

OTWARTE KLATKI

Programs and Accomplishments

2016 - mid 2017



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Main programs

Sorted alphabetically



Corporate Outreach

Cage free corporate outreach

Budget: \$28,050

Even though we started contacting companies only this year, the real preparation to cage-free corporate outreach started 3 years ago, with very successful investigation into one of the biggest egg producers in the country. The company went bankrupt a couple of months after this investigation. This investigation brought a lot of media attention to the issue of caged-eggs and we were able to discuss the problems connected with hen farms in the biggest media outlets in the country. We also produced a VR investigation into Polish egg

farms and engaged celebrities in speaking about the fate of hens, which brought another wave of media interest. Such preparations to the corporate part of the campaign took us 3 years and created a great foundation for later communication with businesses.

In 2017 we started pushing Polish companies for cage-free policies. One of the biggest successes was an international company operating in Poland, Portugal and Colombia. At this moment all Polish discount stores and over half of Polish retailers introduced cage-free policies. Some of it was a result of Albert Schweitzer Stiftung's work in Germany and pressure on German companies to include other countries in their policies. The situation is really dynamic and it's possible we will get policies from all the retailers in the next few months. We also secured policies from ice-cream companies and chain restaurants.

In June 2017 we started introducing the cage-free campaign in Lithuania and Ukraine. In the future we are planning to run it also in Belarus and Russia. Our team in Lithuania has just published an investigation into egg farm that supplies big supermarkets in all the Baltic countries and secured first cage-free pledges in the Baltic region. The result of this investigation impacts Lithuania, Latvia and Estonia.

Broiler meat campaign

Budget: not tracked separately in 2016/17, but as investigations

We started preparations to broiler campaign in 2016, focusing mostly on research of the broiler industry itself and possibilities of investigations. In 2017 we took part in the meeting organized by Eurogroup for Animals to participate in planning of common political and corporate strategy in Europe. Our team also participated in local protests against new broiler farms.

This is a campaign that definitely needs more funding and we are going to prioritize it in 2018 and upcoming years.

Fur Free Retailer campaign

Budget: \$800

Estimated reach: 38 brands and 5 fashion designers + 17 Lithuanian

In this campaign we negotiate and pressure corporate sector to drop fur from their offer.

The biggest win to date was in 2016. Our volunteer convinced the biggest Polish retailing company - LPP - to drop fur from their products. It has a total of more than 1,700 stores located in 18 countries, mainly in central and eastern Europe - Poland, Germany, Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Romania, Russia, Slovakia, Ukraine and Croatia.

Our current coordinators are volunteers who work within clothing industry. We consider it high impact, but do not allocate a lot of resources to the campaign due to its nature.



INTERNATIONAL WORK

International work

Budget: \$11,183

Estonia

In March 2017 we officially started working in Estonia as Nähtamatud Loomad. Our focus in this country will be in meat reduction campaigns and corporate outreach. Both spheres are neglected in this country, even though there are animal advocacy organizations operating there at the moment. We are lucky to work there with Kristina Mering, who is a young but very experienced leader. She has experience in animal advocacy work and research on slaughterhouse workers and their attitude towards animals.

Lithuania

In 2016 we merged with Tušti Narvai, an organization with very similar approach and value system. When this organization was starting, we were helping and mentoring them, and even before the decision about the merge we were sharing resources with Tušti Narvai and meeting regularly online to help in planning or give advice. At this moment our Lithuanian team is very professional and independent. They run successful campaigns: f.e. restaurant outreach, corporate outreach (caged eggs) and meat reduction. Tušti Narvai is the biggest animal protection organization in Lithuania that focuses on farmed animals.

Russia

Since at this moment there is a lot of Russian-speaking immigrants in Poland (from Ukraine, Russia and Belarus), we already have a strong volunteer team here, that is looking forward to start running campaigns in Russian language. We partnered with activists and organizations in Russia and we are planning to focus there on vegetarian and meat

reduction campaigns and corporate outreach campaigns targeting international companies with presence in Russia.

Ukraine

Thanks to funding provided by The Humane League and the Open Wing Alliance we hired a corporate outreach campaigner in Ukraine. We started working there very recently and at this moment we are focusing on building the volunteer base and infrastructure in this country. Our leader in Ukraine is Hanna Tereshko, a lawyer working on the first book on possibilities of legal animal protection in Ukraine. She is strongly interested in finding ways of ensuring better legal protection of animals in her country and has already proven to have strong lobbying skills.

In Ukraine we are going to focus on corporate outreach campaigns (caged eggs), movement building, meat reduction and pushing for introducing the animal protection bill.

Belarus

Thanks to funding provided by The Humane League and the Open Wing Alliance we have just hired a web developer in Belarus, who is also a leader of a grassroots team that is willing to represent Open Cages in their country. At this moment we are slowly building capacity in this country and planning future campaigns. We are aware that political situation in this country makes campaigning challenging, but we are still confident there is a place for meat reduction campaigns or general farmed animal awareness work.

In Belarus we will also participate in cage-free campaigns as partners of the Open Wing Alliance.



Institutional Meat Reduction



Institutional Meat Reduction

Restaurant and institutional campaign

Budget: \$2,413

Estimated reach: over 500 venues introduced plant based options in Poland and around 60 in Lithuania

It's one of the first campaign started by Open Cages in Poland, and it was also successfully adapted in Lithuania. Volunteers of our organization contact cafes, bars and restaurants all around the country to persuade them to introduce more plant-based options. After reviewing all the anecdotal and empirical data available we wanted to counter high vegetarian recidivism and lower the costs of behavioral change people face. At this moment we have over 500 venues in Poland and around 60 of restaurants in Lithuania joined the campaign.

Except direct conversations with businesses, we were able to push the idea that adding plant based options is a sound business decision to the local and industry media. We did it by interviews, case studies, cooperation with influencers, reports and statistics.

We are also considering a possibility to spread this program to Ukraine, where the vegan and vegetarian market is also slowly developing and active push from activists could be very effective.

Right now we are searching for additional funding to scale this program up and target biggest players on the market. With experience we acquired running this program we have a firm plan how to make even more impactful changes.

Business networking

Budget: 0\$

In 2017 we have made attempts to network plant based start-ups to help them find sustainable business model. So far we have organized 3 meetings for established businesses, start-ups and other valuable agents related to food sector.

We have made preparations for professional conference about future of the food. We want to cater to investors, marketing specialists, sales and production of many established companies and we want to promote start-ups in animal products alternatives. The goal is to show the trend of moving away from animal based production.

This program is neglected by us right now due to lack of resources. We may push it more in the future or abandon it if other organizations that plan to come to Poland will be willing to take it from us.



Investigations

Budget: \$43,995

Cage egg farming

In February 2016 we've release investigation of Polish cage egg farms. We knew it will be big news in media, because our cage eggs investigations in 2014 caused a lot of media outcry. We invited famous Polish cooks to talk about released footage of cage farming and they've condemned it. This was one of our most covered story in the news media so far. Some TV channels followed the story and created dedicated episodes in their news shows about cage farming.

Fur farming

Our first investigations were from Polish fur farms to create a big media buzz and bring the issue to the public. Later we have slowly stopped momentum and focused on cage eggs and preparation for broiler chickens which took a priority. Despite this in 2016 we released two investigations, because of the progress in lobbying for fur farming ban. First was from hidden camera portraying killing and abuse of foxes. Second investigation was an undercover footage from mink farm. We have documented conditions of animals on farm, abuse toward them and the act of skinning. This investigation was published on the first page of the biggest Polish daily non-tabloid newspaper. This was our most prestigious media hit to date and was mentioned in Parliament's commission meeting that works on animal welfare.

Investigations in Virtual Reality technology

To bring more novelty to the media we have also used Virtual Reality technology to show farming conditions and have more press releases published. In 2016 and 2017 we have successfully published virtual reality investigations of cage eggs and fox farming. While the use of novel technology was featured in some media, it went without big publicity. We expected more, but learned that while VR technology can be used sporadically, especially for new media or info stalls, it is not that good for traditional media. Most likely due to its format and general fading of interest in the technology itself.

Investigations in Lithuania

In Lithuania we have published investigations from fur farms (3 times, one of them undercover) and egg laying hen farms (2 times). Since the country is very small, it is easy to get almost all of the media and our investigations are always shown on the evening news of the most popular TV stations and written about in the most popular news websites.



Movement building

Local groups

Budget: \$7,193

Number of groups

Poland: 12, number of activists: 309

Lithuania: 2, number of activists: 45

We have a strong grassroots foundation in our organization which is the building block of our successes. Encouraging people to be activists help us create stronger movement and discover talents easier. Thanks to that we are not talent constrained too much as we have a lot of competent and motivated professionals available, but not yet able to hire. Building local groups also helps us secure local media, outreach consumers and venues in more neglected areas and fundraise more effectively. Having our activism done mostly online and coordinated through Slack allows us to use skills of many individuals to the full potential. We are now in the process of implementing our local groups strategy in Ukraine and Belarus.

CARE conference

Budget: \$9041 (major part refunded by grant and ticket sales)

In 2015 we organized the first big Polish animal rights conference in cooperation with the Polish Academy of Science, the most prestigious Polish scientific institution. The conference will be followed by a peer-reviewed monograph. It was a big success and because of this we decided to organize an even bigger event next year - international CARE conference:

<http://careconf.eu/>

Because there were some very unpleasant situations at AR conferences and gatherings that we participated in in the last years, at CARE conference we decided to implement a very strong policy of unconditional respect towards other participants, speakers and their opinions. We believe that only in such atmosphere we can have a real debate on best approaches and strategies.

Another idea behind the conference was to organize it in a place that is easily accessible for activists from Eastern Europe, where the movement is much less developed. When all important animal protection events are organized in the western part of Europe, the costs of getting there for people from poorer part of the continent are too big to even consider participation. We believe that empowering activists from countries which do not have a long history of animal advocacy and mentoring them when they decide to start new organizations is one of the most important challenges for us at this moment. When factory farmers are moving to new countries and markets, we need to ensure that the animal rights movement is moving there as well.

The biggest success of the conference was the fact that we were able to bring speakers and participants from Russia, Ukraine and Belarus and got them in touch with organizations and activists from USA and Western Europe. We know that they already started participating in international projects as a result of this conference.

Another important goal achieved by CARE was presenting the idea of research-based activism and effective altruism to Polish audience. We invited speakers from Animal Charity Evaluators' Top and Standout Charities and representatives of Polish Effective Altruism community to speak at the conference.

Activists trainings

Budget: \$3489

We highly value self development and investing in people. The more competent movement we have the better we can tackle all the problems that we will be faced with. Sharing knowledge helps us to make better informed decisions and makes groups less dependent on a central decision making thus avoiding organizational bottleneck.

All activists joining our grassroots teams participate in trainings and workshops explaining our core values, why we focus on farmed animals advocacy, institutional outreach, explaining evidence based approach, critical thinking and professionalism. We briefly introduce them to organizational psychology and how we divide our workflow.

After that people divide themselves what are they mostly interested to do or where they can be the most useful (ie. media, fundraising, consumer outreach, etc.) and we teach them what we know and share experience we have accumulated over years. Additionally we encourage them to take trainings or we organize them themselves in bigger groups and refund them when needed. What is necessary to underline is that we do not differentiate between hired and volunteer activists when offering trainings.

International workshops

Budget: \$0

We are investing our time in helping other organizations - both when we are asked for help, and by actively looking for activists and young organizations that could benefit from our experience and resources. Our volunteers and staff have been advising organizations from various countries on matters such as fundraising, volunteer management, campaign planning, lobbying. Together with our friends from Dzivnieku Briviba (Latvia) we created NEAR (Network Of Eastern European Animal Rights organizations) to improve communication between organization in the region, improve efficiency by sharing resources and to inspire activists from other countries in the area to start new organizations that could join the network.

In 2016 we participated in Erasmus+ project coordinated by Dzivnieku Briviba (Latvia) with a goal to strengthen the regional alliance.

<http://www.nearnetwork.org/>

Promoting effective altruism

Budget: \$0

When we established Open Cages we considered rationality and evidence based approach as the best long term investment for animals, therefore when we discovered Effective Altruism movement we eagerly promoted it. The biggest highlights here was inviting Polish EA representatives (Michał Trzęsimiech and Marcin Kowrygo) to speak at CARE conference, writing about effective altruism briefly on [our blog](#) and partnering with popular vegan vlogger on making dedicated [effective altruism episode](#). We also encourage our activists to get involved in local EA chapters.

Side and minor programs

Sorted alphabetically



Advertising

Anti-fur billboards in Warsaw

Budget: \$3855 (restricted)

Estimated reach: 330 000 - 500 000

We have installed billboard campaign about fur farming within Warsaw that lasted for 3 months with changing location each 2 weeks. The main purpose was to create media hits, help us with lobbying (it was installed near important political centers) and provide material we can use for social media campaigning.

The funding was restricted to this campaign. IE. specific donor wanted to donate only to the billboards.

Anti-fur billboards in Vilnius

Budget: \$3600 (restricted)

Estimated reach: 400 000 - 500 000

We had 30 anti-fur billboards in Vilnius for 3 weeks. Our goal was to get more public support on the fur issue for us to be able to lobby. Before the billboards, 58% of Lithuanians were against fur farming, right after them 67% were against it. The most change happened in Vilnius itself.

The funding was restricted to this campaign. We have collected the money from a crowdfunding campaign.

TV commercials about fur farming

Budget: \$0

Thanks to networking and help of media houses we have launched campaign in major TV channels in country about fur farming and our organization. Campaign was active for a month in channels like MTV, Comedy Central, VH1, etc. and before shows like *Friends* and other popular shows.

Plant based lifestyle commercials in fitness clubs

Budget: \$250 (mostly transport costs for volunteers who create the films)

Estimated reach: 2,000,000 views per month

Jasna Strona Mocy (the Light Side of the Force) is Otwarte Klatki's male vegan outreach campaign, based around short movies featuring Polish athletes who have achieved the highest levels of success while following meatless diets ([more info on campaign here](#)). We reached an agreement with Move TV, which is the most popular channel streaming in Polish fitness clubs and strength gyms, with presence in around 180 locations across the country. All of the campaign movies are shown on this channel at least once per hour for a period of two weeks, reaching thousands of people who mostly belong to our target audience. According to the Move TV estimates, their program has around 2,000,000 views per month.



Empowering local communities to block factory farming investments

Budget: \$670

Number of individual blocking protests:

- **Poland:** 45 - poultry farms, 36 - mink farms, 21 - pig farms
- **Lithuania:** 2 mink farms

Due to many causes Poland is experiencing boom in intensive farming investments:

- Polish producers see gains in production and export as their only way to increase profit.
- Poland has a large number of undeveloped areas.
- Legal conditions favour the construction of new factory farms
- Poland is a very attractive market for foreign investors in animal production, present investors are mostly from Denmark, China, Ukraine and Netherlands.

The investments cause uproar in local communities as they don't want their neighbourhood to be ruined by megafarms. Most of the protests are against poultry farms (chicken and turkey). Other protests involve mink and pig farms.

We have decided to help local communities block the investments and slow down the production. From our calculations for broilers each year means 10 millions less animals killed per year.

Our main goal is to create a coalition of local communities and emancipate it so that it can successfully change the law to not favor megafarms investors. In Poland we have a precedence of such successful and cost-effective change for wind turbines that had a big impact by stopping investments drastically.

Our help to local communities involves:

- Providing protesters with legal help that we have connections to, and campaigning materials to use.
- Using our media fluency and contacts to elevate their protests in media.
- Helping in coordination of demonstrations.
- Networking local communities across Poland.
- Helping with social media presence.
- Shaping narration of the factory farming problem as not only limited to the welfare of animals, but also people.

Overall, we have low cost and time involvement in the protests against farms. They occur spontaneously, have a snowball effect and act as social proof while giving us political leverage and building our social legitimacy.

Main problems is chaotic nature of most of the protests and good leadership that sometimes mean we have to help organize. Because of these factors and heavy economical background this program is both hard to evaluate and track. While it seems promising, we have our reservations. **As of 2017 we are still investigating the degree of our involvement in the program.**

One thing worth mentioning is that industry predicts that the broiler production in Poland might grow by 20% which means and it will mean the fastest growth among all major poultry producers. We assume that in upcoming years the tension between local communities and factory farms might grow even bigger.



Leafleting

Leafleting as a sole intervention is not our main activity, but side program that is especially enjoyed by newer volunteers in our grassroots groups and one of the main action we do on festivals and big events. Our standard leaflet is encouraging to reduce meat consumption with tips on how to eat plant based.

For special occasions we modify the form of leaflets so it's better suited for target audience. For example for enormous "Przystanek Woodstock" festival we use leaflets with rock stars present at the festival and their encouragement to reduce animal products.

We find leaflets perfect for certain occasions, but generally we have concerns on their effectiveness and how to value our progress in their impact. Especially in comparison to corporate outreach and institutional meat reduction. This makes us reluctant to scale them up.

Festivals

Budget: \$1440

Estimated reach: 70 000 leaflets distributed

We attend most of the popular and big music and culture festivals. In Poland we have the biggest music festival in Europe - "Przystanek Woodstock", that reportedly hosts 250 000 to 500 000 people each year. Apart from the info stalls with dedicated programs we also hand leaflets to the people inviting them to come and visit our info stalls.

For all the info of our other activities on the biggest festivals read more here - [info stalls](#).

Restaurants

We have distributed leaflets designed as both promotion material and business cards to our volunteers that help with our restaurant campaign. The leaflets thank the venue for meal and ask them to join campaign by expanding their plant based options. This allowed us to expand our campaign to new venues rapidly at low cost.



Lobbying

Declaration of Support for Animal Welfare Advances for Parliament Candidates

Before the last Parliament elections we started a campaign to pressure all political parties to introduce their position on animal welfare into the programs. We successfully persuaded two political parties and 20 individual candidates to include such proposals, which was a precedent in Polish elections.

We have reasons to believe that including animal welfare proposals in party programs is slowly going to become a norm. We also acted as experts to parties that were interested in adding animal welfare regulations, suggesting them which pressing but realistic issues should be included in their programs.

Besides that, before the election we reached out to all political parties and their candidates to ask them to sign declaration of support of animal welfare advances and started a website informing the public about which candidates have already promised in writing that they are going to work to improve animal welfare regulations in Poland. We were able to collect agreements from 653 candidates, from all except one far-right party that did not get into Parliament anyway. This campaign got into media before the elections, informing that there is a growing number of voters that are strongly interested in animal welfare opinions of their candidates.

Using our local grassroots teams we also made sure that in all public debates before the election candidates would get questions about their stance on animal welfare.

We also organized a press conference in Polish Parliament, together with most prominent representatives of all political parties who signed our agreement.

At this moment, when disagreements between the ruling party and the opposition are so strong and heated, animal welfare issue is perceived as one of the very few things that both sides can agree on.

Pressing for ban on fur farming

When Otwarte Klatki started the first investigation into fur farming (September 2011), very few people in Poland were aware of the size of the industry. The number of fur animals being killed every year was drastically increasing and there was almost nothing about fur farming in Polish politics. After six years of campaigning, meeting with politicians, sending letters, asking questions at any possible public meetings we see how situation changed: there is a proposal of bill to ban fur farming and dozens of MPs stands against fur farming. This debate became one of the most important topics of animal welfare in Poland.

There are 8-10 millions of animals farmed and killed on fur farms every year in Poland so this is big industry and still growing. We are convinced that there is possibility of big change for millions of animals if we continue to work on this topic. Currently this is the only topic we discuss with the politicians because we believe that we can really achieve something important. Main methods used from 2016 onwards are:

- **Campaigning**
Both in 2016 and 2017 we have had active campaign against fur farming in Poland and Lithuania. We are present with the topic in media, social media and have petition that people can sign. Right now most of the campaign on ban is done in political area, so the campaign is slow and of uncertain outcome. Currently, we don't dedicate a lot of resources to it, but if there will be plausible call to action (voting on amendment to ban fur farming) we have made preparations to launch a big campaign and create media buzz.
- **Media publicity based on investigations**
Biggest part of the campaign is pressuring politicians and creating new allies by publicity in the mainstream media. In 2016 we did it mostly by [fur farm investigations](#) and open rescues of animals (described in more detail [here](#)).
- **Letter-writing in political campaign**
Budget: \$3084 (restricted)
At the beginning of 2017 we have coordinated sending 9,800 letters to Polish politicians urging them to ban fur farming. Action took place in whole Poland with goal to raise awareness of the problem and show interest of electorate.
- **Display of investigation footage in Polish Parliament**
Budget: \$800
We have managed to install investigation footage from Polish fur farms in Polish Parliament as a display visible to all members of Parliament. We have acquired new contacts of Parliament members that were moved by the sight of animals and offered us help.
- **MPs publicly supporting our cause at a demonstration against fur farming**
In November 2016 several MPs from major parties spoke at a demonstration we held

outside the Parliament. They publicly took an unequivocal stand in support of ban on fur farming

- **Building relationships with local authorities**

We have received public support (including declarations in public and media appearances) from prominent local politicians such as Robert Biedroń, who is the Mayor of Słupsk and one of Polish most popular, trusted and respected politicians or Tomasz Lewandowski, the vice-Mayor of Poznań and one of the leaders of a countrywide local government workers association. We also have a history of successful cooperation with councilpersons and other local officials who opposed creation or expansion of factory farms in their areas

Work in Parliament Commission on Animal Welfare

Budget: occasional travel costs

We are active in Parliament Commission on Animal Welfare and attend their meetings in *Sejm*. Working on improving law for animals is good investment in the long term, even if it's a long and bureaucratic struggle. Currently there is a draft of amendment of our bill on animal welfare being prepared that could ban farming, although there is also a lot of political opposition to it. Most of the Polish politicians are active in politics for over than decade and will be active for even more, making it important to educate them on farm animal issues for future interventions.

Involvement in European level politics

Budget: occasional travel costs and Eurogroup for Animals membership fee

We are trying to pay close attention to the European Union politics regarding farmed animals. While we believe there are no big gains here in short term in comparison to corporate outreach, in the long term changes in regulations can have enormous impact on all members of European Union and countries they have trade agreements with. We have observed such changes with battery cages being phased out on European level.

The political structure of EU usually make it easier for higher welfare states set the standards for other member countries, yet there may be pushback from less developed member states to delay or stop new regulations. We have seen this in 2000s when EU expanded by new countries like Poland, Lithuania, Bulgaria, Slovakia, Czech Republic, etc. Therefore we think that it is especially important to build recognition of animal welfare issues in the newer member states' populations.

As of 2017 our lobbying work on the EU level goes mostly through Eurogroup For Animals and Fur Free Alliance. As members we participate in political events on EU level like the meeting about the report on the nordic fur trade that took place in the European Parliament. We believe that for us it is very efficient way of EU political lobby to simply be active as members of these two organizations. Currently with Eurogroup For Animals we are working together on the topic of pig mutilations which is not big campaign for us but thanks to EFA we can invest very little and still expect good impact.

Additionally, in Poland we try to maintain connections with Polish members of European Parliament.

Work with Polish Police

Budget: 0\$

Reach: 3 lectures

We think that police role in executing laws is important in society. We often have contact with police during our demonstrations or rescues and their understanding of the problem we are tackling is important. Therefore we've partnered with law academics to do lectures on animal issues in police academies.



Media Campaigns

Estimated reach: Over 160 media hits in 2016 and over 100 hits in 2017 (Poland and Lithuania)

We have had a lot of successes in securing media attention and 2016 was one of the most successful years to date. We have well trained activists and good media strategy that made us secure over 100 media hits in 2016 alone. Vast majority of media mentions were in national media with our investigation described on the first page of the biggest daily newspaper in Poland that is not a tabloid.

Industry has really a lot of power in many Polish media and they are fighting hard to undermine any facts about welfare of animals. Therefore we are aware how crucial it is to be a good source of credible information on animal welfare in Poland. Our current media strategy revolves around following tactics:

- Investigation based media campaigns**
 Investigations proven to be the best interventions to secure media hits. They create public debate and raise many questions about welfare of animals in industrial farming and provide material we can reuse later in our campaigns. [Read more about our investigations here.](#)
- Open Rescues**
 We use open rescues as another intervention that helps us bring the issue of factory farming to the attention of public. The stories of rescued animals saved from death and suffering are covered a lot by Polish media, proving that they are a good follow-up if investigation material already exists. Because of funding constraints and a lot of logistical problems we don't do them often, but if they prove to be beneficial in

long term strategy for impactful changes we would consider making more of open rescues. So far we have had a few rescues of foxes and chickens. We were surprised how much attention people pay to the stories of animals to the point we receive questions or just casual wishes for the best for our animals even years after rescue.

- **Demonstrations**

Demonstrations proven to be good opportunities to push for campaign goals and for media attention. Most of the time they are covered by local media, and a lot less by national media. They are done during important campaign moments and usually cycled between cities to not exhaust our media contacts and maintain novelty factor.

- **Networking with journalists**

We try to actively reach out to journalists and monitor all medias for people interested in animals or related topics. We do not have any political bias as we believe that every medium have to be provided with credible and extensive info about animal industry. Thanks to proactive networking we have built big network of contacts across whole Poland within personal reach of our activists.

- **Talk shows presence**

We managed to be in the many most popular shows in the Poland, both in more political and information driven channels, and in breakfast talk shows talking about animal issues and industrial farming. We have about dozen of such opportunities each year in TV and radio.

- **Local media**

We often use the leverage of local media, while their reach is smaller they are easier to be featured on and have dedicated audiences and stories are closer to people. We try to mitigate downside of reach by training local activists as local media liaisons, this proved for us to be very cost-effective method of securing local emission time.

- **Work with influencers**

We try to work with a lot of influencers. We think that tactics is incredibly powerful in reaching out to the population. Not only they are well known and respected, they are often authorities and are not perceived as activists, but role models. Additionally people do not remember organization easily, but they remember famous faces that speak out for animals. Our biggest media hit was famous cook that is know for eating meat, but he condemned cage eggs and he was a face of the biggest retailers' advertisements.

- **Building authority position**

We have extensive knowledge base of the industry and farming practices. Thanks to that it's easy for us to jump on any animal related issue and present the facts in the media. The more we prove useful for journalists the easier is for us to later publish our material.

- **Internal trainings and knowledge base**

We have big network of supporters with many professionals and experts. Therefore we have an access to insidious details about how media industry works. We organize

workshops and media trainings with professionals 2-3 times each year for our activists.



ONLINE OUTREACH



Online Outreach

Social media presence

Estimated reach: Facebook: 171 000 fans, Twitter: 3125 followers, Instagram: 15 800 followers, Youtube: 6 500 subscribers. Lithuanian Facebook: 23 000 fans.

We have additional 51 000 followers on Facebook on different, dedicated pages, but they may partly overlap with our main fanpage.

We maintain a strong social media presence in Poland. We believe that new media and new technologies provide unique in history opportunities for animal advocates to reach out to the public. Thanks to many volunteers who are professionals we have relatively low costs for maintaining our presence, we additionally value self development in new technologies and encourage our activists to participate in training and workshops.

In the end we believe our biggest asset in our social media strategy is diversity. We are open to activists from various backgrounds and we also have a lot of young activists whom we are not afraid to give a lot of responsibility in shaping our content. Some of them are teenagers. This has proven to be an excellent tactics and their insight is very valuable, because not only our audience is in big portion similar to them demographically, but also newest social media are more intuitive to the younger users.

We try to be early adopters in social media and are not afraid of constantly changing rules. New media are especially useful when they are still in organic phase and reach is less restricted. It's helpful to create organic audiences before full implementation of monetization. We were one of the first NGO in Poland to have **Instagram**, to our knowledge we were the first animal advocacy NGO worldwide to use **Snapchat**. We are eagerly experimenting with

new, promoted features of many platforms like FB Live or now toward **Messenger** marketing. We also had an **Ask.fm** account where we had teenage volunteers explaining veganism to other teenagers. This platform had enormous reach for a few years in Poland and when engagement had dropped we shut it down, but our team managed to answer more than 35 000 questions from teens about veganism. Right now we are moving to **VK** the biggest social media in Europe and fifth site in the world. This will be crucial especially for Eastern European and Asian outreach.

We believe we have proper social media strategy that with additional funding can be easily scalable, especially on international level.

Newsletter

Budget: \$5290

Estimated reach: 172 000 subscribers, 17% opening rate on average. Non-polish languages: 9000 subscribers, 20-40% open rate.

As of July 2017 we have 172 000 subscribers from Poland on our newsletter. We send it biweekly and focus on farm animals issue and highlight call to actions, news, victories and announcing new campaigns. It helps us create necessary buzz for corporate pressure campaigns, promote behavioral change, lobby, advertise important events (like conferences) and fundraise.

Jasna Strona Mocy Campaign

Jasna Strona Mocy (the Light Side of the Force) is Otwarte Klatki's male vegan outreach campaign. Since so many organizations are already investing into women's outreach and the mainstream media have been mostly favorable to their efforts in this regards, we decided to focus our activities on groups who are usually considered to be harder to reach.

We are targeting males between 15–39 years of age who are physically active. Several studies suggest that this audience does not score high on empathy, but is receptive to health message and sports benefits of various diets.

Our outreach materials are focused on health and sports benefits of a well-balanced vegan diet – aiding with recovery, improving stamina, lowering blood pressure, etc. At the same time, we are also confronting the widespread myths connected to plant-based diets, that they are low in protein, inappropriate for active people, and so on.

The campaign is based around short movies featuring Polish athletes who have achieved the highest levels of success while following meatless diets. The campaign ambassadors include World and European champions and multiple national gold medalist in various highly demanding disciplines like martial arts, powerlifting, and bodybuilding.

The movies are published on our social media and are aired on the Move TV, which is the most popular channel streaming in Polish fitness clubs and strength gyms. The series is accompanied by a dedicated website – <http://jasnastronomocy.pl> – with additional information on vegan diets and a free 90-page e-book on plant-based diets in sports.

Trailer: <https://www.facebook.com/otwarteklatki/videos/1034043123335669/>

Episode 1 <https://www.facebook.com/otwarteklatki/videos/1036016963138285/>

Episode 2 <https://www.facebook.com/otwarteklatki/videos/1045845532155428/>

Episode 3 <https://www.facebook.com/otwarteklatki/videos/1055619511178030/>

Episode 4 <https://www.facebook.com/kampaniajasnastronomocy/videos/358689164481110/>

Episode 5 <https://www.facebook.com/kampaniajasnastronomocy/videos/388731068143586/>

We have 14 more episodes planned.

Veganism Now! Campaign

Budget: \$400

Estimated reach: 27,600 unique visitors per year

This campaign encourages people to consider veganism and familiarize them with its concepts. Currently we maintain website with thorough information on ethical issues of factory farming and why does it matter. We also publish blog entries about veganism and have leaflets encouraging people to try vegan lifestyle. We think that our role is to provide morally consistent arguments for animals that are based on science, facts and cannot be undermined. We consider ethical arguments and moral progress as our biggest ally in reducing suffering for animals the in long-term perspective.

This is one of the first campaign we started many years ago, but it's not our priority. We believe information about veganism has to be easily findable, comprehensive and credible, but from our experience for most of the population this is not the best call to action in our general campaigns. We try to segment people, so they won't be scared by too big demand at the beginning, usually asking them to reduce meat first. This is also reflected in our traditional and social media strategy.

Good Choices Campaign

Budget: \$2400

Estimated reach: 40 000 downloads of materials

Good Choices is our main platform for behavioral outreach. We encourage people to reduce animal products consumption and try plant based lifestyle. Currently we offer starter guide online, periodical ebooks with recipes, videos, workshops, ads and blog posts with advices and lifestyle highlights. One of the ebooks with recipes was published in Silesian - a language of the biggest ethno-linguistic minority in Poland, and focused on traditional dishes from this part of the country. We are also preparing bilingual editions presenting veganized traditional foods from Ukraine, since this is where the biggest number of immigrants come from at the moment.

This program could be expanded and has capacity to be easily scaled up, but funding constraints channel our attention in other directions right now.



Pay-Per-View Video Outreach

Pay per view on festivals and campuses

Budget: \$650 (equipment) \$400 (other costs) \$194 (restricted - grant)

Estimated reach: 860 people (festivals), 300 (campuses)

We have used both traditional screening from tablets and from Virtual Reality headsets. We have also tried different variants of appealing to people. Offering them snack bars, money and nothing at all - virtual technology seems to attract people on their own. The results were positive and people were interested in learning more about industrial farming and reducing their animal products consumption. Footage and personal reports of being a witness to the footage (ie. people reacting to other people's reactions) were as well successful on social media. Our main reservations to this intervention are scalability, trackability and cost-effectiveness. To test anecdotal evidence from our volunteers we have had conducted a [study](#) to track effectiveness of VR pay per view in comparison to standard tablet footage.



Research / Evaluation

Hen Welfare - Polish report

Budget: \$0

At the beginning of 2016 we have published the first Polish report on hen welfare. It consisted of 36 pages of information and presented the main concerns and benefits of each egg farming system. It was reviewed by Polish experts and helped us to provide expertise and scientifically sound materials in public discussion and national media to build credibility. It is also linked to by other organizations and media. At this moment we already started working on broiler chicken welfare report.

Virtual Reality - study on behavioral impact

Budget: \$0

After we have started using Virtual Technology in our advocacy we started to wonder if there are any significant benefits over traditional footage. We concluded we want to test it due to lack of scientific materials on its effect. In collaboration with the University of Warsaw we have designed and launched an experiment.

The article is planned to be published in 2017. Although we know the initial data from the research. There was a statistically significant effect of VR in the case of immersion; assessment of animals well-being in the farm; the effect size was the greatest in behavioral observation of donations, taking leaflet, taking a guide on the plant based diet, signing a petition. There are hints that the effect may be partly mediated by Social Dominance Orientation.

When the article will be published we plan to make a digestible version of it available to animal advocacy community.

Population's opinion polling on hen welfare

Budget: \$900

In 2016 we have conducted an opinion poll in Poland and Lithuania executed by professional company to learn about attitudes toward improvement of hen welfare and whether people want for businesses to increase their standards toward hens. We also wanted to check how much general opinion changed for 2 years of our intensive campaigning and releasing investigations. We had had informations from before start of our work against cage farming, although they were mostly coming from the press (so less accurate than our poll). The change was dramatic and highly optimistic (only 10% of population was against reforms). Apart from help in evaluation of our work, we used this material to gain media attention and used it heavily in campaigning and negotiations with corporate sector.

We have performed same polling in Lithuania and found out that:

- 75% of people are against keeping hens in cages,
- 67% are against killing animals for fur,
- 64% want fur farming to be banned,
- 20% reduce their meat consumption.

Performance evaluation and organizational research

When we started the organization 5 years ago, we were aware of very serious challenges ahead of us:

- we have no money,
- we are the first organization working solely on farmed animals in the country,
- Poland is one of the poorer countries in EU,
- as all post-soviet countries we suffer from low level of citizen engagement,
- Poland is one of the major producers of mink pelts, caged eggs and broiler chicken, and farmers have a strong influence on our government.

Therefore from the very early moment we understood, that we will not survive without focusing on being extremely efficient in our work and finding ways to run campaigns with very little resources. We put a lot of effort into learning about possible ways of running an organization that will make us strong, resilient and capable of coping with challenging socio-political situation in the country.

We learned a lot from the IT and corporate materials, with "Swarmwise" concept introduced by Rick Falkvinge being the most influential. We are constantly working on improving the structure, giving our local groups and activists a lot of freedom to test new ideas and then implementing best practices in all the organization.

Some of the practices we implemented are:

- nearly full internal transparency (only investigation-related issues are excluded from this policy, due to their nature):

- All our activists (volunteers and staff) know about the plans and risks which makes them more engaged in finding solutions,
- Staff obligations, daily plans, salaries and evaluation results are accessible to everyone.
- Salaries are equal and transparent which is the best way to ensure gender-related discrimination.
- Reminding staff and activists on every possible occasion that making mistakes and failing is acceptable and even welcome, because otherwise people are scared to try on new things.
- Dividing activists into both local groups and task groups, so that people feel more connected to other team members and whole organization.
- Building resource database accessible to all activists.
- Actively reaching out to promising activists and empowering them, so that we do not overlook people who are introvert but competent and responsible.
- Internal challenges and games to improve engagement and motivation of activists.

Because we increased the number of staff very recently, at this moment we are focusing on implementing and testing

- evaluation systems,
- goal-setting solutions that would match our internal culture,
- ideas for improving our system of remote work, especially team-building for virtual teams.



VegFests

Veganmania

Budget: revenue program

We have launched our first vegfest called Veganmania years ago, first they were non-profit endeavours, but then we realised we can make them bigger, more professional and better if we treat it as revenue program. They are organised by volunteers with help of accountancy that keeps all the formal matters in check.

From 2016 we hosted 10 Veganmania festivals in the biggest cities of Poland. Number of attendees varies from 3000 to 7000 people. We welcome regular businesses that are not only vegan and show them niche and interest. We try to organise them as a platform for businesses to meet each other and to help them network and make deals that help introduce plant based options in their offer. Many of the businesses from other cities open their new places in cities seeing interestment. Additionally we have panels with talks, lectures and info stall on farm animals and promote compassionate behavior. Veganmania festivals usually are big enough to secure local media attention. The festivals proven to be good grassroots movement builders and fundraising opportunities.

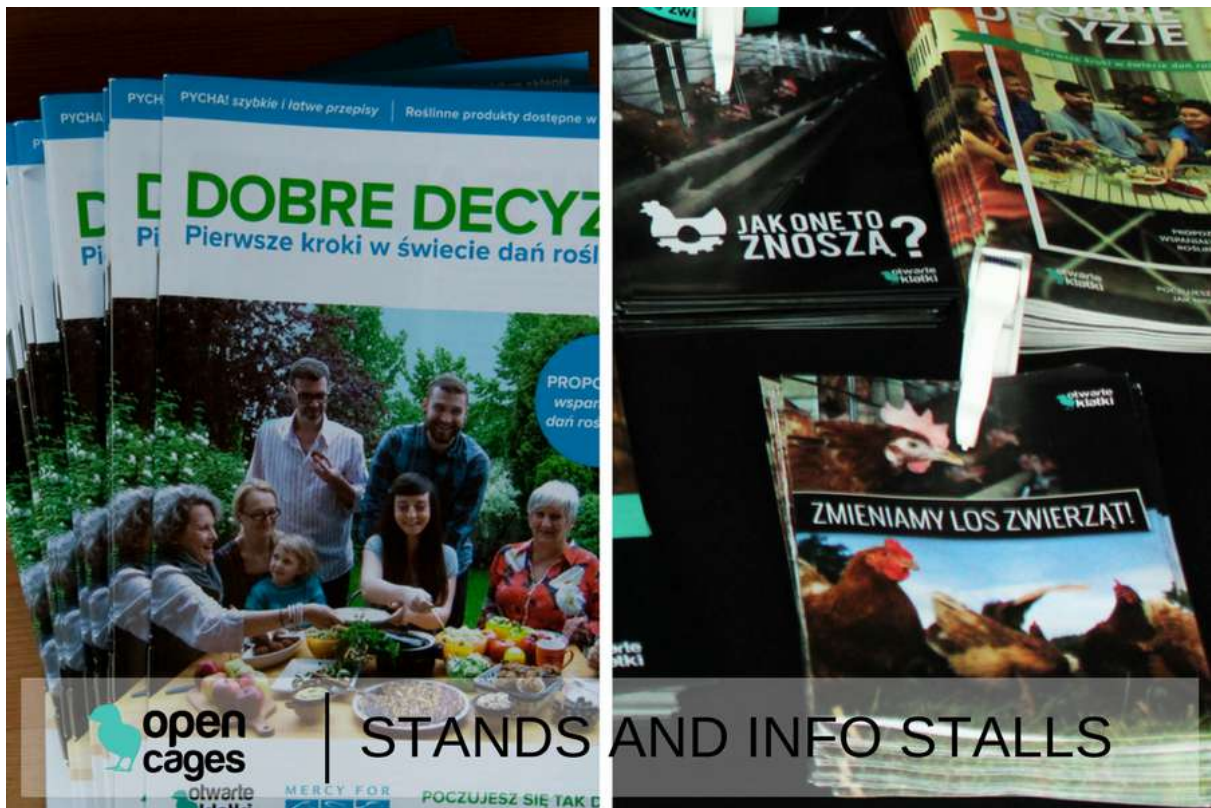
Our current doubts go into the size of the festival. Its brand has grown big and we are not sure we can maintain it as only volunteer activity. If we calculate all the costs, profits and program's value we may decide to continue it in next year or change our approach (ie. shift most of the attention to more neglected areas than Poland, like Ukraine).

Jasna Strona Mocy Fest

Budget: revenue program

This event is our attempt to bring attention to the vegan sports campaign. It's smaller than Veganmania, and targeted strictly at active people, interested in martial arts or weight training.

During JSM Festivals we organize lectures of sports dieticians, meetings with vegan and vegetarian sport celebrities and trainings. There is also a place for info stalls with food, supplements and sports equipment.



Veg Starter Guide Stands and Info Stalls

Veg starter outreach in restaurants, shops, cafeterias and coffee shops

Budget: \$4,130

Estimated reach: 24,000 printed materials distributed

We place stands with our veg starter guide (called “Good Choices”) in about 1/6 of places where our restaurant campaign has effect, which means our booklets are available in about 80 restaurants in Poland.

Info stalls

Budget: \$4,200 (not counting leaflets and pay per view costs)

Estimated reach: ~20 000 young people across Poland

We organized about 60 info stalls about plant based eating and veganism on various events. Our info stalls are mostly organized in mass events with many young people, like music festivals. Our biggest events so far are “Przystanek Woodstock” we attend regularly - biggest European music festival, bringing from 250 000 to 500 000 people each year - and World Youth Day - international festival for Catholic Youth that was organized in 2016 in Poland, it has brought 3 000 000 people from 187 countries. We also try to show up on the food events that are getting increasingly popular in Poland.

We give away veg starters, talk with people and present our activities. They are accompanied by leafleting and other activities like pay-per-view videos.

On the big festivals we have special, dedicated programs and activities in which we can engage young people, explain them the problem and point out how they can help with it. Additionally the biggest festivals have their own news, bulletins and newsletters in which our organization and our cause is highlighted. On some of them we even have a possibility to speak from the scene to the attendees.

Excluding events that are attended by hundreds thousands of people, our info stalls are organized and run by our volunteers. While in terms of reach many may be not as cost-effective as targeted online outreach, we believe they help us strengthen our volunteer base, build credibility with young people by personal contact and bring donations.

Canceled Programs



Humane education in schools

Budget: \$200

In early 2016 we have dropped our humane education campaign. We believe it's not cost-effective enough and not trackable. For cost-effectiveness we created teaching materials and examples of lessons for interested teachers that they can download from the website.

The only exemptions are rare opportunities that we consider of potentially high impact, like schools for veterinarians, lawyers, centers for people interested in political careers, etc.

