

# Anima International's Reporting of Financials (2020)

*This document contains responses written by the charity. ACE has made no content changes other than the removal of confidential information.*

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## Program 1

**Program name:** Obtaining corporate commitments to higher welfare

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**Program expenses (2019):**

\$363,990 (USD)

**Proportion of expenses that go to non-staff costs (2019):**

29%

Mostly campaign materials (like outdoors and digital outreach), public opinion and market research, and work with video content.

**Program expenses (first 6 months of 2020):**

\$193,117 (USD)

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

29%

Here mostly the same as answered previously.

**Approximate number of staff hours invested (2019):**

21200

**Approximate number of staff hours invested (first 6 months of 2020):**

12700

**Approximate number of volunteer hours invested (2019):**

23600

**Approximate number of volunteer hours invested (first 6 months of 2020):**

7100

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

1. Identifying and implementing strategic adaptations

Having a sound and effective strategy in our corporate outreach can be the difference between success and failure. Over the years we have had many successes with influencing businesses to change their animal welfare policies, however these results have not happened in exactly the same way, varying from topic to topic, country to country and as times and technologies change. We are continuously evaluating the effectiveness of our outreach and campaign work so we can adjust our work to get the best possible results. Below is a quick sum-up of the current approach and considerations. For a fuller explanation, country by country, please see this [addendum](#).

1.1 Broiler work

The broiler campaign has for many of us been the toughest and most complex campaign we have undertaken. This has led to many changes and decisions over the last few years.

1.2 Cage-free work

Working with cage-free campaigns in Eastern Europe where 1) cage-free production hardly exists, 2) companies are not used to having CSR-policies for animals and 3) the general public is not so aware of the issue presents a unique challenge that encourages us to think outside the box. Here are some of the focus points for our strategies in this region:

- Work more with producers
- Engage the public through building awareness
- More collaboration, less pressure
- Identify attainable step-by-step implementation plans
- Use company ranking as an implementation tool

2. Building relationships and working with producers

Most important progress with producers:

- Denmark organic broiler producers are [ECC-compliant](#) today
- Danpo (Danish market leader) can deliver slower growing broilers and above ECC [today](#). And cost-effective ECC as soon as demand is significant enough, most likely 2022

- BPI (Danish importer) can deliver [ECC-raised](#) chickens by 2021 with the slaughter-part of the requirement ready before 2026
- Euro Poultry can deliver [ECC](#) products by 2021
- Frijsenborg will [change](#) their entire broiler production (6 millions) to slower-growing breeds by 2021. Frijsenborg's broilers already have 25% better stocking density than conventional broilers in Denmark as well as winter gardens
- Norsk Kylling (top 3 broiler producer in Norway) is fully [ECC-compliant](#) as of 2021
- The biggest Estonian cage egg producers will [expand their cage-free production](#) and more producers are planning to expand their production capacity in the near future
- Multiple new [cage-free producers](#) have entered the Estonian market
- We had phone calls to establish contact and collaborations with the CEOs of eight of the biggest egg producers in Lithuania
- We convinced the CEO of a major Lithuanian cage egg producer, which had plans to build two new poultry houses with cage systems, to change the second house to a cage-free system
- Researched and established first contact with 60 of the biggest producers in Poland and proposed meetings
- Set up meetings with the National Poultry Council in Poland, three egg producers (including the biggest Polish producer with 30% of the market) and one of the top Polish poultry producers (all postponed due to COVID-19)
- Prepared presentations about the cage-free and ECC movements and changes implemented in the industry worldwide for meetings with producers in Poland
- We are sending updates about biggest international victories in cage-free and ECC campaigns to producers in Poland
- We continue to research the availability of CAS stunning in Poland, ECC halal issues and the percentage of Ross308 within Polish poultry industry
- Released Google ads (101,700 displays) and Linked In (15,800 displays) ads about our implementation report (available [here in Polish](#)), aimed at egg producers. The report has been downloaded 50 times
- Conducted a survey among the 30 biggest egg producers in Poland to assess their attitude towards cage-free changes in the industry. All results are described in our second implementation report (linked above)
- After [publishing undercover footage](#) revealing the conditions for hens in Ukrainian cage egg production we managed to set up a meeting with one of the biggest egg producers, Ovostar
- In Ukraine we founded the [Cage Free Alliance](#) and managed to get the first industry members to join. [Tetyana Jablonska](#) - which is a cage-free egg producer. And [Texha](#), which produces cage-free equipment

### 3. Securing corporate commitments

We continue to see great progress in securing corporate commitments. The past 18 months has been particularly characterised by 1) moving focus to implementation on existing cage-free commitments 2) making the transition to securing broiler commitments in the countries where the

cage-free commitments are implemented. For a full list of our commitments, year by year, please have a look at [this document](#).

### 3.1 Broiler chickens

Broiler chicken commitments:

**7-eleven Denmark:** [ECC](#) by 2022 and slower growing breeds by 2020/2021

**Scandic Hotels Denmark:** [ECC](#) by 2022, slower growing breeds by 2020 and min. 25% outdoors by 2025

**Espresso House Denmark:** [ECC](#) by 2022, slower growing breeds by 2020 and min. 20% outdoors by 2026

**Letz Sushi Denmark:** [ECC](#) and 100% outdoors by 2019

**Halifax Burgers Denmark:** [ECC](#) by 2022 and slower growing breeds by 2020

**Café Vivaldi Denmark:** [ECC](#) by 2022 and slower growing breeds by 2020/2021

**Joe & the Juice Denmark:** [ECC](#) globally by 2023 (US by 2024). Most likely the first company to implement ECC in east-Asia

**Rema 1000 Norway:** Will be fully [ECC-compliant](#) by 2021. Anima International has only played a minor role in this victory as REMA had already moved most of the way, when we met with them in 2019.

**Frisco.pl** (Polish online supermarket): committed to ECC

Companies on step 1 (as part of our step-by-step approach outlined in section 1.1):

**Lidl Denmark:** implemented [slower-growing](#) breeds for all fresh chicken by March 2020

**Aldi Denmark:** will implement [slower-growing](#) breeds for all fresh chicken by September 2020

**Q8 Denmark:** implemented [slower-growing](#) breeds by 2019

**Lagkagehuset Denmark:** will implement [slower-growing](#) breeds by September 2020

**Restaurant Bone's Denmark:** implemented [slower-growing](#) breeds by February 2020

**Comwell Hotels Denmark:** implemented slower-growing breeds by 2020

**Jagger Denmark:** implemented [slower-growing](#) breeds by 2019

The broiler chicken commitments above cover 947 retail stores and 1027 convenience stores and restaurants.

Coalition broiler chicken commitments:

**Apetito** (In collaboration with Albert Schweitzer Foundation, the Humane League UK and Animal Equality UK)

**Pizza Hut** (as a part of OWA, Poland has run negotiation for some time already)

**IKEA** (international work led by Anima)

**Accor** (as part of the Open Wing Alliance)

**SODEXO** (as part of the Open Wing Alliance)

**Entier** (in collaboration with The Humane League UK & Animal Equality)

**Interserve** (in collaboration with The Humane League UK & Animal Equality)

**NCS Group** (in collaboration with The Humane League UK)

#### *Dialogue with retailers and major players*

We are in various stages of dialogue and negotiation with retailers and major players such as: AmRest (European operator of brands such as: KFC, Starbucks, Pizza Hut, Burger King), Carrefour Poland, Auchan Poland and Ukraine, Tesco UK, Sainsburys UK, ALDI Poland and UK, ASDA UK, Morrisons UK, COOP UK and Denmark, LIDL UK and Poland, Kaufland Poland, Dino Poland, Salling Group Denmark, Metro Ukraine, Billa Ukraine, Dagrofa Denmark, Rema1000 Denmark.

### 3.2 Cage-free

#### *Global campaign team*

We allocated resources to play a bigger role in the Open Wing Alliance (OWA), by creating a Global Campaigns Team, dedicated to running global negotiations and leading global campaigns through the Open Wing Alliance. The largest outcome so far was getting a global policy for Metro Group, one of the largest retailers in the world. Metro already had cage-free commitments in many western European countries. The [global policy](#) included getting Russia and Ukraine on board by 2025 and China by 2027. (Note: Metro was already cage-free in many countries as a result of the work of various national groups and The Humane League had had a long negotiation with Metro's headquarters before handing over the lead to Anima International.)

Another step forward was achieved with Mondelez agreeing to improve its cage-free policy by setting a deadline for Ukraine by 2027. Now we only need a deadline for Russia to create a global policy and we are still in discussions with them about this, although that has slowed due to Covid. Historically it's been difficult to get commitments translated in these regions. Getting these two on board will help to improve the possibility of getting global commitments going forward.

#### *National cage-free progress*

To give the most precise overview of national progress, we prefer to present the commitments in terms of market coverage over the major sectors. For Russia, Ukraine and Belarus, we're still in an initial phase of cage-free work (see our in depth approach in the strategy section above).

Note on Polish commitments: There are 140 cage-free commitments in total now in Poland (before January 2019: 112). During the last 18 months, Otwarte Klatki obtained 13 policies. Seven policies were obtained by an organization we are collaborating with on cage-free campaigns in Poland - Fundacja Alberta Schweitzera.

## *Main sector progress overview*

### Retail/Convenience:

Estonia: January 2019: 34% cage-free | July 2020: 40% cage-free | Change: **+6%**

Lithuania: January 2019: 93% | July 2020: 96% | Change: **+3%**

Poland: January 2019: 54.6% | July 2020: 85.4% | Change: **+30,8%**

### Manufacturers (including bakeries & confectioneries):

Estonia: January 2019: 30% | July 2020: 37% | Change: **+7%**

Lithuania: January 2019: 11.5% | July 2020: 28.6% | Change: **+17.1%**

Poland: January 2019: 57.4% | July 2020: 59.8% | Change: **+2,4%**

### Notes:

**Poland:** We are in communication with Inter Europol, which is the biggest baking manufacturer. It has already stated that it has phased out cage eggs, but we are waiting for a confirmation that it has finalised the process for both liquid and powder egg mass. When it is finalized, then we will have **61,4%** of the manufacturers market, so a **+4%** change in Poland.

### Food service: (Restaurants, catering operators, hospitals, schools, etc)

Estonia: January 2019: 15% | July 2020: 20% | Change: **+5%**

Lithuania: January 2019: 18% | July 2020: 22% | Change: **4%**

Poland: January 2019: 45.9% | July 2020: 47.3% | Change: **+1,4%**

### Notes:

**Lithuania:** Top 5 biggest restaurants by revenue have published commitments

**Poland:** We are in contact with AmRest about publishing a policy for all brands they operate (including Starbucks) and McDonald's about the wording of their policy. According to McDonald's policy they are already cage-free in Poland, we want to make sure it's the case in 100% of their operations. Once AmRest and McDonald's are confirmed we will have **80,3%** of the food service market.

**Estonia:** Almost all Estonian catering providing operators have gone cage-free by now, as of July 2020. Among restaurants, the biggest commitments are [Baltic Restaurant Estonia](#) which has around 138 locations in Estonia including its own brands and a prestigious Siigur Restaurant chain that has five locations in the capital, Tallinn.

Hotels:

Estonia: January 2019: 12% | July 2020: 17% | Change: **+5%**

Lithuania: January 2019: 25.8% | July 2020: 53.8% | Change: **28%**

Poland: January 2019: 48.9% | July 2020: 57.3% | Change: **+8,4%**

Corporate progress in Ukraine and Belarus:

- As a part of our Auchan campaign in Ukraine, we conducted a [public opinion poll](#), where we checked consumers' knowledge about the breeding of laying hens in Ukraine and asked whether the public thought Auchan should withdraw caged eggs. The results of the survey were published in the media and were part of our campaign against Auchan
- We launched the Cage Free Alliance in Ukraine ([see more here](#))
- Conducted research about the egg industry including analysis of prices and import in Ukraine. The low supply of non-cage eggs as well as their higher price are the main reasons why companies do not commit to go cage-free. We have decided to check how the price of cage-free eggs can change as their supply increases in the local market. ([see here](#))
- Conducting research about the egg consumer profile in Ukraine with the goal of finding out what matters to consumers when they choose what eggs to buy. We are planning to share this information with members of the Cage-Free Alliance. We are waiting for the results.
- Along with the change of strategy in Ukraine we decided to start an awareness campaign targeting businesses directly
- We obtained translations of the global commitments from Hilton and Hyatt in Ukraine
- We conducted a [public opinion poll](#), where we checked consumers' knowledge about the breeding of laying hens in Belarus and asked if the biggest retailers in Belarus (named in the survey) should withdraw caged eggs. We consider it as a first step to start the discussion and raise awareness among retailers
- Based on the survey results we have also created a petition on our campaign website, where the main call to action is to convince producers and companies to withdraw caged eggs

### 3.3 Live fish

Securing commitments related to live fish from retailers allows us to quickly end a cruel practice of selling live fish and builds a foundation for possible future work on fish welfare. It is also a way to get the fish issue into the media and increase public awareness on fish welfare.

**Lithuania:** After 1.5 years of campaigning and negotiations, in January 2020 two big retailers – IKI and Rimi – announced their plans to stop selling live fish by the beginning of 2021. IKI removed the fish tanks in May of 2020. In June the biggest retailer – Maxima – did the same, also saying that most of their fish tanks (104 out of 130) will be removed from the shops by August. These

commitments will impact more than 300,000 individuals each year. It also means that by 2021 there will be no big retailer selling live fish left in Lithuania.

**Poland:** Since 2018 we have been in contact with major retailers and campaigned against selling live carps. In 2019, thanks to our work and similar work of other organizations in Poland, three major retailers stopped selling live carps - Selgros, Auchan and Tesco and one - Kaufland announced it will stop selling live carps from 2020. There have been issues with Tesco, as even though they published a policy, they rented their parking lots to live carp sellers in 2019. We campaigned against them and will communicate with them further in order to make sure it does not happen in 2020.

### 3.4 Foie gras

While foie gras is a low-volume product impacting fewer animals than other issues, there are several reasons why working with foie gras still makes sense from a high impact to effort perspective:

- High probability of winning with less effort
- Good leverage when talking with companies about cage-free or broilers
- Good opportunities for attracting media attention
- Good topic for training employees to work with corporate outreach
- Attracts the public to the cause of animal protection which can be developed with other topics later on - it helps to build a broad movement
- Possibility for getting a legal ban in Ukraine

Main results:

**Denmark:** We had 17 new commitments from restaurants and large danish hotel groups.

**Estonia:** We started foie gras corporate outreach work just before the COVID-19 pandemic began and were able to get four restaurants to drop foie gras but then had to stop the campaign because restaurants were closed.

**United Kingdom:** 11 restaurants announced commitments and we published the Ukraine footage in [The Independent](#)

**Ukraine:** Several months after the publication of the investigation the foie gras factory was closed with an official statement that foie gras production is inhumane. We started a corporate outreach campaign and got eight commitments from restaurants.

### 3.5 Fur free retail

In the last two decades Europe has seen a great number of countries banning fur farming. By working on removing fur from retailers we are able to influence the public debate through our media work. This in turn works to support legal advocacy as fur becomes a more high profile topic.



Main results:

**Lithuania:** The biggest clothing retailer in the Baltics – APRANGA – agreed to stop selling fur in their brand shops.

**Poland:** 30 Polish brands signed fur-free commitment, including one company which owns five well-known brands. The most recognizable are Big Star Jeans, Wojas, Diverse, MISBHV, VRG Group (Vistula, Wólczanka, W.Kruk, Deni Cler, Bytom) and Local Heroes.

**Ukraine:** 42 commitments from brands were secured, among them famous popular brands [Pavlenki](#), [Zacerkovnaya](#), [7/11 Seven Eleven](#).

#### 4. Cage-free implementation work

Obtaining a commitment from a company is one thing, but making sure this commitment is implemented is another. In some countries where we already have a significant number of companies with policies, we see a need to put a bigger focus on the implementation of these policies. In Estonia, Lithuania and Poland implementation projects have been launched - from communication about progress with companies and obtaining data from them to making positive campaigns promoting the cage-free issue in the business sector. There is visible progress and we see both the importance and the potential of expanding our implementation work further.

**Estonia:** 62 companies that have published a cage-free commitment have already implemented them, with most of them being restaurants or catering operators. We are in contact with bigger and more influential companies that use eggs in big quantities and have longer implementation timelines. Where we have data, most of the companies are making progress already, for example Fazer Estonia AS has set as their goal to be 100% cage-free by 2024 and are right now in the process of switching liquid egg and egg powder into cage-free ones and might be 100% cage-free (including whole and shell eggs) already by 2021.

**Lithuania:** There are 43 companies which have already implemented their cage-free commitments:

eight hotels, 31 restaurants, three manufacturers and one retailer. We launched the campaign #Easterwithoutcages, where companies which have implemented their cage-free commitments published posts on the cage-free issue on their social media. We launched [the campaign #wehaveguts](#) during which celebrity chefs, food influencers and [CEOs of companies](#) which have cage-free commitments, published posts on the cage-free issue on their social media. One of the biggest manufacturers of confectionery published the first local commitment with progress timelines (by 2023 - 50%, by 2025 - 100%). One of the biggest bakeries, which has cage-free commitment with a 2025 deadline, published in May 2020 that from now on all eggs used in their factory are cage-free. The negotiation with Lidl was started to publish their commitment progress in Lithuania.

**Poland:** 29 companies that we know have implemented their cage-free commitments. One retailer, 10 manufacturers, 12 food service companies, six hotels. The progress of companies that announced they were going cage-free and took part in our survey conducted in November 2019 -

April 2020 is described in our second implementation report “[Withdrawal of cage eggs. Summary of changes in the food industry and on the egg market \(2019\)](#)” in the form of tables for every type of industry.

Below are some examples of retailer progress:

**Jeronimo Martins:** over 30% of whole own brand eggs sold in 2019 in the whole JM Group were cage-free

**Lidl:** about 66% of whole eggs in their range are cage-free

**Auchan:** cage whole eggs for its own brand were phased out in the first half of 2020. The share of whole cage egg sales is 40% (it dropped by 30% since the commitment was made)

**Kaufland:** cage whole own brand eggs were phased out. Several own brand pre-prepared products are already cage-free.

**Carrefour:** cage whole own brand eggs were phased out in 2019

**Aldi:** cage whole own brand eggs were phased out; 30% of own brand ready products are already cage-free.

**Sklepy Gama:** retailer decreased the share of cage eggs in its range by 50%

**Topaz:** retailer decreased share of cage eggs in its range by 20%

In May 2020 we also published a ranking of retailers according to their progress in implementing cage-free policies - *Responsible business ranking. Improving welfare of laying hens by retail chains* available [here](#). We based the ranking on the survey described above, in which we asked the retailers about transparency and scope of the commitment to withdraw cage eggs, progress made since they committed to go cage-free, promoting the purchase of eggs from alternative systems and plans to stop promoting the purchase of cage eggs. We plan to do such rankings yearly and possibly for other types of industries. We see it as a part of a broader strategy of consolidating a cage-free policy as a part of businesses' CSR policy.

### **How, if at all, do you plan to expand/shrink this program?**

Over the past few years, this program has been expanded rapidly, both within national groups and Anima International itself. We still see the potential and capacity to expand the program further.

Global Alliance Campaigns Coordinator - Anima International is often developing novel campaigning approaches for this program and we see the potential to combine these efforts with our Movement Building Project and invite new and smaller organisations to participate in the early developments of campaigns in order to train their skill sets and create adapted national campaigns supporting this program.

National Campaign Managers - there's currently room to expand the teams in Poland, Denmark and Estonia. This is not only focused on expanding the national activity, but also allowing the most experienced national campaigners to take over more responsibility on an international level.

**What do you expect the total expenses for this program to be in 2021?**

Due to the pandemic and financial crisis we don't have reliable estimates we trust. We roughly expect expenses ranging from 460000 to 550000.

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Program 2

**Program name:** Media campaigns

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**Program expenses (2019):**

\$458271

**Proportion of expenses that go to non-staff costs (2019):**

40%

Investigations equipment and other associated costs, like research. Video production costs.

**Program expenses (first 6 months of 2020):**

\$168839

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

34%

Same as in the previous period. Investigations equipment and other associated costs, like research. Video production costs.

**Approximate number of staff hours invested (2019):**

26400

**Approximate number of staff hours invested (first 6 months of 2020):**

14600

**Approximate number of volunteer hours invested (2019):**

41200

**Approximate number of volunteer hours invested (first 6 months of 2020):**

18500

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

Working with the media gets results, and that's why we focus on this as one of our main programs. We are constantly looking at ways to increase our media reach and every year we hit higher results in terms of reach and the number of articles. Below you will find just a small snippet of some of our most exciting media work from January 2019 onwards.

For more details as to why we think working with the media is important and how we measure the outcomes as being successful in media campaigns, please refer to Program 2 - Media campaigns program tables sent to ACE in the first batch of 2020 information.

Outcome 1: Conducting and publishing investigations

Conducting and releasing investigations makes up a large part of our media work. Throughout 2019 and the first half of 2020 in Lithuania for example, we published three major investigations including [an exposé](#) of the biggest supermarkets that sell live fish. It was covered by two national television news outlets, all major news websites and on national radio. As a result, all of the supermarkets have now committed to end the sale of live fish in 2020. The investigation on live animal transport which we published in cooperation with Animal Welfare Foundation and Animals International was also covered widely throughout the country.

We released the first undercover investigation footage on a foie gras farm in Ukraine which became a [huge news story](#) in the country. As a result of our campaign, the farm, which happened to be the only foie gras farm in Ukraine, closed down, claiming that foie gras farming was inhumane. Our team in Denmark also made use of the footage, creating a large debate in the national media for several months, generating more than [30 media hits](#) in national media and obtaining [17 corporate commitments](#). Also in Ukraine, we published an [undercover investigation](#) into a cage egg farm, the first of its kind to be published in Ukraine, which caused such a storm that it was also [covered on ZDF](#), the second largest public television channel in Germany, as part of the program Frontal 21 which is a well recognized political newsmagazine. The show was watched by 1.95 million viewers representing 6% of audience share.

In the UK we published two broiler investigations in major media outlets, including an in depth page in [The Times](#) and online in The Independent. It resulted in The Times releasing a [statement](#) calling for better standards and better transparency. The second broiler investigation was

published in the [Daily Mail](#). We published the [Ukraine foie gras](#) investigation in The Independent, and various fur investigations ([1,2](#)) in major media outlets like the Daily Mail.

Our fur campaign continues in Poland, where in September 2019 we carried out two interventions on fox farms in [Goliszów](#) and [Karski](#) and, as a result, rescued 10 foxes – [Maciek](#), one of them, is now an ambassador for our anti-fur campaign and his story has been presented in two popular [TV programs](#).

#### Outcome 2: Building momentum to achieve corporate commitments

Achieving corporate commitments is one of the foundations of our work. Working with the media is one of the main tactics we use to encourage companies to make progress.

In Denmark, our current main focus in corporate campaigns is broiler chickens. We have been building awareness for several years and in 2020 started to see some commitment breakthroughs. [Large-scale coverage](#) in the national press helped with this, and for every commitment secured we pushed this even further in the media too, creating a snowball effect to not only get the issue into the public domain but also to secure even more commitments from other companies. Since January 2019 we achieved almost 100 articles about broilers in the Danish press alone, with a reach of around 10.5 million.

Occasionally we will organise a large demonstration designed to attract lots of media attention, such as [this event](#) in Poland supporting our broiler campaign, where over 50 activists stood in the main square with dead one-day-old chicks. See Program 1 - Obtaining corporate commitments for more information on our corporate victories.

We have been campaigning since 2019 in the UK to convince Tesco to sign an ECC commitment. As well as focused undercover investigations, we worked with British celebrities [Joanna Lumley](#) and Chris Packham, and published a letter signed by [25 animal welfare](#) experts. We also published an opinion piece in [the Independent](#). Along with the RSPCA we handed in over 350,000 petition signatures to Tesco HQ, which also garnered some [industry media](#). Our campaigning pushed Tesco to announce a new line of indoor enhanced-welfare chicken that met the standards of the ECC, which came into effect in 2020 - and the general awareness has kept the broiler issue in the public eye. As part of the OWA Subway broiler campaign, we organised seven protests which achieved lots of [press coverage](#), and three local newspaper mentions. Similar events were held in Ukraine to help us pressure Auchan for a [cage-free commitment](#).

In 2020, Anima International undertook its first global cage-free negotiation as part of the Open Wing Alliance. We were successful in convincing global retailer Metro to make a worldwide commitment (although it should be said that many other groups had previously worked to help make this happen). Using this strong commitment we decided to invest the time and resources we would have used campaigning against the retailer to instead run a [‘momentum’ campaign](#), which allowed us to work with many national members of the OWA to push the story with a positive spin in their countries. We also offered microgrants to groups outside of AI to boost the

video celebrating this progress which was directed at leadership positions in the egg and food industry, allowing us to reach more than 1 million people.

The more we work in Eastern Europe and assist others in areas like Bulgaria, Romania and Serbia, the more we see the need for developing alternative strategies to the usual 'negative campaign' models, where we push a company hard, against its will, until we get what we want. With this new strategy we were able to help organisations get 39 articles published in 10 different countries. Many of these countries had found it very difficult to get press coverage on the issue using the standard negative campaigning approach. In Russia for example, the Metro momentum campaign resulted in 15 news articles about the good decision Metro had made by going cage-free, and prior to these publications, we had published one article. We also worked with several countries where Anima International is not present, such as Romania, Croatia and Bulgaria, to print a full-page advert in industry magazines informing readers about the global trend towards cage-free.

In Ukraine we have been focusing on increasing our visibility in specialised media platforms by publishing articles about industry trends, animal welfare and CSR and the egg market for example. We have focused on outlets in the retail sector, HoReCa business, and egg and food producer platforms. With the launch of our [Ukrainian Business Cage-Free Alliance](#) (see Program 1 for more details) we were able to place this launch in relevant news sites, therefore increasing our authority and brand recognition with the people who we actually want to reach. We also placed media articles about the [living conditions of laying hens](#) in battery cages, retailers committing to going cage-free and reasons why the egg industry has to change in Ukraine.

### Outcome 3: Promoting plant-based products and campaigns

Our plant-based campaigns are a key focus of our media work, designed to flood public consciousness with positive portrayals of vegan food, encourage consumers to try plant-based diets and to encourage companies and restaurants to improve their products and menus.

We are working hard with celebrities and influencers in countries like Denmark and Poland. Our interview with the most famous Danish comedian Casper Christensen and his wife Isabel was a hit on social media, as well as being featured in the most read [weekly magazine](#) in the country. We also cooperated with the famous cartoonist [Anders Morgenthaler](#) to promote the Climate Challenge (encouraging people to try plant-based food by using an environmental angle). We are sure to get even more press on the benefits of vegan food when we release a video with an EU politician, a famous stylist and a celebrity health professional. Further east, we received the support of a [famous olympian](#) who became the face of our plant-based sport campaign and a [Polish celebrity](#), known as the most popular chef and TV personality in Poland who has been associated with meaty, traditional cuisine for decades. This cooperation has helped us establish cooperation with one of the most important magazines for the HoReCa industry in Poland - [Food Service](#), SzeF Kuchni, KUKBUK (the fanciest cooking magazine in Poland), [Oui Chef](#) and Horeca Business Club - which offered us permanent columns on plant-based cuisine and trends in their online and/or paper outlets.

In France, the results of our work to get plant-based food options in university canteens was mentioned in an [analysis of vegetarian meals](#) in French catering. This allowed us to build public pressure on the national body responsible for the implementation of these options which has so far been dragging its heels. We worked with scientists, including the co-chair of the Intergovernmental Panel on Climate Change, to support our call in the media for a plant-based university option in the Versailles region. As a result, vegetarian or plant-based options are now served daily. We also made use of the media by securing coverage with [100 academics](#) calling for more plant-based options in the university canteens of the Franche-Comté region which resulted in key decision makers contacting us to begin work together on the issue.

We are also ramping up our plant-based presence in the Russian media, with the results of our survey on the attitudes of Russian citizens towards [plant-based](#) and [cultivated meat](#) being published in the [Top 1](#) and [Top 4](#) cited Russian media outlets as well as around 20 others. The results were cited by several plant-based alternative producers (e.g. [Greenwise](#)) and meat and agriculture industry media: ([meatinfo.ru](#), [meat-expert.ru](#), [agroxxi.ru](#)). As this survey is one of the most comprehensive analyses in the Russian field of plant-based and cultivated meat alternatives, it has improved our status as industry experts and provided a good opportunity for new collaborations. From the beginning of 2020 we also started to collaborate with one of the most influential [meat industry media](#) where we published our [interview](#) with a representative of the Naro-Fominsk Meat Plant and the [overview](#) of the plant-based market in Russia.

Big news for our plant-based campaign in Ukraine as 2020 was named “Year of the Vegan” by Vogue magazine in the country which also published a [guide for new vegans](#) written by our team.

Estonia’s Food Innovation Summit (more information in Program 3 ) resulted in important press coverage such as [this video](#) of journalists from the country’s biggest food portal tasting plant-based meat at the event as well as an appearance on a [morning TV show](#) for our Plant-Based Campaign Manager, where she talked about cultivated meat.

To encourage retailers to expand or launch their plant-based offers, we ranked [supermarkets](#), [burger chains](#), [hotel chains](#), supermarkets and [student canteens](#) in Poland and coffee shops [Russia](#) on their availability of plant-based products. The results were published by [a major Retail and FMCG magazine \(Handel\)](#), circulating 80,000 paper copies and distributed directly to food producers, retail chain buyers and managers. Both the hotel chain ranking and student canteen research had also a strong industry media reach. The student canteen ranking sparked a discussion on the availability of plant-based choices among student groups and inspired some to reach out to their local food-service providers to introduce more plant-based options. More information is available in Program 3 Outcomes.

#### Outcome 4: Building momentum for legislative change

Cementing change in the law is a highly valuable way of creating change for animals. We use media to affect political debates in society and engage legislators in our media work to secure more publicity on subjects such as fur farming and foie gras production.

The press coverage we were able to get on the Ukrainian foie gras investigation, both in [Ukraine](#) and internationally, has acted as a foundation on which we are now building a legislative campaign to ban the production and sale of foie gras in Ukraine. This will take some time but we are optimistic about a result which would put Ukraine on the map with one of the most progressive animal welfare laws in the world.

In Denmark, foie gras became a huge media topic in summer 2019 with our campaign. [MPs began speaking publicly](#) about a ban of sales in the EU (a story published on more than 15 different media platforms) and eventually even [the Prime Minister was asked](#) to take a stand against foie gras. A national ban of sales is repeatedly dismissed in Denmark due to EU-rules.

In several countries, including Estonia, we are working to implement legislation to ban fur farming. Getting media attention has been a big part of that, helping us to put more pressure on members of Parliament and get the issue talked about in public. The same can be said for Lithuania, where the publication of an investigation into [mink farms](#) helped generate large-scale media attention and push for a ban on the practice.

In Poland's capital, we organised a large demonstration in front of the parliament building to commemorate the [Day Without Fur](#) event and at the end of 2019, we organized an outdoor campaign with three celebrities: huge [billboards](#) were visible throughout Warsaw. We also cooperated with the media to [publish information](#) about the financial crisis in the fur industry. For more information on how our media work has supported our legislative advocacy, please see Program 5.

We brought new life to the public political discourse on fur farming doing the Covid-19 outbreak in Denmark. Two mink farms were infected. [Press releases were published](#) and [one party began speaking publicly](#) about the need for a ban. [Several parties engaged in the debate](#). Previous bills have been abandoned in parliament with the two biggest parties against a ban.

#### Outcome 5: Digital media presence

Our digital media presence is an excellent way of both raising awareness amongst the public but also a campaigning tool. Our platforms in Poland and Denmark have a very high reach, whereas in countries like France and Belarus we are only just starting out.

We regularly publish content in social media to boost our campaigns, using it to collect petition signatures, activating supporters to take campaign actions and to influence politics (especially on Twitter) and companies (especially on LinkedIn). In Poland for example, from January 2019 to July 2020 we ran several successful digital ad campaigns, aimed at reaching both individuals and companies including Facebook and Google ads encouraging people to sign the broiler petition, which have been viewed over 3.5 million times. Similarly, ads about Metro going cage-free targeted towards staff in the food and retail industries on Facebook and LinkedIn have around 160,000 views.



One of our biggest online successes in France was shooting an [inspiring interview](#) with the manager of a university canteen with the aim of showcasing the restaurant which now serves 25% of its students a daily, delicious plant-based option after working with us. The video now has 22,000 views on Facebook and other chefs now have a success story to follow.

Our social media work in Russia is particularly important, as many Russian-speakers prefer to use platforms in their native language such as VK rather than Facebook. As part of a successful campaign urging retailer Prada to go fur-free, our Russian video on the subject reached more than 1 million people in 2019. We've begun pushing our social media further in the country with celebrity involvement in campaigns like the Vegan Challenge

In Belarus, we are supporting the first stages of our cage-free campaign by growing our social media. We released a ['vox pops' style video](#) promoting our new petition, which has already been viewed over 35,000 times.

In Poland we have a lot of success on social media. On YouTube, videos showing the living conditions of broilers have been watched almost 150,000 times. On Facebook a series of short films showing the living conditions on fur farms (an [example](#)) have reached more than 4.28 million views in total and went viral. The film showing the [history of a broiler chicken](#) was viewed over 520,000 times. A [film about the cage-free initiative](#), showing the living conditions of farmed animals, reached over 1.3 million people. Also the [story of the rescued fox](#) from the fur farm was well received and reached over 1.38 million people. In 2020, with LinkedIn, we promoted reports about the progress of the resignation of cage eggs. These posts have been viewed almost 20,000 times and, thanks to relevant targeting, have reached food companies and retailers, including those who have not published a proper cage-free commitment yet.

### **How, if at all, do you plan to expand/shrink this program?**

Investigation Coordinator - we're interested in expanding the investigations team and getting involved in more investigations, including international projects. This will require hiring one more person for the investigations team. National Campaign Managers - there's currently room to expand the teams in Norway and Estonia.

### **What do you expect the total expenses for this program to be in 2021?**

We don't have good estimates. A lot of our expenses in investigations are heavily dependent on ability to travel internationally. If, like some forecasts may suggest, the pandemic will take off again or restrictions of movement will be maintained, then it may impact our ability to conduct investigations. Therefore we can expect as big a range as from 330000 to 560000.

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## Program 3

**Program name:** Plant-based product promotion

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**Program expenses (2019):**

\$424,794

**Proportion of expenses that go to non-staff costs (2019):**

53%

Marketing materials (digital, outdoor, TV), market research, event costs, like business conferences, video production.

**Program expenses (first 6 months of 2020):**

\$302,005

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

57%

The same as answered for the previous period, but with less focus on offline events due to the pandemic.

**Approximate number of staff hours invested (2019):**

21000

**Approximate number of staff hours invested (first 6 months of 2020):**

18845

**Approximate number of volunteer hours invested (2019):**

16900

## **Approximate number of volunteer hours invested (first 6 months of 2020):**

13600

## **Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

In this program, we aim to increase our work with companies that offer protein and dairy alternatives as we can learn from each other, share resources and amplify our efforts to reduce the demand for animal products. At the same time, we want to make it as easy as possible for consumers to find delicious and affordable plant-based products, therefore encouraging and supporting conventional and popular businesses in expanding their plant-based portfolios. This means our work is twofold and focuses on both close cooperation with food producers, chefs and restaurant owners as well as on promotion of plant-based products and plant-based eating among individuals.

### 1: Plant-Based Product of the Year Awards

Product of the Year campaigns serve to create hype and demonstrate the popularity of plant-based products, provoke competition between the producers and encourage companies who are yet to offer such products. Thousands of votes were cast and the awards generated interest in the food industry media.

Denmark: We hosted the first and hugely successful “Plant Awards 2020” to which we invited high profile influencers like politicians and celebrities and awarded winners in eight Plant Award categories: (1) The Plant Growth Award (Main award), (2), The Plant Product Award, (3) The Plant-Friendly Politician Award, (4) The Plant Surprise Award, (5) The Plant-Friendly Chef Award (Chefs for Change Award), (6) The Plant-Friendly Canteen Award, (7) The Plant Entrepreneur Award (8) The Plant Influencer Award. One of the main goals of the event was to build relationships with influential representatives of political parties (a high-profile politician, [Ida Auken](#), was the first person to present an award), leadership in major corporations and other organizations to propel them to push the plant-based movement further. We cooperated with a business media outlet that published [an article about the award show](#) immediately after the event and several others inspired by the event, including interviews with participants, in the following two weeks (see one of them [here](#)). One of the largest national TV stations was present at the event and filmed interviews with famous participants and our Plant-Based Campaign Manager.

Poland: In Poland we held our “Best Plant-Based Product of the Year” competition for the third time. Prizes were awarded in three categories: (1) The Best Plant-Based Product of the Year, (2) The Best Plant-Based Restaurant Launch, and (3) The Most Promising New Plant-Based Product. We collected over 3,500 votes — almost three times more than in a previous year. Practically every company put lots of effort into online marketing of their nominated products, which allowed the project to spread dynamically and reach a more diversified audience. One of the top Polish dairy producers, OSM Łowicz, [actively promoted](#) their plant-based product line nominated in the competition on their social media, as well as in their official email footers. The award ceremony

was held in January, during the Veganmania festival in the International Congress Centre in Katowice, which is one of the country's most modern and biggest event venues. The winners keep showcasing RoślinieJemy's badges with the place they got in the competition on their product labels as well as at trade fairs, during business presentations and on social media (see an example [here](#)). The competition was promoted by [Wiadomości Handlowe](#) - a leading retail industry portal in Poland that also published an article with the results.

Russia: Following the successful example of Denmark and Poland, the Russian team organized the very first award for the best plant-based product. [Sixteen Russian brands were nominated](#) and their excitement and marketing amplified our reach. The competition was won by Mallakto, a relatively new Moscow manufacturer of dairy alternatives. The plant-based product awards let us establish connections with brands and entrepreneurs, provoked competition, and increased visibility of vegan products in the country.

## 2: Conferences - Networking with the Industry

### 2.1 Anima International's Professional Events

We organize (online and offline) conferences to network with major food companies, create a live B2B exchange platform and get media publicity for the rising trends in plant-based and cultivated meat innovations.

The Food Innovation Summit (Estonia): In October 2019, we organized the largest food innovation conference in Estonia for the second time. The event brought together 200 marketers, retailers, food producers and restaurants from nine different Baltic, Nordic, and Eastern European countries to discuss the growth potential and share knowledge on plant-based and cultivated meat trends. It also attracted a lot of media interest (more about this in Program 2 Outcomes). The third Food Innovation Summit will be held online in October 2020 and is expected to have about 400 guests. We plan to host speakers from well-established brands such as Oatly, Memphis Meats and Unilever, and well-known organisations such as ProVeg and the Good Food institute.

The [Plant-Powered Perspectives \(Poland\)](#): Also in October 2019, we organized the second edition of our Plant-Powered Perspectives in Warsaw. During the two-day conference, entrepreneurs and [researchers from all over the world](#) (including Finless Foods, The Good Food Institute and the Cellular Agriculture Society) talked about the technology behind cultivated meat, discussed dairy alternatives, solutions in plant-based catering and legislative policies of food labeling. What's more, we created a space for young entrepreneurs to pitch their innovative plant-based projects to potential investors. The event hosted over 200 representatives of the Polish food sector - food producers, retail chains, restaurateurs, investors, as well as representatives of public institutions such as the National Food and Nutrition Institute. We will hold our annual Plant-Powered Perspectives conference in September 2020, either online or in a live format. The event will last two days and we expect to host 250 attendees.

The Clean Meat: Scientific Seminar (Poland): The event was part of our cooperation with the Przemiany: Apetyt i Apatia (eng. Transformations: Appetite and Apathy) festival held by the Copernicus Science Centre in Warsaw and brought together almost 100 Polish researchers interested in the subject. The aim of the seminar was to draw the attention of the Polish scientific community to the key problems of the global food production system and to outline the areas in which further research and development are necessary. Expert knowledge was shared by: Stanisław Łoboziak and Karolina Sulich (Copernicus Science Centre), Brian Wyrwas (Finless Foods), Chris Bryant (Cellular Agriculture Society) and Elliot Swartz (The Good Food Institute).

[Plant-Powered Talks \(Poland\)](#): The first event was held at the end of October in cooperation with the foodtech.ac accelerator and hosted Ela Madej from 50years - one of the leading venture capital impact funds - who talked about the key trends in food tech and animal protein alternatives. We also invited Igor Sadurski from Bezmięsny (an entrepreneur specialising in plant-based meat alternatives) and Łukasz Gradzik from Jogurty Magda (a dairy manufacturer which has turned 100% plant-based this year) to join the discussion on plant-based innovation in Poland. We plan to continue organizing such talks and create a series of meetings with professionals involved in plant-based food tech.

In the second quarter of 2020, the coronavirus outbreak forced us to cancel or postpone many of the meetings and events we planned to organize or attend. For that reason, we decided to adapt to the new reality and held a series of online activities aimed at both providing advice to companies suffering during this economically unstable time and maintaining our position as experts.

RoślinnieJemy's Online Academy (Poland): We launched the academy to make it possible for the food industry industry representatives to attend webinars with other professionals who set food trends and create a plant-based business scene in Poland. A total of 20 webinars were attended by almost 1,600 participants, and [the website](#) where we have gathered the recordings and presentations is actively used by about 600 people. As part of the academy, we also organized [a Facebook live event](#) with Marta Dymek (a [highly regarded food blogger](#)) who talked about the business potential of plant-based diets. The event has been viewed almost 52,000 times and was initially attended by 600 users.

## 2.2 Presenting at Industry Conventions

Additionally to organizing our own events, Anima International's plant-based campaigners represented the positive power of plant-based trends at major industry conventions and food expos in 2019 and in the first quarter of 2020 (before the lockdown happening successively across Europe). [Here](#) you can find the full list of the events we've attended and presented at since the second half of 2019.

## 3. Advising and Partnering with the Food and Catering Industry

Supporting businesses in their shift towards more sustainable, plant-based products lays the foundation for our corporate outreach work and enables us to directly influence the shape and

increase the number of plant-based products available on the market shelves in Denmark, Estonia, Poland, Russia and Ukraine. Our teams are systematically strengthening their expertise to be able to work with major food companies in Europe. So far, we've been working with major retailers e.g. 7eleven – a convenience chain in Denmark, Żabka – the largest convenience store chain in Poland with over five thousand sales points and EFKO – a big Russian conglomerate interested in food-tech and plant-based innovation. Despite the pandemic, the teams were able to adapt their strategies to best serve the needs of companies which already has resulted in new, great-tasting and nutritious plant-based offerings across the countries in which we focus our work. Here you can find full lists of [companies](#) and [restaurants](#) we've advised since the second half of 2019.

An example of our strategy adjustments are [RoślinieJemy's Office Hours](#) in Poland. RoślinieJemy was one of the first plant-based outreach projects worldwide to proactively tackle the pandemic situation and adapt to its limitations. In addition to the webinar series, our team launched an online consultation program allowing companies interested in launching plant-based products to schedule a 30-minute call with one of our team members. So far, we have hosted 10 consulting sessions with representatives of both early-stage projects and developed businesses. Recently, we have been contacted by a cereal company called One Day More, which considers launching a new facility focused on alternative protein production. We plan to continue the program and expand it further since Marta Dymek has officially joined our team and will offer her expertise and insights as one of the Office Hours experts.

#### 4. Publications Aimed at the Food Industry

Market and Consumer Research (Russia): In February 2020, we conducted a 2-part survey on the attitudes of Russian citizens towards [plant-based](#) and [cultivated meat](#). The survey has been so far one of the most comprehensive analyses in the field of Russian plant-based and cultivated meat alternatives. You can read more about this project in Program 2.

Industry Rankings (Poland, Denmark, Russia): To encourage retailers to expand or launch their plant-based offers, we ranked [supermarkets](#), [burger chains](#), [hotel chains](#) and [student canteens](#) in Poland and coffee shops [Russia](#) on their availability of plant-based products. As a joint campaign with the Albert Schweitzer Foundation Poland, we collected data of 70 supermarkets representing 14 major brands operating in Poland. The results were published together with a study of the vegan retail market and covered by the media (more information available in Program 2). The student canteen ranking sparked a discussion on the availability of plant-based offering among student groups and inspired some to reach out to their local food-service providers and introduce more plant-based options. The coffee shop ranking in Russia was presented at the Coffee Tea Cacao Russian Expo 2020.

New Restaurant Guidebook (Poland): We published a refreshed version of the [restaurant guidebook](#) - an 80-page long guide full of professional recipes, plant-based ingredients, success stories of restaurants that have already introduced vegan menus and expert articles. The guidebook was compiled by the best Polish Chefs for Change ambassadors (more in Outcome 6).

Guidebook for Future Meat Alternative Producers (Poland, Russia): In order to address the growing interest in plant-based meat production, we teamed up with a food technologist and prepared [a guidebook](#) for both experienced entrepreneurs and new start-ups who see the potential in this field. The publication includes legal expertise on how to name plant-based meat alternatives as well as marketing tips, trends and production processes explained in an approachable way. The guidebook is currently being translated into Russian and will be soon published there and presented during a webinar to the National Technical Initiative (a cooperative of more than 2,000 Russian entrepreneurs and innovators) in order to interest them in meat alternatives as a business opportunity.

#### 5. Chefs for Change International Community

In October, we hosted our [final Chefs for Change charity dinner in 2019](#) attended by almost 200 guests, including our Polish partners and donors, food industry representatives, as well as celebrities and social media influencers. The dinner was covered by Polish Vogue and posted on their Instagram account.

Since then, we've been extending the project and building an international community of chefs and cooks who believe in plant-forward eating. We already have ambassadors in far-away countries such as Nigeria or Indonesia (see full list [here](#)) and more and more chefs are becoming interested in the project. Among our most renowned ambassadors is [Daniel Watkins](#), a British chef awarded the Best Chef Food Art Award in 2019. So far, we have been actively promoting [the Polish version of the website](#) for which we produced [an animation](#) narrated by one of the country's most recognizable travelers, gourmet and a long-time TV presenter Robert Makłowicz. Our joint initiative has been widely echoed in the Polish media, and has helped us establish cooperation with one of the most important magazines for the HoReCa industry in Poland (more about it in Program 2).

#### 6. Pledge Programs

Eight countries are now running our Plant-Based Challenge programs, with participant numbers growing each month. In total we have now had more than 180,000 participants taking up the challenge (including the work of Oikeutta eläimille, which we cooperate on the challenge with). Beyond the individual transition towards plant-based eating, we use the program's potential to influence the market and institutional changes. This is how the concept of the Climate Challenge (a variation of the Vegan Challenge) with a communication framework built on the existing momentum of the climate movement - has come to life in Denmark. Since the last national elections in Denmark, we have seen the climate crisis soar to new heights in the political discourse, most strongly formulated in the governmental goal of a 70% CO2 reduction by 2030. For this reason we decided to test the Climate Challenge in Denmark and pilot corporate and political components of the campaign. It was planned around three major focus points:

1. Climate NGO Collaboration - Focusing on the climate gave us the opportunity to pitch the campaign to Greenpeace which is the strongest climate NGO in Denmark and Finland.

Greenpeace's participation in the Climate Challenge marked the first time the organisation actively took part in a 100% plant-based campaign. The organization then promoted the Danish and Finnish Climate Challenges within Greenpeace International.

2. Corporate Climate Challenge - We see a strong trend among corporations to develop a green profile and to compensate for the environmental costs of running their business. We pitched the idea to Able, a leading catering company in Denmark, and they agreed to take part in the Climate Challenge by providing the companies they cater to with quality plant-based lunches. Our [pilot](#) included IKEA's research and design lab, Denmark's most accredited architecture company and a major company representing the Danish energy sector.
3. Plant-Powered Politics - Animal agriculture had a particularly strong connection to climate change. By introducing a plant-based challenge built around the climate issue and aimed at Danish MPs, we wanted to learn how it can influence the political discourse around plant-based eating and animal agriculture in 2020. Fifteen prominent political figures joined our campaign - among them Mai Mercado, current Chair of the Conservative Party and former Minister for Children and Social Security, notorious for being highly critical about meatless diets in the past. Her participation resulted in positive coverage on national TV in a very popular talk show.

## 7. Festivals

Between June 2019 and June 2020 we organized four editions of Veganmania - the biggest and the most popular vegan festival in Poland. Since last year the event's grown much bigger and expanded its formula by adding numerous attractions (i.g. lectures, discussion panels, meetings with popular authors, activists and influencers who focus on animal rights and plant-based eating). We developed an event that is a great platform to promote our mission and activities while at the same time being a solid source of income for our campaigns.

Because of the event's fast and stable growth, it has the potential for advertising newly-launched products and companies to a big and engaged audience. This potential is gradually more recognized by various companies who decide to sponsor the event in return for mentions in our communication materials and the best spots at the festival itself. Since last year the event has grown and, depending on the city, ranges from 60 to 100 exhibitors and from 2,500 to 4,000 visitors.

Each edition of the festival gets lots of media attention and we are confident that it plays a big role in making a plant-based lifestyle more attractive to people and proving to companies that there is a huge potential in this sector. In 2020, Veganmania Katowice also hosted the Official Ceremony for the Plant-Based Award 2020 (see Outcome 1, Poland).

### **How, if at all, do you plan to expand/shrink this program?**

This is a fast expanding team with strong potential for growth.



Plant Powered Production Team - for our plant-based campaigns we have a dedicated Anima International “Plant powered Production Team”, that focuses on producing high quality video and graphic designs for both the national groups within the organisation but also for the close to 50 collaboration partners in the Food Fight community. We see strong potential for adding a new video producer and graphic designer to this team.

National Campaign Managers - our program is unique in France and yields good results after just a few years. We would like to expand our plant-based institutional outreach program by doubling our staff, bringing it from two to four. In Estonia, Norway and Denmark there’s currently also room to expand the program with one extra campaigner.

**What do you expect the total expenses for this program to be in 2021?**

Just like with other programs it’s hard to estimate due to uncertainty of the economy, but we expect the expenses to be around 650000.

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Program 4

**Program name:** Movement building

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**Program expenses (2019):**

\$217,916

**Proportion of expenses that go to non-staff costs (2019):**

56%

Organizing CARE conference and other conferences, IT expenses, covering costs and materials for other groups who cannot afford it.

**Program expenses (first 6 months of 2020):**

\$233,704

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

16%

Here mostly IT expenses and minor material costs.

**Approximate number of staff hours invested (2019):**

20700

**Approximate number of staff hours invested (first 6 months of 2020):**

12400

**Approximate number of volunteer hours invested (2019):**

7500

**Approximate number of volunteer hours invested (first 6 months of 2020):**

6500

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

The commitment to movement building is one of Anima International's core values and strategic goals. In this program we concentrate on both increasing the capacity of our member organisations, investing in the development of the movement in general by providing platforms for exchange and networking between groups, as well as increasing the connectedness of groups and involving more organisations in the topic of animal welfare. Finally, our goal is to directly support organisations with the resources they need to become more effective and thus increase the positive impact of their work. It is our belief that to achieve meaningful change for animals we need to make sure that the movement grows, both in terms of raising the capacity of existing organisations, as well as facilitating the emergence of new ones - with new perspectives, leaders and innovations.

1. Developing local activist groups

Investing in our activists and creating an environment that supports their growth as well as supporting other organisations and local groups is central to our work. Our experience shows that the more we develop and give ownership to individuals, the more it increases their potential for innovation as well as allowing more inclusivity. We believe in creating an environment that fosters this process by continuously providing training opportunities via webinars, workshops as well as guides and other materials. This, we believe, will build and create greater capacity within our movement.

1.1. Belarus

There are two local groups in Belarus, in Grodno and Minsk, with local coordinators. A total of 25 presentations and lectures introducing Адчыненыя Клеткі (Open Cages Belarus) and ways in which we try to work more effectively, as well as other topics such as effective altruism and animal rights in Belarus, have already been delivered. Furthermore we have held 10 training

sessions for volunteers in different areas, e.g running social media effectively and how to work with the press. In April we launched an awareness campaign on cage-free topics, in which volunteers were involved and responsible for tasks such as creating content, writing blog posts and press releases, editing videos and working on surveys.

### 1.2. Denmark

In Denmark, Anima and the Animals Alliance (AA) collaborate on creating and training local groups to become active campaigning groups for the broiler campaign. We focus both on developing the skills within the local groups belonging to the Animals Alliance and on external activist groups around the country.

Our major achievements include:

- Hosting the webinar “The history of the pressure campaign in Denmark” going over Anima’s 20 year history with pressure campaigns. A total of 100 activists participated.
- As a result of the webinar a new platform [“The Chicken Fight”](#) was created, uniting activists across organisations and local groups in coordinating local ECC activities.
- We organised “Tour de Turbo-Chicken” with the AA, which visited six cities with a focus on teaching pressure campaigns and networking between various groups and activists.
- Denmark now has four different organizations and groups who coordinate internally but act autonomously in creating campaigns for the ECC campaign. These efforts have contributed significantly to multiple chains adopting better chicken policies.

### 1.3. Estonia

At Nähtamatud Loomad we value training our volunteers, since in our country volunteering is not popular. In 18 months, we have organized 64 trainings, these include trainings for the whole organization and also for specific teams or on specific tasks/skills. From January 1st 2020, we started a self-development program for employees. For each quarter, we set specific goals in different self-development areas and the president of the organization has 1:1 calls with employees where tasks are set and progress is discussed. Feedback to this has been very positive and employees have reported improvement in their skills. We have team members all over Estonia and we have active teams in the biggest cities. Additionally, we also gave an interview to the Estonian volunteers website where we shared our best practises with other organizations who engage volunteers.

### 1.4. Lithuania

In Lithuania Tušti Narvai has over 50 active volunteers. Every month we organise webinars and workshops for our volunteers to learn new skills and improve their knowledge on several topics such as time management, cognitive biases and non-violent communication.

### 1.5. Poland

In Poland, Otwarte Klatki has increased local groups to a total of 15 all over the country, many of which are established in larger cities. This results in having over 320 active volunteers, hence we

have invested into more trainings, which has resulted in 60 new training sessions which cover topics such as self-development, as well as webinars and workshops which aim to improve skills on several topics e.g. film editing, negotiation, SEO positioning and time management. We have also held mentoring programs covering topics such as working with media and fundraising. Our local groups have also been able to organize over 400 events.

#### 1.6. Russia

In Russia at Открытые клеткиwe, we have attracted over 40 volunteers in different cities and organized regular local meetings in Saint Petersburg and Moscow. During the quarantine period, we organized online regular calls and created an online Academy of Open Cages, where we hosted webinars with specialists and professionals that covered a wide range of topics such as effective altruism, cultured meat, how to stay psychologically healthy during lockdown and the role of animals in Covid-19.

#### 1.7. Ukraine

In Ukraine, Відкриті клітки has six local groups within the largest cities forming a total of 100 volunteers. So far, we have conducted more than 22 presentations and lectures covering what we do as an organisation, animal welfare and effective altruism. Our volunteers have also organized 25 cultural and educational events. Additionally we have carried out 40 trainings and lectures for our volunteers, both face-to-face and online. Our volunteers have learned how to work with the press, negotiate with businesses, use social media effectively and fundraising. This has resulted in a large number of publications in local and national media, interviews on television and radio, signing new commitments with retailers and reaching out to a wider number of people within our target group on social media as well as raising the total number of donors.

#### 1.8. United Kingdom

In the UK, Open Cages has focused on developing remote teams of dedicated activists. Each team member receives direct guidance from coordinators who invest in their development, encourage self development and provide opportunities to learn. We now work with activists all over Europe as well as the United Kingdom. Our focus is on guiding activists to have high responsibility, knowledge of animal rights and to become skilled in particular areas. We have held many lectures nationwide introducing activists to Open Cages, our values, and the power of institutional change. We have also held in person trainings on topics ranging from campaigning tactics to effective altruism to psychology.

Additionally, we have held many online trainings and webinars internally, helping activists learn the skills to be more involved on topics they are interested in and to have the contextual knowledge to be part of developing the organisation. We have worked with local activists around the UK to be able to hold effective protests and conduct outreach. During pressure campaigns we guide these activists to organise, plan and execute professional and media-worthy demos – putting emphasis on the autonomy of the activists to make their own decisions.

## 2. Activity in coalitions / cooperation with other groups

All member organizations of Anima International are part of numerous coalitions, both on a national and international level. Based on our experience, we continue to see how coalitions and partnerships strengthen our movement. Platforms which facilitate networking, exchange and communication between organizations are valuable so we can benefit from new perspectives and ideas which in many occasions come from globally and culturally diversified groups. We also encourage the exchange of materials and resources that allows us to widen the scope of tactics which are central for the future success of global campaigns.

All organizations in Anima International except France are part of the Open Wing Alliance (OWA) and Anima (Denmark), Адчыненыя Клеткі (Belarus), Tušti Narvai (Lithuania), Otwarte Klatki (Poland), Открытые клетки (Russia) and Відкриті клітки (Ukraine) are part of Fur Free Alliance (FFA).

### 2.1. Denmark

#### *Round Table Meetings*

#### *DOSO*

Anima is a board member of DOSO, a coalition between 21 animal welfare organizations in Denmark, working to influence legislation.

### 2.2. Estonia

#### *The NGO Network of Estonia*

We are active members of the NGO Network of Estonia which is created to share best practises of NGOs and bring together groups with similar interests. We are often featured in their newsletters and website.

### 2.3. Lithuania

#### *Lietuvos gyvūnų apsaugos organizacija*

Helping animal protection NGO "Lietuvos gyvūnų apsaugos organizacija" in Lithuania to raise funds.

#### *OBRAZ - Obránci zvířat*

Cooperation with OBRAZ - Obránci zvířat on working closely to achieve fur farming ban in Lithuania.

#### *Compassion in World Farming*

Working with CIWF to collect 1 million signatures on the European Citizen Initiative to ban cages in the EU.

### *Lithuanian Trade Union Confederation*

Cooperating with the Lithuanian Trade Union Confederation on a legislative effort which tried to maintain the same level of funding for NGOs of Lithuania.

## 2.4. Poland

### *Animal Welfare Foundation (AWF)*

We coordinated the Polish publication of the investigation into the transport of lambs to Italian slaughterhouses, carried out between 2016-2019 by the Animal Welfare Foundation. Our partnership with the AWF included press releases, contact with the media, development of our own materials and publicity in social media.

### *End The Cage Age*

We participated as an organization in End The Cage Age - an initiative that collected signatures against cage breeding in all countries of the European Union.

### *The Let them Live Coalition*

Which addresses all topics related to wildlife and wild animals in Poland. We contribute financially to their coordinator position.

### *Social Coalition Stop Factory Farms*

A total of 88 new communities contacted the Social Coalition Stop Factory Farms for help. The coalition encompasses 36 organisations at this moment and provides legal and administrative support for communities which fight against the construction of factory farms, as well as connecting them with communities with more experience.

Our Polish branch is also a member of the **Eurogroup for Animals** coalition.

## 2.5. Ukraine

### *Fur Free Alliance / Round Table for animal rights / Ukrainian ECO Committee*

At a Fur Free Alliance meeting in 2019 Open Cages Ukraine collaborated with Ukrainian organization Unique Planet and worked together on promoting a new law which will ban producing fur in Ukraine. We carried out six demonstrations to support this law and were the participants of the round table for animal rights organizations and fur producers at the Ukrainian ECO Committee.

### *Eco Diya*

In 2019 Open Cages Ukraine worked with Eco Diya on the presentation and promotion of UA Directives for the government. The main points of the directives were the introduction of standards for breeding and keeping laying hens and broilers, standards for the protection of calves, pigs and protecting animals during the transportation.

### *Ukrainian Animal Rights Alliance*

In 2019 we organized a round table for the biggest Ukrainian animal rights organizations in order to create Ukrainian Animal Rights Alliance. In 2020 we arranged a meeting for future participants of the Alliance to discuss and create rules and plans.

In 2019 we were the participants in the national Animal Protection Demo where for the first time we raised the issue of the protection of farmed animals.

Additionally, in 2019 Open Cages Ukraine in coalition with another [24 NGO's](#) worked with political parties on including ecological and animal rights subjects in their programs.

## 2.6. United Kingdom

### *European Chicken Commitment in the UK*

We pushed for all six groups working on the European Chicken Commitment in the UK to have regular calls, which continue to this day. They have become highly useful in sharing strategy and information, and avoiding conflicts.

The RSPCA has started their own campaign for Tesco to sign the ECC - following the launch of our campaign. We work closely with them and communicate regularly.

### *Fur Free Britain coalition*

As part of the Fur Free Britain coalition we are in touch with groups such as the Humane Society International UK on how we can be most effective in influencing the campaign.

## 3. Organizing conferences

We have organised international conferences as well as innovation summits and hosted agricultural debates. We have also provided help and guidance to other organisations to develop new conferences and summits. We also focus on being inclusive for eastern countries and make it easier for them to attend. The feedback received from activists and participants has been positive and inspiring.

### 3.1. Estonia

In October 2019, The Food Innovation Summit was organized, which is one of the largest food innovation conferences in the country. The event brought together 200 marketers, retailers, food producers and restaurants from nine different Baltic, Nordic, and Eastern European countries to discuss the growth potential and share knowledge on plant-based and cultivated meat trends.

### 3.2. Norway

In Norway we created the first animal advocacy conference in 10 years Dyrevernkonferansen, and the very first with a focus on a pragmatic approach. The conference was organised in the spirit of CARE and thus focused on creating a safe space to converse and have your ideas

challenged. The conference attracted over 100 participants, with representation from all grassroot groups in Norway. The conference was established as a yearly recurring event.

### 3.3. Poland

We organised the pre-election debate, “The Future of Polish Agriculture - Current problems and development prospects. The debate took place in the Polish Academy of Sciences in Warsaw. It was attended by representatives of local communities and local governments as well as non-governmental organizations struggling with the problem of industrial breeding on a daily basis.

The Polish team organized the Plant Powered Perspectives Conference, which is a pioneering conference during which entrepreneurs and researchers from all over the world gathered to talk about cultivated meat, dairy and meat alternatives and the future of food. It has hosted a total of 400 representatives of the Polish and global food sector - producer, retail chain representatives, restaurant owners, investors and representatives of public institutions.

We hosted the CARE Conference 2019, which, with over 300 participants, speakers and volunteers is the biggest event of this kind focused on Effective Animal Advocacy and increasing the capacity/skills of the movement.

### 3.4. Russia

In Russia we organized a Vegan Challenge event on 1st November in Moscow to commemorate finishing the first edition in Russia and the International Vegan Day. There were lectures by bloggers, our Vegan Challenge mentors and partners. Also there were free vegan treats and gifts for our guests. There was a small concert at the end of the evening.

Additionally, we organized a New Year Vegan Challenge party in Moscow for our previous and future participants and mentors. There was fitness-training by one of our mentors as well as several lectures by plant-based activists in the evening. Our partners prepared special dishes and we organized giveaways of vegan products for our guests.

## 4. Investing in other organizations

One of Anima International’s core beliefs and strategic goals is that investing into other groups, even if it does not bear an immediate benefit to our organization as such, should be something that we should focus on. We recognize that the topic of farmed animal welfare is still a relatively neglected one and consider increasing the capacity of existing groups as well as supporting the emergence of new ones as one of our priorities. We are consulting and providing guidance to organisations on a regular basis, mostly in areas like volunteer management, cage-free and plant-based campaigns or fundraising. All our employees are encouraged to allocate as much time as necessary to support other organisations.

### 4.1 Increasing capacity for plant-based campaigns

On an international level we are cooperating with Sinergia Animal in rolling out the Chefs for



Change International project by getting ambassadors from countries such as Brazil, Argentina, Chile, Thailand and Peru as our ambassadors and planning joint activities regarding plant-based cuisine in the catering industry. We are also working with Alianca Animal (Portugal) to help them develop the Chefs for Change International project and build their first ever restaurant outreach campaign website based on our templates.

Anima International issued a grant to the Latvian plant-based campaign "["Neapēd zemeslodi"](#)" run by Dzīvnieku brīvība. See the [report](#) from Latvian campaign manager Ulrika Skakovska for more details.

We also launched the Food Fight Community - a Slack workspace created by Anima International for people working with plant-based campaigns. It counts 250 people from 48 different organisations from all around the world. It is a space designed to make collaboration with other organisations as easy as possible, exchange resources, knowledge and tools. Additionally, we see it as a space for learning. so far we have organised 14 webinars with a wide range of topics (measuring impact, retail ranking, productivity, self-development etc.) with around 180 participants.

The Polish plant-based team has helped to launch [Rostlinne](#), the plant-based outreach campaign in Czechia run by OBRAZ. Currently, the Polish plant-based team is also working with OBRAZ on a national edition of the Plant-Powered Perspectives conference.

As well as Czechia, the Polish plant-based team cooperates with Humanny Pokrok's plant-based outreach campaign, [Jem Pre Zem](#), on the Slovakian edition of the Plant-Powered Perspectives conference.

Anima gave Greenpeace co-ownership over the meat reduction campaign "[Climate Challenge](#)" (See Program 2) which is now a permanent [campaign and brand](#) for Greenpeace. Based on this collaboration we are now extending the collaboration with Greenpeace in Norway.

#### 4.2. Increasing capacity for welfare campaigns

We carried out an investigation for Sinergia Animal Thailand and produced a campaign video for them. High quality videos from Thai farms and slaughterhouses will be made available to the group and the rest of the movement. Here is the [video](#), here some of the [images](#).

Anima funded 50% of a position with the Animals Alliance for a local group coordinator to focus on organizing activists to get involved with the ECC campaign by providing training in leading and organizing pressure campaigns.

Otwarte Klatki's employee co-led a three day long corporate outreach and campaigns training event related to the cage-free campaign for Romanian organization FREE. The training was organized by the Open Wing Alliance, our employees prepared and led several lectures and workshops.

In Russia we are actively working with and sharing materials with Voices for Animals' Fur Free Retailer program, which takes a corporate approach to fur-free campaigns.

Anima International contributed to the production of We Animals Media's new photo book release "Hidden" as a [founding supporter](#). We have three photographers' work featured in the book as well.

## 5. Movement building in neglected countries

With the [support of the Open Philanthropy Project](#) in 2019 we started a project aimed at specifically researching the animal advocacy movement in more neglected countries, recognizing their needs, supporting growth and raising connectedness within the global movement. It focuses mostly on providing training, resources and consultation to groups in need, as well as expanding our knowledge groups in neglected areas. At this point in time the project is managed by two full-time staff members and is subsequently backed by a number of volunteers and employees from AI member organisations.

### 5.1. Mentorship program

In late 2019 we launched two mentorship programs aimed at providing foundational skills in fundraising and development as well as team building and volunteer management.

Groups that participated in the fundraising and development mentorship: 12

Groups that participated in the volunteer management mentorship: 7

Participants from the following countries took part: Bulgaria, Brazil, Hong Kong, Japan, Thailand, Indonesia, Philippines, Vietnam, Romania, Ukraine

### 5.2. Mapping of the movement

In total we were able to establish contacts and hold exploratory calls with advocates in the following countries: Vietnam, Indonesia, Philippines, Bulgaria, Romania, Thailand, Morocco, Zimbabwe, Serbia, Turkey, Hong Kong, Singapore, Nigeria, Japan, Bangladesh.

One of the results of this work is including activists as part of a more international context. Among others we are actively including groups working on plant-based campaigns in Anima International's Food Fight space (see previous chapter), thus connecting them with other activists and allowing them access to further resources.

### 5.3. Resource library

As part of the Anima International website, we have been working on the launch of a resource library site. It will be a repository of freely available resources. It includes materials such as footage from a wide range of investigations, press release templates, that will help as a main guide for activists and organisations, images and graphics for social media, webinars ranging

from fundraising and development to organisational management, as well as guides and other manuals. A beta version can be accessed [here](#).

**How, if at all, do you plan to expand/shrink this program?**

Team Building Coordinators - as our programs and organizations keep growing, we are able to attract more volunteers. This increases our need for team building focus and we see a great potential in expanding with these positions in Denmark, Norway, Estonia, Ukraine and Poland.

**What do you expect the total expenses for this program to be in 2021?**

This program's budget is heavily dependent on ability to travel, network and host events, so we are not confident in our estimations for 2021. Currently we assume expenses around half a million dollars.

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## Program 5

**Program name:** Legislative advocacy

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**Program expenses (2019):**

\$125,723

**Proportion of expenses that go to non-staff costs (2019):**

75%

Costs for events for politicians and other allies (like rural communities), materials for politicians (like brochures), debates, video production, fees for legal expertise and lawyers.

**Program expenses (first 6 months of 2020):**

\$105,163

**Proportion of expenses that go to non-staff costs (first 6 months of 2020):**

33%

Here mostly the cost of materials and video production, most of the expenses here were stopped due to the pandemic.

**Approximate number of staff hours invested (2019):**

10300

**Approximate number of staff hours invested (first 6 months of 2020):**

5300

**Approximate number of volunteer hours invested (2019):**

5200

**Approximate number of volunteer hours invested (first 6 months of 2020):**

4200

**Most important outcomes/accomplishments (2019 and the first 6 months of 2020):**

1. Banning fur farming in European countries

Anima International operates in some of the countries where the fur industry is biggest and most heavily entrenched. For this reason we work towards ending it. More information can be found on p. 80 of “Anima International 2018-2019 Top programs and accomplishments” document.

After the fur farming ban bill presented in Poland in 2017 was abandoned by politicians, we have been working on getting it back on the agenda. We published a [report](#) about the failures of mink farms to meet legal requirements for fencing and other ways of preventing mink escapes (important for discussion about invasive species). We conducted a new [public opinion poll](#). The results were a record high, showing over 73% of support for a fur farming ban. After the new MPs were elected, we organized an [anti-fur street action](#) in front of the Parliament and all new MPs received our summary fact sheet about fur farming in Poland. We participated in the [meeting](#) of the Parliamentary Team of Animal Friends that took place in Poznań Zoo where MPs visited enclosures of rescued animals, including foxes rescued by Otwarte Klatki from fur farms. This was an important event for the future work on the fur farming bill. In 2020 we published an [analysis of the financial crisis](#) of Polish fur farming industry (in cooperation with Viva! Foundation).

The bill to ban fur farming in Estonia has been presented to the Parliament twice. The first time the environmental committee decided not to move forward with it and the second time Nähtamatud Loomad gathered the biggest number of digital signatures ever collected in Estonia for a petition and the bill will be discussed in Parliament in autumn of 2020. We are running an active media and social media campaign to support the work to ban fur farming.

In Lithuania we organized an exhibition about fur farming in the Parliament. The [opening event](#) was hosted by three MPs, all of them gave talks on the importance of banning fur farming. We

met with many MPs from various parties to discuss the fur farming ban. However, two attempts by MPs to include the bill on the parliamentary agenda were not successful.

In Ukraine, we participated [in a debate](#) about improving legislative regulation of fur production. It was held by the Ecology Committee so they could have an opportunity to hear arguments from both manufacturers of fur and animal activists.

## 2. Establishing a strong social movement aimed at enforcing a ban on factory farms and industrial breeding

Stop The Factory Farms (previously Stop The Farms) was created by Otwarte Klatki as an informal umbrella organization for all local protests against factory farms. It focuses on the environmental and health impact of factory farming and cooperation with local communities. Its goal is to make local protests against factory farms loud enough to be heard on the national level and therefore stop the expansion of factory farms in the Polish countryside. We did this through:

Publishing [reports](#) and [materials](#) concerning the meat industry and protests against factory farming in Poland.

Building a movement and a support network with other environmental (e.g. Greenpeace, Nyéléni) and agricultural organizations, and engaging leaders of local communities in countryside initiatives:

- Participating in relevant seminars, discussion panels (e.g. during the 2019 Third Congress on Civil Rights organised by the Polish Commissioner for Human Rights), and other events (e.g. a roundtable discussion on factory farming organized by MEP Sylwia Spurek)
- Hosting a meeting of local community leaders who fight against factory farms, and supporting them in establishing new organizations to deal with the problems generated by factory farming

Raising the issue of factory farming during the 2019 pre-election debate:

- Submitting remarks on the draft law specifying the minimum distance between farms and residential buildings, and representing the rural communities in a public debate on the subject
- Organising a pre-election debate on the future of Polish agriculture hosting politicians, scientists and representatives of rural communities
- Cooperation with the [mamprawowiedziec.pl](http://mamprawowiedziec.pl) platform to poll parliamentary election candidates for opinions on reducing the size of farms and banning the construction of factory farms close to residential buildings

Continuation of ongoing activities, among others:

Providing legal and administrative advice to local communities with regard to the construction of new farms (88 new requests)

- With our support, residents managed to block at least two large farms that would accommodate a total of over 10 million animals annually (Grunwald and Niewierz)
- Thanks to our involvement in the administrative proceedings concerning a pigpen for 20,000 animals in Korsze, the investor did not receive the required permits needed to obtain a subsidy worth more than 8.5 million zlotys (around 2 million euros)
- Collecting data and updating the map of local protests against farms (121 new protests)
- Creating [a new website](#) for the “Tak dla Polski wolnej od ferm przemysłowych” [Poland free of factory farms] petition

### 3. Enforcement

In order for us to be able to change laws, we need to make sure that they work. If animal abuse or violation of the law doesn't have consequences, it will have a negative effect on the political attitude towards new laws or bans.

#### 3.1 Prosecuting animal cruelty

Prosecuting animal cruelty brings huge media and political attention. It also gives us legitimacy as an important institution and can bring opportunities to engage with political parties that work with enforcement (many of which are not necessarily interested in animal welfare).

Most important outcomes:

- After our [intervention](#) at a breeding hens farm, charges were pressed against the owner of the farm in Lisowice in Poland. We continue to participate in the trial
- The [rescue](#) of a fox from a farm in Karski in Poland and the reporting of animal abuse against the owner of the farm resulted in a police investigation which is still ongoing. The farm [shut down](#) after the intervention
- A worker from a broiler farm in Sidłów in Poland was [sentenced](#) after our [investigation](#)
- After an [intervention in Goliszów](#) in Poland, where we rescued 12 foxes, we reported the crime of animal abuse against the owner of the farm. The trial is ongoing
- Based on our complaints to the State Food and Veterinary Service in Lithuania in 2019, seven fur farms have been inspected and violations were found on all of them. On one farm inspectors found more than 3,000 mink kept in illegal cages which was [reported](#) to be one of the biggest animal cruelty cases in the country
- We collaborated on a lawsuit against using wild animals in the Odessa circus in Ukraine. According to the decision of the lawsuit, the Odessa State Circus must suspend the keeping and use of wild animals. Therefore, Odessa should become the first stationary circus without wild animals. This victory sets an important precedent for Ukraine

- As a result of our work, the main police department in Ukraine is interested in introducing new, clearer instructions for what to do in the case of animal abuse, along with an algorithm

### 3.2 Defending/protecting animal welfare laws

Animal welfare laws and regulations are regularly undergoing changes. It's crucial that animal protection organizations are not excluded from having influence on the legislative process. Therefore we pay attention to upcoming changes in animal welfare laws and work to ensure that the levels of protection are not weakened but improved.

#### *Securing more democracy*

In 2018 the previous Danish government introduced a draft to a new animal welfare law that would give farmers organizations the legal right to have exclusive influence on animal welfare regulations and laws that affect their business economically. The bill further suggested that less animal laws/regulations should be decided in parliament. In 2019 the new government introduced this draft again and in the end we secured the following important improvements before it received majority vote:

- Animal protection organizations have the right to be heard on laws that affect animal welfare
- Farmers organizations do not have an exclusive right to impact laws that affect their business
- Among others, the following sentence was deleted from the law: There must be "a special involvement of farmers organizations prior to the preparation of bills and law proposals"
- Denmark is now one of the first countries in the world to recognize that all animals are sentient beings
- A purpose statement that introduces the law defines that all animal welfare laws and regulations should "advance respect for animals as living and *sentient* beings" and "take *animal ethical considerations into account*"

Actions taken include:

- Letter correspondence with governmental agencies and selected key staff in different parties
- Party questioning of the Minister
- Written statements to selected parties to help them debate at meetings and in parliament
- [Public statements](#) on behalf of 21 animal protection organizations

Soon all animal laws will belong under this new animal welfare act and all individual animal-related laws/administrative regulations are now undergoing public consultation. The minimum animal welfare requirements noted in the law still need big improvements, of course, but this new law gives us a better chance to make those changes.

In Poland animal welfare organizations have the right to act independently in situations where animals' lives or health are threatened. This is part of the animal protection act and it enables organizations to rescue abused animals, mostly cats and dogs but occasionally also farmed animals. This law became the basis for many attacks against animal welfare NGOs and in 2019 the MP Jarosław Sachajko attempted to initiate a [legislative process](#) to remove the clause from the animal protection act. It took months of cooperative work of many organizations (under Coalition for the Animals), including Otwarte Klatki, to advocate against these changes. The law was stopped but this topic is still brought up very often in political discussions. To prevent these negative changes, we participated in parliamentary meetings and collected signatures for a [petition](#) while doing a lot of media and social media work.

In a [coalition](#) with 24 Ukrainian NGOs, we worked with political parties on including ecological and animal protection advancements in their programs.

#### *Collaborations on law proposals with the Ministry of Environment and Food*

In order for us to achieve a majority for law proposals in Denmark, it's necessary that we have a good relationship with the Ministry of Environment and Food (and its minister). The Ministry advises on all animal welfare subjects and co-drafts government law proposals, and soon the Minister will have wide authority to change animal welfare regulations without parliament voting. Therefore, it was a huge success when we in 2019/2020 convinced the government and Ministry to act on one of our popular campaigns (a new cats protection act that organizations have campaigned to achieve for more than 12 years). The government party had until then refused to adopt the law, but our political campaigning strategy caused them to take responsibility and introduce a legislative solution. When we handed 45,000 signatures to the Minister we were in close contact with his chief of press, resulting in official posts about the success of our collaboration on the minister's social media platforms. In 2020 we succeeded in getting all parties in favor and the bill is now being finalized before being introduced.

This is not only developing into a campaigning victory but it has improved our political legitimacy substantially as well as our relationship with ministry press officers, therefore bettering our chances of succeeding with other policies.

### 3.3 An Ombudsman for animals

We started a new [campaign](#) in Poland, to establish an official animal ombudsman, which has already brought us huge political and [media](#) attention. As part of the campaign we invited [lawyers](#) to get involved in animal welfare related activities. First, our call for the establishment of an institution of animal ombudsman was picked up by small left-wing [parties](#) but before the 2020 presidential campaigns more politicians and parties started to [support](#) this idea. In July 2020 the Ministry of Agriculture in Poland (which has historically been against any improvements in animal welfare) [appointed](#) an Animal Welfare Commissioner. Although it is still far from the goal of a fully independent animal ombudsman, it is a surprisingly positive step from the Ministry of Agriculture. A public opinion poll commissioned by Otwarte Klatki showed strong support for the institution of an animal ombudsman at [85.1%](#).



### 3.4 Engagement with legal communities

We develop relations with communities that have legal influence such as lawyers and judges in order to impact legislation. Our engagement with legal communities has involved amongst other actions:

- Organizing the first animal rights [law conference](#) in Ukraine. The main topic of the event was the issue of animal protection at the legislative level. The conference was held at a famous Ukrainian university - the National Taras' Shevchenko University
- Inviting members of academic legal communities to give presentations at events
- Participating in selected events such as the [International Conference on the Legal Protection of The Animals](#)
- Giving interviews to institutions such as the [Forum of Judges' Cooperation](#)
- Organizing two seminars focusing on legislative work on animal rights for activists and police in two district centers in Ukraine - [Chernivtsi](#), [Irpin](#)
- Participating in and helping with [the first Danish conference](#) on animal law

### 4. Raising the status of plant-based food and animals as a political issue

We aim for a change in society's attitude towards animals and as political systems reflect society's moral progress it's important that animal rights and welfare become political topics that both the public and legislators take more seriously.

#### 4.1 Networking and building coalitions

##### *Coalition building / enhancing networks*

As a result of our political engagements in Denmark, in 2019 we were invited to take part in three professional political networks. These networks bring together businesses, farmers organizations, environmental organizations, governmental agencies and MPs. We are now in two networks, one facilitated by a former Minister of Food, Agriculture and Fisheries, the other by a famous journalist, where we represent the interests of Anima and DOSO (coalition of 21 Danish animal protection organizations). During the first meeting, the Industry Director of DI Food and the Director of The Trade Council attended, and we were able to steer discussion towards animal related subjects. Furthermore, we continue to expand our network through:

- Attending and debating at business and government conferences
- Attending strategic advisory boards/committees
- Hosting events and conferences
- Meeting with important scientists, legal advisors and organizations

##### *The Plant Awards*

We arranged the first plant-based award in Denmark in 2020. Though it was the first time, the interest from MPs, organizations and businesses was huge. Out of the 100 attendees, approximately 20 were politicians or government officials including one mayor and one of the most famous Danish MPs, Ida Auken. Ida Auken was awarded a prize which she promoted on her

own [Facebook](#) and [Twitter](#) platforms which have a combined 39,000 followers. MPs from different parties engaged with her posts and congratulated her on the award. As well as MPs, business leaders, bloggers, journalists and organizations also participated. The most powerful farmers' organization even personally asked if they could attend.

#### *Legislative advocacy to end tail docking for pigs*

We started cooperating with the Veterinary Board of Estonia, the governmental agency responsible for regular checkups at animal farms. We are launching a national pig welfare campaign in autumn 2020 and they will be supporting it. The goal is to end tail docking and move towards the end of factory farming for pigs.

#### 4.2 Election campaigns

Election campaigns bring political candidates' attention to the public's opinions on animal welfare issues which is needed in order for them to take animals seriously as a political topic. But in order for animal welfare to become a public, competitive topic during elections - a field that candidates and parties compete on showing results in - more work needs to be done in between elections.

#### *Work to include animal welfare into parliamentary elections*

During the latest general election in Denmark, we established contact with all political parties as a part of our [election campaign](#). We let them know about the interest that the public has in animal protection and about our organization in general. For new candidates it was the first introduction to Anima and maybe animal welfare in general. We asked them to answer questions regarding our campaigns (e.g. "should Denmark work to ban mink fur farming?") and published their results on our platforms in order to inform Danish voters. We did the same during [the European elections](#). As a result, our members showed gratitude, we developed a new network with party press offices and the campaign has helped some of our political strategies.

During the EU elections we also participated in the initiative of Eurogroup For Animals and encouraged candidates to sign the pledge for animals. 103 candidates from Poland signed the pledge. Before the elections we organized a debate in Poznań about animal welfare in the EU (one of the debaters was Sylwia Spurek who is now an MEP, one of the most active in animal welfare initiatives).

During the Parliamentary Elections in Poland we conducted a [campaign](#) "Vote for a Poland free of fur farms". We cooperated with [mamprawowiedziec.pl](#) (a website where you can do a test to see candidates' opinions on different topics) to add questions about fur farming to their list of questions. We conducted [outdoor campaigns](#) before the elections to increase the visibility of the topic and a dedicated [website](#) collected information about candidates.

Finally, throughout the Presidential Elections in Poland, the issues of a fur farming ban and an animal ombudsman were the main animal welfare topics. Due to our cooperation with the Green Party, the [fur farming ban](#) and [establishing an animal ombudsman](#) were supported by the main opposition candidate.

### 4.3 Advisory work

*Note: This section was redacted for confidentiality.*

### 4.4 Ban of cage-egg production

We have published a report together with the Open Wing Alliance that argues for legislators to ban cage eggs. Many groups in several countries have already expressed its usefulness. In Denmark it is currently serving as an important reference in a bill for banning cage eggs. Anima has co-written the bill with a party and it will soon be re-introduced to parliament after which public debates will begin.

In 2019 Open Cages Ukraine worked with EcoDia and representatives of Compassion in World Farming on the presentation and promotion of Ukraine Directives (The Agreement on the Association of Ukraine and the European Union contains a number of requirements for the adaptation and implementation of environmental and welfare legislation for farm animals to the relevant European directives) for the government. The main aims of the directives were the introduction of standards for breeding and keeping laying hens and broilers, standards for the protection of calves, pigs and the protection of animals during transportation. We also started work with the Committee on the Health of the Nation on the improvement of bill N 2802, "On Amendments to the Law of Ukraine On the Protection of Animals from Cruel Treatment," and volunteers from Open Cages Ukraine were also involved in the development of a bill which should help improve animal welfare standards and prohibit the forced feeding of animals. Finally, we launched a [petition](#) demanding the adaptation by the Ministry of Economic Development, Trade and Agriculture of Ukraine of the EU Council Directives for the protection of laying hens.

As part of a separate project, 80,000 signatures for the EU Citizen Initiative [End The Cage Age](#) were collected in Poland. Otwarte Klatki was one of the most active organizations, coordinating both [street actions](#) in 11 cities and a [video](#) with top Polish celebrity chef Robert Makłowicz. We also collected more than 8,000 signatures for the EU Citizen Initiative in Lithuania, which allowed us to be one of the qualified countries which had achieved a minimum number of signatures to be counted.

### 4.5 Ban of foie gras production in Ukraine

In January 2020, members of the Verkhovna Rada and representatives of the relevant Eco-committee along with the participation of activists from Open Cages Ukraine, developed a bill which prohibits force-feeding for the production and sale of foie gras as well as the cruel treatment of animals during feeding. This is in accordance with EU standards (mandatory round-the-clock availability of fresh drinking water, prohibition of force-feeding, except for medical or preventive purposes, the need to provide adequate nutrition etc). Therefore, the project applies to all animals.

**How, if at all, do you plan to expand/shrink this program?**

National Campaign Managers - this program has been developed more in recent years and as we are seeing good progress and results, we currently have the capacity to scale up in Ukraine and Poland.

**What do you expect the total expenses for this program to be in 2021?**

We estimate that it could be around 250000 - 280000 USD.

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**What was your charity's total revenue in 2019?**

4514656

**What was your charity's total revenue in the first six months of 2020?**

2030554

**What were your charity's total expenditures in 2019?**

2828745

**What were your charity's total expenditures in the first six months of 2020?**

1574400

**What were your charity's financial assets (i.e., cash, savings, investments, etc.) in 2019?**

3443849

**What were your charity's financial assets (i.e., cash, savings, investments, etc.) in the first six months of 2020?**

4138512

**What were your charity's liabilities (if any) in 2019?**

225653

**What were your charity's liabilities (if any) in the first six months of 2020?**

160216

**Did your charity receive any large (>20% of your budget) grants in the past two years? If so, specify the amount and (expected) date of disbursement if possible.**

Our charity didn't receive any large grants (>20% of budget) in the past two years.

**If your charity receives any restricted donations, approximately how much did it receive in the past year, and what programs did that support?**

1753079 - most of them were dedicated to corporate work - obtaining commitments and plant based products promotions. We also received restricted donations for movement building and investigative work.

**If your charity has any revenue-generating programs, how much revenue did they generate in 2019 and the first six months of 2020?**

232412

**Did you set a fundraising goal in 2019? If so, what was the fundraising goal and did you meet it?**

Yes, our fundraising goal for 2019 was 2.9 - 3.5 millions USD and we have reached it.

**How many full-time staff are currently employed by your organization? Please specify by country.**

87

**How many part-time staff are currently employed by your organization? Please specify by country.**

13

**Is there anything else you'd like us to know about your charity's staff?**

As mentioned in previous evaluations and form answers our organizations are heavily based on volunteers, as we organize ourselves in respective countries as more of a grassroots movement, so while our volunteers are not technically staff many of them are treated as equal decision-makers and some of the leadership positions are and historically were run by

volunteers. We currently have a few hundred active volunteers (the number diminished slightly due to the pandemic).

**Is there anything else you'd like us to know about your charity's funding situation?**

One important, but universal variable is that our estimates are not very reliable due to the financial crisis and its effects on the nonprofit sector. We hope for the best, but at the same time are very cautious as in many the countries in which we operate people are less affluent, so any financial problems due to the economy may be very consequential for our operations.

**Do you expect your funding situation in 2021 to differ significantly from the situation in the past few years? If so, how?**

We don't expect any significant change in our funding situation. The only worrying factor is the effect of the economic crisis, but thanks to being awarded Animal Charity Evaluators' Top Charity status we were able to secure additional unplanned funds, which makes us more prepared to face the crisis.

**Do you make a projection of your financial situation in 2021? If so, what do you expect your revenue, expenses, and assets to be?**

We haven't done proper projection for our financial situation for 2021 due to uncertainty of the pandemic's influence on the economy. We are currently closely watching the global situation and the countries in which we operate. We don't find any projections reliable enough to be informative.

**As an organization, what are your most important goals for 2021? If we've previously evaluated your organization, have your goals changed since then?**

In 2021 we want to put more focus in terms of time and resources on our work and team-building in our eastern regions, in countries like Belarus, Russia and Ukraine. We also want to invest heavily in strengthening our organisational culture as well as our internal policies, which, after a change in leadership, we feel more able to dedicate time to.

**Do you have plans to start any new programs? If so, please elaborate and include the expected costs of these programs.**

For our plant-based campaigns we have a dedicated Anima International "Plant-Powered Production Team", that focuses on producing high quality video and graphic designs for both the national groups within the organisation but also for the close to 50 collaboration partners in the Food Fight community. We see the same potential to create a video team focused on producing content around farm animals, supporting the crucial awareness and campaigning needs for

corporate campaigns around caged hens, broiler chickens and farmed fish. This team would be producing both internally for Anima International and for all OWA groups free of charge.

Total estimated cost: \$95.000

In Poland we are currently working on launching a Plant-Based Food Cluster - a project that aims to gather companies producing plant-based meat and dairy alternatives and amplify their voice in the policy / regulation sphere, as well as enabling them to work on projects in cooperation. Depending on the project's initial success, there could be capacity to hire 1-2 extra staff to run the project in the coming year.

Total estimated cost: \$18.000-36.000

We are launching a national pig welfare campaign to end tail docking in Estonia and to make sure pig farmers stop breaking the law and the welfare of the animals increases. The campaign manager will also start research on the broiler chicken situation in Estonia to initiate a broiler welfare campaign.

Total estimated cost: \$29.000

**Do you have plans to start any new expansions to other countries? If so, please elaborate and include the expected costs of these expansions.**

We don't have any plans to start work in any new countries, we have also limited our international presence to focus more on our current internal operations.

**How many new staff members would you like to—and realistically be able to—hire within the next year if you had sufficient funds? Please specify for what roles or programs.**

It's very dependent on our current talent pool, which in some regions is dwindling, but we think we would be able to hire about 9-16 people within the next year realistically. Potential roles: Development Manager, Operations Specialist, Video Content Producer, Advocacy Specialist (focusing on megafarm investments work), Strategic Partnership Manager, Project Manager for Plant-Based Food Cluster, Global Alliance Campaigns Coordinator, Animal Welfare Specialist, Animal Welfare Campaign Coordinator (focused on broiler welfare and tail docking), three National Campaign Managers, two Investigators and an Investigation Coordinator.

**If you raised 1.5x your fundraising goal next year, what would you spend the additional funding on?**

We would spend additional funding on the projects we have highlighted in questions regarding plans in this form. Some of the organizations we collaborate with requested investigation help from us, which, with additional funds, we could scale up easier. Saying all this, we currently don't

have a full picture of how much the financial crisis will affect us, so we would be slower in spending additional funds. In the worst case scenario we may be feeling the effects of the financial crisis for a long period of time and would prefer to keep reserves to maintain our work and not risk our current effectiveness with rushed investments.

**Does your organization have a strategic plan? If so, please provide a link here or email it to us.**

We will email our strategic plan.