

Vegetarianos Hoy'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: Opción V

Date commenced: January 2019

Description:

We work with restaurants, hotels, and food chains to encourage and support the creation of quality vegan options on their menus, assisting the product development, connection with vegan suppliers and the protocols they implement. We also work with producer companies so they can create or transform their current product into vegan options.

Our objective is to expand the options for consumers, generating better accessibility and facilitate the choice of plant-based dishes. Create the possibility for people to try vegan options and expand the vegan market. Part of the program is to accompany the companies with their launch and marketing to bring the company closer with new consumers, specially with those that are skeptical.

How do you measure the outcomes of this program?

Number of stores with vegan options through the program.

We are implementing a survey for companies to measure the impact on sales from the program.

Do you collaborate with other organizations in this program?

No

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

The program did not exist prior to 2019.

Program 2

Program name: Vegan Certifications

Date commenced: 2013

Description:

Our organization certifies products with Sello Vegano since 2013 and with V-Label since 2018, in Chile and other Latin American countries.

Our goal is to promote both the development of new products and the reconversion of existing ones. Certification is also a transparency tool for companies and makes it easier for consumers to choose vegan products when buying.

Internally, the program is also source of funding for our organization, it represents about 30% of our income. This is important for Vegetarianos Hoy as is an income that we can project and is an own generated income versus other sources that are more variable as grants.

In this program we contact and meet with companies to present the vegan certification, work on the certification process with them, use our social media reach to promote the certified products. We also generate press content about the certification that allow us to present the vegan and plant-based industry and development to the public opinion.

Until 2017 we certified both vegetarian and vegan products but following the general alignments of our organization we decided to only certify and promote vegan products.

How do you measure the outcomes of this program?

- Number of certified products.
- Number of companies with certified products.
- Number of converted products.
- Number of companies that solicit budgets.
- Press appearances generated from vegan certification content.

Do you collaborate with other organizations in this program?

Yes. We collaborate with V-Label international. They provide the license to certify products with their label and we work to have international standards for the certification. They also charge us a % of the income generated.

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

Outcome 1: By 2018 we had 15 companies with vegan certifications.

Outcome 2: By 2018, more than 20 companies had the vegan or vegetarian label at some point.

Program 3:

Program name: Chile Libre de Jaulas

Date commenced: March 2020

Description:

Through Chile Libre de Jaulas campaign, we work with companies to generate international standard commitments, with the aim of making the transition to using eggs that come from cage-free laying hens.

In Chile, by the end of 2018, the cage free production of eggs was about 1% of the total eggs production, this problem becomes exacerbated as the number hens impacted and their suffering are high. Chile is the fifth consumer of eggs in Latin America and consumption keeps growing, on 2018 it increased by 5,5%. . Today because of the work of organizations that number cage free hens has risen to 2%.

How do you measure the outcomes of this program?

- Number of commitments.
- Size of the companies making commitments.
- Estimated hens impacted by the commitment converting que number of eggs the company uses.

Do you collaborate with other organizations in this program?

Yes. We became members of the international coalition Open Wing Alliance on 2018 as we were planning to have a cage free campaign in the future and wanted to learn more about the work

been done internationally and in our region. Later in 2019 we also became a grantee allowing the campaign to start. We as members and grantees have regular contact with the international and Latin America members, participate in their summits, events, monthly calls, share strategies and successes.

Also we collaborate with other organizations working in Chile like Sinergia Animal and HSI to coordinate and amplify efforts in the best possible way.

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

The program did not exist prior to 2019.

Program 4

Program name: Lunes Sin Carne

Date commenced: March 2014

Description:

The international Meatless Monday campaign -Lunes Sin Carne in Spanish- is active in more than 40 countries, and encourages people to leave animal products off their plates at least one day a week, educating in the main reasons for doing it: for the health, for the planet and for the animals.

We take different approaches for the campaign:

Work with schools and universities to promote the campaign in their cafeterias.

Work with casino/cafeterias companies to help them implement the campaign with their clients.

Work with national institutions to implement in they own casinos or at national level like public schools.

Use social media to promote and invite individuals to join the campaign and show institutions the interest people has in the initiative.

How do you measure the outcomes of this program?

- Number of institutions implementing.
- Number of persons involved or been reach on those institutions by the campaign.
- Number of plates changed or increase of plant-based plates when information is available.

Do you collaborate with other organizations in this program?

Yes. We are part of Meatless Monday Global and collaborate with information and material between all the members.

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

Outcome 1: Launching the campaign with a Lunes Sin Carne stand and volunteers leafleting during Lollapalooza March 2014.

<https://www.facebook.com/VegetarianosHoy/photos/a.374858532561150/668403403206660/?type=3&theater>

Outcome 2: On 2015 we launched the first Meatless Monday website in spanish with an international recipe book.

www.lunessincarne.net

Outcome 3: On February 2018 we launch the campaign on the Chilean Ministry of Environment casinos/caferterias. They have also sponsored the campaign as it aligns with the objectives of the ministry since 2018.

<https://www.facebook.com/LunesSinCarneNet/videos/1288146454619292/>

Outcome 4: On October 2018 we worked with Uber Eats in Chile to promote the campaign during a month in the popular app and encourage their customers to try plant-based food on Mondays.

<https://www.biobiochile.cl/noticias/ciencia-y-tecnologia/moviles-y-computacion/2018/10/02/lunes-sin-carne-uber-eats-se-une-a-la-popular-campana-mundial.shtml>

Outcome 5: On November 2018 Sodexo Chile started a pilot plan to implement the campaign in their corporate casinos. Implemented on 3 of their client's casinos resulting on an increase of vegetarian plates served on Mondays from 10% to 24%, an even 40%, during the pilot period.

<http://chinita.cl/sodexo-firma-alianza-con-fundacion-vegetarianos-hoy-para-promover-lunes-sin-carne/>

Program 5

Program name: No Son Muebles

Date commenced: 2015

Description:

A campaign to get animals to be considered sentient beings and “subjects” instead of “objects”, by Chilean law. Currently, Chilean Constitution does not mention them, and in the Civil Code animals are considered “movable property”, that is, simple objects, property of someone. The ultimate goal of the campaign is to give animals the moral consideration they deserve, in all bodies of the law.

In this program we work both on public opinion and legal approach. Collecting sign ups on the change.org petition and working on the Constitution reforming opportunities that emerged on 2015 and later on 2019.

We also work with politicians to present law projects to include animals on our Civil Code.

How do you measure the outcomes of this program?

- Signatures on the Change.org petition.
- Politicians and other opinion leaders supporting the campaign.
- Press appearances every year.
- Law projects presented and their advances.
- Changes in the Civil Code and or Constitution.

Do you collaborate with other organizations in this program?

Yes, more than 10 different national animal advocacy organizations have supported the campaign since 2015.

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

Outcome 1: Reaching +100.000 signatures on the petition on May 2016, the petition was also supported by Jane Goodall on 2015 and Peter Singer on 2016.

- <https://www.biobiochile.cl/noticias/2016/05/13/la-campana-animalista-nosonmuebles-alcanza-las-100-mil-firmas-de-apoyo.shtml>
- <https://www.m360.cl/noticias/vivir-bien/sociedad/columna-vegetarianos-chile-5-reflexiones-del-animalista-peter-singer/2016-11-24/153813.html>
- <https://www.change.org/p/reconocer-a-los-animales-como-seres-sintientes-en-la-nueva-constitucional-de-chile>

Outcome 2: On June 2016 we presented the signatures on La Moneda, the action had a huge press coverage and a response from the Secretary of State.

- <https://www.eldinamo.cl/ambiente/2016/06/01/ongs-llegaron-a-la-moneda-a-pedir-que-los-derechos-de-animales-sean-parte-de-nueva-constitucion/>
- <https://www.facebook.com/VegetarianosHoy/photos/a.374858532561150/922055497841448/?type=3&theater>

Outcome 3: On 2015, we launched a video with the support of national and international celebrities such as the actor Benjamín Vicuña and singer Gepe among others.

- <https://www.biobiochile.cl/noticias/2015/08/24/famosos-se-unen-a-campana-no-son-muebles-enfocada-en-la-proteccion-y-derechos-de-los-animales.shtml>

Outcome 4: On 2016, we presented with the congressman Ricardo Rincón, a Law Project so animals would be considered sentient beings in the Chilean Civil Code, that was supported by representatives from different political parties.

- <https://www.elmostrador.cl/noticias/pais/2016/05/20/presentaran-proyecto-para-que-animales-sean-considerados-seres-sintientes/>
- <https://www.biobiochile.cl/noticias/sociedad/animales-y-mascotas/2016/08/19/nosonmuebles-proyecto-de-ley-busca-reconocer-a-animales-como-seres-sintientes.shtml>

Outcome 5: On 2017, we achieved that the current presidential candidates committed to work for the animals if elected.

- <https://www.change.org/p/felix-gonzalezg-camaradiputados-vladomirosevic-animales-como-seres-sintientes-en-la-nueva-constituci%C3%B3n-nosonmuebles/u/21689335>
- <https://www.change.org/p/felix-gonzalezg-camaradiputados-vladomirosevic-animales-como-seres-sintientes-en-la-nueva-constituci%C3%B3n-nosonmuebles/u/22135078>

Program 6

Program name: Sin Rodeos

Date commenced: 2017

Description:

This campaign seeks to make visible the reasons why rodeo should stop being considered as the “national sport” of Chile, eliminating the financing granted to it for this erroneous conceptualization, and ending its exclusion within the Animal Protection Law. Although this is not the first campaign in Chile against rodeo the approach of Sin Rodeo is to reach transversal publics instead of direct activism, it is the first time that the rodeo debate has been debated on national press.

We have conducted investigation to determine the “sports” status of rodeo.

Present criminal complains about animal abuse on rodeo.

Expose the financing by municipalities, thousands of dollars that could be distributes to education, heath, and other issues.

How do you measure the outcomes of this program?

- Signatures on our online petition
- Criminal actions against rodeo presented and their resolutions.
- Press media appearance every year.
- Declarations, ratifications, or changes by institutions involved in the investigations of the campaign.
- Changes on the animal protection law.

Do you collaborate with other organizations in this program?

No

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

Outcome 1:

On 2017 we launched the campaign with celebrities in a viral video. This was the first-time rodeo was questioned in a serious debate and was installed on national press.

- <https://www.eldesconcierto.cl/2017/09/04/video-yo-quiero-un-chile-sinrodeos-el-viral-de-fugas-de-tv-que-piden-el-fin-del-maltrato-animal/>

Outcome 2:

On December 2018 we presented the first criminal complaint for animal abuse on rodeo in Chile. The complaint was later dismissed but set precedents for future legal actions, had great press coverage and response from the National Rodeo Federation.

- T13 News channel: <https://www.youtube.com/watch?v=6taJX1rrqA0>
- CNN: https://www.cnnchile.com/pais/presentan-primera-querella-en-chile-por-maltrato-animal-en-el-rodeo_20181210/

Program 7

Program name: Veggie Challenge

Date commenced: 2019

Description:

This 30-day challenge seeks to incentivize people to adopt a plant-based diet, providing support through daily emails where they can find recipes, nutritional information, tips, and more. In this way, those who try out the challenge find it easier to follow a diet free of animal products for a month, and after having a positive experience are more likely to maintain it over time.

To promote the initiative we make social media campaigns, collaborate with local influencers and organizations to promote and use press management to reach new public.

How do you measure the outcomes of this program?

- Sign-ups.
- Final survey to know the reduction of animal products consumption.
- Estimated conversion of impact for animals, CO2eq and water.
- We are working for a 1-year survey for those that joined the challenge on 2019.

Do you collaborate with other organizations in this program?

We are currently collaborating with Challenge 22 from Animal Now. They are helping us to implement their mythology of the challenge to have a greater impact on the experience of the participants this will also allow us to have better rates on our final surveys.

We also have teamed up with ARBA to launch the challenge in Perú during 2020.

We collaborated on 2018-2019 with Veganuary, this collaboration is more detailed on the “Other program questions” form.

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

The program did not exist prior to 2019.

Program 8

Program name: Semana Sin Lácteos

Date commenced: 2018

Description:

Starting on the World Plant Based Milk Day, August 22nd, Semana Sin Lácteos is a 7-days challenge where we invite everyone to try a dairy free diet. We provide guidance through daily emails containing recipes, replacements, environmental information, nutritional information, tips, and more so the participants can successfully keep dairy out of their diets.

How do you measure the outcomes of this program?

- Sign-ups.

- Final survey that was implemented on 2019, to measure impact in dairy products consumption and intentions for future consumption.
- Estimated animals, CO2eq and water saved by the participants

Do you collaborate with other organizations in this program?

Yes, initiative is originally led by Plant based News and we became official partners on the Plant-based Milk Week. We worked in 2018 with Proveg Spain to launch the campaign in spanish parallelly that year. We coordinated dates to promote and adapted some of their material. After that we have kept promoting the campaign every year independently.

We have teamed up with ARBA to launch the challenge in Perú in 2020.

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

Outcome 1: +1.600 Sign-ups on 2018 from Chile, Argentina, Colombia, México and more.

Outcome 2: On 2018 we were invited to CNN live channel as a panelist to present Semana Sin Lácteos. The video recording is no longer available on the link but screenshots can be sent.

- https://www.cnnchile.com/lodijeronencnn/alarmante-cifra-mas-de-un-50-de-los-chilenos-s-on-intolerantes-a-la-lactosa_20180813/

Program 9

Program name: Plan V app

Date commenced: 2018

Description:

This mobile application, available for free for Android and iOs, works as a guide for those seeking information on how to eat a plant-based diet. It provides nutritional information, recipes, typical replacements, news, and more. The application has a list of certified vegan products with official labels, and restaurants with vegan options on its menu. We want to make it easier for anyone trying a plant-based diet to know the basic information, have a list of products and restaurants to opt for.

How do you measure the outcomes of this program?

- App downloads.
- Press appearances promoting the app.

Do you collaborate with other organizations in this program?

We applied for a Pollination Project grant on 2018 that was awarded on 2019 for the app development.

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

Outcome 1: Launching the app on 2018 for Android

- <https://www.m360.cl/noticias/vivir-bien/datos-practicos/plan-v-la-nueva-app-chilena-que-te-ayuda-a-ser-vegana/2018-03-06/130059.html>

Outcome 2: +5.000 app downloads on Android by the end of 2018.

Program 10

Program name: Biblioteca V

Date commenced: 2020

Description:

Released in 2020, Biblioteca V is a virtual library that operates as an information center of books, articles, papers and more, which seeks to help people reflect on our consumption patterns, and their impact on the planet and the rest of living beings. It is the first of its type in Latin America, and there is also a physical version with more than 100 books, in our office in Santiago (Chile).

We later changed the focus to be a more digital hub of information publishing and linking papers, thesis and more on the website that was developed. We especially want to make a space for publications in spanish and academic material from Latin America.

Before the Biblioteca V was launched, we encouraged the team members to borrow books from the library.

How do you measure the outcomes of this program?

- Number of books and other material available.
- Book borrowed.
- Collaborations to publish material online.
- Press appearances.

Do you collaborate with other organizations in this program?

On 2018 we applied for A Seed of Change grant that would later help us develop the website and buy more books.

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

The program did not exist prior to 2019.

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

We are an organization funded on Latin America and working for the Latin American regions to bring closer the international movement in spanish. Working to align globally on three areas: corporate outreach, individual outreach and legislative.

Since our beginning, our organization aims to bring the knowledge its members have from the international animal advocacy movement, especially European and from United State, and the strategies implemented to our region, always taking into account the reality and opportunities we have here. One of these topics includes the principles of Effective Altruism that we try to implement in our work and align within our staff.

We carry out and adapt campaigns such as 30 days Veggie Challenge, where we have participants from different countries such as Argentina and Mexico, and Lunes Sin Carne (Meatless Monday), also adapting the type of work that is done internationally to the countries we are present and possibilities of action. For both initiatives we always have contact with international organizations to align forces as Challenge 22 and Meatless Monday Global.

In the same way we also have brought the V-Label certification and our own label to spanish speaking countries to promote and improve the market for vegan products in Latin America where there is a lot of enthusiasm and possibilities for growth but still not much awareness on the topic.

All our work together has a direct or indirect impact on improving well animals' wellbeing on our region and raising awareness on public opinion and on the corporate world as is stated on our mission. We are positive that the approach that our organization uses are effective on working for the benefit of animals and therefore we want to keep and grow on the areas and initiatives that have shown good favorable results.

We have work intensively on social media to bring the animal movement closer to Spanish speaking people and its idiosyncrasy now becoming one of the biggest animal advocacy organizational account on Instagram with over 170.000 followers.

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

Some of our programs, those related with companies as Opción V, Chile Libre de Jaulas; and schools or universities, as Lunes Sin Carne, have been paused or slowed down for a moment as they have closed or are struggling with more pressing issues. During this time, we have focused on creating new plans and strategies for these programs to be ready to start working when the conditions allow it. We have also worked to promote those programs where COVID has meant an opportunity such as Veggie Challenge and social media initiatives. Also, Biblioteca V was just launched on February 2020, weeks before the pandemic arrived. As we could no longer borrow physical books, we decided to upload digital content on the website and promote that version of the project instead.

On the other hand, since February we were in the process of hiring two new full-time positions. When COVID arrived on March, decided to continue the process, and still hire those positions but on a part-time mode. This has allowed us to still be able to function and keep our programs, not on a 100% but we consider it to be appropriate for the current reality. This has also allow us to hire a new staff member, also part-time, we did not consider in the beginning but we realized it was already necessary, this would not have been possible if we had everyone full time at the moment.

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

Yes. We have encouraged our team to use this time to reevaluate the approaches taken on every program and create new strategies for now or the future. In general, we have also started to expand our team as we have identified that for the success of some areas and diminish the workload of critical positions new staff was needed.

We also identified the opportunity to take this time to train more deeply our team and also to attend conferences and webinars that where not a possibility for the whole staff due to locations and expenses such as travel and tickets. Now that webinars and conferences are online all the

team has benefited of that situation and learning new strategies in their areas and about the international movement.

Finally, we also decided to use the time during the pandemic to focus on internal aspects of our overall operations. These months we worked to launch our new institutional website both in spanish and in english, we are working to present our annual memory on the FECU format -a standard format used by NGOs to present their work and financial statements that is consider more rigorous and professional- and to be reviewed by Fundación Lealtad, a national organization that measures the transparency and good practices within non-profits.

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

Yes. During 2019 we establish Elige Veganismo to act as a counterpart Chile Libre de Jaulas, trying to create a virtual team of volunteers that could pressure companies that did not have a positive response to the campaign. But we realized that it did not fit with the general approach of Vegetarianos Hoy, it was time consuming and was not having the expected impact, so we decided to cut it off.

We also stopped the cooking classes (presential) and movie screenings we held on 2018 and part of 2019. Although it gave us the opportunity to connect with our audience, we considered it was time consuming compared with the impact and audience we were able to reach. Instead, during COVID we starting a series of Instagram Lives in cooperation with influencers and other organizations for cooking classes and conversations about different topics as animal law, vegan and cruelty free certifications and more, this has proven to be much more efficient and decentralized that the presential activities.

Another program we cut was “Noviembre Vegano”. In this program we partnered with restaurants and during the month, a percentage of the income of some vegan dish would go as a donation to Vegetarianos Hoy. We heavily promoted the campaign on social media, but the activity was not successful, and the income generated was small, we were not able to generate convert our followers into clients of the restaurant. Therefore, we decided to discontinue the program and use that time for other programs that are more related to our core mission and are more impactful.

It is worth mentions that although during COVID we have not closed any program we have adjusted most of goals for our programs considering the current reality and to keep our team motivated towards more realistic goals.

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

Yes. In 2018 we were approached by Veganuary to help them launch for the first time their challenge on spanish language. Although we were already preparing our own Veggie Challenge we decided to collaborate, translating, creating, and adapting content, and finally leading the promotion on social media and press media during December 2018 and January 2019. We became the international partner with more sign ups, up to 5.000 from all over Latin America. Later in 2019 we launched our own challenge that is mention on the Program Tables.

<https://www.adnradio.cl/tiempo-libre/2018/12/26/llega-a-chile-veganuary-la-campana-para-ser-vegano-durante-enero-3842610.html>

Is there anything else you'd like us to know about your charity's programs, not mentioned in the Program Tables?

Additionally, to the outcomes we mentioned in the Program Tables, since 2019 we started to use a costing system to measure the total costs of the programs, not only direct cost. This is with the objective to be able to have an approximation of the cost per impacted animal we have with every program, analyze if it made sense for us and to compare with future years. Today we are also considering implementing the Animal Welfare Points to measure the impact of our work and programs.