

SVB'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: Meatless Mondays

Date commenced: October, 2009

Description:

The nature of this program is raising awareness, promoting reduction in meat consumption and influencing consumer behavior on the actual impact of meat consumption in terms of water, grains, land usage and CO2 emissions when compared to a plant-based diet by promoting the substitution of animal protein for plant-based protein at least one day of the week in institutions from the public and private sector and by encouraging the population to start the process of reducing consumption of meat and meat byproducts. SVB celebrated the mark of 327 million meatless meals served in Brazil in the last decade - more than 81 million meatless meals were served within the year 2019 generating an impact of 402 million m2 of land spared, which is equivalent to 98 thousand soccer fields, and 332 million kg of grains that would be used to feed livestock spared, which would be enough to feed 4 thousand people.

The campaign acts as a gateway for the education of students regarding the negative environmental effects of meat production in Brazil, as well as a spotlight for the importance of a balanced nutrition in school meals such as fiber intake, an important subject related to weight control - the substitution of meat for plant-based proteins increase the intake of fiber. Also, the campaign gives us access to chefs, nutritionists, dietitians, and cooks during workshops and trainings held by SVB in public institutions, and enables us to train and teach them how to prepare plant based meals.

The implementation process of the meatless monday campaign was outlined with (i) training and workshops for the cooks and culinarians; (ii) in loco visitation with assessment of pantries; (iii) drafting of the menu creating vegan recipes or adapting old recipes with accessible ingredients without any impact on the institution's budget; (iv) preparation of vegan meal and explanations regarding the benefits of the campaign not only regarding health but also its impact in the environment.

The outcomes this program aims to achieve are to significantly reduce meat consumption by public and private institutions that offer a large number of meals on a daily basis while raising awareness in the public and private sector regarding the environmental benefits of such substitutions - SVB's campaign department has access to an environmental impact calculator developed by Cynthia S Paim, PhD in Oxford, especially for this purpose. Over 81 million meatless meals were served within the year of 2019 compared to 67 million in 2018, and our goal before the pandemic was to reach 100 million meatless meals in one year. Due to the pandemic, schools and companies are not working and we had to suspend all trainings related to the campaign. Online trainings are also not possible due to the humble economic condition of the school cooks and their difficult access to technology. We had to adjust momentarily the outcomes for this campaign, focusing on increasing the knowledge of the benefits of adhering to a plant-based diet and for reducing meat consumption. For that, we are challenging celebrities / influencers. To date, the sum of followers of the challenge has exceeded 60 million individuals.

How do you measure the outcomes of this program?

We measure the outcomes by collecting information from the institution in question regarding the number of individuals served, the per capita meat consumption, the number of ongoing days of the campaign and comprising the data in an excel spreadsheet. Over 81 million meatless meals were served within the year of 2019 compared to 67 million in 2018.

Increasing growth and reach via our social media. In the past two years, the main social network of Meatless Mondays has almost doubled its number of users, reaching 229,000 Instagram followers. This growth is combined with an increase in the number of interactions, direct messages, supporters and individuals interested in the Campaign.

Over 10 million individuals potentially reached as followers of our ambassadors.

Do you collaborate with other organizations in this program?

Yes, with Humane Society International (HSI). When we did trainings HSI was responsible for the printed materials and supplies and SVB took all the kitchen equipment and one chef of each institution attended and did the training.

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

Outcome 1: Building capacity of 1,200 cooks of São Paulo public school system and other institutional food programs.

Outcome 2: Reaching over 81 million meatless meals served in one year (2019).

Outcome 3: The Brazilian Vegetarian Society was invited by former Beatles Paul McCartney to organize an awareness action regarding the Meatless Mondays campaign for his fans during performances in the country. The action impacted more than 80,000 people attending the events of the 'Freshen up 'tour in São Paulo (SP) on March 26 and 27 and Curitiba (PR) on March 30. 50 volunteers were mobilized and engaged in pamphlet distribution and fan approaching discussing the benefits of rethinking meat consumption. The former Beatle even tweeted congratulations regarding the successful implementation of Meatless Mondays in the public schools of the city of São Paulo (<https://twitter.com/PaulMcCartney/status/1111325249684078592>)

Outcome 4: With the help and support of SVB, municipal schools diversified and doubled the supply of vegetable proteins in 2019 through the Sustainable School Menu Project, launched in December 2018, resulting in 44.7 million meatless meals served in schools in the year 2019 - in 2018 the replacement of meat protein happened only twice a month and in 2019 it became a weekly practice. The project expanded the offer of pulses such as chickpeas, black beans, peas and lentils, which became prominent in the meals offered in the chain's schools, with recipes signed by Bela Gil and adapted by SVB for each school's reality. Six training sessions were carried out by SVB to 252 cooks and nutritionists in the schools, with lectures on the benefits of expanding the supply of pulses and workshops regarding the preparation of meals.

Outcome 5: In July 2018, the Municipal Secretary of Assistance and Social Development of São Paulo, along with the Brazilian Vegetarian Society and Humane Society International (HSI), launched the implementation of Meatless Mondays in their reference centers of social assistance and youth shelters. The project aims to provide a more healthy and environmentally suited diet with lower sodium and fat to a less privileged population. The implementation process was outlined with three stages: (1) training workshop for the cooks; (2) in loco visitation with assessment of pantries, drafting of the menu for the day and for the weeks to come, preparation of vegan meal and explanations regarding the benefits of the campaign not only regarding health but also its impact in the environment; and (3) issuance of a reports by the end of each visit and follow-up / monitoring via emails and phone calls. This project began with a pilot of 60 centers that attended the workshops. As a result, 55 centers adopted the Meatless Mondays campaign. 25 centers were visited and 2,743 children were served. By the end of the implementation, the program shall attend 220,000 people and shall serve 11,5 million meatless meals per year.

Program 2

Program name: Vegan Label and Guidance to Food Industry

Date commenced: June 30, 2013

Description:

The nature of the program is educating the supply chain industries and directing it towards vegan solutions (free of animal ingredients and free of animal testing). SVB created [a labeling program](#) with more than 2,500 products from 155 manufacturers/brands certified). In March 2020 we have reached over 4,200 ingredients analysed of over 600 different suppliers that were audited. Until the end of the present year we aim to conduct independent & controlled assessment of the sales impact of certifying products of at least 5 big players (multinationals and/or large companies - already achieved - and have a Vegan Label department staff with at least 5 full-time employees - we currently have 4 full-time employees.

The interventions employed to achieve these outcomes would be further developing the skills of the team taking care of this program into a free-of-charge consulting team for food industries (whether with products certified or not) that are looking at developing and launching vegan products. In that sense, this team aims to become our "food industry team" - it is already headed by a food engineer, which has been delivering presentations in industries' headquarters (such as two presentations given to the Unilever Brasil full R&D team), participating in meetings to help Marketing and R&D teams of food industries find the right solutions. We want the team to participate in major industry fairs as content providers (e.g. lectures and articles) and also as exhibitors (such as Food Ingredients South America and Fispal Tecnologia) to provide valuable advice to visitors and exhibitors with decision-making potential.

In December 2019 we received a grant from Proveg International to influence the food & ingredients industry in major business events by educating the Food industry regarding the vegan market and the vegan products. Food Industry in Brazil is excited about vegan products, but do not know where to start and the specifics on this market and on research & development. There are roughly 4-6 major business fairs throughout the year which would be the perfect opportunity to connect with these industries and help them succeed and move faster.

The outcomes this project aims to achieve are (i) influencing at least 12 companies in the food industry business, (ii) participate in the development and /or launch of at least 20 vegan products, (iii) have media coverage in at least two food industry related media outlets, (iv) get at least two speaking slots at those events.

The interventions would be having a strong presence at these events, influencing at least a dozen industries in the right direction.

How do you measure the outcomes of this program?

We track the launch and marketing of new vegan products, especially the certified, and with special attention to how much media coverage such product releases get. We make sure this program is self-sustained by raising enough funds from (very inexpensive) licensing fees of SVB's

Vegan Label. We do our best to also track and measure our influence/success in terms of directing new guidelines such as industry or government standards on vegan labeling. We count how many products we have certified, how many ingredients were analyzed, how many suppliers were audited. This way we believe we educate the supply chains and procurement policies to gradually transition to a more vegan-friendly industry landscape.

Do you collaborate with other organizations in this program?

Yes, we have the collaboration of Proveg International that gave us a grant to influence the food & ingredients industry in major business events by educating the Food industry regarding the vegan market and the vegan products.

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

1. The Vegan Label program was founded in 2013 and made its first three certifications during that year.
2. Between 2016 and 2018, the Vegan Label program team delivered their first four lectures about the vegan market trend and the vegan label, including in Brazil's largest natural products fair (Bio Brazil / Natural Tech) and in Brazil's largest cosmetics fair (FCE Cosmetique).
3. Between 2017 and 2018, we achieved our goal of certifying products of large multinational food industries for the first time (Unilever and Bonduelle).
4. In 2018 alone, our Vegan Label products pool grew from 400 to nearly 900 certified products, a more than two-fold growth. By then we had already analysed more than 3,700 ingredients. That year (2018) was also the first year the Vegan Label generated net income instead of net expenditure.
5. Until the beginning of 2019, our team grew stronger and larger (to 3 full-time staff, which now grew further to 4 people) and we were prepared to start delivering lectures and holding booths in large mainstream food industry events, such as Fispal Food Service, Fispal Tecnologia, and Food Ingredients South America, and to start influencing major vegan labeling guidelines such as ISO's.

Program 3

Program name: Training of Physicians and Dietitians on Vegan Eating / Influencing the Health sector

Date commenced: September 10th, 2016

Description:

The nature of the program is to train health professionals (dietitians, physicians and others) on the viability and benefits of vegan eating, by holding in-person trainings in big cities. We have also been working on influencing dietary guidelines for several years now, including two major successes, namely the [recognition by CRN-3 \(see page 28\)](#) (Nutrition Council of São Paulo) that vegetarian and vegan diets are healthy when properly planned, and the inclusion of "vegetarian and vegan children" in the Health Ministry's national [Dietary Guidelines for Children Under Two \(see page 129\)](#).

The outcomes this program aims to achieve would be to influence more dietary guidelines and medical associations, build capacity of more professionals (including online trainings), participate in major medical conferences, and engage mainstream health influencers to speak about vegan diets. Before the pandemic SVB planned to host the second edition of [Plant Based Conference Brazil](#) (in 2018 we had dietitian Brenda Davis come deliver the keynote; this year Dr. Michael Klaper is coming). Investment of US\$ 42,000 needed each year to hold at least 10 in person trainings.

Regarding SVB's interventions, within the last year we held 6 events in 6 different cities (São Paulo -SP, Campinas - SP, Curitiba - PR, Brasília - GO, Salvador – BA, Belo Horizonte – MG) to promote the training of physicians and dietitians, with approximately 955 professionals trained. All events had a great public response, especially regarding the speakers selected to each event. The reports regarding the reviews of the trainings were great: 99,7% of the professionals who participated said they would recommend that training to colleagues and 99,3% considered the trainings good or excellent. Also, 47,6% of participants were not vegan or vegetarian. Due to the COVID outbreak and mandatory isolation and security measures, SVB started using a distance-learning platform that enabled the creation and presentation of a introductory class of plant-based nutrition for health professionals and dietitians for a symbolic cost as an alternative to continue the trainings during this troubled times. We had an average of 315 participants in the first two editions and an on edition with 233 participants that ended in June 25th. We intend to make one edition per month, as well as other specialized classes that shall deepen people's

knowledge on specific topics and bring continuity to the introductory class on plant-based nutrition. With the planned July edition of the introductory class of plant-based nutrition we will reach our goal of 1,700 professionals trained in a little more than one year. We were very happy to witness the distance-learning courses being sold out in a matter of hours of each launch to the public and we intend to continue with courses until the end of the year. We would need funding of USD 650.00 per month to carry out this project using the distance-learning format.

How do you measure the outcomes of this program?

We measure the outcomes by measuring the impacts of the trainings with the feedback of the health professionals that attended the courses, by keeping track of how many were trained and by researching how the training affected their practices. Our team does a follow-up satisfaction survey with all participants after every edition, and another one in 6 months to a year's time to see how they applied those new knowledges in their professional lives. We also make sure to keep a track record of successful interferences in reports, major news articles, institutional positions and official guidelines on vegan nutrition and vegan eating.

Do you collaborate with other organizations in this program?

Yes. To carry out part of the activities of this campaign, we were proudly supported by a PROVEG International grant.

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

1. Within a little more than one year 1,700 professionals were trained.
2. By 2018 we had already secured a speaking slot every year at the GANEPÃO Conference - Ganepao is one of the biggest, among the nutrition conferences in Latin America. It has the presence of the most renowned health professionals of the segment, and stands out for presenting relevant, multidisciplinary and current scientific content, supported by important institutions and associations in the health area. With a renowned tradition, the conference targets doctors, nutritionists, nurses, pharmacists, among other health professionals and brings several scientific activities that, in an interactive and innovative way, provide "the best nutrients for your career".
3. Our Head of Health & Nutrition Department participated in a mainstream dietitians' event called Meeting on Efficient Nutrition.
4. With SVB's contribution, the Ministry of Health of the Brazilian Government issued, in November 2019, the new dietary guidelines for children under two years old, with two pages regarding vegan and vegetarian kids.

5. Our head of Health & Nutrition Department gave three interviews about vegetarian diets to Marcio Atalla, Brazil's most famous physical educator. We expect to influence even more prominent health professionals, especially physicians, to speak out about the viability and potential benefits of vegan eating.

Program 4

Program name: Vegan Option Program

Date commenced: October 2016

Description:

The nature of this program is consultancy - offering free gastronomy advice to restaurants interested in including plant-based meals on their menus, creating vegan options in restaurant chains while promoting accessibility to vegan food. Since its beginning, SVB was able to implement vegan options in 18 restaurant chains (and many other single-unit restaurants), including the recent collaboration with Subway Brasil to launch a fully plant-based sandwich (with patties, cheddar and barbecue sauce) in its nearly 2,000 locations across the country--which [came to public](#) in March 2020 almost four years after our first approach.

In the beginning of this project companies and food industry business were reached by SVB with the request of creating a vegan option with all the data supporting such request. We would target CEOs and Research and Development teams of such entities. In the past year or so we've noticed a boom of vegan products being developed and thus this project has transitioned from a more "ask-type" of campaign to a more "consulting-type" of program, so the new outcomes the program aims to achieve are helping food service brands choose the right solutions for their challenges on the "veg" universe. From the consumers perspective, the program is transitioning to a reference guide to restaurants with fully vegan options; our [geolocated guide to vegan options with 3,200+ locations](#) is an example and accomplishment of such approach. We have also been working with catering service providers, such as GRSA (Compass Group's subsidiary in Brazil) and others, to fasten and assist the implementation of vegan options in corporate cafeterias.

For food service providers, we offer guidance and tips such as those in [our platform for restaurants](#) where any person could have access to suppliers, recipes and information regarding frequently asked questions and all information needed for the implementation of a vegan option.

How do you measure the outcomes of this program?

Number of restaurants and restaurant chains launching vegan restaurants with our consultancy; Number of restaurants and restaurant chains launching vegan options overall; major & strategic food service brands launching vegan options; whether restaurants are launching fully-vegan (e.g. with vegan cheese) or just partly-vegan options (e.g. vegan patty, vegan bread, but the default option has cheese and egg); offering tools with a high potential of helping consumers engage in more vegan-friendly out-of-home food purchasing behavior (such as our [geolocated guide to vegan options](#)).

Do you collaborate with other organizations in this program?

Yes, Humane Society International. They acted as our first sponsors on this program, and also offered free chef consulting on several occasions throughout the past few years. Also the project "Vista-se" (powerful vegan news portal in Brazil) was a partner in the Subway Brasil vegan option campaign.

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

Outcome 1: Launch of vegan options at fast food chain *Baked Potato* with the support and guidance of SVB;

Outcome 2: Launch of vegan options at japanese restaurant chain *Makis Place* with the support and guidance of SVB;

Outcome 3: Launch of a location tool built in Google Maps that can locate restaurants with vegan options across the country - <http://www.ondetemopcaovegana.com.br/> .

Outcome 4: Collaboration with Subway Brasil to launch a fully plant-based sandwich (with patties, cheddar and barbecue sauce), which [came to public](#) in March 2020 almost four years after our first approach.

Outcome 5: Our attendance in major restaurants fair *FISPAL Food Service* in 2018 and 2019, and the regular publication of our content in their website/platforms.

Program 5

Program name: Se você ama um, por que come o outro? (Why love one and eat the other?)

Date commenced: March 14, 2020

Description:

The nature of this program is to make people rethink their habits by extending the empathy they have for pets to all animals, specially taking into account that the current population of Brazil is 212,611,764 people with an estimate of 139,3 million pets. The campaign enables an expansion of the circle of compassion towards all animals. In 2020 SVB [re-launched the campaign](#) (that was previously launched in 2013) with the collaboration of several celebrities and influencers publishing the message in their own social media profiles, asking everyone if they love and respect a dog or cat or a pet at home, why eat another animal that is equally intelligent, fascinated, affectioned and has its own personality, like a pig, chicken or cow. The outcome for this program is a gradual cultural change in perspective of the public in general regarding compassion and empathy for farmed animals. It is our goal to raise funds up to US\$ 50,000.00 to spread the message by putting up several high-visibility billboards and bus/metro ads.

How do you measure the outcomes of this program?

While it is not a campaign with easily measurable results, we believe it to be a powerful tool for raising awareness, especially when opinion makers engage. For example, the posts and video of the campaign reached 200 thousand people so far.

Do you collaborate with other organizations in this program?

No

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

1. In the original launch in September 2013, SVB placed an ad in one of the busiest subway stations in the city of Sao Paulo, reaching over 276 thousand people per day - a number never achieved before in Brazil for a campaign promoting plant-based diets. Here is a link for the interventions from 2013 <https://www.youtube.com/watch?v=iLylpzUCVEs>
2. Put up a 20-meter billboard by the most important highway from São Paulo city to the beach, Rodovia Imigrantes, having more than eight million cars pass by over a period of four months.
3. The campaign echoed across the country and was printed in billboards in significantly visible places in at least five big Brazilian cities until the end of 2014.
4. Adding up the various placements of the campaign, a total of approximately 10 million Brazilians (5% of the country's population) was reached.

Program 6

Program name: VegAction

Date commenced: July, 2018

Description:

The nature of this program is increasing public pressure towards a needed action or omission in the name of animal advocacy. SVB created a group of volunteers (currently 662 individuals) to be mobilized to make pressure using social medias and to carry out petitions and claims and give support to complaints and requests regarding all types of matters related to animal advocacy and also to congratulate stakeholders that do something positive to help the vegan community or the vegan movement. It started as an initiative but now is been organized to work as an individual program. The interventions are always on-line and with constructive wording and critic. The volunteers do not identify themselves as SVB representatives or as someone with any connection with SVB - this is to strengthen the idea that different individuals without any apparent link are asking fo the same thing.

The outcomes this program aims to achieve is to make stakeholders change their minds and actions through public pressure and give more visibility for such matters.

How do you measure the outcomes of this program?

While it is not a campaign with easily measurable results, we believe it to be a powerful tool for change. The outcomes are difficult to measure since we can not prove that the positive outcomes are indeed related to the program, but we definitely think it is worth a try, especially regarding the dynamic created with the volunteers.

Do you collaborate with other organizations in this program?

No

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

- Congratulate Subway for the launching of a vegan option with vegan cheddar and patties.

- We managed to cancel the "Live with Touros do Circo Irmãos Power" by asking our volunteers to post about it and tag the circus' IG @circoirmaospowerofficial and ask them not to use live bulls in their live - 04/04/2020
- Fine for ox spree 08/19/2019 - Make pressure in a government legislator's profile to ask politely for him to release the law project 103.7 / 2019 to be voted regarding fines for people who practice the ox spree.
- Action to support the bill to prohibit the opening of new zoos and aquariums in SP
- Request for the owner of a big hamburger chain called MADERO to create a vegan option.

Program 7

Program name: Bomba-Relógio (Ticking Bomb)

Date commenced: April 2, 2020

Description:

The nature of the campaign is to raise awareness and put meat consumption in the center of the debate about emerging infectious diseases (both because of virus recombinations and increase of antibiotic resistance). This is an issue that is always addressed at our events but we thought we should make the most out of the current worldwide massive sensitivity to public health & epidemiology issues and create this campaign. SVB launched the campaign and a short video with celebrities, including former TV show host Xuxa Meneghel--with over 11 million followers--, asking people to stop eating animals - you can see the video [here](#). We have also used our social media and website to promote a book written by Cynthia Schuck (renowned epidemiologist and also SVB's Scientific Coordinator) called "Pandemics, Global Health and Consumer Choices" (available in Portuguese at www.livropandemia.com). We are currently searching for sponsors and donors to help us access the mainstream media. Also, please find a news story on the launch of the book [here](#).

The outcomes this program aims to achieve are having Brazilian health opinion makers talking about this issue and having mainstream media broadcasting it to the broad public. Our goal is to reach 2 million people using both on-line (social media, mail marketing, etc.) and off-line (main media, etc.) approaches. The intervention employed to achieve such outcome would be getting access to the mainstream media.

How do you measure the outcomes of this program?

The video reached over 430 thousand Instagram accounts with over 8 thousand directs to others. These numbers do not include the video posted by celebrities - Xuxa, for example, posted the video and achieved 212 thousand views. Luisa Mell achieved 219 thousand views. We believe it to be a powerful tool for raising awareness, especially when opinion makers engage.

Do you collaborate with other organizations in this program?

No

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

- 2,800 “Pandemics, Global Health and Consumer Choices” books downloaded (available in Portuguese at www.livropandemia.com)
- Potential to reach over 10 million individuals that are followers of celebrities engaged in the campaign
- 9 posts in the SVB’S IG with information regarding the campaign.

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

We are a non-profit NGO created in 2003 with the mission to (i) promote the replacement of animal protein with plant-based protein, in the individual and institutional levels; (ii) expand and facilitate access to vegan products and services; and (iii) produce and broadcast reference information for professionals, institutions, opinion makers, and the Brazilian society in general, about the principles, viability and benefits of vegan eating.

As to achieve such mission, SVB is willing and able to: (i) Encourage the formation of groups and organizations that promote the cause of vegetarianism, as well as cooperation between these groups and organizations; (ii) Promote and organize local, regional, national and international vegetarian events to publicize and develop interest in the cause of vegetarianism and provide an opportunity for vegetarians to come together; (iii) Encourage research into all aspects of vegetarianism and the collection and publication of materials on the subject; (iv) Study and suggest measures aimed at food and nutrition security; (v) Represent the cause of vegetarianism in local, regional, national and international organizations; (vi) To initiate legal actions in order to preserve SVB’s mission; (vii) Develop educational materials on the cause of vegetarianism and disseminate them as widely as possible; (viii) Raise funds for the achievement of its objectives and to support members and affiliated groups.

While supply side mitigation policies are critical, the implementation of programs aimed towards the reduction of the demand for animal sourced foods are essential to reduce animal exploitation and contribute to a stable climate and sustainable development.

Reducing meat consumption is particularly relevant in Brazil, a country with meat-centric dietary patterns emphasized by large-scale industrialized corporate farming based on land concentration that, aside from endangering food security and food sovereignty, also generates a great negative impact in public health - especially among the most vulnerable population - and unmeasurable repercussions to the environment. In this context, SVB believes that fostering changes in consumption habits holds great potential to save animals, reduce animal exploitation, increase good health and protect the environment.

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

All group related activities such as workshops, lectures, presentations, reunions and events had to be halted /postponed and we are not certain on how they will be formatted after the pandemic. We had to postpone workshops of the Meatless Mondays Campaign regarding training of cooks - since the vast majority are low-income and sometimes elder women without access to the internet and/or online platforms. We also had to cancel all the upcoming events: Vegfest Brazil 2020, SVB's Cooking Show 2020 (at Naturaltech/BioBrazil/BioFach Fair), two trainings for health professionals in the first semester, and another four trainings for health professionals in the second semester (which had not yet been publicized). Several events we would take part in had to be postponed to October or November (Fispal Food Service, Fispal Tecnologia and FiSA (Food Ingredients South America), and others were cancelled (Arnold Sports Festival South America, Naturaltech/BioBrazil/BioFach Fair). A few other events have not yet been decided upon (whether postponed for very-late-2020 or cancelled this year), such as Plant Based Conference Brazil (still undefined).

Overall, despite all the changes and uncertainties we are very proud of how SVB has been navigating this storm, we didn't have to cut any members of our staff and we could quickly adjust to a home office routine with enough work for everyone to do remotely, focussing efforts on expanding our midias and raising awareness to the fact that we are only going through all of this do to the eating habits of most of the population. We also could shift our trainings of physicians and dietitians to a online format without losing quality or approval. Many of our volunteers from other cities continue with virtual activism to keep people engaged by doing virtual meetings; lives on instagram, webinars; finding more places with vegan options to be included into our map.

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

SVB started using a distance-learning platform that enabled (i) the creation of webinars that are free of charge and broadcasted once a week to the public in general regarding topics related to

our work; and (ii) the shift of in- person trainings to a distance-learning platform for the presentation of a introductory class of plant-based nutrition for health professionals and dietitians. We intend to make one edition per month, as well as other specialized classes that shall deepen people's knowledge on specific topics and bring continuity to the introductory class on plant-based nutrition.

We have also boosted SVB's YouTube channel by hiring a vegan chef who teaches vegan recipes once a week, which resulted in an increase of 2800 channel subscriptions, and carried out one-hour "lives" on the Meatless Mondays Instagram (@segundasemcarne) five days of each week for over 44 days with a number of different guests talking about the benefits of plant-based eating. We have also initiated a challenge towards non-vegan influencers to have a vegan diet at least one day of the week.

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

No, SVB did not cut any programs so far and it is not our intention to do so. We just had to postpone some events and cancel our Vegfest in this current yet. SVB's participation in events workshops and trainings of culinary cooks have yet to be adapted to a new reality after the end of social isolation. Such uncertainty creates huge difficulties in planning in terms of logistics. As we depend on safety protocols to build our actions, the short time-table for preparation is also a challenge.

Are there any other outcomes for past/discontinued programs not mentioned in the Program Tables that you would like to mention?

In 2017 SVB launched a campaign called "vegetarianism against cancer" to bring doctors and physicians together against cancer during our annual Vegfest and this gathering enabled a larger connection with those individuals that later decided to create an organization that is now called "vegetarian doctors" here in Brazil that constantly works with SVB to develop information and hold events.