

Program Outputs: Animal Welfare Campaigns

Outputs achieved by this program in the past 18 months:

US

BROILERS

- **Due to disruptions in the food industry amid COVID-19, our broiler welfare campaigns targeting major restaurant chains had to be paused. In their place, we started campaigning to see producers [end live shackle slaughter](#) and [adopt protections](#) for slaughterhouse workers.**
 - In these efforts, we've forged new and promising partnerships with organizations working on labor, environment, and food justice that we believe will allow us to work in a more diverse, impactful coalition in the coming years. In June 2020, we helped organize a week of actions against Tyson to demand that the company adopt a set of measures to improve worker health and safety during COVID-19. To kick off the week, 122 organizations signed on to a [letter](#) to Tyson's top 10 shareholders with these measures. The letter also included a demand for Tyson to end live shackle slaughter practices.
- **THL (US) worked with Whole Foods Market to [complete its broiler welfare policy](#) to be in line with the Better Chicken Commitment.** Whole Foods had previously committed to higher chicken welfare, but their policy lacked specificity around product scope and didn't address slaughter or commit to CAS. In their new statement, they've clarified that the fresh and prepared chicken they sell, as well as private label chicken products, are GAP-certified. More significantly, Whole Foods committed to transitioning all major suppliers to CAS processing by 2026 and reported that currently 80% of their main-branded chicken is processed with CAS. Whole Foods became the first national retailer to commit to the standards of the BCC, impacting all of its 500+ locations globally in the US, UK, and Canada, and sparing tens of millions of birds from the cruelest industry practices. Whole Foods [cited](#) working with Compassion in World Farming on the policy language.
- **Costco** - In mid-February of 2021, THL US joined efforts with Mercy For Animals to see Costco adopt standards aligned with the BCC. The campaign was launched after MFA released an undercover investigation in the New York Times on February 6th, 2021. Since February, THL has engaged in a high stakes campaign against Costco, [engaging](#) hundreds of thousands of consumers, contacting Costco's employees and key stakeholders, and executing tactics in Costco's headquarter city including multi-week advertising campaigns, a mobile billboard, and demonstrations. Costco published a [statement](#) on broiler welfare in March 2021 in response to the campaign, acknowledging the issues in its supply chain and pledging to engage with the animal welfare community, but did not commit to any new standards that align with our demands.
- In May of 2021, we launched a report highlighting pizza chains that had not yet committed to the BCC. As a result, [Papa Murphy's](#) and [Cicis](#) committed to the BCC. Additionally, Mellow Mushroom and Fresh Brothers recommitted to the BCC and published policies that had been previously taken down
- [The Honest Kitchen](#) (pet food) - We worked with The Honest Kitchen to adopt a BCC policy on April 6th, 2021. The Honest Kitchen cited working with other organizations as well.

- [Fuzzy's Taco Shop](#) - We worked with Fuzzy's Taco Shop to adopt a BCC policy on January 11th.

CAGE-FREE

- **In January of 2021, we launched the [Eggsposé](#), a report highlighting companies that had refused to complete or report progress on their past due cage-free commitments.** We first identified 31 US and Canadian targets who had committed to be cage-free by 2020 but hadn't yet disclosed progress. By the end of 2020, most had publicly reported their progress as a result of dialogue. The Humane League highlighted those remaining in The 2021 Eggsposé, a press release and report calling out the laggard companies who refused to be transparent about their cage-free transition progress. Within the first couple of days after publication in January, four additional companies reported progress. In total, 25 of the original 31 targets reported and/or readjusted their timelines while publicly committing to report moving forward.
 - 12 reported progress against their commitments, including [Nugget Market](#), [Wendy's](#), [Panda Express](#), [Hain Celestial](#), [Peet's Coffee & Tea](#), [AVI Foodsystems](#), [Harmons](#), [MMI Dining Systems](#), [Metz Culinary Management](#), [Hershey Company](#), [Accor Hotels](#), [Pita Pit](#).
 - 13 met their 100% cage-free goals, including [Arby's](#), [Caribou Coffee](#), [Gelson's Markets](#), [Heinen's](#), [Lucky's Market](#), [Mars, Inc.](#), [Nestlé USA](#), [Parkhurst Dining](#), [Quest Food Management](#), [The Fresh Market](#), [The J.M. Smucker Company](#), [Trader Joe's](#), and [Whitsons Culinary Group](#).
- **Media mentions:** In the first six months of 2021, we secured 101 media mentions covering our animal welfare campaigns and related issues, with a potential reach of 4,748,458,143 unique monthly visitors and with notable coverage in [Vox](#), [The Hill](#), [The Atlantic](#), [Financial Times](#), [Yahoo! Lifestyle](#), [MSN Lifestyle](#), [Eat This! Not That](#), [Mashed](#), [New York Daily News](#), [NowThis News](#), [WATTAg Poultry](#), [The Poultry Site](#), and [Plant Based News](#).

UK

BROILERS (UK)

We secured 46 broiler commitments, all with 2026 fulfilment dates:

- [Vacherin](#) (commitment made 1/2/2020)
- [Impact Food Group](#) (1/9/2020)
- [Olive Catering](#) (1/10/2020)
- [Delaware North](#) (1/10/2020)
- [Green & Fortune](#) (1/13/2020)
- [Amadeus](#) (1/14/2020)
- [ISS UK](#) (1/14/2020)
- [Yo! Sushi](#) (1/17/2020)
- [Thomas Franks](#) (1/17/2020)
- [TNS Catering](#) (1/20/2020)
- [Bartlett Mitchell](#) (1/28/2020)
- [Frankie & Benny's](#) (1/29/2020)
- [Wilson Vale](#) (1/31/2020)
- [Itsu \(Grocery\)](#) (2/11/2020)
- [Blue Apple](#) (3/3/2020)

- [Connect Catering](#) (3/5/2020)
- [Pizza Express](#) (7/15/2020)
- [Love Yourself](#) (7/23/2020)
- [Strada](#) (7/28/2020)
- [Coppa Club](#) (7/28/2020)
- [Greggs](#) (8/5/2020)
- [Pasta Evangelist's](#) (8/28/2020)
- [Nosh Detox](#) (9/9/2020)
- [Fit Kitchen](#) (9/10/2020)
- [KBK](#) (9/17/2020)
- [Detox Kitchen](#) (9/25/2020)
- [Tony Macaroni](#) (9/28/2020)
- [Balance Meals](#) (9/29/2020)
- [Gousto](#) (9/30/2020)
- [Jane Plan](#) (10/1/2020)
- [Feast Box](#) (10/2/2020)
- [Balance Box](#) (10/2/2020)
- [Fresh Fitness Food](#) (10/6/2020)
- [Cote](#) (11/19/2020)
- [Franco Manco](#) (11/20/2020)
- [Munch Fit](#) (12/1/2020)
- [Tops Pizza](#) (12/16/2020)
- [Pho Cafe](#) (12/17/2020)
- [Chiquito](#) (2/10/2021)
- [Burger King](#) (3/25/2021)
- [Caprice Holdings](#) (5/4/2021)
- [Bill's Restaurants](#) (5/4/2021)
- [The Ivy Collection](#) (5/4/2021)
- [The Birley Club](#) (5/4/2021)
- [Rhubarb](#) (5/11/2021)
- [Taco Bell UK](#) (5/21/2021)

BROILERS (EUROPE)

We secured 8 broiler commitments, all with 2026 fulfilment dates:

- [Entier](#) (1/10/2020)
- [Groupe Le Duff](#) (1/17/2020)
- [Pizza Hut](#) (1/17/2020)
- [Papa John's](#) (2/12/2020)
- [CH&CO](#) (2/28/2020)
- [Nando's](#) (7/27/2020)
- [Beco Pets](#) (8/6/2020)
- [Food Delivery Brands](#) (5/7/2021)

The above broiler commitments came about via four major means:

- At the end of 2019, we started outreach to all leading catering companies that are present in the UK. We signaled to them that we were reaching out with the aim of securing Better Chicken Commitments from all leading caterers, and that this would culminate in a [report](#) to be released on January 20, 2020. These commitments were achieved following corporate outreach, volunteer and supporter agitation, and ultimately the release of the report. As we had achieved commitments from all major companies, we opted to not move forward with

campaigning, as the return on investment did not seem to be there. For a number of the companies, Open Cages UK and Animal Equality UK also sent prompting emails. For the larger catering companies, it is very likely that they were in contact with Compassion in World Farming as well.

- The COVID-19 pandemic shut down many businesses in early 2020, and upon assessing the situation, we realized that the meal-kit industry was open and booming. We took a similar approach to the aforementioned food service report and focused it on the mealkit sector. The [report](#) was released on October 5, 2020. It was achieved by corporate outreach, volunteer and supporter agitation, and the communication aspect of releasing the report. We launched an online campaign to secure a policy from MunchFit.
- The other commitments were from the restaurant sector. At the very end of 2019, we launched the [Corporate Cruelty Awards](#), which led to commitments from Itsu, The Restaurant Group, Chipotle, Wahaca, Leon, Wimpy, and Yo! Sushi. In addition to this, we have pursued restaurant commitments throughout this difficult trading period by discussing progress in other sectors. Maintaining momentum and having a steady stream of commitments coming out over the pandemic has been key to advancing the broiler work.
- Another campaign push led to further commitments at the end of 2020. For this specific campaign push, we selected campaign targets that were reporting good business in spite of the pandemic. The following broiler policies were secured through public campaigning: Tops Pizza, Franco Manca, Cote Brasseries, Pho.

In addition to the above commitments, we were involved in the ALDI campaign preparation and negotiations in 2020, which led to their broiler commitment in Germany and Spain. We have also been involved in the ongoing Subway campaign.

CAGE-FREE

We secured 8 international cage-free commitments with various deadlines (see links for details):

- [Metro Group](#) (commitment made 1/20/2020)
- [Choice Hotels](#) (1/31/2020)
- [Club Med](#) (2/7/2020)
- [MGM Resorts](#) (2/25/2020)
- [Minor Hotels](#) (2/25/2020)
- [Lindt](#) (5/11/2020)
- [Melia Hotels](#) (11/17/2020)
- [RBI](#) (12/9/2020)

In addition to the above, THL UK supported the OWA and contributed towards:

- the Hotels Without Hearts project, which was led by the UK team
- the Hard Rock Cafe campaign, which won a policy for about 1/3 of their locations. The campaign was paused after 1.5 months to focus on higher-priority targets.
- the Mars Inc. campaign, which launched in April 2021 and is still ongoing
- the YUM! Brands campaign, which launched in May 2021 and is still ongoing

14 cage-free (UK) commitments were fulfilled:

- [Costa Coffee](#) (1/7/2020)
- [Wasabi](#) (1/9/2020)

- [Papa John's](#) (1/20/2020)
- [Thistle](#) (2/19/2020)
- [Morrison's](#) (2/20/2020)
- [Marston's](#) (3/16/2020)
- [Pizza GoGo](#) (10/7/2020)
- [Yo! Sushi](#) (4/26/2021)
- [Bill's Restaurants](#) (5/5/2021)
- [Vapiano](#) (6/23/2021)
- [Dim T](#) (6/22/2021)
- [Wildwood](#) (6/22/2021)
- [Vapiano](#) (6/29/2021)
- [Rossopomodoro](#) (6/29/2021)

9 cage-free (Europe) commitments were fulfilled:

- [Pizza Hut](#) (1/21/2020)
- [Whitbread](#) (3/4/2020)
- [2 Sisters Food Group](#) (10/7/2020)
- [Casino](#) (1/1/2020)
- [Coop CH](#) (9/14/2020)
- [Kraft Heinz](#) (2/18/2021)
- [Valora](#) (3/4/2021)
- [Nestle](#) (3/25/2021)
- [Système U](#) (5/5/2021)

9 cage-free (international) commitments were fulfilled:

- [Four Seasons](#) (1/22/2020)
- [Dorchester Collection](#) (3/27/2020)
- [PepsiCo](#) (8/1/2020)
- [Mars](#) (12/2/2020)
- [Mondelez](#) (1/19/2021)
- [Aramark](#) (1/29/2021)
- [Unilever](#) (3/31/2021)
- [Valora Group](#) (4/3/2021)
- [Lindt & Sprüngli](#) (5/14/2021)

We maintained contact with all the companies whose original cage-free commitments we had been involved in, checking in to see that each company had stayed on track with its commitment since the time it was made. Our interactions with companies prior to the pandemic indicated that about 85% were on track to fulfill their commitments. Many businesses became unresponsive during the first and second waves of COVID-19 in Europe. As discussions with companies progressed, it became clear that many of them planned to report on their fulfilment in early 2021 for 2020 commitments in line with their annual/sustainability reports. Therefore, we more aggressively applied pressure on the target companies starting in [February 2021](#). This led to the remainder of the above publicly reporting that they had met their commitment. Beyond that, Accor, Prezzo, Domino's UK, SSP Food Travel, Nomad Foods, Travelodge, and Danone extended their deadlines to 2021. Carluccio's, Busaba, Coffee Republic, and Millennium & Copthorne have yet to report on fulfilment, and we are increasing public pressure on these companies.

WELFARE IMPROVEMENTS FOR FISHES

THL UK also initiated our fish work in October 2020:

- We positioned fish slaughter as an issue for attention at the relevant ministries.
- We built strong collaborative relationships - we have organized and met with other animal protection organizations across the UK who are working on or interested in fish welfare. And we engaged Advocates for Animals, Humane Slaughter Association, and the British Veterinary Association (BVA) to build power for the movement.
- We also worked on messaging to ensure we and the movement could be as effective as possible in delivering the message around the sentience of fishes and getting people to take action to reduce this suffering. We engaged an external expert agency to run focus groups and understand how the public views fishes and their suffering. This highlighted key forms of communication that work to engage with particular mindsets. We then tested our results to see if our findings translated into the real world with interesting results. And we produced a [report](#) and released it to share our learnings on key findings with other NGOs.
- We secured 69 media mentions on our broiler, cage-free, and fish welfare work, including in major outlets The Guardian, The Mirror, The Times, The Star, The Daily Mail, The Independent, and The Grocer. These articles have a combined UVM (Unique views per month) of 1.21B.
- We secured support from high profile individuals including Joanna Lumley, Liz Bonnin, and Chris Packham (via collaboration with the UK broiler coalition), and vets Marc Abraham, James Greenwood, Pete Wedderburn and Cat Henstridge for our retail campaign.

MEXICO

LAS JAULAS DUELEN (CAGES HURT) AWARENESS CAMPAIGN

- As part of this awareness campaign, the [Bájale de Huevos](#) campaign was launched. This was a comms-led pledge campaign to follow-up on Las Jaulas Duelen. Its purpose was to urge our audience to eliminate or reduce their egg consumption.
 - To support the campaign, we “challenged” people not to eat eggs for a month and offered an egg-free recipe booklet as an open download.
 - The campaign was active from Jan 4th to Feb 1st, and in that time we registered 2,871 downloads, averaging at 99 per day.

REPORTING

- Alsea (Domino’s Pizza, Starbucks, Burger King, Chili’s, F. Chang’s, Italianni’s, The Cheesecake Factory, Vips, Vips Smart, El Portón, Archies, Foster’s Hollywood, LAVACA, Cañas y Tapas, Gino’s, TGI Fridays, Wagamama)
 - In February 2021, Alsea extended their Latin America policy to all of Europe, making it a [global policy](#).
 - In May 2021, Alsea released their [2020 annual report](#) (only available in Spanish). On page 76, they mention their progress on their cage-free policy. This is a big win for us because it’s the first major Mexican company to start reporting.
- Grupo Bimbo

- In February 2021, Grupo Bimbo announced that they will start [reporting](#) their progress towards their global cage-free commitment in their 2021 annual report. [Here](#) is a version in English.

REINFORCEMENT CAMPAIGNS

In May 2021, we focused our efforts on accountability campaigns against companies with cage-free commitments secured by THL MX. After the launch of pre-campaign actions, all of them re-started their dialogue with THL MX for the planning of their reports this year.

CAMPAIGNS SUPPORT TO OTHER ORGANIZATIONS

- RBI campaign (OWA) in October 2020
- Hard Rock campaign (OWA) in February 2021
- Salmo campaign (CIWF) in March 2021
- Mars campaign (MFA) in April 2021
- YUM! Brands (OWA) in May 2021

JAPAN

6 major companies published their global cage-free commitments in Japanese:

- Pullman Tamachi Tokyo
- Club Med
- Wyndham Hotels & Resorts
- METRO Cash&Carry Japan K.K
- RADISSON HOTEL GROUP
- All-Accor Live Limitless

13 companies have fulfilled their cage-free commitments and have agreed to collaborate with The Humane League Japan:

- INOUE EGG FARM
- Toritama Kobo & Sato Farm
- Tsunoda Farm
- Agricola
- Tanabe
- Kodawariya
- Kelp Farm
- Eat Natural
- San-no-Hachi
- Kijima
- All-Accor Live Limitless
- Yoshino Noen
- Healthy Mate

THL Japan has continued positive dialogue with high priority target companies and influential mid size Japanese companies, including three top Japanese food manufacturers, four Japanese retailers (including one of the largest retailers in Asia), and several international restaurant chains and hotels.

One major achievement is that Kewpie, which uses 10% of eggs in Japan, included language about developing products using cage-free eggs in their procurement policy. In April 2021, THL Japan confirmed that Kewpie added the language, "[we keep discussing what the way of management of laying hens in farms should be with related organizations and also will think about development of products which are made from cage-free eggs](#)" to their egg procurement policy.

MEDIA COVERAGE

- **13 media mentions in 2021**, including monthly articles that THL publishes on Poultry Research Magazine, and coverage from 5 newspapers as a result of the media campaign described below.
- Media Campaign at the Ministry of Agriculture of Japan on February 18, 2021.
 - As a result, **5** major regional newspapers, Ohita Goudou Shimbun, Shinano Mainichi, Okinawa Times, Niigata Nippo, and Nihonkai Shimbun, published the article.

OPEN WING ALLIANCE

GLOBAL CAGE-FREE

We launched four global cage-free campaigns:

- Restaurant Brands International (Burger King, Popeyes, Tim Hortons), which won a 100% global policy
- Hard Rock Cafe, which won a global policy for 1/3 of locations. This campaign was paused after 1.5 months to focus on higher-priority targets
- Yum! Brands, which launched in May 2021 and won in Aug. 2021
- Mars Inc. (led by Mercy for Animals and supported by OWA), which is still ongoing

COVID-19 prevented us from launching campaigns from March-October 2020. During that time, we focused more on corporate outreach and movement building initiatives.

We secured 21 global cage-free policies:

- [Costa Coffee](#) (1/7/2020)
- [Hershey's](#) (1/7/2020)
- [Metro Group](#) (1/20/2020)
- [Choice Hotels](#) (1/31/2020)
- [Club Med](#) (2/7/2020)
- [Igreca](#) (2/10/2020)
- [MGM Resorts](#) (2/25/2020)
- [Minor Hotels](#) (2/25/2020)
- [Lindt](#) (5/13/2020)
- [Puratos](#) (5/25/2020)
- [Gullon](#) (8/4/2020)
- [Cerealto Siro](#) (8/12/2020)
- [Shake Shack](#) (8/17/2020)
- [Papa Johns](#) (9/1/2020)
- [Lacatlis](#) (10/9/2020)
- [Orkla](#) (10/15/2020)
- [Melia](#) (11/17/2020)

- [Papadopoulos S.A.](#) (11/30/2020)
- [RBI](#) (12/9/2020)
- [Mandarin Oriental Hotel Group](#) (2/4/2021)
- Alsea Group (compilation of [LatAm](#) and [Europe](#)) (2/8/2021)
- [Minor Food Group](#) (5/28/2021)

The above commitments were obtained by the following:

- In early 2020, we began the launch of our Hotels Without Hearts corporate outreach project, which was intended to work in a similar way to the Corporate Cruelty Awards project, but focused on global hotel chains. The initial outreach led to the hotel commitments, and as COVID-19 brought widespread closures in the industry, it became untenable to continue for most of 2020. However, later in the year into mid-2021, outreach resumed and more hotels committed thanks to OWA outreach.
- All manufacturer commitments came about through ongoing corporate outreach from THL/OWA.
- Metro Group was won after years of outreach and in-person meetings from THL/OWA. Anima International led the final dialogue.
- Melia was won after THL and AE collaboratively pressured them.
- RBI policy was won from a global OWA campaign that THL led.
- Yum! policy was won from a global OWA campaign that THL led.
- L214 and PFO (Greek OWA group) contributed heavily or exclusively to several policies.

COALITION CAMPAIGNS

OWA supported 10 member-group-led OWA coalition campaigns:

- Latin America
 - The OWA Latin America Coordinator supported groups in launching six coalition campaigns (a regional or national campaign involving two or more OWA groups):
 - Papa John's - won
 - Alicorp - paused
 - Molitalia - active
 - Carozzi - paused
 - Extra Supermarket - won
 - Cencosud - committed in Brazil & Chile, still pushing for a Colombian policy
- Europe
 - Albert Schweitzer Foundation continued leading a coalition campaign against Subway, which was interrupted by COVID in March 2020. The campaign was won in August.
 - THL, Animal Equality, and Albert Schweitzer Foundation led coalition pressure efforts against Aldi Nord and Aldi Sud, resulting in the first international ECC policy from major retailers.
- Asia
 - EAST continued leading a coalition campaign against major Taiwanese-multinational restaurant chain, Din Tai Fung. The campaign was interrupted by COVID in March 2020. Dialogue has continued with the company.
- Africa

- 9 groups from Africa launched a coalition effort in March 2021 to pressure Intercontinental Hotels Group into implementing their global cage-free policy across Africa:
 - Southern African Faith Communities Environment Institute (South Africa)
 - Sibanye Animal Welfare Conservancy Trust (Zimbabwe)
 - Farm Animals Voice (Kenya)
 - African Network for Animal Welfare (Kenya)
 - Education for African Animal Welfare (Tanzania)
 - Coalition of Africa Animal welfare Organisations (South Africa)
 - Meru Animal Welfare Organisation (Tanzania)
 - Arusha Society for the Protection of Animals (Tanzania)
 - Humane Africa Trust (Zimbabwe)

OTHER NOTABLE ACHIEVEMENTS

- From January 2020 - June 2021, OWA groups around the world collectively secured **286 national/regional cage-free policies** and **169 broiler welfare policies**.
- The **very first cage-free commitments** were secured in Kenya, Indonesia, Bulgaria, Serbia, and Pakistan.
 - Some of these commitments, e.g. in Bulgaria and Indonesia, were secured by the local OWA group from national companies, and some of these countries are covered by an international policy for the first time - like Serbia and Pakistan, which are included in Metro's recent international policy. So it's actually possible for us to impact countries like Pakistan through global or multinational policies before we even have an OWA group working there.
- The OWA also **provides broad support for our member organizations' campaigns** in the form of training, consultation, and the grant program. While we included grants in our OWA Movement Building program, it's worth mentioning that all of OWA's grants are meant to support corporate cage-free or broiler campaign work.

Top outputs of this program prior to 2020:

US

- THL led the charge in [securing and enforcing hundreds of commitments to eliminate cages for egg-laying hens](#) around the world through corporate negotiations, strategic public pressure campaigns, organizing coalition efforts, and mobilizing thousands of volunteers. In 2015, THL successfully waged one of the first nationwide campaigns on the issue, securing a cage-free policy from Sodexo and kickstarting momentum on this issue in the foodservice sector. In the year that followed, THL secured or helped secure cage-free policies from major players in every US food sector, including The Cheesecake Factory, Denny's, General Mills, Walmart, Kroger, and more. Following the momentum in the US, The Open Wing Alliance has led the charge to secure global cage-free policies from companies around the world, including General Mills, Starbucks, and Marriott.
- THL, along with other animal protection organizations, developed the Better Chicken Commitment (BCC) in 2017 to make critical welfare improvements for chickens raised for meat. [To date, over 400 companies around the world have committed to the BCC](#). In 2016, THL launched the first-ever campaign to improve the lives of broiler chickens against

Aramark, securing a precedent-setting commitment to improve the lives of chickens in their supply chain and breaking ground for THL and other organizations to continue advocating for the billions of birds raised and killed for meat. Since then, THL has secured dozens of BCC policies from major food companies, and following success in the foodservice industry, broke ground in the restaurant sector by securing policies from Starbucks and Subway. To date, over 200 companies in the US have adopted the BCC.

- In 2016, following exclusive conversations with The Humane League, [United Egg Producers \(UEP\), which supplies 95% of eggs sold in the US, agreed to eliminate the practice of chick culling](#)—the grinding or suffocating of conscious male chicks just after hatching by 2020. Though the original timeline has not been met, UEP remains committed to introducing in-ovo sexing when the technology is available at scale. Since the passage of this policy, we have seen major media coverage and progress on this issue around the world.

UK

- All major food companies in the UK committed to going cage-free, and ultimately Noble foods, the largest UK producer responsible for ~10 million laying hens, [committed to going cage-free by 2025](#), affecting ~4 million laying hens per year that they still had in cage confinement at time of commitment (2018).
- KFC committed to the European Chicken Commitment across North-West Europe ([UK, ROI, DE, BE, NL, SE, DK](#)), affecting ~72 million broilers per year (2019).
- Retailer [Tesco](#) committed to going cage-free across their global supply chain, affecting ~25 million laying hens (2017).

MEXICO

- In 2016, we started operations in Mexico and secured a cage-free global commitment with Grupo Bimbo (2017). Other commitments include:
 - Alsea
 - Fiesta Foods
 - Liverpool
 - Grupo Costeño
 - Grupo Refrán
 - Pastelería Lety
- We have been involved in training for other groups in the region, including Peru, Brazil, Colombia, and Chile, in corporate engagement advocacy.

JAPAN

- THL Japan was able to engage with several major regional corporations prior to 2020.
- The results of our work can be confirmed in [the Commitment Tracker link](#), which contains the policies that we obtained from 2017 till June 2021.
- Campaign against Tokyo Olympic Games
 - [Legacy for Animals](#): Collaborating with world animal activist athletes and Animal Rights Center Japan, we launched a campaign addressing the Tokyo Olympic Committee and demanded that they purchase cage-free eggs for the games.

CORPORATE POLICIES

- THL Japan obtained the first cage-free commitment in Japanese in Japan from [Compass Groups](#) (then Seiyō-Compass Group), and their policy was published in 2017.
- [Four Seasons Hotel Japan](#) (2016)
- [Nestle Japan](#) (2017)
- [Daichi wo Mamoru Kai](#) (2019)
- [Hilton Japan](#) (2019)
- [Lush Japan](#) (2019)
- [Marriott International Hotel Japan](#) (2019)

MEDIA COVERAGE

Prior to 2021, THL Japan had **20 media mentions**. Highlights include:

- Vice! [Veganism is growing Japan but follower says that it is not always easy](#) (3/27/2018)
- Published an article The Poultry Research Magazine (鶏の研究): The Farm Animal Trends in the USA (8/15/2018)
- Published a research paper in the Livestock Research (畜産の研究): Corporate Reformation and Animal Welfare (3/1/2019)
- Published article in [Alterna SI](#): Why Cage Free is Better Choice for Hens Vol.1 & 2 (5/18/2020 and 5/30/2020)

OPEN WING ALLIANCE

- **Secured global cage-free policies from 75 multinational companies**, including some of the very first global policies, such as:
 - Sodexo
 - Compass Group
 - Aramark
 - Elior Group
 - Intercontinental Hotels Group
 - Accor Hotels
 - Aldi
 - Lidl
- **Launched and won the first global cage-free campaigns**. Targets include:
 - General Mills
 - Starbucks
 - Marriott International
 - Hilton Worldwide
 - Best Western
 - Wyndham Worldwide
- OWA groups around the world collectively secured **1726 regional and/or national cage-free policies and 233 broiler welfare policies**.

Program Outputs: Movement Building

Outputs achieved by this program in the past 18 months:

US

- We started 2020, the second year of our new distributed organizing model, with Changemakers active in 200 communities across 39 states. As of June 30th, 2021, we had confirmed volunteers in 396 communities in 43 states.
- In February 2021, we upgraded our Changemaker Training Center (now known as the [Changemaker Community Center](#)), a virtual training hub and advocacy resource accessible to confirmed volunteers and composed of self-paced courses designed to give activists the knowledge and tools they need to carry out our mission and support for campaign work. As of June 2021, we had 55 active Changemaker Captains, volunteer leaders in communities across the country who make a 6+ month commitment to recruit and train others to take part in THL's campaigns and veg advocacy programs. We have had a total of 87 captains since the program started in mid-2019. Over the past 18 months, we continued to enhance our formal training program for the Captains that includes one-to-one mentorship from their local field organizers. As of June 2021, we had 215 additional volunteer leaders who engaged regularly in events and campaign actions and 5,264 activists who took one or more meaningful actions on our programs recently (in the past 3 months). We also added a new volunteer orientation to assist with onboarding new volunteers. Throughout 2020 and into 2021, we had to shift all of our training programs and [events](#) to virtual because of COVID-19. We've seen continued engagement in our programming; however, in June 2021, as the country is opening back up, we are starting to see a decline in our virtual event attendance. We are now cautiously transitioning into offering some in-person events mixed with our virtual ones.
- THL's Student Alliance for Animals is our coalition of students working together to end the abuse of animals raised for food. In addition to receiving innovative training, resources for high-impact events, and ongoing professional support, student volunteers have the opportunity to actively collaborate with dozens of other students year-round. In 2020, in order to broaden the number of campuses we were working with, student activists were integrated with the broader changemaker training and leadership development programs. Student-focused resources were developed and virtual trainings for students were added to the event schedule, including a summer series in 2020 and regular virtual events in 2021. By June 2021, we were working with 155 students on campuses across the country.
- In 2020, THL inspired 518,815 grassroots actions to be taken for animals, including petition signatures, letter-writing, emails, social media actions, and other grassroots tactics. Throughout 2020 and into 2021, the team continued to organize coordinated "Days/Weeks of Action" and monthly initiatives to galvanize the changemaker community and other action-takers. We launched a new educational [action page focused on ending live-shackle slaughter](#) in July 2020 that engaged 77K people and was particularly successful in attracting new supporters to our cause. In February 2021, we launched a new [broiler action page](#), supported by a successful cross-channel digital activism strategy, that leveraged 50,000+ actions in the past 4 months (or the equivalent of approximately half a million individual emails in the inboxes of targeted corporate decision-makers). Campaign action-takers sent an additional 7,000 followup emails, thousands of social media comments, and hundreds of

phone calls. During the past year of virtual event programming only (due to COVID), we recruited 3,286 RSVPs to our events, which included national webinars, action meetups, social events, and more. In late 2020 through January 2021, we partnered with Veganuary and volunteers recruited pledge signers to the Veganuary pledge, held veg events locally, and submitted LTEs to local papers. And similar to 2020, [in April 2021, we coordinated virtual actions in honor of Earth Day](#), highlighting the environmental impacts of animal agriculture.

- We ended 2020 with over 8,000 members of the Fast Action Network, our community of activists committed to taking regular digital actions for animals. In response to insights from data analytics and community feedback, in March 2021 we launched an upgrade to our [Fast Action Network platform](#), which expanded the variety of actions available, offered awards in the form of digital “trophies,” and enabled admins to tailor the FAN experience to needs and interests of different cohorts. Prior to this, the Fast Action Network had been managed as an email subscription for years. THL’s new Fast Action Network platform is a browser-based web application that provides activists with a quick, seamless, and effective way to take digital actions to end the abuse of animals raised for food. The platform provides our supporters with a more flexible and customizable action-taking experience. Besides providing an improved user experience for the supporters who drive our campaigns, the FAN platform continues to provide us with insightful data and analytics about how our supporters like to take action, such as their engagement levels and habits, and how our actions are performing.

UK

- **Reevaluation of volunteer program:**
 - A brand new Theory of Change was developed for our program for the very first time, identifying key areas of focus for the next year and key direction for program longevity and effectiveness.
 - Our Regional Rep program was disbanded and all volunteers were centrally combined into a unified network of activists once again. We put the focus back onto more adaptable roles and priorities, allowing our volunteers more freedom in their voluntary roles with us and simplifying the structure of the network.
 - As volunteer support had to develop and change, we introduced a new element to the program - Lead Volunteers. These volunteers have been specifically trained to better support particular staff with ongoing work and give on average 8-10 hours of their time each month voluntarily. We have 11 volunteers currently supervised by 3 staff members in these roles.
 - Our onboarding and recruitment strategy was adapted, making it easier for new people to join our network. New training protocols were set up to ensure volunteers are better equipped to help us most effectively as soon as they arrive. This includes a [new monthly orientation call](#) to better connect new volunteers with each other and provide a deeper understanding of our work and how they can help us.
 - DEI became a focus for us and many changes were made to the program overall, including changes to our onboarding process, alterations to online events to ensure inclusivity, and adaptations to our protest guidelines to ensure DEI was a priority. A new DEI Slack channel was also introduced to Volunteer Slack, and active conversations have continued in an effort to raise literacy and understanding of these issues across the network.

- **New activities to adapt to the pandemic:** Due the pandemic, we had to strategically reevaluate our volunteer program and implement a number of changes very rapidly to ensure that the program continued to provide effective support to drive our mission to end the abuse of animals raised for food.
 - Our in-person action parties were transformed into [Virtual Animal Action Meet-ups](#) (previously Action Parties) and promoted publicly via Eventbrite, providing our network the space to socialise virtually whilst also providing crucial ongoing support for our campaigns. 8 of these events have been delivered successfully since August 2020, bringing in new supporters, connecting the volunteer community, and providing vital people power for our campaigns. A key success was Franco Manca committing to the BCC two days after a virtual meet-up due to the pressure applied by volunteers. Key volunteers have now been trained to lead these events moving forward.
 - We delivered a bespoke, intense, virtual training series known as the [Activist Bootcamp](#) webinar series, which was delivered between Jan-Feb 2021 to better equip our volunteers with effective activist skills. Covering activist burnout, communications, effective online campaigning, and more, a total number of 8 sessions were delivered across 2 months, and volunteer attendance was 75 volunteers cumulatively.
 - Volunteers were trained to represent THL UK virtually and delivered 9 virtual talks to university societies across the UK.
 - A brand new Focus Group Project was delivered, with 9 volunteers representing key groups of the network, spearheaded by 1 key volunteer who offered his time and expertise to deliver this. [A final report was shared](#) identifying the key findings.
 - We held our first International Volunteer Appreciation day in collaboration with our colleagues across the US and Mexico, creating [this video](#) and delivering a full 2 hour virtual event including a virtual visit to an animal sanctuary in California.
 - Delivered our very first [Comms 101 training programme](#) for volunteers, with 8 volunteers receiving intense communication training from our Comms team to better support our work and bolster their communication skills.
 - Support to staff was maximized through specific projects, and 107 volunteer-staff connections were created, through which specific projects were delivered and bespoke support was given. We also delivered our first full time, month long internship, the support from which helped us to complete research for the, now published, State of the Chicken Industry report as well as detailed research into leveraging financial institutions for campaigns. We received a 5/5 score for all feedback relating to their experience with us.
- We hosted the first 5-day Aquatic Animal Welfare Conference (virtually) with over 35 speakers covering the latest science and farming practices, panel sessions, and spotlights on the work of individual NGOs from around the world. We had over 500 attendees, including academics, industry professionals, welfarists, and activists. We brought together advocates in working group meetings to discuss the most important issues we need to address to improve the welfare of aquatic animals raised for food. The [recordings](#) are now available for all online.
- We secured 20 “other, non-campaign” media mentions to increase brand awareness and legitimacy, including The Metro, New Scientist, and Woman’s Weekly, with a combined total UVM of 34.78M.

- We maintained good engagement rates on our social channels, which surpass the non-profit benchmark:
 - Facebook: average for this time period is 7.6% by reach and 0.34% by followers
 - Twitter: average for this time period is 2.5% by reach and 0.42% by followers
 - Instagram: average for this time period is 11.32% by reach and 1.91% by followers
- We carried out 11 public speaking engagements, of which we were proactively invited to 18% (and 82% were pitched by us). These included Humanist talks, Sentientist, a New Food Magazine conference, and a Lib Dems conference.
- We mobilized 13,400 actions through our Fast Action Network and recruited 391 new FAN activists, for a total of 4,497.
- We recruited 4,981 newsletter subscribers.

MEXICO

- Creadores de Cambio, our online volunteer initiative, was launched in August 2020. It includes an educational platform, Academia Creadores de Cambio, with 5 active courses that provide guidance to train volunteers for our corporate campaign actions.
 - We ended 2020 with 115 people enrolled in the training.
- We made 2 presentations online with university students from la Universidad de Monterrey (UDEM), and a close collaboration with a group of students from one of the most important private universities of Mexico: Tec de Monterrey.
- We collaborated with The Pollination Project Mexico to find and recommend grants to groups or individuals who are already working in the movement.
- In April 2021, we hired a new National Mobilization Coordinator.
- During May and June of 2021, we held 5 online gatherings with volunteers and THL MX staff to support different campaigns, including MARS and YUM! Brands.
- From April to June 2021, our action app registered 2226 actions from volunteers, and we hosted 5 online activities with volunteers for the different active campaigns.
- We ended 2021 with 132 online volunteers.
- In January we started Noti-Veg, an online newsletter for all our supporters.

JAPAN

- We organized and hosted the Farm Animal Welfare Summit in 2020 at Organic Lifestyle Expo. These sessions were held both online and at the venue. As far as we were able to confirm, there were about **80 people** attending.
 - [IKEA Session - Priya Motupali](#)
 - [Carrefour Taiwan Session - Marilyn Su](#)
 - [THL UK Session - Vicky Bond](#)
 - [BBFAW Session - Nicky Amos](#)
- [O-Soy Festival \(Odaizu-Sai\)](#): We gave a webinar for the Tochigi Prefecture Agriculture Festival as a keynote speaker, and we confirmed that 70 people were in attendance. The webinar is also being circulated on YouTube, so the total number of viewers is likely higher. (3/17/2021)
- We moderated "[Asia for Animals Conference 2021 - 3. Session Stories, storytelling and the role of animals.](#)" (4/24/2021)
- We moderated a webinar at "[Asia for Animals Conference 2021 - The Future of Animal Protection in Asia - Different Approach.](#)" (4/25/2021)
- We were featured on the podcast "[For Earth and Animals.](#)" (4/10/2021)

- We organized [Animal Welfare Community Japan: Farm Animal Welfare and Standards](#) (6/12/2021). 70 people (producers, corporations, scholars, general public, and so on) attended the conference.

OPEN WING ALLIANCE

- **Membership** - The OWA now has [78 member groups](#) in 62 countries, 9 of which have been onboarded in the past 18 months in the following countries: Netherlands, Mali, Indonesia, India, Bosnia & Herzegovina, Portugal, Israel, China, Nigeria.
 - The total number of member groups has decreased since our last ACE review due to the release of our new Member Agreement that groups are required to sign. We had 10 inactive members who did not respond upon receiving the agreement and have since been offboarded. *Note that we count THL's branches in the UK, Mexico, and Japan as OWA members. There is some discrepancy between the total number of groups and the groups/logos listed on our website due to the complex structure of a few of the international member organizations.*
- **Summits** (all virtual) - These events serve as training in corporate outreach and campaigning, and the regional events center around goal setting and strategic planning for cage-free work.
 - [2020 Global Summit](#) - 290 attendees from 67 groups
 - 2020 Latin America Summit - 49 attendees from 14 groups
 - 2020 Africa Summit - 28 attendees from 13 groups
 - 2020 Asia Summit - 41 attendees from 14 groups
 - 2021 Global Summit - 246 attendees from 59 groups
 - 2021 Latin America Summit - 58 attendees from 16 groups
- **Personalized Trainings**
 - 2020 - Training for two organizations in Ecuador
 - This training was coordinated and hosted by OWA and facilitated by Sinergia Animal. Attendees received training in conducting investigations and using the images/footage to effectively advocate for cage-free policies. After the training, a trainee conducted an investigation and secured cage-free commitments from two municipalities in Ecuador, Quito and Loja, and played a role in securing six corporate commitments in Ecuador.
 - 2020 - Training for one organization in Israel (virtual)
 - This was our first fully virtual training. This group has since started outreach to local retailers and is working on getting existing global policies translated and published in Hebrew.
 - 2020 - Latin America (virtual) training for five groups
 - The training centered around corporate outreach and negotiating to secure corporate cage-free policies. It was coordinated and hosted by OWA and facilitated by MFA.
 - 2020 - Balkans (virtual) training for five groups - The training centered around corporate outreach and negotiating to secure corporate cage-free policies. Since the training, groups were involved in securing 22 cage-free policies in Bulgaria, one policy in Serbia, and three policies in Turkey.
 - 2021 - Africa (virtual) training for five groups - We had 11 trainees who practiced and developed their corporate outreach skills, from how to prepare for a meeting to participating in a role-play and learning about navigating the interaction along the

way. Since the training, groups have played an active role in the global YUM! Brands campaign and worked together to develop a regional strategy.

- **Hosted 8 Webinars**

- Digital Strategy Secrets - 70 attendees
- 2020 and Beyond: Picking Policy Timelines
- Dealing with Complexity (regional, LatAm) - 31 attendees
- Wellbeing, Self-Reflection, and Self-Care for Activists (regional, LatAm) - 29 attendees
- Responding to Legal Threats - 53 attendees
- In-Ovo Sexing Success - 55 attendees
- Improving EU Animal Welfare Laws - 37 attendees
- Meeting Corporate Cage-free Egg Pledges Through Impact Incentives (regional, select groups in Asia) - 14 attendees

- **Programs & Committees**

- Mentorship Program - We launched a global mentorship program that provides a unique opportunity to work one on one and develop meaningful professional relationships with another member of the alliance. Mentees received guidance from an experienced leader in the movement, and mentors were able to use their talent to develop the leadership and skill set of our global movement.
 - 2020 - 22 mentors and 28 mentees (some mentors had more than one mentee)
 - 2021 - 14 mentors and 18 mentees (some mentors had more than one mentee)
- Global Campaign Leaders Program
 - Global campaign leaders are responsible for leading the campaign effort in their region. We have 1-2 leaders in the following regions: Africa, Asia, Eastern Europe, Western Europe, and Latin America. They create customized action plans and engage regional OWA members. It is an opportunity to build the leader's campaign skills, support OWA members, and play a leadership role in a major global campaign. We launched this program for the Yum campaign in 2021. We will likely implement it for future flagship campaigns.
- Advisory Committee
 - We launched a new Advisory Committee composed of a select group of 18 strategic leaders from OWA groups in various regions who can provide input and guidance on the coalition's initiatives, resources, and strategy.
- Welcoming Committee
 - We launched a new Welcoming Committee composed of 1-2 Welcoming Chairs in the following regions: Latin America, Europe, Asia Pacific, and Africa. Our Welcoming Chairs are committed to helping the Alliance to be more globally minded and provide better support to new staff or new groups that join the OWA.

- **Grants**

- 2020: Distributed \$1,038,500 in grants to 31 OWA groups. See our [website](#) for more information on the grantees.
- 2021: Committed to distribute \$1,425,000 in grants to 38 organizations around the world to advance corporate campaigns on behalf of layer hens and chickens raised for meat. Grants were made to fund staff positions, campaign expenses, and general support to advance chicken welfare. While most of this year's grantees will focus on

cage-free efforts, five will advocate on behalf of chickens raised for meat. \$1,036,500 has already been distributed, and the remaining \$388,500 will be distributed later in 2021. As in previous years, OWA received requests for more funding than was available, ultimately providing grants to 38 organizations. For approximately 25% of this year's recipients, the grant represents their first OWA program grant. New grantees hail from Brazil, Spain, Turkey, Malawi, Tanzania, Zimbabwe, New Zealand, Hong Kong, and the Philippines. Details on each 2021 grantee may be found on the Open Wing Alliance [website](#).

- **Key Resources Developed** - Linked resources are public, and the rest are on our private OWA members' site.
 - New Members' Site - While our campaigns were paused, we focused on releasing a brand new member-only resource site that contains all of our resources, grant information, campaign information, training videos, and more.
 - [Cage-Free Fulfillment Report](#)
 - [Updated Action App](#) for groups and their volunteers to support OWA global, regional, and national campaigns
 - Training Video Library with introductory trainings on corporate relations and campaigns
 - OWA Scope Statement outlining the various forms of support offered by OWA and how to access them
 - Guide to running Coalition Campaigns
 - Global Chicken Dataset - We welcomed two Fellows from September-December of 2020 who conducted intensive research to help guide the direction of OWA in the coming years. Their research will help us determine high-priority recruitment areas, as well as provide a comprehensive overview of the global food industry.

Top outputs of this program prior to 2020:

US

- Pre-2019, THL's grassroots model in the US relied on city-based staff supporting volunteers in up to 12 grassroots cities, plus a separate National Volunteer Program for those outside those cities and a Campus Outreach program for students. In the first half of 2019, THL worked alongside experts from across social movements to develop and implement a truly distributed grassroots organizing model. Staff organizers empower volunteer leaders—members of our Changemaker Network—to carry out THL's programs to end the abuse of animals raised for food in their communities. We developed new trainings and materials, and optimized our use of technology to provide clear and compelling pathways for online activists and potential volunteers to get involved in our campaigns and veg advocacy work. By the end of 2019, through our new distributed organizing model, our Changemakers were active in 200 communities across 39 states. In the second half of 2019, we recruited and onboarded our first class of 37 Changemaker Captains and we implemented a formal training program for the Captains that includes one-to-one mentorship from their local field organizers.
- Over the years, The Humane League has facilitated training events (webinars, summits, retreats, presentations) to build capacity within the broader animal rights movement. In Q3 of 2019, we launched our Changemaker Training Center, a virtual training hub accessible to

confirmed volunteers in the US and composed of self-paced courses designed to give activists the knowledge and tools they need to carry out our mission.

- By the end of 2019, THL's digital activist community grew to include 7,054 active Fast Action Network (FAN) members in the US. FAN members respond to 2-3 weekly action alerts to take digital actions on urgent campaigns.

UK

- **We built the program from the ground up and created a network of 120 activists across the country:**
 - Recruitment and onboarding procedures were set up so that new activists could easily join our network.
 - Local activity was maximized through the introduction of Action Parties, providing dedicated campaign support on a regular basis.
 - New communication streams were created, including the introduction of Volunteer Slack and the monthly newsletter, examples of which (from more recent months) can be viewed here: [November 2020](#), [December 2020](#), [Jan 21](#), [Feb 21](#), [April 21](#), [May 21](#), [June 21](#).
- **We introduced the Regional Rep (RR) Program to help build local THL communities:**
 - Our volunteer team became 2 FT staff members with one dedicated to leading the RR program.
 - 12 volunteers were trained as RRs across the UK, leading local THL activity in their areas (this grew to 16 post-2020).
 - An in-person training weekend was delivered for all 12 RRs, equipping them with the skills needed to drive campaigns locally and build activist communities.
- **Our volunteers provided support for campaigns, achieving several large successes including:**
 - A Noble Foods protest culminated in the UK's biggest egg producer committing to go cage-free.
 - The day after an Action Party event, Pret A Manger committed to the BCC due to the activist pressure applied.
 - 3 large-scale protest events across Scotland spearheaded the McDonald's campaign, with over 30 volunteers involved.
 - A 24-hour protest was delivered against 12 different McDonald's locations across London.
 - UK-wide protests were organised against Subway, Best Western, Farm Foods, McDonald's, Britannia, Wimpy, Le Pain Quotidien, and the British Poultry Awards.

MEXICO

- We attended events such as vegan festivals, gave humane education talks, and participated in other groups' events.
- We started a regional event with the rest of OWA's MX groups and others in order to be aligned in our strategy to create the movement in Mexico.

OPEN WING ALLIANCE

- We developed Global and Regional OWA Summits, which bring together organizations working on chicken welfare for skill-sharing, strategizing, and networking.
- OWA's Training Programs and Resource Library have given hundreds of activists around the world the tools and skills they need to carry out corporate outreach and campaigns.
- OWA's Grant Program has provided dozens of organizations with support to start, continue, or expand their work to secure corporate cage-free and broiler welfare commitments.

Program Outputs: Veg Advocacy

Outputs achieved by this program in the past 18 months:

US

- Through our comprehensive veg outreach online ad program, from January 2020 through June 2021 we inspired 1,296,502 people worldwide to download localized Veg Starter Guides in English, Spanish, Ukrainian, and Hindi. In addition, this program also resulted in 17,003,744 complete minutes of factory farming footage and veg advocacy footage being watched in multiple languages. In January 2021, an overhaul of our primary [veg ad landing page](#) and a strategic shift to optimize for video viewing led to a significant increase in the number of minutes of footage watched over the past six months.
- Through our social media channels, we reached an additional 30,372,996 people with awareness-raising and veg advocacy content including original recipes and food content, factory farming footage, restaurant and product news, celebrity quotes, and more.
- In 2020, our [live-shackle-slaughter](#) campaign doubled as a veg advocacy campaign, leveraging wide-scale corporate lobbying with personal diet change outcomes. 77,000+ people took action through this online campaign—each action-taker was encouraged to download a [plant-based recipe book](#) as part of this action-taking process. 9.8% of action-takers chose to download this recipe book. We intend to replicate this successful tactic across other wide-scale mobilization efforts, and believe that with iterative optimization, we can increase this conversion rate.
- In May 2021, we published the [Comforting Chickenless Cookbook](#), which was promoted across social media and shared by supporting social media influencers. This new asset complements our suite of veg advocacy literature and is designed to specifically interest and lead those who are engaging in our extensive broiler and cage-free campaign work towards a veg lifestyle.

UK

- A Plant-Based Revolution (PBR) push was delivered in September 2020 to drive members of the public towards our bespoke Plant-Based Revolution content on social media (Facebook, Twitter, Instagram and YouTube) and Plant-Based Revolution [landing page](#) on our website. We decided to do a PBR online push for September because due to COVID-19, we were not able to do in-person events and could no longer hold the Chicken Swap taster days across the UK which were planned. The overall traffic to the website was excellent, even better than our homepage, and we learned a lot regarding what content works and what doesn't.
- Volunteers were engaged via a UK-wide project to mark eateries offering good vegan options (Nov 2019-Feb 2020). Over 20 volunteers took part in adding THL-branded window stickers to suitable locations and marking these on a [specific PBR map](#) featured on the PBR website. In addition, volunteers took part in the [Chicken Swap campaign](#), in which they created their own replicable and enticing plant-based recipes to encourage people to try vegan alternatives to chicken. This resulted in several new Veg Advocacy recipes being added to our website (examples [here](#), [here](#) and [here](#)). In addition, a number of videos were created and were featured on our YouTube channel and shared via social media (examples [here](#) and [here](#)). Volunteers also took part in an international Earth day virtual protest, mobilizing the network to share the veg advocacy message on this landmark day.

- At the start of the pandemic in 2020, we collaborated with Viva! on a joint letter calling for plant-based diets to prevent future pandemics. This achieved good coverage in mainstream outlets including the Daily Mail, Independent, and The London Economic. In total, 7 articles were published with a combined UVM of 193M.
- We have shared our message of empathy to animals and the importance of ending factory farming by collaborating with other groups and individuals. These partnerships include:
 - Instagram live with animal rights investigator Gem De Silva
 - Instagram live with vegan fitness micronfluencer Rihan Dewan
 - Instagram live with a volunteer and nurse about mental health in the animal advocacy movement
 - THL UK's Managing Director, Vicky Bond, represented us on Veganuary's account for Chicken Week in both 2020 and 2021
 - Instagram live with Tiny Sarah's Cakes
 - Pigs in the Woods sanctuary carried out a takeover of our Instagram account
 - Cross-posted Greenpeace's "There's a monster in my kitchen" campaign video
 - Shared sanctuary imagery and footage from Dean Farm Trust sanctuary, with plans to do a social media takeover day in the coming summer

Top outputs of this program prior to 2020:

US

- For several years in the US, THL reached millions of individuals through veg outreach strategies like delivering humane education presentations, distributing leaflets, stocking newsracks with Veg Starter Guides, and participation in veg pledge programs.
- Additionally, THL's comprehensive online ads program reached millions with a pro-veg message for several years. In 2018, The Humane League launched EatingVeg.org. And in 2019, our online ads inspired 11,858,575 landing page visits, 7,641,138 minutes of video footage viewed completely (note that a "complete" minute view is only counted when a user has not skipped ahead up to that point) and 1,416,593 pieces of veg literature distributed (including a Veg Starter Guide, a Plant-Based Cookbook, and an Eating Veg Email Series). The ads were shared by users from their own social media profiles 233,176 times.
- THL reaches millions of people through social media platforms with a message of compassion for animals and encourages them to take action. At the end of 2019, we had over 1.25 million followers on social media platforms in the US.

UK

- In 2019-2020, we partnered with the internationally recognized brand Veganuary, driving thousands of potential supporters to a co-branded signup page. Users who signed up were sent 31 days of Veganuary emails supporting them with a plant-based diet, and were then welcomed (with their consent) into THL UK's contact list and given opportunities to take further action for animals. Around 25% of the contacts recruited in this way remain highly engaged on THL UK's list. We will be repeating this partnership in 2021-2022.
- We took part in an international Earth Day virtual protest, mobilizing our network to share the veg advocacy message and design homemade Veg Advocacy placards.

- We created the local Veg Advocacy program and trained volunteers to engage with their local eateries to introduce vegan options where they did not currently exist.

Program Outputs: Research

Outputs achieved by this program in the past 18 months:

The Humane League Labs

- [Impact of corporate commitments to source cage-free eggs on layer hen housing: Preregistration for an observational study](#) (January 2020)
 - Co-author involved in the development of the project.
- [Empirical Research in Farm Animal Advocacy January 2020](#) (January 2020)
- [Measuring Better Chicken Commitment-Compliant Chicken Supply](#) (August 2020)
- [Randomized controlled trial of a documentary to encourage plant-based eating: Preregistration](#) (August 2020)
 - Stanford co-authors substantially involved in the development and execution of the project.
- [Is Animal Cruelty or Abolitionist Messaging More Effective: A Reanalysis](#) (September 2020)
- Meta-Review of Interventions that Influence Animal-Product Consumption (January 2021)
 - Numerous co-authors substantially involved in the development and execution.
- [Interventions to reduce meat consumption by appealing to animal welfare: Meta-analysis and evidence-based recommendations](#) (June 2021)
 - Numerous co-authors substantially involved in the development and execution.
- [Milking It: Exploring the impact of plant-based milk in the US](#) (June 2021)

UK

- [White striping report](#) (September 2020)
- [State of the chicken industry](#) (June 2021)
- [Inspiring action for farmed fishes](#) (May 2021)
- [Foodservice report](#) (January 2020)
- [Meal kit report](#) (September 2020)

MX

- In September 2020, we produced a study based on a survey conducted by a third party to test different messages for our awareness campaign “Las Jaulas Duelen”:
 - [Attitudes and perceptions of egg consumers in Mexico and their relationship with animal welfare and corporate and government responsibility](#)
 - Phase 2 of the study will take place in September 2021. The study may be published on the THL website once we have the results of the second phase.

OWA

- [OWA Fulfillment Report](#) (June 2021)
- [ChickenWatch.org](#) (ongoing)

Top outputs of this program prior to 2020:

The Humane League Labs

- [How ranking of advocacy strategies can mislead](#) (January 2018)
- [Measuring Change in Diet for Animal Advocacy](#) (November 2018)
- [US Egg Production Data Set](#) (December 2019)

UK

- In collaboration with other OWA orgs, we organized and wrote [The case for cage-free legislation](#) in 2019 for groups to use within their countries for lobbying purposes.
- In collaboration with other OWA orgs, we organized and helped to write and edit [The welfare of broilers in the EU](#) white paper, which has been used by OWA groups working on the ECC to support the science of the ask.

OWA

- Launched [ChickenWatch.org](#) to serve as a comprehensive, centralized database of all existing corporate cage-free and broiler welfare commitments in the world.