

Sinergia Animal'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: Cage-free Egg Campaigns in Latin America

Date commenced: September 2017

Description:

Key strategies:

Sinergia Animal works with market campaigns and negotiations asking major food companies to adopt policies to phase out the use of battery cages. Once victories in the corporate sector are won, and the market is favorable to these reforms, we will start working on government and consumer campaigns to approve legislation.

Our campaigns to reduce suffering are a great way to “meet society where it is at”. By engaging hundreds of thousands of consumers with our online petitions, we are also helping to build the movement, have our community of volunteers and supporters, as well as raise awareness among animal lovers who were previously not well informed about cruelty in the food sector.

In most cases, we were able to achieve these policies by just telling companies in advance that our team would launch public awareness campaigns, informing thousands of consumers and asking them to commit. In others, campaigns had to be launched and were run for some months. Our campaigns consist of online petitions, online ads to reach thousands of consumers, weekly actions by volunteers on social media, peaceful street actions, and highly visual actions on the streets to get media attention. Undercover investigations are used as well.

Also, animal welfare reforms usually increase the prices of animal products. Higher prices of animal products can also contribute to the promotion of more plant-based diets and reduce the number of animals raised for food.

Additional Benefits of this Program:

- Strengthen the work in Latin America and expand the learnings to other Global South countries.
- Establish Sinergia Animal as an international, trustable, and highly effective organization, with the aim of having a very positive impact on our ability to negotiate and campaign for regional and global corporate agreements.

Rationale of the Program:

Laying hens represent one of the largest affected groups of livestock by sheer quantity of animals. Sinergia Animal and other organizations have produced positive outcomes in this area, and therefore there is a high level of confidence that building upon previous successes can continue to lead to more positive outcomes.

Latin America 2020–2021 goals:

- Secure at least 15–20 cage-free egg commitments from major food companies.
 - We are currently working in Argentina, Chile, and Colombia.
 - Due to difficulties in securing new commitments in Chile and the relatively small number of laying hens in the country, our Chilean team will start engaging with Peruvian and Ecuadorian companies as well. We are also prepared to carry out investigations, launch online campaigns, do media outreach in these two countries, and help local organizations carry out peaceful protests.
- Start securing the first commitments from large supermarket chains in three of these five countries (Chile, Argentina and Colombia).
 - While increasing the number of commitments has been challenging, because we are the only pressure group working in these territories, there is potential to work with supply chains that can help a higher number of animals (supermarket chains).
- If the pandemic ends relatively soon, resume peaceful street actions to secure 100–200 media hits about corporate campaigns.
- Publish research collaboration with a PhD academic exploring the links between food-borne human health risks (e.g. Salmonella and antibiotic-resistant bacteria) and eggs sold in major supermarket chains in Argentina, Chile, and Colombia.
- Keep running, yearly, the tracking program (www.cagefreetracker.com) with committed companies.

Latin America 2021-2027 goals:

- Secure 20 to 30 commitments per year (feasible if Peruvian and Ecuadorian companies respond well to negotiations).
- Establish national teams in Peru and Ecuador if this approach proves to be successful.

- Identify and begin campaigning in at least 2 countries (e.g. Paraguay, Uruguay) in which no other group with a similar strategy is working. Sinergia Animal recognizes that the local political and economic scenario may make progress unfavourable.
 - For Peru, Ecuador, Paraguay, and Uruguay, or any other international expansion, we will always seek to build partnerships with local organizations if there is interest.
- Launch enforcement campaigns targeted at companies deemed unresponsive according to the tracking program results.
- Implement legislation on egg labeling in Latin American countries that lack regulations governing the categorization of rearing systems as cage-free, free-range, and organic.

Latin America 2028-2030 goals:

- Implement legislation banning cages in five Latin American countries.

How do you measure the outcomes of this program?

The outcomes are measured in terms of the number of commitments achieved, signatures on our petitions, media coverage, and the reach of social media ads and publications.

Note about the number of laying hens impacted: We are aware that donors and other stakeholders would like us to estimate the number of animals impacted by the policies we help secure. We have [produced numbers](#) that seem to be very small compared to the ones produced by other organizations. We spoke to other major organizations, and they also feel unsure about the figures they are producing. We will join a group that is working on a joint methodology to be able to report numbers more effectively.

Do you collaborate with other organizations in this program?

We frequently collaborate with the Open Wing Alliance members and the groups in the coalition by communicating regularly and have worked together, confidentially, to secure cage-free egg commitments.

We also collaborate often with other animal protection organizations that are not OWA members.

Our name - Animal Synergy - was created with the intent of being an organization that collaborates deeply and helps empower other animal protection organizations, and builds bridges with other social justice movements.

In 2019, we introduced new groups to the OWA, created a website to [share audiovisual resources](#), and started providing free training on investigations and pressure campaigns to organizations in Indonesia, Colombia and Ecuador.

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

Outcome 1: We helped secure 12 cage-free egg commitments from major food companies in 2017/18: 1) [Nestlé \(global policy\)](#), 2) [Jeno's Pizza \(111 locations in Colombia\)](#), 3) [Mikaela \(4 locations in Colombia\)](#), 4) [Grupo Takami \(27 locations in Colombia\)](#), 5) [Servihoteles \(one of the largest foodservice companies in Colombia\)](#), 6) [Alimentos Colomer \(one of the largest foodservice companies in Colombia\)](#), 7) [Crepes & Waffles \(165 locations in Colombia\)](#), 8) [OMA and Presto \(400 locations in Colombia\)](#), 9) [Colombina \(largest food manufacturer in Colombia and second-largest mayonnaise producer\)](#), 10) [Gastronomia & Negocios \(320 locations in Chile\)](#), and 11) [Havanna \(leading food manufacturer and coffee chain with 300 locations in Argentina, Bolivia, Brazil, Chile, Paraguay, Peru, Spain, the USA, and Venezuela\)](#) and 12) [Freddo \(180 locations in Argentina, Uruguay, Chile, Bolivia, Brazil, United States, and the UK\)](#).

- If we were to estimate the ones with higher impact, we would say: 1) Nestlé, 2) OMA and Presto, 3) Gastronomia & Negocios, 4) Havanna, 5) Colombina.

Outcome 2: In 2017/18, Sinergia Animal ran seven campaigns, which gathered around 125,000 supporters. Four of these campaigns were won (Havanna, Colombina, Freddo, and Jeno's Pizza). Petition links and number of signatures by the end of 2018:

- Arcor: 41,000 signatures at www.change.org/arcor
- Carozzi: 42,000 signatures at www.change.org/carozzi
- Jeno's Pizza: 8,500 signatures at www.change.org/jenospizza
- Havanna: 9,200 signatures at www.change.org/havanna
- Wendy's: 23,700 signatures at www.change.org/wendyschile
- Colombina: 20,800 signatures at www.change.org/colombina
- Freddo: 1,007 signatures at www.change.org/freddo

Outcome 3: Social media reach: funding has been used to promote these petitions and campaigns on social media and around 3 million people were reached with the ads in 2017/18. We can send a selection of links and screenshots if needed.

Outcome 4: To boost campaigns and influence public opinion, we also worked with the media. In 2017/18, we secured 12 media hits related to our cage-free egg campaigns: [Diario Hoy](#), [Revista El Federal](#), [Diario de Cuyo](#), [Panorama Rural](#), [Primicias Rurales](#), [Agromeat](#), [Extra](#), [Télam](#), [El Ciudadano](#), [El Desconcierto](#), [Sustempo](#) and [EPA News](#).

Program 2

Program name: Feeding Tomorrow (Institutional Meat Reduction)

Date commenced: June 2019

Description:

We work pragmatically and avoid focusing only on one type of messaging and approach. Sinergia Animal runs both programs that focus on promoting plant-based diets to consumers (vegan challenges), as well as programs with major institutions to reduce consumption of animal products by 20 to 40%.

We started our Meat Reduction Program in mid-2019 in Colombia with the aim to convince public and private institutions to have one day per week when they will serve 100% plant-based meals. We are well aware that advocating for reduction might be more effective than advocating for vegetarian and vegan diets. That is why our efforts in budgeting are higher for reduction programs than for vegan challenges. Our institutional reduction campaign, Feeding Tomorrow, is combined with social media outreach for consumers focusing on flexitarianism and reductionism messaging. It focuses more on health and environmental issues than on animal ethics.

2020–2021 goals:

- Colombia:
 - Implement the program with the nine institutions that committed to working with us on this initiative in 2019. Potentially serving 1.1 million plant-based meals per year.
 - Get 5 to 10 more institutions to commit and double the number of plant-meals served.
 - Grow social media audience to 12,000 followers.
 - Record institutional/campaign video with one celebrity.

- Argentina, Indonesia, and Thailand
 - Hire campaigners by October.
 - Prepare all campaign materials and build a contact list by December 2020.
 - Launch the program in January 2021.
 - Get 5 to 10 institutions in each country to commit to implementing the program by December 2021.
 - Record institutional/campaign video with one celebrity in each country.

2022-2030 goals:

- See these governments implementing new dietary guidelines that favor plant-based diets.
- Secure 8 to 12 commitments with new institutions and city/state governments per year, per country.
- Produce 4 press releases, per country, per year

- Increase social media audience by 50% every year
- Collaborate with 60 celebrities and influencers to make reducetarian and flexitarian diets a well-established and followed idea in these societies.
- By 2030, we would like to see overall per capita consumption of animal products dropping by 10 to 15% in these countries.
- Convince two institutions or governments that started with reduction programs to adopt 100% plant-based menus.

How do you measure the outcomes of this program?

- Number of institutions that commit and implement the program.
- Number of vegan meals they serve.
- Growth on social media.
- Celebrities who engage with the program and how many people their publications are likely to reach on social media.

Do you collaborate with other organizations in this program?

We joined 50by40 and attended the ProVeg Accelerators and face-to-face events in Berlin to learn from other organizations and participate in collective efforts in this programmatic area. We are now part of [ProVeg’s Advisory Board](#).

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

None. The program started in June 2019.

Program 3

Program name: Vegan challenges and celebrity engagement

Date commenced: April 2019 (Latin America), December 2019 (Asia)

Description:

The consumption of animal products is steadily increasing in the Global South. This is the region where animal agriculture [has grown the most in the last 30 years](#). Sinergia Animal’s strategy is to carry out consumer, media, market, and institutional campaigns and programs to reduce consumption of animal products and promote plant-based diets in the countries where we

operate. We realize that each country and region has its own social and cultural specificities and different constraints, depending on the location. We will, therefore, be diligent about tailoring each campaign and activity to the country in question.

Given that we exclusively have programs in the Global South, we are also very sensitive to the fact that we need to promote affordable plant-based alternatives and avoid portraying plant-based diets as something that can be afforded only to the elites.

We are equally aware of the fact that healthy diets, low in heavily industrialized and processed foods, should lead our advocacy efforts. We do, however, acknowledge that industrialized plant-based meats and dairy and egg products, which might not be as healthy as whole plant-based options in terms of nutritional content, also play a role in the transition to plant-based diets for a significant number of consumers.

To meet these goals, we launched 21 Day Vegan Challenges with consumers to debunk myths and stigmas against plant-based diets and maximize impacts by inviting influencers and celebrities to support our challenges and other social media campaigns.

2020-2021 goals:

- Online vegan challenges for consumers with interaction via email and Facebook groups are already active in Argentina, Chile, Colombia, Indonesia, and Thailand.
- We aim to secure funds and conduct research and outreach to national organizations to expand to one more country in 2021. Options are the Philippines, Vietnam, and Malaysia (preferably via partnerships with national organizations).
- We will raise awareness and increase the number of signups via celebrity engagement, social media ads, and media coverage.
 - 15,000 to 24,000 new signups per country per year.
 - Four press releases sent per year in each country, resulting in 20 to 60 media hits per country, per year.
 - One new celebrity promotes the challenge every year, in each country.
 - 5 to 10 new influencers promote the challenge every year, in each country.

2022-2030 goals:

- Same as above.
- Evaluate impact yearly and decide if more funding should be secured to increase expenditures with ads and double/triple the number of signups.
- Constantly evaluate whether vegan challenges should be replaced with a more effective campaigning tool for consumers.
- Evaluate the effectiveness of having vegan outreach campaigners also working to implement vegan options in restaurants.

- Assess supermarkets on their vegan rankings (i.e. how well they promote access to meat, seafood, and dairy-alternative products).

How do you measure the outcomes of this program?

- Total of participants on challenges.
- Number of media hits.
- Number of animal protection organizations that did not work with vegan or farmed animal campaigns supporting our challenges.
- Total of celebrities/influencers participating, how much media coverage they help generate and the number of followers they have on social media.

Do you collaborate with other organizations in this program?

Yes, several organizations are supporters of our challenges in Latin America and Asia. We also collaborate with Challenge 22 in Thailand.

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

Our challenges were launched in 2019. Prior to that, we only worked with celebrity engagement. In 2018, Javiera Mena, one of Chile's most famous singers, recorded [a video](#) for Sinergia Animal talking about cruelty in the egg industry. By the end of the year, around 29,000 people saw it on [Facebook](#), [Instagram](#), and [YouTube](#). Media coverage: [El Mostrador](#), [El Desconcierto](#), and [Modo Radio](#).

Program 4

Program name: Cage-free Egg Campaigns in Southeast Asia

Date commenced: April 2019

Description:

Rationale, key strategies and additional benefits are the same as the ones described on Program 1 (Cage-free Egg Campaigns in Latin America).

Southeast Asia 2020–2021 goals:

- Secure at least two to four cage-free egg commitments from major food companies.
- Publish research collaboration with a Ph.D. academic exploring the links between food-borne human health risks (e.g. Salmonella and antibiotic-resistant bacteria) and eggs sold in major supermarket chains in Indonesia and Thailand (individually).
- Initiate a tracking program in 2021 in Southeast Asia, including at least Thailand and Indonesia.
- Produce (in collaboration with other organizations) a methodology for reporting accurate data of policy outcomes.

Southeast Asia 2022-2027 goals:

- Secure at least 10-20 cage-free egg commitments per year from major food companies, per country.
- Identify and begin cage-free campaigns in one more country (Malaysia, Vietnam, or the Philippines).
 - For any international expansions, we will always seek to build partnerships with local organizations if there is interest.
- Launch enforcement campaigns targeted at companies deemed unresponsive according to the tracking program results.
- Implement legislation on egg labeling in Southeast Asian countries that lack regulations governing the categorization of rearing systems as cage-free, free-range, and organic.

Southeast Asia 2028-2030 goals:

- If political climate and market conditions allow, initiate legislative reform campaigns to ban cages in Southeast Asian countries.

How do you measure the outcomes of this program?

The outcomes are measured in terms of the number of commitments achieved, signatures on our petitions, media coverage, and the reach of social media ads and publications.

Note about the number of laying hens impacted:

We are aware that donors and other stakeholders would like us to estimate the number of animals impacted by the policies we help secure. We have [produced numbers](#) that seem to be very small compared to the ones produced by other organizations. We spoke to other major organizations, and they also feel unsure about the figures they are producing. We will join a group that is working on a joint methodology to be able to report numbers more effectively.

Do you collaborate with other organizations in this program? If yes, please specify which organizations, and briefly describe the nature of your collaboration with them.

We frequently collaborate with the Open Wing Alliance members and the groups in the coalition by communicating regularly and have worked together, confidentially, to secure cage-free egg commitments.

We also collaborate often with other animal protection organizations that are not OWA members.

Our name - Animal Synergy - was created with the intent of being an organization that collaborates deeply and helps empower other animal protection organizations, and builds bridges with other social justice movements.

In 2019, we introduced new groups to the OWA, created a website to [share audiovisual resources](#), and started providing free training on investigations and pressure campaigns to organizations in Indonesia, Colombia and Ecuador.

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

None. The program started in early 2019.

Program 5

Program name: Investigations

Date commenced: September 2017

Description:

Sinergia Animal works to produce high-quality content, including visual materials, to expose the animal welfare, environmental, and social problems related to industrial livestock and fisheries via undercover investigations especially tailored to gather media attention. Our goal is also to share these resources widely with other organizations.

2020–2021 goals:

- Sinergia Animal releases eight new investigations.

- Launch and promote the new media center website (<https://www.media.sinergiaanimal.org/>) under a Universal Commons attribution. We want to make resources freely available to journalists, organizations and activists to use without making credit mandatory.

2022–2030 goals:

- Release 12 investigations per year.
 - Get campaigners, managers, and directors to become columnists in media outlets.
 - Study the possibility of running prizes for journalists covering farmed animal protection issues.
 - Try to run investigations in partnerships with TV journalists.

How do you measure the outcomes of this program?

- Number of publications on media outlets. Mainstream outlets or alternative outlets with large audiences are considered to have a higher impact.
- Number of views on social media.
- Watching if media outlets report more often about livestock issues and promote our cause more positively.

Do you collaborate with other organizations in this program?

Yes, we started providing training on investigations to organizations in Ecuador and Indonesia. We have plans to expand our training capacity if we can secure funding.

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

In 2018, we started producing two investigations that were released in 2019.

Program 6

Program name: Reducing suffering in neglected areas of Brazil

Date commenced: November 2017 (Pigs), December 2019 (Dairy cattle)

Description:

PIGS

In recent years, animal protection organizations have secured commitments from the six largest pig producers to eliminate gestation crates in Brazil. However, other producers insist on using mixed systems that allow the use of gestation crates for up to 42 days. Although Brazil is not a neglected country in our opinion, we see this as a key overlooked area given that organizations quickly shifted to working with laying hens, thus leaving the enforcement of these policies unchecked.

If work shows steady and satisfactory progress in Brazil, we can look for funds to carry out similar work in other Latin American countries.

2020–2021 goals:

- Secure better commitments (including transparency, a reduction of gestation crate usage from 42+ days to no more than seven, the end of mutilations without pain relief, and the end of antibiotic use for non-therapeutic purposes) from 2 to 3 of the largest producers.
- Secure 3 to 5 additional commitments from food retailers and chains.

2022–2027 goals:

- Get 80% to 100% of major producers, processors, and retailers to commit to improved standards and adequate transparency/accountability plans.

2028–2030 goals:

- Launch legislative reform campaigns.

DAIRY CATTLE CAMPAIGNS IN BRAZIL

Rationale:

Several studies indicate that there is another neglected area in Brazil that poses a major problem in calf rearing and killing practices. [Academic research data suggests that 35% of male calves](#) are discarded days after birth using cruel methods, such as being hammered on their heads, suffocation, or starvation.

Those that are not discarded, including females, are kept in small spaces very similar to veal crates for up to four months. Often, they are kept tied to short ropes or chains, isolated and without any protection against the cold or heat in open fields.

In 2019, we worked on studies and awareness-raising events with the Brazilian BAR Association. In 2020, we will continue this effort because this work has the potential to reduce the suffering of about seven million animals, or the 50% of the national industrial milk production herd that is controlled by large companies in the country.

We will also launch online consumer awareness campaigns to decrease dairy consumption and promote plant-based alternatives as part of our efforts to reduce the consumption of animal products.

2020-2021 goals:

- Secure commitments to phase out brutal killing of male calves and the tethering and confinement in veal crates from 2 to 3 of the largest producers.
- Launch hard-hitting campaigns to raise awareness amongst Brazil's largest dairy companies of the importance of adopting better welfare standards.
- Convince Embrapa, a Brazilian governmental think tank, to stop recommending the killing of male calves.
- Launch 7-day dairy free challenge for consumers. Reach 12,000 to 20,000 sign ups. One celebrity supports the campaign.

2022-2027 goals:

- Secure commitments to phase out brutal killing of male calves, and tethering and confinement in veal crates from the 20 largest producers.

2028-2030 goals:

- Launch legislative reform campaigns to band the brutal killing of male calves and tethering and veal crate confinement practices.

How do you measure the outcomes of this program?

- Number of commitments from companies and the size of their supply chains (animals impacted).
- Number of consumers reached by our investigations, campaigns and petitions.
- Number of media hits.

Do you collaborate with other organizations in this program?

Yes, we collaborate with other organizations.

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

For gestation crates, we were able to secure phase-out policies with [BFFC \(Brazil's largest fast-food companies with 1,144 locations across the country\)](#), and Gastronomía & Negocios (320 locations in Chile).

We only started working with dairy issues in 2019.

Program 7

Program name: Defunding the livestock sector

Date commenced: July 2019

Description:

Rationale

Building societies that are less dependent on animal products is a long-term challenge and requires working strategically with various stakeholders. Sinergia Animal sees working with financial institutions as a relatively neglected area by the international animal rights movement. We want to help fill this gap and use our expertise to launch hard-hitting campaigns to get funders to stop investing in the worst forms of factory farming, provide incentives to plant-based alternatives and higher-welfare systems, and/or stop investing in any form of industrial livestock.

We expect potential funders to become increasingly interested in fostering such work in the coming years. We plan to become a leading animal protection organization implementing hard-hitting campaigns directed at financial institutions.

Key Strategies

We will tailor our tasks strategically, given the nature and role of each financial institution we engage with. In 2020, we started working with private and public banks. We also joined other organizations ([Global Forest Coalition and Feedback](#)) working with development banks on campaigns and negotiations that ask them to stop investing in any form of industrial livestock. As for new investments, we will ask financial institutions to commit to funding higher-welfare systems and plant-based options, or to outright the funding of factory farming.

2020–2021 goals:

- Establish dialogue with top banks (national and international) funding animal agriculture in Brazil, Argentina, Chile, and Colombia.
 - Invite national banks to adopt policies to fund higher-welfare systems or fund the development of plant-based alternatives.
 - Invite international banks to adopt standards that do not allow their loans and other forms of financial support to fund any investment in cages, gestation crates, and other forms of intensive confinement.
 - Launch the first campaign directed at international private banks.
- Establish dialogue with all major development banks (such as the World Bank, IFC, and EBRD) providing funds to livestock operations in the Global South.
 - In partnership with other organizations, launch a campaign directed at all of the above.

2022–2030 goals:

- Secure proper funds for this new program.
- Keep working with pressure (campaigns, and media exposés) and dialogue to get as many institutions as possible on board.
- Move toward more progressive standards with national banks after the international ones commit.
- Expand the work with national banks to Asia.
- Invite other organizations to be part of this movement to build momentum and maximize impact.
- Conduct research and explore the possibility of asking national governments in the Global South to stop funding or providing subsidies for the livestock sector.

How do you measure the outcomes of this program?

- Number of financial institutions committed and their level of involvement in financing the animal agriculture sector.
- Growing interest and participation of other organizations.
- Impact of investigations, number of media hits, signatures on online petitions, reach on social media.

Do you collaborate with other organizations in this program?

Yes, we currently collaborate with the Global Forest Coalition, Feedback and the Humane Society International (confidential). We are talking with other members of 50by40 as well.

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

None. The program started only in mid-2019.

Program 8

Program name: Building synergies to fight all forms of oppression

Date commenced: July 2019

Description:

Rationale

Since our creation, our mission has been related to our name: Synergy (Sinergia). This means that Sinergia Animal is focused on developing synergies with other animal rights organizations, as well as with other social movements.

In mid 2020, we co-founded with the “Animal Center,” an alliance of animal rights organizations that are willing to end all types of oppression and re-invent social structures while fighting for animals. This presents an opportunity to support the cultivation of and/or deepen policies addressing these issues in all animal rights organizations and to encourage other organizations outside the animal rights movement to do the same.

Because animal, environmental, and human rights issues are closely interconnected, our approach is to help dismantle all systems of oppression whose mechanisms are the same, regardless of who is being oppressed. Our vision is a fairer world for all beings. We aim to tackle discrimination and oppression toward all –human and nonhuman– in a systematic and connected way to build respect, synergies, and cooperation between all social justice movements. The draft plan for the alliance can be seen [here](#).

2020-2021 goals:

- Officially launch the Alliance, invite other organizations to join.
- Hire a part-time consultant to help manage the work.
- Focus on education and a series of webinars for the first 12 months.
- Start developing policies and standards on DEI policies and prevention of harassment and discrimination for members.

- Define criteria to prevent organizations from using the alliance as a platform to promote themselves externally while taking no proactive steps internally.

2022-2023 goals:

- Secure funds to have a full-time person coordinating these efforts and working on communications materials to be shared among all members.
- Invite other organizations to financially contribute to the initiative.
- Build a calendar of events for special dates where all members can support other causes.
 - Help them with guidelines to avoid minimizing or highjacking their causes.
 - Produce online content (videos, images, and texts) for these events that can be used (or adapted) by all members.
- Education and brainstorming is now also focused on interventions to feature animal rights in other movements (such as feminist and environmental events serving vegan food).
- Develop and launch joint projects, such as campaigns, communications or investigations, that connect animal rights to other social justice issues.
- Continue the educational work by creating an agenda of webinars about how animal rights organizations can support other causes.

2024-2027 goals:

- Increase efforts to develop interventions and campaigns that are effective for the goals of the Alliance.
 - Measure progress by monitoring how organizations working with other social justice themes incorporate animal rights into their messaging and advocacy work.
- Encourage many organizations to test these interventions to refine and improve them.
- Responsibilities and decision-making are transparent and democratic and not led by one single organization.
- Secure significant financial participation from at least four other organizations.
- Increase donors' interest in these types of interventions.
- Provide small grants to grassroots organizations that want to do this type of work but do not have the resources.

2028–2030 goals:

- To be defined after some years of experience and input from other members.

How do you measure the outcomes of this program?

- Number of AR organizations joining the Alliance and embracing its values and recommended DEI standards and policies.
- Number of non-AR organizations that start engaging and running campaigns and other forms of interventions with us.

- Fewer occurrences of harassment and discrimination in the movement.
 - A more diverse movement in terms of its composition and leadership.
 - Development of effective and measurable interventions.
 - Number of major donors who start giving regular support to these interventions.
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Program 9

Program name: Influencing Public Opinion (Education)

Date commenced: October 2017

Description:

We are still at a very early stage in terms of how much our societies, especially in the Global South, care about animals raised for consumption. We believe that it is crucial to work with opinion makers and societies in general to build a future that is less dependent on animal products and less oppressive to animals.

Our objective is to influence public opinion by:

- Increasing presence and recognition among mainstream and alternative media outlets.
- Growing presence and outreach in social media channels.
- Building strategic partnerships with digital influencers.
- Debunking myths and stigmas of animal advocates and demonstrating their societal value and positive impact.

2020–2021 goals:

- Increase social media audience by 300,000 followers (every year).
 - Divide into international, Latin, Brazilian, Thai, and Indonesian institutional and Feeding Tomorrow pages.
- Send at least one press release per month in all countries.
- In all programmatic areas, aim to work with at least three influencers and one celebrity per year in each country.

2022–2030 goals:

- Same as 2020-2021, plus the following:
 - Same as above, plus:
 - Start working with TV and celebrity chefs on the promotion of plant-based recipes.
 - Get campaigners, managers, and directors to become columnists in media outlets.

How do you measure the outcomes of this program?

- Number of consumers reached via media hits and social media channels.
 - See media outlets having a more supportive discourse towards farmed animal issues, the benefits of plant-based diets and the need to reduce consumption of animal products.
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How does your organization's work fit into the overall animal advocacy movement?

Sinergia Animal is an organization that positions itself in the global animal protection movement as an entity that runs programs exclusively in the Global South, in low and middle-income countries. It is also part of our mission to operate in 'neglected' countries, in the sense that we are the first, the only or one of the very few groups that are present in them using effective, large-scale interventions, who have a high potential to reduce the suffering of farmed animals and the consumption of animal products.

Our goal is to empower leaders in the South and help build a global movement that becomes more represented by global majorities.

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

Corporate cage-free egg campaigns: Online actions and digital ads have been increased to compensate for the fact that street actions had to be paused. Corporate outreach also continues; we have been able to secure some commitments during the crisis. We held many video conferences and have adopted a more friendly tone in our messaging. We anticipate, however, that the current scenario is likely to reduce the number of policies we would otherwise have been able to secure. Our campaigns are less hard-hitting as one of our main tools is to carry visual interventions on the streets to get media coverage. We are also avoiding sending new campaign notices to companies so as not to be seen as insensitive towards the mental and social challenges many of us are facing.

Vegan challenges: These are online campaigns and have not been affected.

Institutional Meat Reduction in Colombia: In 2020, we secured commitments with nine institutions. We started implementation with video conferences with students, teachers and parents, but we had more promising plans via in-person events. We also expect to see fewer new commitments being secured than planned, as this usually requires building trust via in-person meetings.

Investigations and media outreach: We have released two investigations since February. We expect to release four more of those we had concluded before the pandemic. Carrying out fieldwork is on hold. We have sent press releases to the media, some related to the pandemic, and had good results. We plan to send more press releases about how to prevent future pandemics when the worst has passed.

Education: We used science-based information on social media about the links between zoonosis and animal agriculture. We chose UNEP and the work of Cynthia Schuck as our preferred sources.

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

We have not changed our programs dramatically. We preferred to wait to see whether we would need to adjust more deeply in the post-pandemic world. We adapted slightly by focusing more on online activities and media outreach.

In some of the programs, we incorporated science-based, pandemic-related messaging from trusted sources. Our Indonesian investigation and press release mentioned that UNEP considers intensive livestock operations, such as battery-cage farms, to increase the risk of spreading new zoonotic diseases. We highlighted that, according to the European Food Safety Authority (EFSA), the prevalence of salmonella, a zoonotic disease, is higher in caged farms. Our messaging suggested that moving toward a more plant-based diet was a good way to help animals and improve human health. This narrative seemed to be successful and secured thirteen media hits.

Other press releases we sent about zoonotic diseases and antibiotic resistance earned one media hit in Argentina, six in Chile, and eleven in Thailand. We considered the media reaction to be positive, and some of the outlets are mainstream.

We joined ProVeg in its open letter to UNEP, inviting them to advocate for plant-based diets to avoid future pandemics.

As an experiment, we launched petitions in Argentina, Chile, Brazil, Colombia, Thailand, and Indonesia, asking leaders and legislators to phase out intensive livestock operations and move toward plant-based food systems to help prevent pandemics. We don't want to be seen as 'opportunistic,' so we haven't started promoting these petitions intensively yet. When the worst

has passed, we will promote them more, watch reactions closely, and try to engage with more progressive leaders to see if some of them are interested in working with these topics.

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

No