide. To do so, we spoke with most of the 58 German university dining operations (each operation caters for several universities), discussed with them about problems, best practices, etc.

The result is a [73 page guide](#) we published online. Due to popular demand by the catering industry, we also created a print version. We will publish an updated and bigger version later this year that will be a print version by default and will be available for a small nominal sum because most costs will be covered by ads.

Costs in 2015: € 12,997



Making plant-based options more mainstream



As with our cage-free campaign, we are very conservative in counting our successes. We only account for steps that were direct results of our conversations and partnerships with companies. To get a better idea of the impact we generated, we established a system that

takes into account the revenue of the company, the magnitude of the step that was taken, and the potential influence on other companies. In 2015, we worked with 34 companies and dining operations to generate 46 impact points and in 2016 we, so far, have worked with 6 companies to generate 41 impact points.

Examples of success are:

- Getting a national pizza chain to test and to later fully implement and increase vegan options
- working with a leading pasta producer to offer vegan filled pasta squares
- getting producers of vegetarian and vegan meats to offer more vegan products
- increasing the number of vegan options at Deutsche Bahn restaurants (only operator of long-distance trains)
- cooperating with universities to implement more and better vegan options and working on their communication
- working with supermarket chains to offer more vegan products and to positively communicate around the topic.

Costs in 2015: € 31,404

Website and newsletter for food industry decision makers

Further building on the fact that the actions of competitors can help drive progress in food companies, we launched the website www.lebensmittel-fortschritt.de (rough translation: “food progress”) and a corresponding monthly newsletter that we send out to our food business contacts. Website and newsletter are all about showing and explaining good animal welfare and plant-based steps taken by food companies.

We get a lot of promising feedback about the newsletter - including companies asking us to feature their latest efforts.

Costs in 2015: € 15,093

(Social) Media work

Having put very little effort into building a big Facebook followership and into generating reach, we saw other organizations having quite a bit of success on Facebook and decided to implement an 80/20 approach: Investing very little resources and aiming to do the most important things right. This led to a drastic increase in our Facebook reach: 49.6 million in 2015 (+687 % as compared with 2014) and 39.4 million in 2016, so far.

We also worked with the general media (mostly newspapers and TV) to generate 74.4 million potential contacts in 2015 and 17.5 million potential contacts, so far, in 2016. We just hired a head of communications to help increase our media reach. We decided to use the term potential contacts because having an article in a newspaper with a readership of 1 million does not mean that this article will be read by 1 million people.

Costs in 2015: € 21,733

Lobbying and networking

Correcting a mistake in the German translation of the EU Pig Directive

The EU Pig Directive (Council Directive 2008/120/EC) stipulates: “The accommodation for pigs must be constructed in such a way as to allow the animals to have access to a lying area physically and thermally **comfortable** ...”. However, the official German translation said “**adequate**” instead of “comfortable”. The German translation is the legally binding text for Germany and Austria.

This mistake has gone unnoticed by the movement for seven years. It only came to our attention because we spoke with CIWF about fully slatted floors and were surprised about their strong choice of words saying that the use of fully slatted floors is breaching EU law.

After we noticed the error, we reached out to the EU Commission, lobbied for changes, and finally found the person responsible for correcting mistakes like these. The person used our suggestion for correcting the translation. The correction has become official in February 2016.

At this point, it is difficult to say what the actual outcome for pigs will be. The German Ministry of Agriculture is admitting that fully slatted floors are problematic in terms of animal welfare, but refuses to take action. We have filed an EU complaint because of that (no decision was made yet). We are also working with VGT Austria on this issue.

Costs in 2015: € 3,997

Official petition against factory farming



In 2014, we used the petition platform of the German government to launch a petition to end factory farming. 50,000 signatures allow the petitioner to get an invitation to the Bundestag. We reached more than 99,000 signatures and had a formal discussion in the Bundestag in December 2014 ([video](#)).

In 2016, the Committee on Petitions finally reached a decision:

- The petition was forwarded to the German government. This means that the government should take the petition into account when drafting new legislation. The ministry of agriculture also has to formally reply to the petition (this has not happened yet).
- The petition was also forwarded to the European Parliament because the topic is also relevant to the EU (no reply yet).

This was more than we hoped for, as the original goals were only to show the government that factory farming is an important topic to the people of Germany and to further the political discussion around factory farming.

Costs in 2015: € 1,312

“Wir haben es satt!” demonstrations



A broad coalition of NGOs organizes an annual demonstration for better farming called “Wir haben es satt!” (“We are fed up!”). Our role is to emphasize the need to end factory farming

and to support plant-based alternatives to animal products. In 2015, a record 50,000 people attended the demonstration and in 2016, 20,000 people took part. A video and pictures can be found [here](#).

Costs in 2015: € 5,153

Working with consumer groups to accept reasonable vegan labelling

In our work with supermarket chains we found that some chains labelled vegan products as vegetarian when the products might contain trace amounts of dairy or eggs. The reason was that an influential consumer protection group was calling it misleading to have “vegan” products with (potential) trace amounts of dairy or eggs. Many vegans were confused about the vegetarian labels and did not buy the products, thereby limiting their selection and making a vegan lifestyle more difficult. In 2016, we worked with VEBU and were able to convince the consumer group to take a less radical stance on vegan labelling. Costs were around € 1,000.

Influencing influencers and shaping political/agricultural debates



We are working with influencers and experts in different fields relevant to animal protection. In 2015, we gave 14 presentations, seminars and panel discussions to these target groups. In the first eight months of 2016, that number was eight.

We are also writing articles and giving interviews to media that is especially consumed by influencers and experts (14 in 2015 and 8 in 2016, so far).

We also help exploring the possibilities for the expansion of vegan (organic and non-organic) farming. In 2015, we helped with the first conference on vegan organic farming in Germany in ten years. This year, we are helping with the establishment of an international association for vegan farmers. Our interest in this topic is based on showing how cost-effective agriculture can work without any use of animals and on its potential to reduce insect suffering (provided it exists).

Further, we (successfully) joined forces with the Humane Society International to make farm animal welfare a more important topic when export credits are granted for CAFOs.

Finally, we joined forces with several German animal protection groups and hosted several meetings in our offices in order to speak with a more uniform voice when it comes to the forming of and lobbying for political goals. We also composed a political position paper, co-hosted a parliamentary evening, and now have regular meetings with a representative in the ministry of agriculture, together with these organizations. Although the topic of plant-based alternatives is not on the core agenda of many of these groups, they help giving the issue more political weight.

Costs in 2015: € 18,098

Scientific work, evaluations, quality improvements

Providing well-founded information

We put a high emphasis on using scientifically sound sources for everything we publish - especially so for our cornerstone articles about each of the commonly farmed animal species, vegan nutrition and health, and the environmental and socio-economic impacts of animal farming. Our reasoning behind that is that the animal protection movement must be credible if it wants to gain more influence.

These articles are increasingly used by other organizations (animal protection and beyond), book authors, the media, Wikipedia, etc.

In 2015, our scientific department staff wrote 37 articles for our websites and in 2016, it has written 24 articles, so far. Nine of these articles were cited in five books in 2015 and 16 have been cited in six books in 2016, so far. The media also often refers to these articles when going into depth.

Our scientific department is also responsible for our internal knowledge management. We use Confluence (a good Wiki that is free of charge for NGOs) to do so. We are also planning to publish some of the knowledge we have gathered such as a list and an evaluation of theories on behavioral change and their implications for veg. consumer outreach.

Costs in 2015: € 24,618

Initiating and supporting science

Since plant-based meats are often criticized by German media to be allegedly unhealthy, we asked an institute to do a thorough comparative analysis of animal and plant-based meats. The study will show that plant-based meats are (with some exceptions) the healthier choice. It is due to be published by the end of 2016.

We are also working with students and universities. In 2015, we have had seven students for (under)graduate internships working in our offices (two, so far, in 2016). Additionally, we have worked with three students on their B.A. and M.A. theses.

We worked with the Fachhochschule des Mittelstands, a college of higher education, to establish the “Institute for Ethical Nutrition” and the B. A. program “[Vegan Food Management](#)”. Graduates will help food companies to expand and to improve their vegan offerings. Our involvement stretches from introducing the idea to working out details, suggesting a professor and helping with accreditation to designing and teaching some courses. The first trimester starts in October 2016.

Costs in 2015: € 18,811

Surveys and evaluations to improve projects and materials

We are constantly evaluating and improving our work. In 2015, we did a survey to find ways to improve our main leaflet and made several small changes to it immediately. A round of bigger changes will take place later on. We also improved our survey that we ask donors to fill out after the donation process in order to learn more about them.

In 2015, we also worked out a concept for evaluating our Vegan Taste Week through two surveys which we improved in 2016. This work has already allowed us to make some improvements and continues to do so.

Costs in 2015: € 37,929

Improving project management

After we had some issues with our project management, we decided to put a focus on improving our standards. In 2016, we have done an analysis on the areas we want to improve in and we have already developed and implemented some solutions. Our work in this area will continue and we are planning to release an internal guide for project management later on.

Using new legal leverage

Until recently, the possibilities for animal protection groups to use the legal system to help animals were very limited. This has now changed in several federal states where animal protection groups were given the right to sue in certain cases. Although cases can only be

won at the federal state level, the court rulings can affect Germany as a whole because these rulings can mean that federal sub laws have to be changed.

While the ASF will not be granted the right to sue in the foreseeable future (foundations have always been exempt from this right and neither Berlin nor Bavaria - being the only states where the ASF could apply - have exercised their right to sue), we can work with other organizations which are in a position to sue. We are very well equipped to do so because one of the most distinguished experts on German animal welfare law, Hans-Georg Kluge, serves on our board.

As of now, we are supporting a case that could bring an end to the use of gestation crates: We aim for a ruling which stipulates that the crates have to be wide enough for the sows to turn around. This would make gestation crates mostly useless to the pig industry.

We also recently started looking into ways to help broiler chickens through legal means.

Costs in 2015: € 10,981

International expansion

In 2016, we started planning our international expansion. Eastern Europe looks very promising to us because it has a similar legal and cultural framework compared to Germany. It is also relatively low-cost to hire people and to run Facebook ads there (if we decide to do the latter). We are starting our expansion with Poland because of proximity, size, and economical and political stability. It is also a country where many German food businesses are active (chance of extending policies). Last but not least, Poland has a very active yet underfunded grassroots movement with few organizations with paid staffers. All of this makes it look ideal to invest and to learn how to internationalize.

Our biggest focus will be on bringing our food business work to Poland. We will also launch a Polish version of the Vegan Taste Week. We are planning to hire our first staffers in late 2016/early 2017. Depending on how successful we are and how steep our learning curve is, we will keep on expanding to countries where we think we can help animals in the best and most cost-effective ways.