

Animal Equality: Achievements

September 2015–September 2016

External

iAnimal

Animal Equality successfully presented its 360 VR project. The project was launched initially at Sundance. Over 800 people watched the 360 VR project in Sundance. Journalists from The New York Times, LA Times, The Guardian, Democracy Now, influencers from companies such as google as well as celebrities such as actors Jon Mack and Diego Luna, Danity Kane's Dawn Richard, producers, filmmakers, and those from the film and tech industry had the experience.

In April 2016 we launched the first iAnimal experience in five countries simultaneously. The project consisted of high-quality 360 degree video taken inside pig factory farms and slaughterhouses in four European countries and in Mexico, as well as a landing page with a virtual tour adapted to five countries: iAnimal360.com and iAnimal.uk for the US and UK.

The launch of iAnimal reached over 63 million people around the world through various media outlets including CNN, BBC, El Pais, Telecinco, Spiegel, Engadget, Vice, Motherboard and others covered the project in great detail.

Sam Dolnick of The New York Times said that he knew all about the cruel practices of the meat industry, but was never persuaded to give up meat until watching iAnimal.

The iAnimal experience has been watched by 37,000 students from some of the most prestigious universities around the world. Students from Harvard, Yale, Columbia, UC Berkeley, Stanford, Oxford, Cambridge and others have experienced iAnimal with a large percentage of students pledging to reduce or eliminate their meat consumption.

Animal Equality has also reached hundreds of politicians with iAnimal. The project was shown at the German House of Representatives and the Town Hall in Milan. In the US, Animal Equality sent iAnimal headsets to the US Democratic Convention. We also attended major political conventions in the United Kingdom, engaging with politicians at all levels of government, and received support from representatives of three major parties.

Several politicians watched our film and were photographed holding a sign pledging their support to end factory farming: co-leaders of the Green Party Caroline Lucas MP and Jonathan Bartley; leader of the Liberal Democrat party, Tim Farron MP; and Shadow Chancellor John McDonnell MP from the Labour party, as well as many others.

Most recently, Jose Valle, Animal Equality cofounder and Dulce Ramirez, Animal Equality's Executive Director in Mexico, met with Adolfo Ayuso, one of the Mexican president's top

advisors, to have high-level conversations about improving animal welfare policies in his country as well as how the Mexican government could support meat-reduction initiatives. This meeting resulted after Mr. Ayuso watched iAnimal. This meeting has enabled further conversations with Mexican politicians and parliamentarians.

In the UK, we have taken iAnimal into several workplaces and animal charities such as the RSPCA, Compassion in World Farming, The Brooke and Blue Cross to let their employees and trustees experience factory farming 'first-hand' and become more knowledgeable advocates. We also held events at several WeWork offices, in Lush shops, at the UK's only vegan football club and at the offices of the UK's biggest green energy company. We had a stand featuring iAnimal at the first international conference on Human Behaviour Change for Animal Welfare, which was attended by many animal welfare scientists and advocates from around the world. We also brought iAnimal to 12 veg fairs, two music festivals, two green fairs, three pride festivals and two mind/body/spirit shows.

Animal Equality is also sharing iAnimal with over 100 organizations and advocates by lending them all the equipment required to carry out outreach events. Organizations such as Animal Libre in Chile and Argentina, Djürratsalliansen in Sweden, Bite Back in Belgium, Vegan Outreach and Factory Farming Awareness Coalition in the US and many others will be using iAnimal as part of their outreach.

Animal Equality has also shared the know how of how to use iAnimal and how to record how to record 360° experiences with many organizations and during two talks organized and the National Animal Rights Conference and International Animal Rights Conference.

Investigations

Since its launch in 2006 Animal Equality has filmed in 674 different animal exploitation facilities around the world.

With investigations being one of the main strategy used by the organization over the years to raise awareness about animal issues and convince consumers and politicians to choose more compassionate choices.

Animal Equality has launched 11 investigations over the past year.

iAnimal

Animal Equality has done investigations into the pig industry for the iAnimal project in Mexico, Spain, Italy, UK and Germany.

UK:

Animal Equality has presented two investigations in the UK in 2016.

An investigation into chicken farming and investigation into pig farms helped us reach more than 29 million people through the media and start conversations with different companies about policy change. Animal Equality has had meetings with two of the UK's largest supermarkets--Tesco and Sainsbury's--to discuss their animal welfare standards for pig

products. We will be having ongoing conversations about meaningful improvements they can implement throughout their pig meat supply chain to reduce the suffering of farmed pigs.

The footage from these two investigations was also used to produce a 360 degree film showing the reality of British farming which was presented to politicians at three political party conferences (Labour, Liberal Democrat and Green). More than 1,000 political party members watched the film, including many MPs, MEPs, Peers, MSPs and regional councillors. Everyone was shocked to see these practices taking place on British farms and further dismayed to learn these conditions are commonplace, with more than 90% of pigs and chickens in Britain being reared intensively. Many pledged to reduce or eliminate meat in their diet and also to help raise awareness of the issue within their party.

Italy:

Save a Lamb

For a third year in a row Animal Equality has presented an impactful investigation into the lamb industry in Italy. This investigation has impacted Italians consumer of lamb meat for the past 4 years with a registration of a decrease of 40% consumption of lamb during Easter in 2013 after the release of the Save a Lamb Campaign, a decrease of 50% in 2014, and a decrease of 60% in 2015.

<http://salvaunagnello.com/>

The investigation gathered extensive media attention in 2016 and several Italian celebrities contributed to the campaign which helped get awareness and media attention.

As a result 70% of Italian consumers refused to eat lamb at Easter and Animal Equality registered more than 20,000 people pledging to not eat lamb during Easter or give up their meat consumption.

This investigation has had a huge impact in the Italian public on how animals who are raised for food are treated allowing conversations with politicians and journalists and facilitating the media impact of other investigations done in the country.

Rabbits

Italy is the second producer worldwide of rabbit meat (only after China) with rabbits being the second most intensively farmed animal in the EU, with almost 326 million rabbits slaughtered every year for their meat, rabbits are not protected by any specific legislation in Europe.

For over a year, Animal Equality has been working with the Italian organization LAV to work on a campaign to end the use of cages for rabbits and showing the public the plight of rabbits raised for meat in Italy. In April 2016, we launched an important investigation on the subject, showing the cruelty these rabbits suffer during transport from factory farms to the slaughterhouses.

Over 170,000 Italians have pledged to reduce their consumption of meat after the launch of this campaign: <http://www.coraggioconiglio.it/>

Animal Equality also attended the European Parliament in June 2016 to inform Parliamentarians about the need to improve the animal welfare laws for rabbits in Europe: <http://www.animalequality.it/notizie/537/lintervento-di-animal-equality-al-parlamento-europeo>

This is the second extensive investigations Animal Equality does into rabbit farming in Europe in less than 3 years (with an investigations inside more than 70 rabbit farms presented in 2014.)

Spain:

Animal Equality started doing investigations in Spain in 2008.

In 2006 it was registered by the Eurobarometer (Eurobarometer is a series of public opinion surveys conducted regularly on behalf of the European Commission) that 71% of Spaniards considered farmed animal welfare to be important or very important. That number has increased to 94% in 2016.

With Animal Equality being the only organization that has presented footage on farmed animals in Spain and having presented over 15 investigations over the last 10 years which have been featured in all occasions in major media outlets, tv's etc on the plight of farmed animals raised and killed for food reaching tens of millions of viewers, we consider this a sign of how investigations change public's perception about the use of farmed animals for food. (94% of Spaniards consider it very important or important to protect farmed animals.)

Chicken hatcheries in Spain

Animal Equality's investigations inside chicken hatcheries in Spain resulted in the first ever coverage by the media in the history of the country on the welfare of chickens.

The investigation into chicken hatcheries resulted in more than 70 million views worldwide. The investigation was featured in media in the UK (Daily Mail and The Sun), Australia, Argentina, Colombia, Chile, Spain..

Chile:

<http://www.eluniversal.com.co/mundo/video-revela-el-terrible-trato-que-sufren-los-pollos-en-los-criaderos-220501>

Argentina:

<http://www.mdzol.com/nota/659011-el-video-que-los-criaderos-de-pollos-no-quieren-que-veamos/>

Australia:

<http://www.news.com.au/technology/science/animals/shocking-footage-of-baby-chicks-being-killed-in-us-poultry-industry-causes-stir-on-social-media/news-story/5aaf8ea05ceed6ddd5ab97d0abb48cd4>

El Escobar Pig Farm

Follow up on the case results on longest prison sentence in the history of Spain for acts of cruelty against farmed animals.

In March 2012 Animal Equality showed the [terrible images](#) of brutality to animals on the Farm El Escobar, three people were arrested for their involvement in the events.

The three farmers [were filmed](#) smashing iron bars over the heads' of pigs, and attacking and killing the animals with swords, was confirmed yesterday by the Spanish Authorities. A week later, the manager of the farm has also been arrested for an alleged offence of animal abuse. After Animal Equality working on the court case, and a campaign that gathered 109,000 signatures of Spaniards asking for the highest sentence possible, in September 2016 the judge sentenced two of the farm workers to the maximum sentence possible specified in the Spanish law for animal cruelty cases. This was a historic victory as it was the first time acts of cruelty against farmed animals received the maximum sentence in the Spanish Penal Code.

China:

Animal Equality presented an investigation into the dog and cat meat and fur industry in China in 2015. This work enabled the organization to gather hundreds of thousands of contacts that are leveraged to encourage these individuals to join one of our farmed animal campaigns. Animal Equality currently has over half a million contacts in its database as a result of this investigation.

Mexico:

Animal Equality presented the first ever investigation inside a hen factory farm in Mexico. The footage reached 8,247,307 people and sparked a debate in the country about the treatment of farmed animals.

This was the first farmed animal investigation to be presented in Mexico.

The investigation was also featured on the Huffington Post US and launched our corporate outreach department in Mexico.

More than 10,000 people have pledged to help hens in Mexico:

<http://lavidaenunajaula.com/>

Other investigations filmed over the past year

In the past year, we have also filmed in hen farms, chicken farms and slaughterhouses in India; pig farms, dairy farms, hens farms, chicken farms and pig, cow, goat and chicken

slaughterhouses in Mexico. Animal Equality has also filmed in dairy farms, chicken farms and caged hen farms in UK.

Internationality

Animal Equality continues expanding internationally at a stable pace with hires in all the countries it's working in in 2016 (except for the case of Venezuela) and expanding its corporate outreach initiatives to Brazil.

The organization continues to have measurable outcomes in all the countries it's in, having presented investigations in all of them, getting substantial media coverage and expanding its programs to include corporate outreach in Brazil, Mexico, Spain, Italy and India.

The organization has also strengthened its connections with politicians in Europe (where the organization attended the European Parliament to talk about animal welfare and were present at party political conferences in the UK); India, where the organization is working with the government to improve the welfare of dairy animals; and Mexico, where the organization is about to present an initiative to the state of Jalisco to reduce meat consumption and has met high-ranking officials in the country to work on animal welfare improvement for farmed animals.

Education

Animal Equality has continued its educational initiatives online and offline.

ONLINE

Overall Animal Equality has over 700,000 contacts in its database throughout all the countries it is in. Sending them newsletters on a weekly basis on the organization's work, investigations and campaigns.

Pledges to change diet

Over 21,000 people have pledged to not eat lamb in Easter or not eat animal products through our Save a Lamb campaign.

Over 15,000 people have pledged to give up meat through our "Descubrir La Comida" landing page in Mexico: <http://www.descubrirlacomida.com/>. The campaign has expanded to Spain: <http://www.descubrirlacomida.es/> and Italy: <http://www.scopriiltuocibo.com>

Over 30,000 people have pledged to reduce or eliminate their meat consumption after viewing iAnimal or through our LoveVeg project.

Animal Equality is currently mailing over 30,000 people on a weekly basis helping them to reduce or eliminate their meat consumption. The Love Veg newsletters have been adapted to all countries they have been sent out to and Animal Equality is surveying people to track behaviour change in order to continue to improve the newsletters.

The newsletters are based on the Fogg Behavior Model that shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and Trigger. When a behavior does not occur, at least one of those three elements is missing.

Videos

Animal Equality has successfully launched a series of viral videos on farmed animals that have from 250,000 to 500,000 views on average every week.

Social media

Animal Equality has over 3.5 million followers on Facebook.

Animal Equality also manages the Detén el Abuso page that has gone from a 58,010,868 reach to 74,000,844 in the past few months.

OFFLINE

Animal Equality handed out nearly 200,000 vegan guides during our events and reached about 18,820 people through our street screenings.

Animal Equality launched a campaign on the metro of Caracas that is currently reaching more than 2 million people daily, this campaign will be visible during 6 months.

The organization has launched two magazines “Their Voice”, which it sends to over 7,000 people in the US, UK, Germany, Italy and Spain.

Awards

In 2016 Animal Equality’s work received two awards. In Germany we have received the Webvideo award 2016 for iAnimal, and more specifically for the iAnimal pig video narrated by celebrity Thomas D. The gala for the award ceremony was visited by 5000 people and the facebook live stream has been watched more than 391,000 times. The web video award is a crucial part of the YouTube and online TV community and establishing contacts and recognition in that community has helped Animal Equality increase its image inside its target audience of millennials.

Animal Equality was also awarded Best Charity Stand at the Liberal Democrats' conference in September in the UK. This was out of more than 20 charity stands across a broad spectrum of social issues and chosen by conference delegates.

INTERNAL

Focus on strategic plan and vision

Animal Equality finished developing its strategic plan in 2015. As a result, the organization decided to focus on farmed animals and on 4 main strategic focuses: Education; Corporate Outreach; Political Outreach; Internal Development.

Though the strategy plan looks into 2016-2020 it is revised in every Directors meeting where the plan is discussed and new landmarks and goals are added to the plan. As a result of the last plan discussion in September 2016 the organization has decided to:

- Create a trend report to think about the social, technological, environmental and political aspects that will affect animals in the next 5 years.
- Develop a report on wild animal suffering and the organization's position on the matter.
- Create a report on fish welfare. The organization's plan is to focus not only on cage free campaigns but to also include fish and chickens. Several directors attended a fish conference that took place in the UK in 2016 to be able to meet experts on the matter and complete documentation for the report.
- Put more focus in 2017 in updating our websites. As an organization that appeals to millennials it is crucial that the organization remains modern and communicates to its main audience through its different platforms.
- Create a specific innovation plan with funds and goals.
- Create a report on behaviour change for 2017 that will be shared with the movement, as the organization expands its educational initiatives and with there being so many different approaches to diet change it is very important for Animal Equality to understand what influences people the most in sustainable diet change.

Organizational stability

The organization has been very much focused on growing its stability and has spent time and resources on structure development, roles and responsibilities, processes, procedures, in addition to hiring and staff development. Thanks to this, Animal Equality has been able to double its amount of staff (22 new people), train them and have them working effectively with a very low turnover.

Staff satisfaction is high as internal surveys and performance reviews clearly show. Staff surveys are carried out once a year:

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Animal Equality is also meeting its goals (those in the strategic plan) of hiring and creating procedures in the organization, and has also worked with an expert on structure and development to develop a matrix structure that helps the organization use all its talent (both of the executive director's in each country and department directors) to inform its decisions.

Animal Equality's International Director's have also visited all the offices where the organization is present to meet all staff, working on SWOT analysis of the organization in Mexico, India, reviewing and helping ED's to share the strategy plan with their team of staff and volunteers and assisting with processes work and plans.

All of Animal Equality Directors also have a sharing and learning meeting every two weeks, when for an hour topics related with project management and improvement for farmed animals. This builds into the goal of having a larger percentage of the time of people in the organization spent on learning and improving.

Learning and improving knowledge is a key aspect of the organization's culture with it having a specific goal on asana and the organization funding trainings and courses for its staff.

Launch of the Communications Department

As the organization continues to grow the need for a centralized, strategic communication was identified in 2016 that:

- Enabled the organization to develop a communication strategy based on its strategy plan.
- Unified communication processes and protocols throughout the different countries

Thanks to this strategic approach Animal Equality decided to hire Sarah Pickering, who has considerable international experience managing communications for organizations, agencies and companies. The department is being developed and has already resulted in an increase in media coverage in all of the countries the organization is working in and more unified communication processes and protocols.

Our social media outreach has also increased as has collaboration between countries and departments on strategic communication and messaging. Celebrity support for our work is also increasing.

Opening new offices

The organization has opened new offices or moved to bigger offices in Berlin (Germany), Guadalajara (Mexico), Los Angeles (US), Milan (Italy), Madrid (Spain), London (UK) this adds to the offices also existing in Stuttgart (Germany) and Pune (India).

Goal setting, project management, analysis and measurement

Animal Equality has switched from using 7geese to using asana a more comprehensible project manager tool that enables us to more clearly set our goals (Animal Equality sets SMART goals for the entire organization at the beginning of the year and these goals are revised monthly).

The department and countries performance are tracked not only on asana that is updated daily but through weekly meetings with Sharon Nunez (the international director), and meetings every six months between all Directors of the organization.

The organization continues to measure key performance indicators to track its impact on the media, social media, amount of leaflets handed out... compare it from country to country and analyze the impact of different investigations and campaigns against others.

Study with Faunalytics

The organization is currently working with Faunalytics on a study to compare the impact of 360 video in comparison to other forms of outreach.

As suggested by several studies, immersive virtual experiences seem to have a greater effect on the public than conventional videos. According to the study, *Short and Long-Term Effects of Embodied Experiences in Immersive Virtual Environments on Environmental Locus of Control and Behavior*, virtual experiences have a more long-lasting change compared to a video or a leaflet:

“Because video messages are also often used to deliver environmental messages, a video depiction of the tree-cutting process was included as an experimental treatment compared against IVEs. Results confirmed interesting changes one week following experimental treatments. The effect of print and video on environmental locus of control and behavior declined over the course of one week whereas the effects of IVEs persisted relatively strongly. The effect of IVEs on environmental locus of control and behavior was consistently stronger than print and video.”

Tim Herron, head of the Decision Theatre lab at the University of British Columbia, says virtual reality could help people comprehend the impact of their food and life choices on animals and the environment: *“It’s just a much more compelling way of getting people to understand the effects of their behaviour now on the future. It’s about visualizing the data for people. Once people can see it, it’s amazing how much it changes things.”*

The study started in October 2016 and will be completed and published in Spring 2017.

Other studies

A study carried out in collaboration with a student about the best messages to use on social media will be published by Faunalytics in 2017.

Animal Equality has shared the data of other studies it has carried out with Faunalytics and is discussing the best way to present the data.

Trend report

Animal Equality directors have attended several conferences on trends and the future of the food industry and in collaboration with several experts will have a trend report for 2017.

Surveys

Internal: Animal Equality is surveying its own staff to track staff morale, happiness, work performance and motivation in order to help managers of the organization improve. Staff is encouraged to fill in all surveys anonymously and improvements to the 2015 survey will be made in 2016.

External

Animal Equality is surveying the subscribers to its Love Veg newsletters.

Animal Equality has sent out surveys to over 30,000 subscribers asking them about their diet before receiving the newsletters, during and after receiving them. The organization aims at tracking the diet change after month long newsletters that have been specifically designed to help encourage diet change taking into account the latest information available about diet change and behaviour.

The information will be used independently in each country to improve the content of the newsletters and to create a report on what were some of the findings of the survey. The information will also be used to identify changes from one country to another that will help us adapt campaigns more specifically to the context and publica being approached.

Animal Equality continues to measure its impact through social media, newsletters, etc. using its measurement plan.

As part of Animal Equality's strategy plan the organization aims at having 50% of its programs backed by research in 2020, the organization is currently discussing the most effective way of doing this, if through the hiring of one or several data analysts or by working with external companies to do the studies.

Thank you for reading :-)