



ANIMALS NOW

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ANIMALS NOW - STRATEGIC ACTION

Animals Now (formerly Anonymous for Animal Rights) is an Israeli non-profit organization, founded in 1994, with the sole purpose of creating a better world for animals. [Here is a recap of Animals Now's activities and accomplishments in 2018.](#)

Our Vision is a world free of animal exploitation, where all living beings are treated with compassion and respect.

In order to fulfill this vision, we focus on animals used for food, where the largest numbers of animals suffer. We take a multifaceted approach centered around four main areas, that reflect four different goals:

Primary goals:

1. **Consumer Behavior:** We promote plant-based diet practical guides, such as Challenge 22, with the aim of teaching people how to reduce animal products consumption (chicken and fish in particular).
2. **Policy and Welfare:** We advocate for pro-animal legislation, such as banning specific cruel practices, and intercept new initiatives that would further reduce animal welfare standards.

Secondary goals:

3. **Attitudes and Norms:** We strive to inform the public and to change prevailing attitudes towards animals in the food industry by exposing cruel practices in mass media and social media. Additionally, we aim to raise awareness of the health benefits of a plant-based diet.
4. **Capacity Building and Partnerships:** We are continuously expanding our number of supporters and donors, establishing relationships with influencers, collaborating with other organizations, designing training programs and building vegan challenge programs for new audiences, etc.

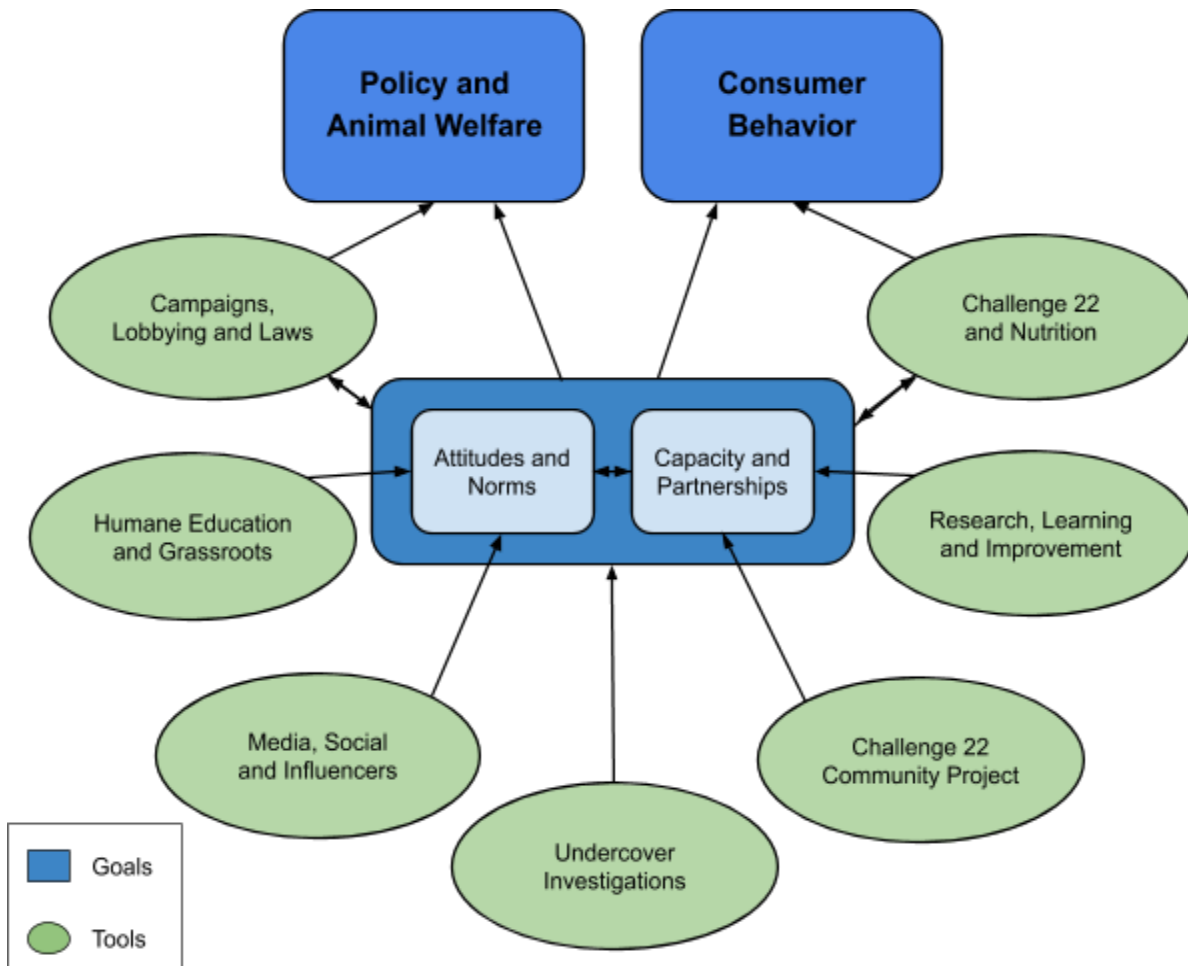


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TOOLS USED TO ACHIEVE GOALS

The first two goals, Consumer Behavior and Policy and Welfare, we consider to be our **primary** goals, because they lead to a direct decrease in the number of animals that are harmed by the animal agriculture industries. Our **secondary** goals, Attitudes and Norms and Capacity Building and Partnerships, serve the main goals. They influence each other, and even some of the tools (which are represented by the green circles). The arrows point out the direction of the influence. The tools are detailed below.





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PROJECTS AND TOOLS

Challenge 22 and Nutrition

According to studies, the vast majority of people who try a plant-based diet revert to eating meat within a year. To address this issue, we developed Challenge 22: a free program that provides comprehensive support to help maintain a long-term plant-based diet. Challenge 22 addresses health and nutritional concerns, offers motivational support, everyday tips, and above all, social support. Participants receive guidance from trained mentors (including personal one-on-one mentoring). In addition, participants have access to registered dietitians, have continuous opportunities to interact with their peers, and more. Over 150,000 people participated in Challenge 22 during 2018.

Challenges 22 Programs

Challenge 22 has 5 programs, which are concurrent and ongoing: American, British, International, Spanish and Israeli.

Challenge 22 Community Project

Challenge 22 Community has formed partnerships with animal protection organizations all over the world, in order to provide local programs and solutions for people interested in trying a plant-based diet. Member organizations receive training, guidance, and grant opportunities.

12K

Participants per month

76%

Reduced or stopped
animal products consumption



Supported by vegan
leaders and influencers



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Legislation

Animals Now has been operating in the Knesset (Israeli parliament) for more than 18 years. We work to promote animal welfare laws, regulations and enforcement, as well as promoting recommendations for plant-based diets.

Our Achievements in the last Knesset term:¹

- Declared government support to ending live transport.
- The withdrawal of the decision to finance the construction of battery cages for 5 million hens using public funds.
- Fishing regulations: restrictions on trawl fishing, including banning trawl boats from operating in an area of two million hectares (we joined a campaign led by the Society for the Protection of Nature in Israel).
- Vegan options are now available at the Knesset's buffets, and an annual vegan celebration takes place on Animal Rights Day, with dozens of Knesset members taking part.
- Three Knesset members successfully completed Challenge 22 and are still vegan. Another two Knesset members also went vegan as a result of an ongoing relationship with Animals Now activists.

We take a threefold approach:

1. **Lobby:** We maintain an ongoing positive relationship with many Knesset members. In addition, we have hired a lobbying firm. Animals Now's representatives participate in discussions in the Knesset, provide information and data to Knesset members from across the political spectrum, and meet with ministers and executives in the government offices in order to promote the legal protection of animals.
2. **Legal:** We engage in legal action, such as filing petitions to the Supreme Court and prevention orders. In addition, we follow up on animal abuse cases, as well as filing appeals when needed (in collaboration with Israeli organization Let the Animals Live).
3. **Public Campaigns:** We run public campaigns, which include intensive media and social-media work, recruiting influencers, promoting petitions and organizing rallies. We select our campaigns after a strategic analysis which takes into consideration the scale of impact for the animals, as well as the risks,

¹ We've worked on some of these projects in collaboration with other NGOs.



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opportunities and the chance of success. For example, we chose our Cage-Free Campaign due to the large number of animals involved. We saw the government plan for a reform in the egg industry as an opportunity to phase out battery cages. We also considered the fact that Israelis consume mostly poultry (and often don't distinguish between the meat and egg industries). Therefore, raising public awareness to the suffering of chickens may lead to a reduction in overall poultry consumption. Another example is our Live Transports campaign that is aimed at banning the live shipment of cattle and sheep to the Middle East. While the number of animals involved is relatively low (700,000/year), we believe that the chance of success is high. Furthermore, the fact that people empathize more easily with mammals, could potentially inspire politicians to join us, and therefore take a stand to protect animals in general on other issues in the future. Additionally, this campaign widens Animals Now's circles of public support, encourages compassion for animals and reduces meat consumption.

Previous achievements of Animals Now



Banned the force-feeding of geese and ducks



Banned water deprivation and isolation of calves in the veal industry



Banned the use of wild animals in circuses



Ended vivisection in schools



Limiting the use of confinement in pig farms



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Investigations

Our undercover investigations team has been documenting animal abuse for the past 15 years. We operate primarily in Israel (apart from two investigations in South America and India, which were conducted in collaboration with PETA).

In order to amplify our impact, our campaigns are launched with exclusivity (typically on prime time TV news broadcasts), followed by a social media campaign, and media follow-ups regarding various aspects of the investigation (such as discussions about the Kosher status of the products produced, health perspectives, and political and legal procedures).

We also take legal and political actions regarding the findings of the investigations and where possible, encourage a consumer class action lawsuit.

Finally, we share our findings with colleagues around the world, especially when rare footage is exposed and when the topic is relevant to other countries.

Our investigations have broadly influenced meat consumption norms, which are reflected both in public discourse, and in the increasing number of supporters and donors. Furthermore, following the exposure of well known brands that abuse animals, several class action suits were generated.

Our investigations have directly led to legal actions and to the improvement of the enforcement of animal protection laws. For example, investigations into Israeli slaughterhouses were published both in Israel and Australia's media outlets (as part of the Animals Australia campaign against live export). This effort demanded stricter procedures from the industry. Another example is that following an investigation of slaughterhouses in South America, legal procedures brought about the phasing out of "shackle and hoist" methods in Kosher slaughter.

Advocacy and Education

Humane Education: We regularly give lectures to high school students and work to influence their academic curriculum. In the last academic year (2018-2019), we gave lectures to 31,000 students. The purpose of the lectures is to inform students about cruelty to animals in the food industry and to encourage compassion towards farmed



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animals. During the lectures, we show footage of local celebrities (those popular among teenagers), encouraging the audience to reduce meat consumption.

We organize seminars and events for teachers, in which we provide lectures that equip teachers with the know-how and tools to teach the subject. We also provide a database of dozens of lesson plans and activities related to animal rights for schools and youth groups. Furthermore, we have assembled several training kits in cooperation with various youth movements.

Nutrition Advocacy in Schools: In the coming academic year (2019-2020), we will initiate a new program focusing on the reduction of meat in meals at home for school kids from 1st to 12th grade (in Israel, most of the students eat their lunch at home). This program will include the active participation of students, parents and teachers.

Grassroots Activity: We operate 12 groups engaged in grassroots activity across the country, including in universities and colleges. Their goal is to encourage people to sign-up for Challenge 22. During 2018, the groups conducted 569 activities in total.

Influencers: We regularly reach out to influencers and celebrities. We invite influencers to participate in campaign activities and/or to try a plant-based diet by taking part in our Challenge 22 VIP program.

Social Media and Websites: We operate several websites and aim to reach large audiences through social media. We measure our activity by 'engagement,' which includes newsletter subscriptions and opening rates, numbers of pageviews and subscriptions to the Challenge. Over the past two years we have increased our list of supporters by 40%.

Plant-Based Nutrition Advocating Project: our dietitians and physicians advocate for a plant-based diet in the professional healthcare community as well for the general public, by publicizing new research findings, drafting position papers and giving lectures on plant-based diets.



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EFFECTIVENESS AND TRAINING

Effectiveness Testing and Improvement: We regularly evaluate our effectiveness. In 2019, for example, we evaluated the effectiveness of Challenge 22 with the help of Faunalytics (the results of the evaluations can be found [here](#)). In addition, we conducted an evaluation of the effectiveness of our Humane Education program, measured the impact of our grassroots activities in order to understand which activities and approaches best encourage changes in meat consumption, and ran a qualitative study which included personal interviews and focus groups to better understand frequent meat eaters.

Training: Our staff and volunteers constantly receive training. For example, every Challenge 22 mentor undergoes several hours of training before they begin mentoring, and there is an extended training program for Challenge 22 group leaders. This year, we also implemented a Management Tools training program for our heads of departments and provided training for the social media team.