

Open Cages' Accomplishments (2016)

- Organized [CARE](#) (Conference on Animal Rights in Europe)—first effective farm animal activism conference in Eastern Europe
 - Involved exchange of information between new and established organizations
- Included networking opportunities for activists and organizations
 - The knowledge and contacts gained from the event helped secure corporate wins in 2016 and 2017
 - Provided exposure for Effective Altruism to Polish audience by separate panel featuring Polish EA community
 - Inspired activists to create the first evidence-based and goal-oriented farm animal organizations in countries like Ukraine and Russia
- Expanded to Lithuania (merging with Tusti Narvai, an organization that we helped establish a few years ago) and created a basis for further expansion to Estonia, Ukraine, and Belarus
 - We want to become more efficient by sharing tools and know-how and have a stronger presence in the region. We believe that due to shared cultural heritage and similar political and economical problems stemming from the common USSR-influenced past, our campaigns are easily transferable between countries in this region.
- Big public outreach campaign against the use of cage eggs that laid the groundwork for our corporate campaigns
 - We published investigations and persuaded the most prominent cooking celebrities in Poland (the faces of many brands of retailers) to condemn cage eggs. We also published the first Polish report on hen welfare. Companies started publishing cage-free policies for the first time (Aldi, Lidl, IHG, Accor). More big corporate outreach wins followed in 2017.
- Campaign about plant-based lifestyle for men
 - To overcome stereotypes about veganism and vegetarianism, we created a campaign in which accomplished Polish fighters or weightlifters present information on plant-based diets. This campaign was a big success in Polish sports media. We also started a collaboration with a TV station that provides content for gyms all around the country. They are showing our [videos](#) in a loop in more than 190 locations. The estimated number of monthly viewers is 500,000.
- Convinced the biggest Polish retail company (LPP) to drop fur from their products
 - LPP 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.
- Reinforced the structure and leadership of our organization
 - Increased the number of activists in Poland to about 250 people
 - Hired key people to expand our organization (campaign coordinator, fundraiser, volunteer coordinator)

- Maintained a strong presence in the national media and public debate through investigations, open rescues, and new technologies like virtual reality
 - After the right-wing parties got all the seats in the Polish parliament, we established good contacts with the right-wing media and politicians, and successfully brought the issue of farmed animal protection to their attention. For the first time in history there is a real debate inside the Polish right wing about farmed animals.
- Expanded the pay-per-view campaign in the biggest Polish universities and festivals
 - Additionally, we launched a study with help from the University of Warsaw to investigate and compare the impact of traditional and VR videos.
- Our restaurant outreach campaign introduced vegan options in over 250 places in Poland (successfully started the campaign in Lithuania as well)
- Published the results of two investigations into fur farming; these were reported in major national media
 - This was another step to make the public debate about a fur farming ban possible. Currently there is a new animal protection bill being prepared that will include a proposal of such a ban. Investigations played a major role in this debate.
- Organized 8 big vegan festivals in the biggest cities all around the country
 - Each festival attracted thousands of visitors and brought considerable media attention
 - resulted in newspaper, radio, and TV mentions and media discussions about the plant-based diet
- Fostered local protests against new mink farms and other factory farms
 - We organized the first national congress for local communities opposing factory farms and educated them in effective protesting tactics. This is another way to bring the attention of media and politicians to the problem of factory farming. Together with local communities we are capable of slowing the growth of the animal industry in Poland (unfortunately there are predictions for 20% growth in the production of broiler chickens in the next few years).
- Closed some of our projects to improve efficiency and focus attention on more promising programs