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Note: Please read the Report on Effectiveness 2017 first as it puts the following bullet points into context.

External

Corporate Outreach

- Convinced all German retailers to improve the welfare conditions of laying hens and the (extremely important) welfare conditions during hatching and rearing.
 - The improvements will be mandatorily implemented via the Association for Controlled Alternative Animal Husbandry ([KAT](#)) for all of its 81 million laying hens (mostly in Germany and the Netherlands, some in other European countries).
 - The exact improvements during hatching and rearing will be defined in September 2018 and the exact improvements for laying hens will most likely be defined in early 2019. The overall aim is to drastically reduce the chances for feather pecking and cannibalism. The improvements will kick in more or less immediately - no long phase-in periods.
- Helped with the Nestlé Europe broiler victory by extensively discussing and promoting the European Broiler Ask with Nestlé Germany.
 - Nestlé seems to have brought a breakthrough. We now have a pipeline of 22 companies that have signalled a clear interest in the Ask. They are talking to their suppliers and evaluating their next steps. (German companies aren't used to commitments - they usually only announce steps when they have either exactly figured out how to take them or when they have just taken them.)
- Had 5 cage-free victories in Germany with companies doing the actual switch to 100% cage-free, 2 international cage-free victories (commitments) from Vapiano and Spar Group Austria (which is active in 5 countries) and 27 cage-free victories in Poland (commitments).
 - The international victories don't include our (small) help with the global Starbuck's campaign.
 - Otwarte Klatki was involved with at least 1/3 of the victories in Poland.
- 362 Vegan Guides distributed to "caterers" target group.
- Worked with 10 Albert Schweitzer Children's Villages to introduce more plant-based meals.
- Hosted a training course for a top 10 catering company to offer more and better vegan options.
- Conducted a vegan-friendliness ranking of the biggest Pizza chains in Germany.
- Found several international groups that want to use our (highly impactful) vegan supermarket benchmarking in their countries.
 - Started work on a concept that is easy to internationalize.
- Gave a presentation on animal welfare and veg during a conference for all German university caterers. Several caterers want to work closer together.
- Shared our list of egg replacer companies and their strengths with the OWA.
 - ProVeg helped compiling the list.
- Our aquaculture work is going great. Since this is a very new topic, we're providing a more extensive update below.



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Consumers

- Launched the Polish version of Vegan Taste Week: <https://tydzien-na-weganie.pl/>
- Generated 30.824 new subscribers for Vegan Taste Week in Germany and y in Poland.
 - We have fewer new subscribers in Germany than usual because our street team put a lot of resources into getting ready for corporate pressure campaigns (new topic) including the preparation of two campaigns.
- 109 articles published online
- 2.252.801 visits to our websites
- Distributed 55,350 “Even if you like meat” brochures
- 258 street actions (most of them by volunteers)
- 405 iAnimal participants
- 11,473 new members in “Vegan Tips for All” Facebook group (total of 25,477)
- Generated media reach of 10.6 million
- Generated Facebook reach of 7.8 million

Multipliers

- Established and organized the Animal Center at the Women’s Congress (the biggest social movement in Poland) which was a big success and will be part of the congress every year now.
- Made sure that higher farm animal welfare was added to the list of changes the Equality Parade in Poland wants to see.
- Found 92 potential volunteers in Poland.
- Helped with a multi-organisational push to ban fur farms in Poland (with legal advocacy, political lobbying, and financially).
 - Chances to win this looked good (the government had announced plans), but It now looks like the fur lobby managed to turn the government around.
- 2 petitions launched

Legal

- We helped ousting Christina Schulze Föcking, Minister of Agriculture in the German federal state of NRW, who is a factory farmer and has extremely strong ties to the ag industry.
- No other outcomes yet (our lawsuits will take approx. 5 years), but:
 - We filed a lawsuit together with ARIWA with the goal of banning the worst practices in pig farming.
 - Not directly a victory for ASF, but our board member Hans-Georg Kluge was the lawyer of three activists who won all three instances in court with the verdict being that it is allowed to film in factory farms when there is an indication that the authorities aren’t doing their job in preventing breaches of animal welfare laws and regulations.



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Internal

- Decided to hire a COO through internal promotion in order to remove CEO bottlenecks.
- Decided to add one more female member (Marietheres Reinke) to our senior management team.
- Set up Jira Service Desk as our internal tool for support requests to our Scientific Department (other departments regularly need information, research etc.). This leads to better tracking, faster work and improves our knowledge sharing.
- Internally published our Project Management Handbook. This has already led to better planning, better information sharing, and more successful project management.
- Developed and ran burnout prevention workshops for the German team. Set up a handbook and intranet site on burnout prevention.
 - In the future, we'll provide a (smaller) burnout prevention workshop for animal activists and we'll offer our (bigger) workshop including materials to other animal groups.
- We started working on a policy against sexual harassment that will cover the checklists of OPP and Tofurky.



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More information on our aquaculture work

This is based on grant updates we've given OPP in August 2017 and June 2018. Information regarding companies we work with is confidential at this point.

Update to OPP from August 2017

Our fish welfare project started slowly in April 2016 and picked up a lot of pace since the OPP grant award in January 2017. The grant allowed us to set up a contract with Stefan Johnigk (former CEO of animal protection group ProVieh) who has a lot of industry contacts.

One of our first priorities was to find ways to reduce suffering that work across all fish species and production systems. That was important to reduce complexity (especially for corporate outreach). We found five "levers" that look especially promising:

1. water quality
2. feed/feeding
3. use of pharmaceuticals
4. transport and handling
5. stunning and slaughter

Depending of whom we'll work with on what species, this list may be extended (e.g. stocking density).

Corporate engagement

We're working especially close with retailer Kaufland (revenue €15.3bn). They're showing willingness to increase welfare standards as well as to pay and charge a premium. Our first approach of working with a regional trout supplier didn't really go anywhere (the supplier sells most fish locally and wasn't interested in further investments). Kaufland is now willing to start discussions with bigger suppliers.

The second company we've recently started talking to is Transgourmet (revenue €3.5bn) which is in the process of developing an extensive fish buying policy and asked us for feedback.

Literature research

We contracted two scientists from the University of Kiel and [GMA Büsum](#) who are continually scanning literature for relevant findings on suffering and reducing suffering. So far, they've compiled overviews on pain, sentience, stress, stunning, and slaughter.

Conducting research on the most promising pressure points

We're going to contract the University of Bonn to do qualitative consumer research in order to find out which topics react the strongest to when it comes to farmed fish. The results will help us to launch high-impact campaigns and/or to start "disarmament talks".

Networking with scientists and producers



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We've built relationships with [Thünen Institut](#) which wants to help the German aquaculture sector to grow and is very open to the argument that animal welfare has to play a key role in these efforts. We took part in a workshop with over 80 producers, scientists, and delegates. This will probably result in a "task force for setting animal welfare standards in aquaculture".

We've also conducted/will conduct workshops with scientists and producers at/in:

- Rendsburg
- University of Freiberg
- two producers' facilities
- the fish trade fair in Bremen

A student will write his/her master's thesis on costs and benefits of animal welfare methods in aquaculture. Additionally, a vet will develop a catalogue of welfare measures which shall be used in working with producers. The results of these works will help us in developing guidelines for the five levers mentioned above. Our goal is to produce asks that are based on science, feasible, and as close as possible to what consumers expect (this will help justifying price increases).

We're also in touch with an investor who plans to build a new "best practice aquaculture system" which will include animal welfare standards.

Working with other groups

We're in touch with Eurogroup for Animals and will start to work closer with other groups once we have more results from our research contractors.

Going beyond Germany

We've established first contacts in/to Turkey and China and are in the process of deciding how and when to make the best use of them.

Current overall status

Since we started our project, the topic of fish welfare has suddenly become one of the hottest topics in the German aquaculture sector and we seem to be right in the thick of it.

Update to OPP from June 2018

Note: "having somebody on board" = having developed firm relationships and a mutual understanding that we want to increase fish welfare standards in aquaculture (usually nothing in writing, yet).

Most important updates since last check-in

- We've got more retailers on board: Lidl and REWE joined (and Kaufland is still very much on board)
- We've got more stakeholders on board: producer organisations, research institutions (10+), government authorities
- We've got more visibility: We've been present at basically every relevant trade fair etc. giving workshops and establishing more contacts
- General push:



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- Get international producers to meet German standards (which are higher than the international ones - e.g. mandatory stunning and mandatory checks on the animal welfare status).
- Increase German standards, roll them out internationally.
- Repeat.
- Leverage:
 - Retailer demand
 - Demand of fish traders such as Deutsche See (contacts established) and Transgourmet (on board)
 - Using retailer and trader demand to get certifiers like ASC and GlobalGAP on board who have the best ability to do on-ground work with producers
 - GlobalGap is already very interested (6% coverage of global aquaculture market)

Working with retailers

- Kaufland Germany (revenue €15.3bn) is highly involved and highly motivated
- Lidl Germany (revenue €22.5bn) and REWE Group Germany (revenue €41.8bn) got involved and now see fish welfare as one of the CSR topics they need to work on
 - *Update for ACE: We've since then had a big meeting with retailers Aldi Nord, Aldi Süd, and Aldi International who expressed their intention to join but need several weeks before they can formally do so.*

(Applicable) scientific work

- We now have a study about consumer expectations (and potential pressure points)
- Collecting and weighing ways to reduce fish suffering in aquaculture including cost-analyses: ongoing
- Currently working with Zurich University of Applied Sciences to figure out how the salmon study from Norway can be used for other fish species

Networking

- Most importantly, we played a big role in the "Fish International" trade fair in the city of Bremen where - in partnership with Kaufland - we organized a workshop and talks (nine high-profile speakers). Attendance and participation were great and the workshop put us on the map of basically everybody in the German fish industry.
- We had several additional workshops with producers that went very well.

Bottlenecks

- Our impact will be much bigger once we have identified feasible, measurable and monitorable steps to improve the welfare of different fish species.
- The Ph.D. candidate we wanted to hire for doing a comparative study on legal welfare standards in Asia, EU, and USA went on maternity leave - looking for replacement.
 - *Update for ACE: We've found a replacement.*

Outlook



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- Very high chances of getting several German retailers to demand higher aquaculture standards from their suppliers (once we have actual asks).
- Very high chances of getting more German retailers on board
- Good chances of getting the German retailers to make aquaculture an international CSR topic and to add their international buying power/influence to our project
- Growing chances of getting certifiers on board to
 - make change happen on ground
 - establish schemes for higher welfare fish making it available to all wholesale companies, retailers etc.

Changes from original grant plans

No China plans for now: We realized that we're not in a good position to start having influence in China. We need to get more retailers on board and have them develop proper asks.

Overall internal assessment

- We've developed a lot more traction than we expected: 2018 was thought to be still mainly about awareness raising. Now we're about to enter formal agreements with several major stakeholders.
- We've underestimated the amount of time it takes to develop scientifically sound asks. Not having asks is the main reason why we haven't reduced any/much fish suffering yet.
 - *Update for ACE: It's very likely that we'll start with stunning/slaughter.*
- We're aiming for international impact, but going into China before having developed a solid base in Germany wasn't a good idea.