

EAST's Reporting of Programs (2020)

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

Program 1

Program name: Policy Advocacy

Date commenced: 1999

Description:

Policy advocacy has been one of the key pillars of EAST's work since our inception, and is one of our strongest areas of work.

Our policy advocacy aims to leverage governmental structures to achieve widespread change for animals. As government agencies have significant authority over the development and implementation of regulations in Taiwan, they have substantial ability to influence the welfare of animals. Over time, they have also become more receptive to animal welfare advocates, thanks to improved awareness and sustained relationship building.

EAST's policy advocacy is typically built on several planks, namely: comprehensive research, relationships with stakeholders, and public pressure. A typical campaign will involve gathering data and evidence—including photo and video evidence—on the critical causes and effects of poor welfare outcomes and the relevant policy implications, engaging with the competent authorities, academics, legislators, and other influential stakeholders, and focusing public attention and action on the issue.

Most of EAST's policy advocacy work is now focused on improving the welfare of animals farmed for food, followed by animals used for experiments.

How do you measure the outcomes of this program?

Historically we have used substantial policy shifts from the relevant government agencies as a measure of success, though we do not have systematic assessment protocol at the current time.

Do you collaborate with other organizations in this program?

EAST collaborates with a broad range of organizations in its policy advocacy work. Collaborations tend to involve information sharing or amplifying pressure on campaign targets. Some examples are listed below:

- **Compassion in World Farming (CIWF)**
Drafting a letter to Taiwan's Council of Agriculture (COA)—the competent authority responsible for animal agriculture—discouraging continued government support for enriched cage systems
- **European Union Reference Laboratory for alternatives to animal testing (EURL ECVAM)**
Dr. Maurice Whelan, head of EURL ECVAM's Chemical Safety and Alternative Methods Unit, delivered a speech to the scientific community challenging Taiwan's reliance on animal methods and made impactful representations to officials from the Environmental Protection Administration.
- **Taiwan Society for the Prevention of Cruelty to Animals (TSCPA)**
Jointly released a report exposing the inhumane rearing of wild animals in private zoos and exhibits across Taiwan, and will closely monitor follow-up progress.
- **Animal Protection Legislation Movement Alliance (APLMA)**
While primarily focused on legislative advocacy (further detail below), this coalition of animal protection organizations also provides a platform for collaborating on non-legislative policy advocacy issues with other Taiwanese organizations.

Aside from these specific examples, EAST regularly exchanges information and resources with domestic and international academics, RSPCA (England & Wales), CIWF, and members of the Open Wing Alliance—in particularly The Humane League, the Korean Animal Welfare Association, and others.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2018, we successfully pushed for the existing Guidelines for the Care and Use of Laboratory Animals to be made legally binding. Institutional Animal Care and Use Committees (IACUCs) in all animal experiment institutions must now obey these guidelines, while the institutions are subject to external audits which include representatives from animal protection organizations.

Outcome 2:

In 2014, we brought about the [introduction](#) of the first species-specific guidelines regulating farmed animal welfare in Taiwan with the enactment of the *Definitions & Guidelines for Friendly Egg Production* (DGFEP). The DGFEP stipulates minimum requirements for free range, barn, and

enriched cage systems, including space provision, perches, nesting boxes, and other requirements.

In 2017, we built on this regulatory framework with the introduction of the *Definitions & Guidelines for Friendly Pig Production* (DGFPP), including requirements covering space provision, social interaction, and husbandry practices.

Outcome 3:

In 2015-16, we successfully advocated for the provision of low-interest loans for producers investing in non-conventional battery cage farms, providing means for farmers to transition from existing systems, and a mandatory labelling scheme for eggs, requiring all non-conventional battery cage eggs to be labelled with the system of production. Together, these reforms lay the groundwork for transition in Taiwan's egg industry.

Outcome 4:

In 2013, following an outbreak of avian influenza and repeated appeals by EAST beginning in 2003, Taiwan's Council of Agriculture (COA) announced a ban on the slaughter of poultry at wet markets in Taiwan.

Outcome 5:

In 2011, we successfully lobbied the Taiwan's Fisheries Agency to [ban shark finning](#), making Taiwan the [first](#) country in East Asia to enact such a ban.

Program 2

Program name: Legislative Advocacy

Date commenced: 1998 (core members of EAST worked on the introduction of the Animal Protection Act prior to EAST's formal registration the following year)

Description:

Similar to policy advocacy, our legislative advocacy work seeks to improve the welfare of animals by securing changes to laws in Taiwan.

The process is similar to that of policy advocacy, however much more emphasis is placed on establishing relationships with legislators and their offices to build sufficient support for legislative change. In addition to individual correspondence and relationship building, our legislative

advocacy work often involves hosting public hearings, meetings and events to coalesce broader support among members of Taiwan's legislative body, the Legislative Yuan.

How do you measure the outcomes of this program?

The passage of an amendment or law is typically the primary measurement we use to measure the outcomes of our legal advocacy.

Following this is our degree of satisfaction with the content in the article, i.e. the wording. In some cases, even where a law does not (or has not yet) been passed by the legislature it can still bring about policy change. This was the case for the religious practice of 'mercy release'—which sees captured or purchased animals released into natural ecosystems with deleterious welfare and environmental effects—which was curbed through regulatory mechanisms following failed attempts at legislative change.

Do you collaborate with other organizations in this program?

In addition to our own long standing legislative advocacy, in 2019 we began working with the Animal Protection Legislation Movement Alliance (APLMA), a coalition of eight of Taiwan's leading animal protection organizations, to strengthen legislative appeals on behalf of animals.

Together, the Alliance has developed a list of shared demands—such as government promotion of plant-based eating and incorporating animal protection into Taiwan's constitution—with more than 50 organizations signing onto the appeals prior to the 2020 election.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2015, Taiwan's legislature passed a bill requiring the Council of Agriculture to set indicators for animal welfare and publish an animal welfare white paper, which is subject to review within set intervals. This came as a result of EAST's lobbying. In addition, the Council of Agriculture must conduct regular reviews of how its policies affect animal welfare. This bill lays the foundation for future animal welfare policies, and provides a formal avenue to press for further progress.

Outcome 2:

In 2013, we secured [passage](#) of legislation prohibiting the import, export, purchase, or sale of marine mammals and their products, becoming the first country in Asia to protect seals from the seal oil trade.

Outcome 3:

In 2011, we launched legal action against the Council of Agriculture to demand the release of information relating to the handling of avian influenza outbreaks that had resulted in the culling of tens of thousands of animals; the case was ruled in our favor in 2013.

Outcome 4:

In 2008, we successfully promoted an amendment to Taiwan’s Wildlife Conservation Act, [prohibiting](#) the import of protected species for circuses—this spelled the end of wild animal performances at Taiwanese circuses.

Outcome 5:

In 1989 (prior to EAST’s official founding), core members of EAST were instrumental to the legislation of Taiwan’s [Animal Protection Act](#), establishing legal protections for all vertebrate animals—including fish—and setting the foundation for the animal protection movement in Taiwan.

Program 3

Program name: Corporate Engagement

Date commenced: 2013

Description:

Our corporate engagement adopts a positive, collaborative approach to achieving change in food company supply chains, informing companies of market trends and equipping them with the information and tools needed to implement better sourcing practices. At present, the program is primarily focused on cage-free eggs.

Generally, EAST’s work focuses on supporting companies beginning the sourcing journey, providing them with practical help such as introductions with suitable suppliers, rather than seeking an immediate public commitment. This adaption is a response to a markedly more conservative corporate culture and deeply-rooted reluctance to make public pronouncements, especially when there still exists risk of failure.

While this more intensive process, it has benefits resolving problems in Taiwan’s nascent cage-free egg supply chains, ensuring early cage-free adopters are successful, and building valuable connections with companies with potential for future collaboration.

That said, EAST will also adopt a more confrontational approach—such as protests of exposing food safety scandals—when required to achieve further progress. This is particularly the case when companies refuse to engage, for example the global campaign against Din Tai Fung.

How do you measure the outcomes of this program?

As our corporate outreach is at the outset, the number and market influence of companies changing their sourcing practices is the key metric by which we measure success, in addition to the number of hens freed from cages where such data is available.

Do you collaborate with other organizations in this program?

In the absence of other Taiwanese organizations conducting corporate outreach in Taiwan, most of our collaborations in this area take the form of resource and information sharing with members of the Open Wing Alliance, most commonly The Humane League Japan, the Korean Animal Welfare Association (KAWA), and Animals Australia.

We also occasionally work in a coalition on regional or global campaigns, for example the global campaign against dumpling powerhouse Din Tai Fung, which brought together 16 Asian and international organizations.

We have also consulted with CIWF and the Good Food Partners (GFP) on positive engagement strategies, in particular advice for a forum to engage companies on the cage-free issue.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2018, Carrefour Taiwan became the first retailer in Asia to [announce](#) a cage-free commitment, pledging to go 100% cage free by 2025 following negotiations with EAST. The four-step commitment commits Carrefour to establishing cage-free zones in all stores nationwide by 2018, launching a cage-free private label eggs line by 2019, and sourcing cage-free eggs for the Carrefour Quality Line by 2020.

Outcome 2:

In 2018, EAST partook in the global cage-free campaign against coffee behemoth Starbucks, spearheaded by the Open Wing Alliance. The campaign saw Starbucks commit to going cage-free across all company-operated markets worldwide. Starbucks Taiwan refused to engage, and as a licensed operation, is still not covered by the commitment.

Outcome 3:

In 2017, leading fast food chain MOS Burger began sourcing cage-free eggs. MOS Burger initially aimed to reach 50% cage-free by 2018, and privately pledged to transition all eggs sourced by the chain. However, MOS Burger later walked back on its commitment and began sourcing eggs from enriched cages following an unexpected intervention by a US-based organization.

Outcome 4:

In 2015, EAST launched our first ever corporate cage-free campaign against fast food titan McDonald's. While the campaign did not result in a commitment, McDonald's toured cage-free farms and has continued to [engage](#) with us, remaining aware of the cage-free shift.

Program 4

Program name: Industry Engagement

Date commenced: 2000

Description:

Our industry engagement program aims to achieve change at the producer-side by way of encouraging change in on-farm practices.

The cornerstone of this program is the Cage Free Alliance (CFA). The CFA is an animal welfare certification scheme for laying hens. Member farms must adhere to rigorous standards and be subject to audits to be able to use the certification mark on their product packaging. In addition to providing a blueprint for farms going cage-free, through audits, guidance provided by the expert advisory team, and technical workshops, the CFA aims to improve farm management practices and increase institutional knowledge of cage-free farming in Taiwan, ensuring the cage-free shift results in genuine welfare improvements for laying hens.

EAST has also engaged with producers raising dairy cattle, laying ducks, pigs, and other farmed animals, providing guidance and expertise on improving conditions for animals.

How do you measure the outcomes of this program?

We typically use the number of producers engaged and the number and scope of changes in practices, though we do not have systematic assessment protocol at the current time.

Do you collaborate with other organizations in this program?

The Cage Free Alliance has an expert advisory group that provides guidance to farms on improving husbandry practices, composed of academics from National Chung Hsing University in central Taiwan.

We also regularly consult with RSPCA England and Wales on technical questions encountered in the running of the Cage Free Alliance, including the development of the Animal Welfare Standards for Laying Hens (1st ed. 2019, 2nd ed. 2020) that member farms must abide by. This included a study trip to the UK to tour farms with RSPCA Assured welfare assessors in 2018. We occasionally consult with the UK-based Humane Slaughter Association for questions on proper slaughter methods.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2017 we formally established the Cage Free Alliance, opening a new chapter of industry engagement on cage-free farming. By the end of 2018, the Cage Free Alliance had 27 member farms, together raising approximately 150,000 hens.

Outcome 2:

In 2017, we successfully lobbied Taiwan’s largest state-owned pork producer, Taiwan Sugar Corporation, to progressively switch to pig rearing methods in line with the government’s *Definitions and Guidelines for Friendly Pig Production (DGFPP)*, also instigated for by EAST.

Outcome 3:

Following an investigation of slaughter processes at state-run meat markets in Taiwan—where most cattle and pig slaughter lines are located—we engaged with public and private slaughter line operators to improve slaughter practices, and held training sessions for their employees in conjunction with international experts. This marked our remarkable and unexpected entry to engaging with industry to achieve better welfare outcomes.

Program 5

Program name: Public Education

Date commenced: 1999

Description:

While EAST has historically put less emphasis on specific public education efforts, the large and often in-depth media coverage that follows our campaign launches plays a significant role in public education and shifting the public discourse. This media coverage frequently includes information uncovered by our research and investigations, visual imagery, data, and so on,

carried across broad sections of society by TV reports, newspaper articles, and media interviews. In this broad sense, our campaigns have noticeably increased public awareness and concern for a wide array of animal issues, building the foundation for the transformative change that has been realized in Europe and other parts of the world in recent years.

That said, we believe the relatively early stage of public awareness is still a barrier to making greater headway in our programs. This manifests in decision makers having limited ability to compute animal welfare issues, or feeling empowered to ignore such issues as they understand the lack of public concern. Hence, we have begun dedicating more attention to new types of public education—particularly on online and social media platforms—and seizing opportunities to leverage institutions to expand the reach of our message.

A core component of this work is the Taiwan Animal Protection College (TAPC), which aims to drive forward important strands of public discourse in an ethnic Chinese context and cultivate potential leaders among the next generation.

How do you measure the outcomes of this program?

We do not have systematic assessment protocol at the current time, aside from observing media and social media reach and monitoring long-term changes in public awareness. We have applied for funding to conduct a longitudinal attitudinal survey for better measurement of public attitudes.

Do you collaborate with other organizations in this program?

We have recently expanded our emphasis on public education and begun investing in collaborations with institutions and opinion leaders to further our message.

This year we collaborated with online opinion leaders to create tailored content on cage-free eggs, shared to hundreds of thousands of followers on their platforms. In 2019 we partnered with an initiative of one of Taiwan's four major newspapers (United Daily News, UDN) on an [interactive feature website](#) unveiling the hidden lives of farmed animals in an engaging and accessible format. We have also worked closely with Carrefour Taiwan on a series of consumer education initiatives, outlined in more detail below.

We have also partnered with international photojournalist agency We Animals Media to bring the private lives of farmed animals into the public view, amassing compelling visual imagery from multiple sites where animals are used. This has added new strength to our communications with the public.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2018, we commenced our partnership with Carrefour Taiwan, including a shared commitment to educating consumers. Prior to 2019, this included installing [video](#) displays in all Carrefour

stores nationwide highlighting the differences between cage and cage-free systems (including footage of battery hens), and holding public talks in Carrefour stores, leveraging Carrefour's relationship with shoppers.

Outcome 2:

In 2018, we formally launched the [Taiwan Animal Protection College \(TAPC\)](#). The TAPC is a movement building program that aims to educate interested members of the public and future leaders on animal protection concepts, building a community around animal protection in Taiwan.

Outcome 3:

In 2011, we partnered with the Ministry of Education (MOE) with both financial and know-how support from RSPCA (England and Wales) to host a training camp for public school teachers, establishing animal ethics concepts within the Taiwanese education system. The MOE now coordinates animal protection education, which has since become a mandatory part of the curriculum.

Outcome 4:

In 2011, we partnered with well-known contemporary artist Li-shan Chang on an interactive art project in Taiwan dubbed Island Formation. The art piece featured a pile of ashes from some of the 100,000 stray animals put to death each year, calling on members of the public to leave commemorative messages. The action captured the public imagination and brought huge attention to the plight of stray animals.

Outcome 5:

In 2005, we held Taiwan's first ever animal film festival, attracting more than 10,000 attendees. Panel discussions were held after each screening to examine animal-related concepts explored in the films and scrutinize society's relationship with animals.

Program 6

Program name: Research and Investigations

Date commenced: 1999

Description:

In Chinese, EAST's name literally translates to 'Animal and Society Research Institute'. As this implies, research is part of EAST's DNA and foundational to much of the work that we do. This also extends to investigations, which seek to uncover more of the relationship—or rather the interaction—between humans and non-human animals.

The benefits of this program are multi-faceted, but include:

- Gaining an initial, but deep-rooted understanding of an issue
- Lending credibility and authority to our appeals
- Crafting strategies to achieve effective change
- Uncovering information that has not previously been brought to light—usually to a greater extent than government officials or relevant academics

While the applications of our research and investigations are often encompassed by other program areas, such as Policy Advocacy or Public Education, research and investigations are a core part of EAST's operation and thus worthy of explicit mention.

How do you measure the outcomes of this program?

Our research and investigations are generally complementary to other programs, and are assessed by how they meet the needs of that program. For example, accumulating sufficient data to support a legislative demand, or exposing malpractice on a farm with investigative footage.

Do you collaborate with other organizations in this program?

We conduct most of our research internally, or in collaboration with domestic scholars.

As mentioned in previous sections, we also exchange information with local and international organizations, particularly in regard to recent developments or the ways issues are handled in comparable countries.

What are your top 5 biggest outcomes for this program prior to 2019?

Outcome 1:

In 2009, we condemned the Taiwanese government for allowing 90% of chickens to be slaughtered inhumanely and without hygiene inspections following an investigation into large-scale slaughterhouses across Taiwan, prompting the government order the closure of five illegal slaughterhouses.

Outcome 2:

In 2009, we conducted a comprehensive investigation of 326 animal shelters across Taiwan. The resulting report captured the attention of the public and led to closure of 100 ill-managed shelters

by the Council of Agriculture, and demand for further action by the Economics Committee of the Legislative Yuan.

Outcome 3:

In 2007, we joined forces with 52 civic associations to release the findings of a long-running investigation into pig slaughter conducted over more than two years, debunking government assurances that slaughterhouses responsible for slaughtering six million pigs per year did so in a humane manner. The investigation showed that 70% of slaughterhouses were in violation of such standards, and spurred the government to fund new slaughter equipment, retrain slaughterhouse workers, and strengthen government oversight.

Outcome 4:

[Hyperlink graphic content warning] In 2005, we partnered with international organizations to conduct an undercover investigation into China's fur industry, capturing fur farmers [live-skinning](#) a raccoon dog on video in footage that shocked the world. The stomach-churning footage has since racked up [millions](#) of views across multiple videos on YouTube.

Outcome 5:

In 2001, our investigation into illegal cattle slaughterhouses showed flagrant animal abuse and violations of the law, leading to the closure of illegal slaughterhouses and the introduction of new regulations governing humane slaughter, transport and lairage for cattle.

How does your organization's work fit into the overall animal advocacy movement?

EAST tries to take a holistic view of the animal protection movement to advance animal protection goals, ensuring that changes are well-rooted and sustainable.

Within Taiwan, we strive to cultivate allies in government, academia, and institutions, bringing along important stakeholders that will be key to future change. Through our research and investigations, we provide robust cases for our contentions and inform the public of underlying issues, ensuring that public opinion keeps pace with institutional changes.

Wherever possible we try to collaborate with other organizations to strengthen the movement, providing opportunities to acknowledge our shortcomings and share our strengths. Through the Taiwan Animal Protection College (TAPC), we endeavour to create a community around animal protection, providing fertile ground for the development of future leaders.

Our campaigns typically focus on neglected issues not taken up by other groups. We are the only group with a heavy focus on farmed animal welfare in Taiwan, and for 20 years have pioneered overlooked issues, from welfare at slaughter to the welfare of aquatic animals.

In the context of the global movement, we explore new approaches that work within an East Asian cultural sphere. Working in an open, democratic society, we have favorable conditions for setting new precedents in Asia and the Sinosphere, paving the way for change in neighbouring countries—see Taiwan’s ban on shark finning.

As a more established organisation, we also seek to share knowledge, resources, and experiences with other organizations to build up the movement in Asia, where most of the world’s farmed animals are located. In 2019 we co-hosted the first ever Open Wing Alliance Asia Summit in Taipei, in the spirit of this mission.

How has the COVID-19 pandemic affected your organization's ability to carry out your programs?

The most noticeable impact of the pandemic has been on our corporate engagement work.

We temporarily slowed down the campaign against Din Tai Fung as the world responded to the unfolding pandemic.

We were also forced to make adjustments to our schedule of in-person events. Technical workshops for Cage Free Alliance members were postponed, recommencing only recently. Talks for the Taiwan Animal Protection College (TAPC) were postponed, and we recently opened a live streaming option. The follow-up to last year’s symposium on fish welfare was also postponed and is yet to be rescheduled.

Lastly, we were in the process of arranging for international experts on pig slaughter and dairy cattle welfare to visit Taiwan to assist with industry engagement. Obviously this will not be possible for some time.

Have you taken any steps to improve programs that you deemed less successful (due to COVID-19 or otherwise)?

We are test driving new strategies for corporate outreach. We are currently planning a forum in September to engage food companies on the cage-free issue, enabling us to form relationships, build trust, and demonstrate the value we can offer companies. This will be our first major step exploring this direction. We believe there is also scope to partner with well-networked organizations including chambers of commerce, and further leverage existing corporate relationships to expand our network.

While we were eager to engage with more pork producers after working tirelessly to secure the publication of the Definitions and Guidelines for Friendly Pig Production (DGFPP) in 2017, we found that not even the most enthusiastic farmer was able to meet all of the guidelines, for example 100% group housing for sows. In light of this we opted to focus our energy on assisting

this farmer transition—such as trying to introduce the most advanced stunning technology for their planned slaughter line —with the aim of establishing a proof of concept that will be able to inspire confidence in producers in Taiwan, while continuing to monitor the state of other players in the industry.

In response to the COVID-19 pandemic, we deprioritized some campaigns and reprioritized others.

Have you cut off any unsuccessful programs to make room for other ones (due to COVID-19 or otherwise)?

In the early years of our establishment we spent a substantial portion of our time campaigning on companion animal issues. As the animal protection movement has grown in Taiwan and welcomed new players, we have adjusted our priorities to focus primarily on farmed animals and animals used in research, as can be observed in last year's annual report (with 2/52 pages devoted to companion animal issues).

Within our programs, there are many campaigns that we have cut off to reallocate our time to activities we deem to have greater chance of success. To provide one small example, we decided to temporarily pause our cage-free campaign against McDonald's, instead choosing to focus on establishing basic regulatory standards for cage-free systems as it became apparent that industry would be reluctant to move without government signals indicating such decisions would align with future policy directions.

That said, we believe we have room for improvement when it comes to the way we assess the effectiveness of our programs.