

Anima International

Program 1 Obtaining corporate commitments to reduce animal suffering and consumption

Achievements outline

01.2021 - 07.2022

[Redacted text block]

2. Securing corporate commitments

2.1 Securing corporate commitments for broiler chickens

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3. Implementation

3.1 Cage-free implementation work

3.1.1 Cage-free implementation work in Poland

3.2 Broiler welfare implementation work

3.2.1 Broiler welfare implementation work in the United Kingdom

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

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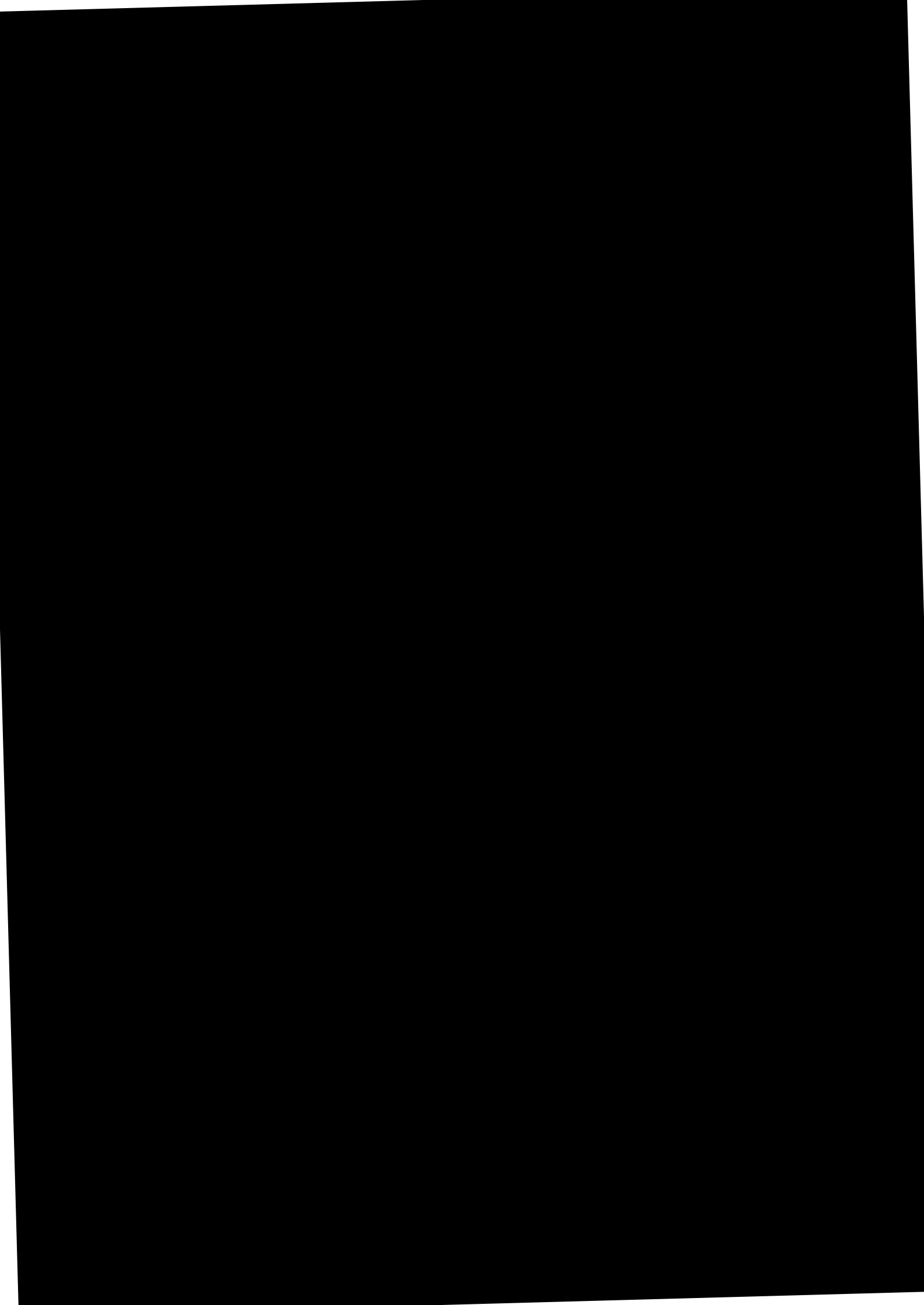
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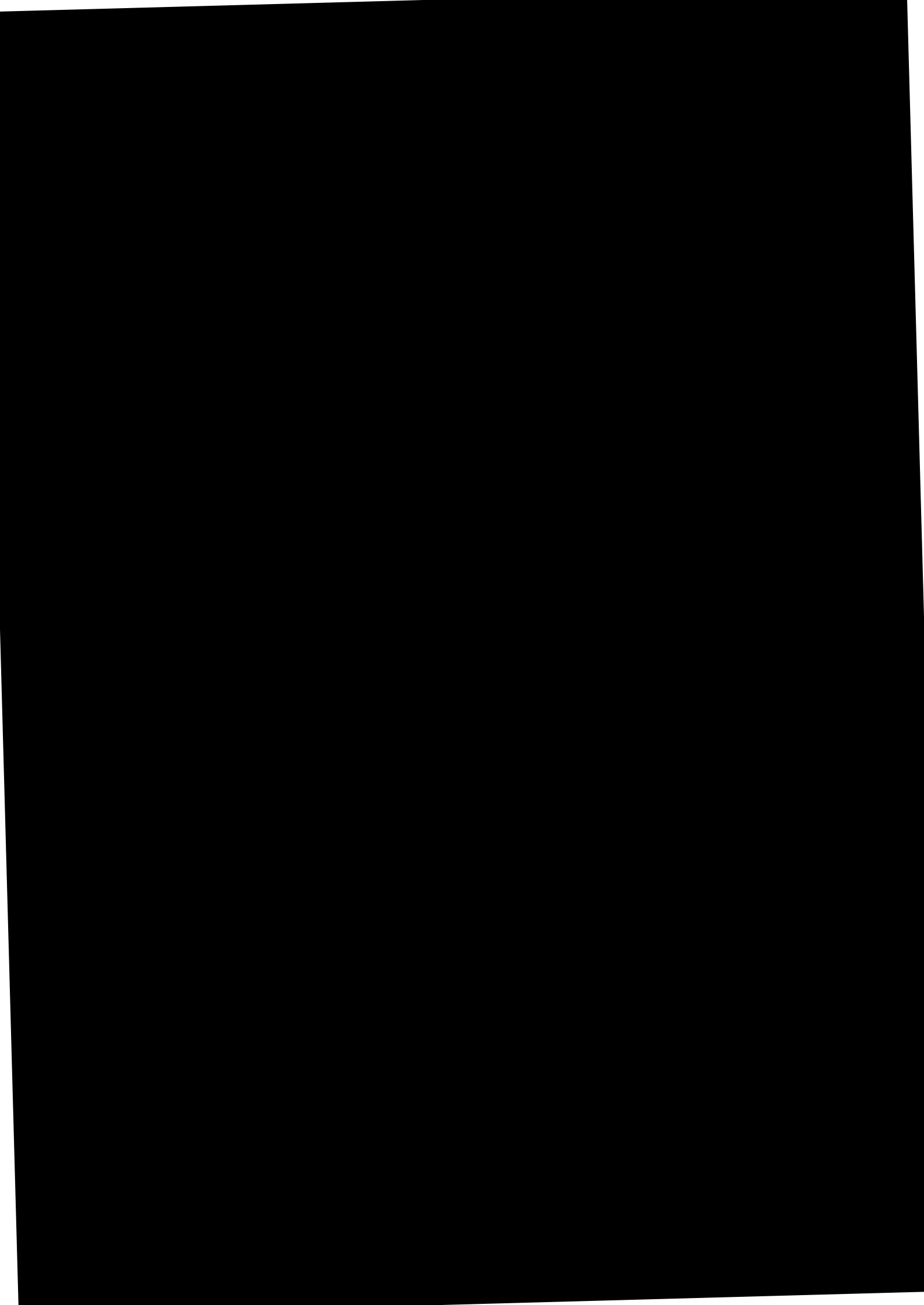
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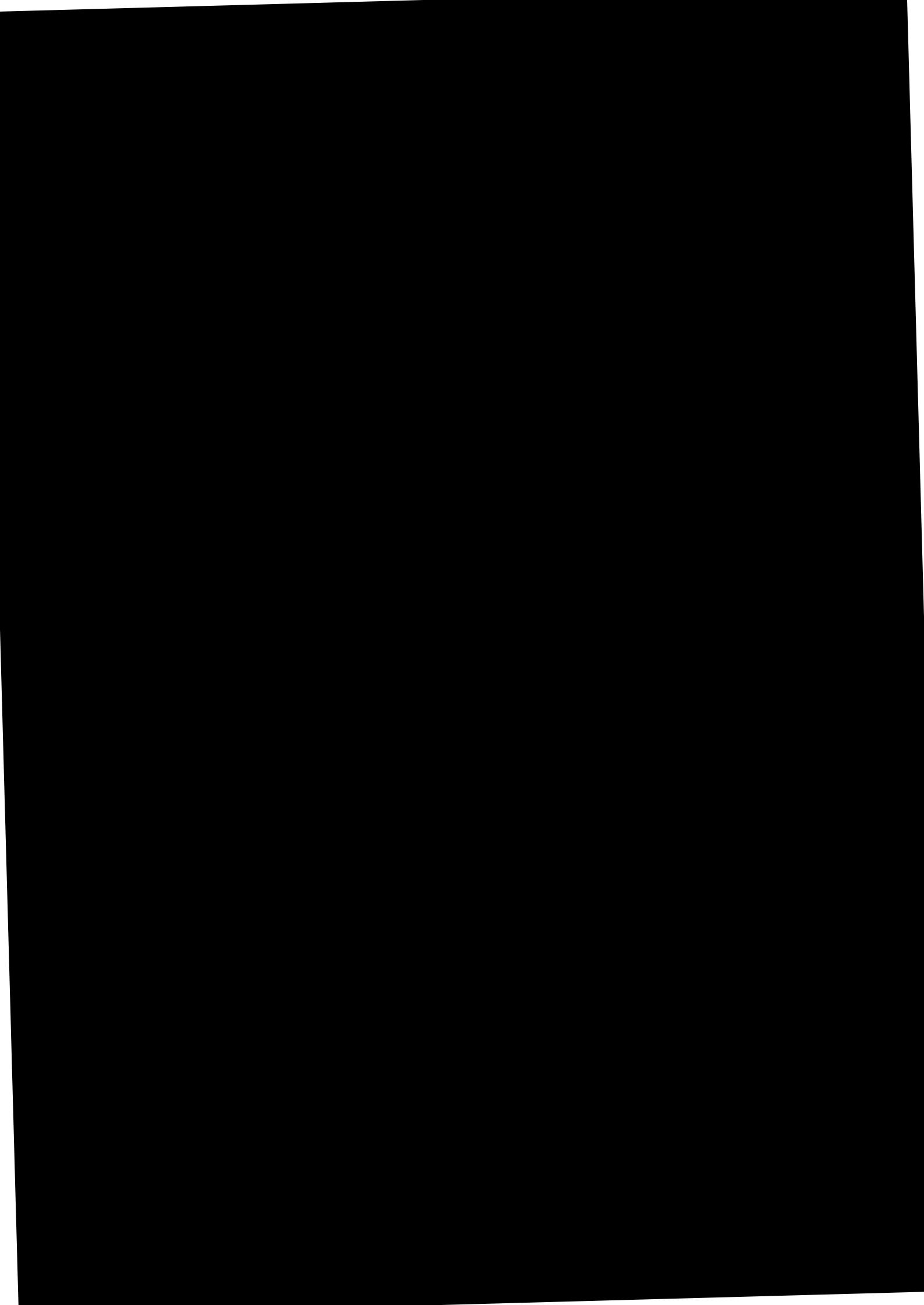
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2. Securing corporate commitments

We continue to see great progress in securing corporate commitments. The past 18 months has been particularly characterized by 1) securing implementation of existing cage-free commitments 2) securing broiler commitments in the countries where the cage-free commitments are implemented.

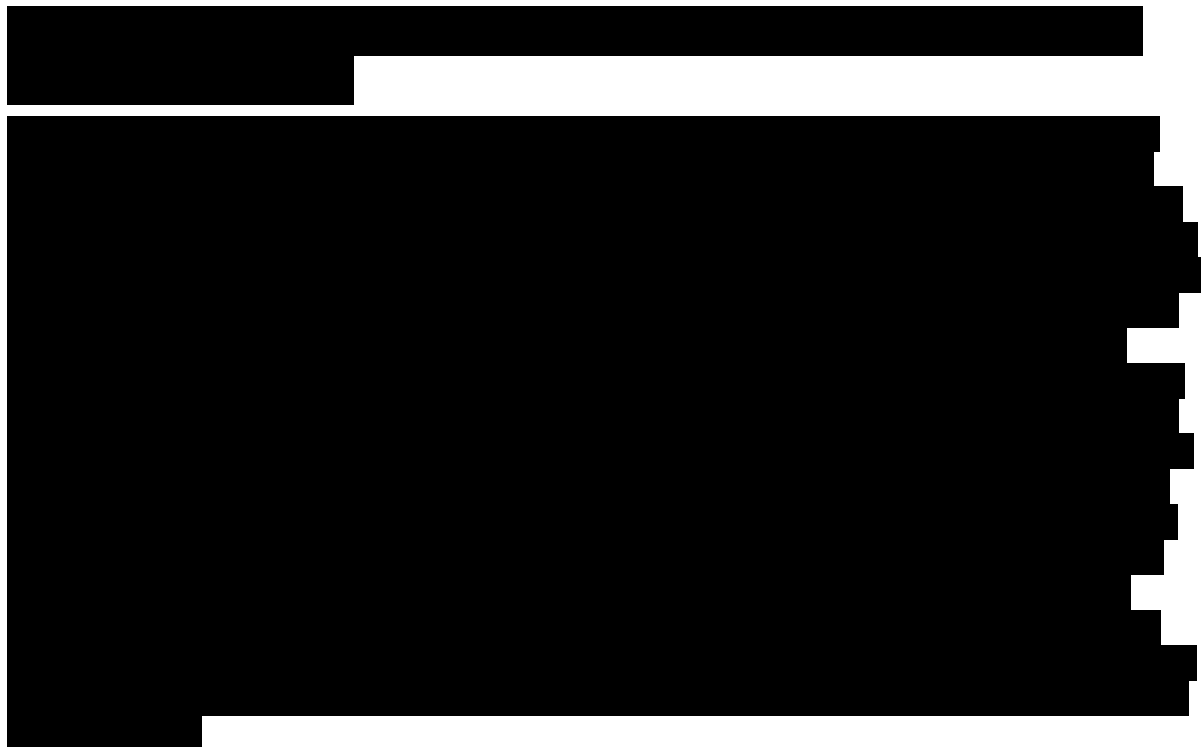
Due to volume, all commitments have also been organized with available data in the spreadsheet [Anima International: Corporate Commitments 2021-2022](#).

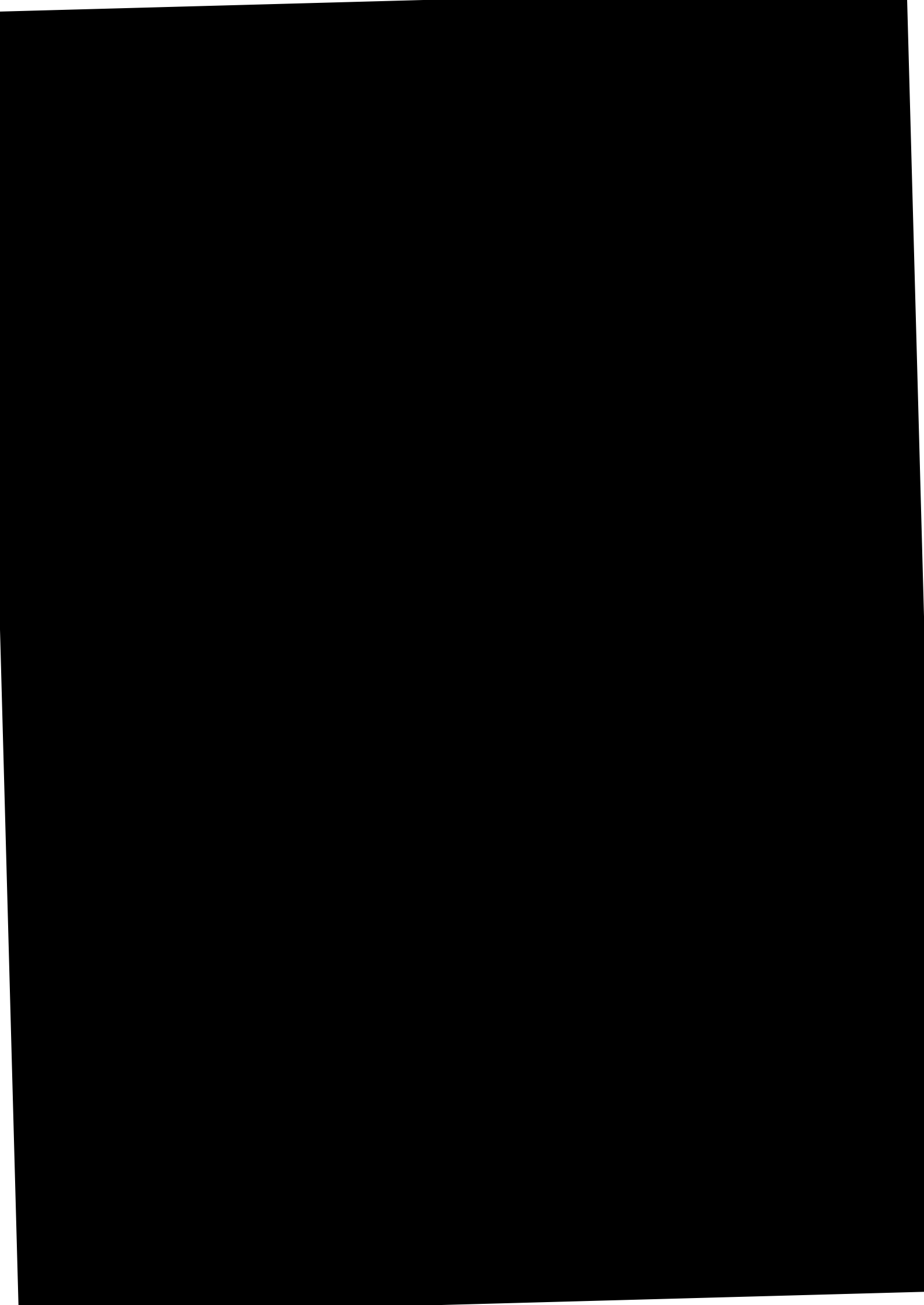
2.1 Securing corporate commitments for broiler chickens

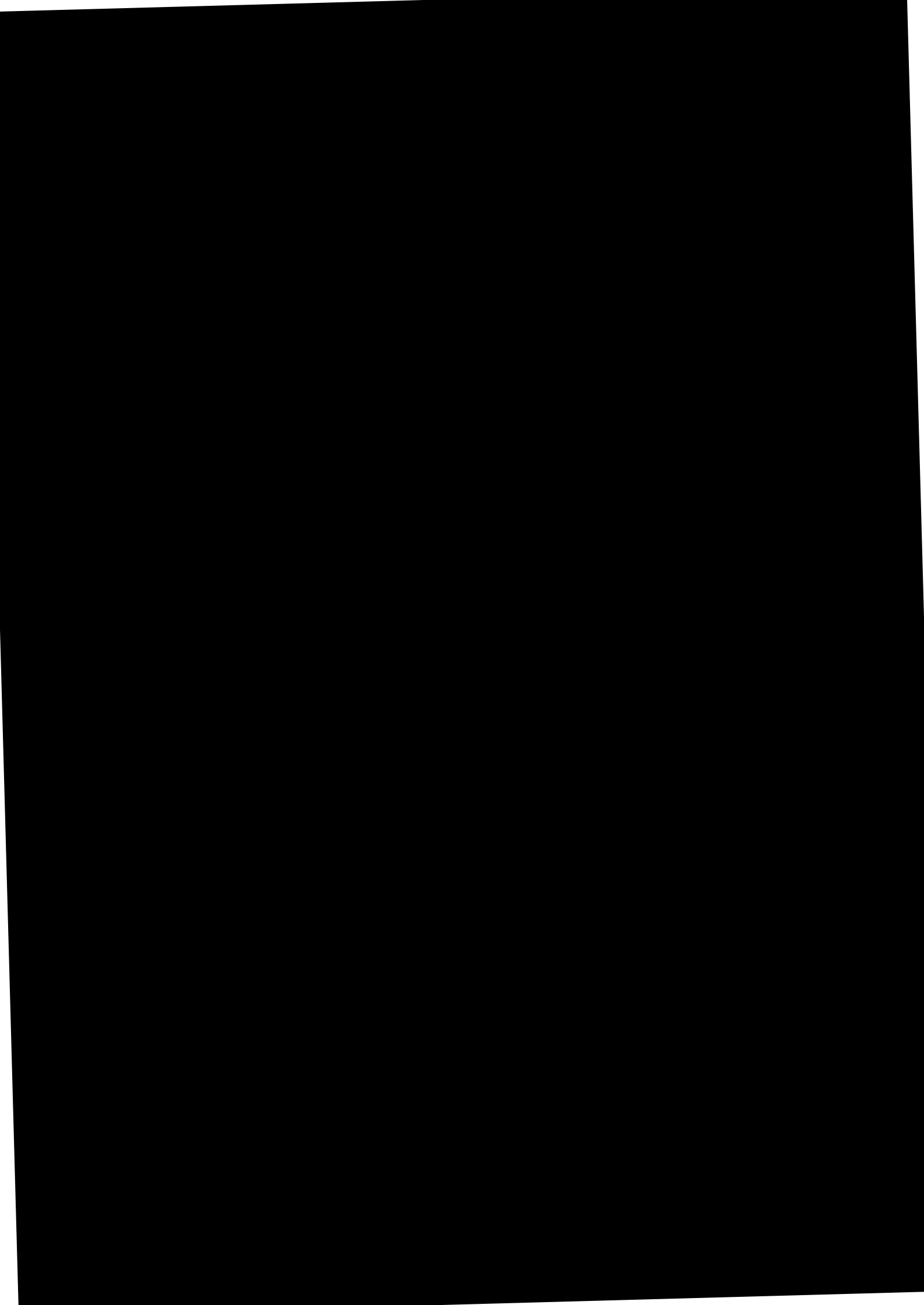
The broiler campaign is one of the most difficult we have undertaken so far. After realizing that the changes we are asking for are significantly more complex and expensive than for instance in the cage-free campaign, it has forced us to improve our skills in negotiation, networking, campaigning and so on. After some quiet years in terms of results we are finally beginning to see promising progress in several countries.

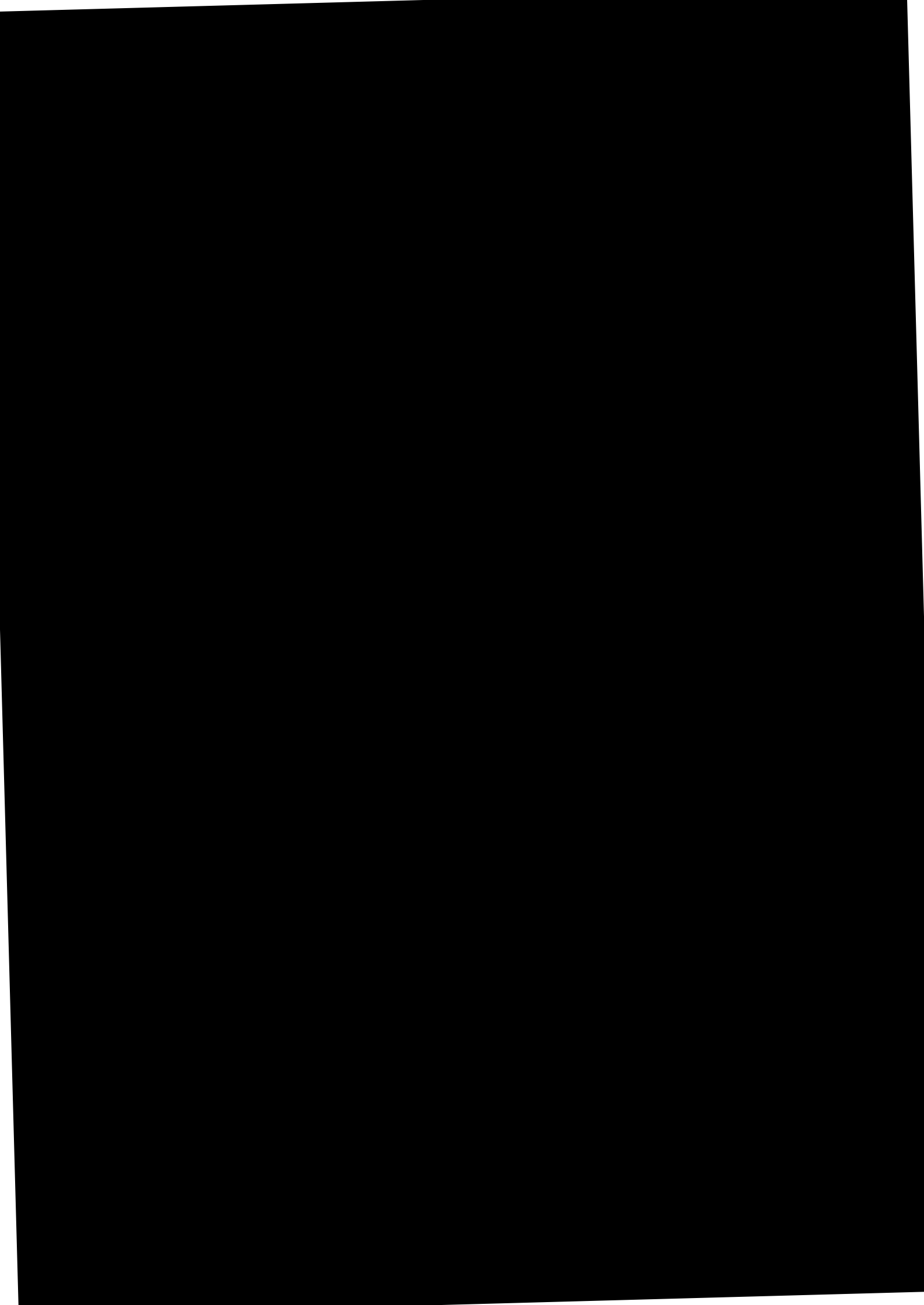
Number of locations covered by the new commitments below:

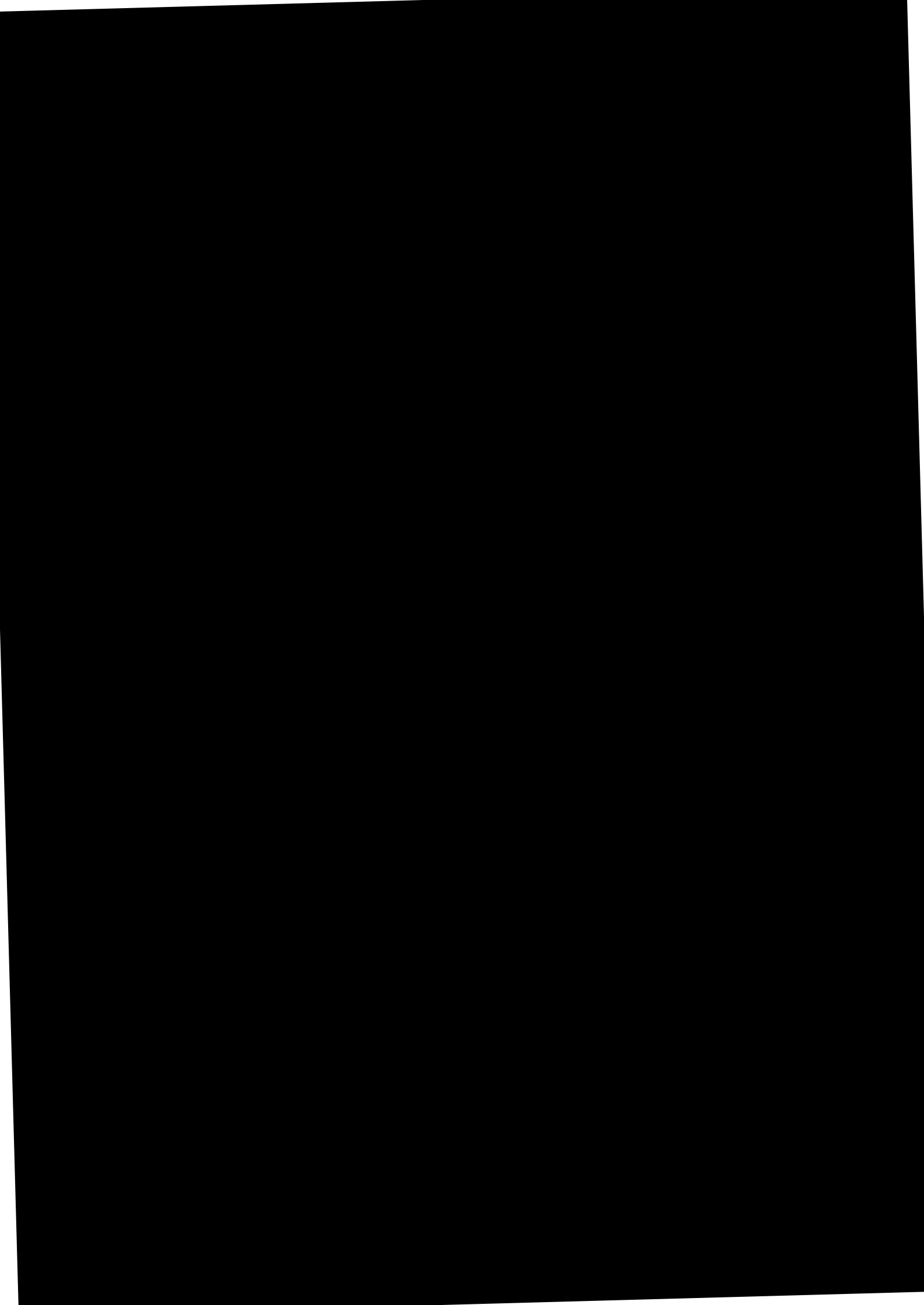
- Poland: the broiler chicken commitments below cover 1,201 locations.
- Denmark: the broiler chicken commitments below cover 1,514 retail stores, the largest online supermarket and 240 convenience stores.
- Norway: the broiler chicken commitments below cover around 900 locations, including the biggest food producer in Norway and an online supermarket with about 1.5% of the total market share.
- United Kingdom: the broiler chicken commitments below cover over 1,533 locations, including the 2nd largest supermarket with 15.1% market share.

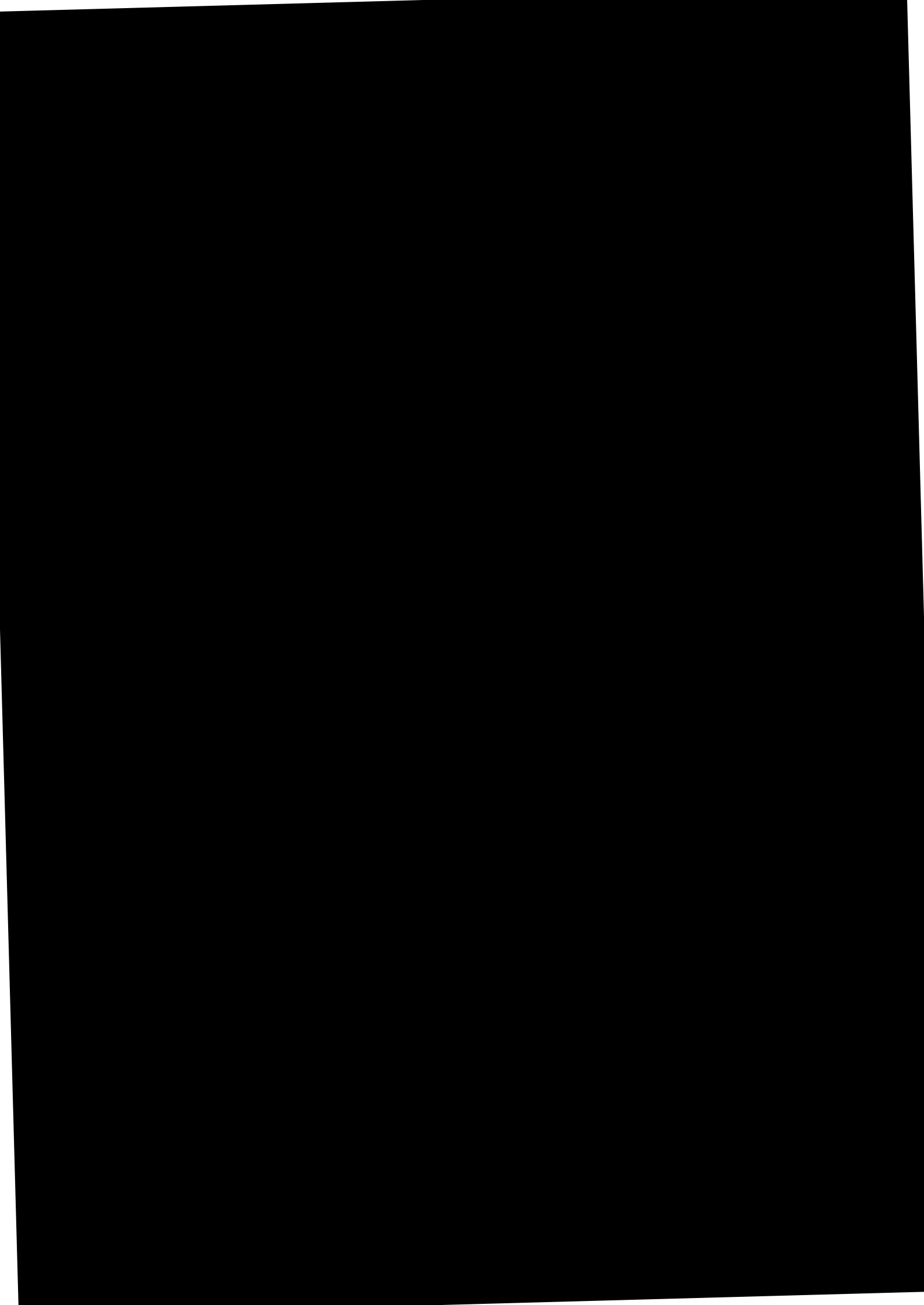


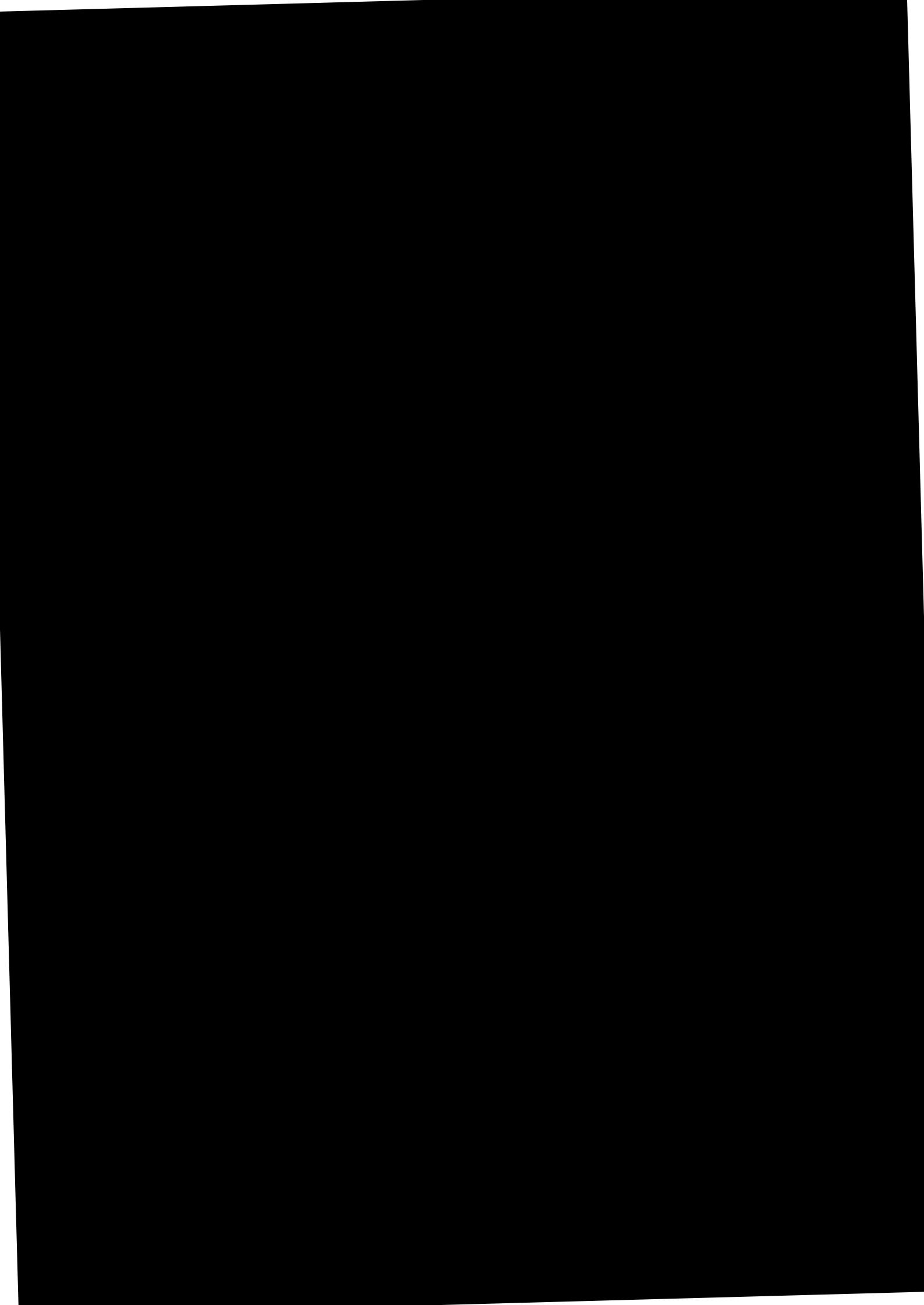












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3. Implementation

Implementation is key when working with corporations. Agreeing with a company on a policy is not a guaranteed win. We must follow it through to the end and see that the company is staying on target.

3.1 Cage-free implementation work

Currently, we are mostly focused on cage-free implementation work in Poland. Here we already have a significant number of commitments within most of the industries from the food sector. Our work is centered around communication about progress with companies and obtaining data from them to make positive campaigns promoting the cage-free issue in the business sector.

3.1.1 Cage-free implementation work in Poland

[Releasing an implementation report](#)

The progress of companies that announced they were going cage-free and took part in our survey conducted in December 2021 - February 2022 is described in our fourth implementation report

[“Withdrawal of cage eggs. Summary of changes in the food industry and on the egg market \(2021\)”](#) in the form of tables for every type of industry.

49 Polish companies that we know of have implemented their cage-free commitments, including:

- Four retailers
- One wholesaler
- 19 manufacturers (including bakeries and confectioneries)
- 17 food service companies
- Eight hotels

Below are some examples of progress:

- Jeronimo Martins: cage-free (both shell and processed) since the beginning of the year 2022.
- Żabka: cage eggs (shell) of all brands were phased out in March 2022.
- Makro: cage eggs (shell) of all brands were phased out in January 2022.
- Netto: cage eggs (shell) of all brands were phased out in December 2021.
- Kaufland: cage eggs (shell) of all brands were phased out in April 2022. 80% of their own-brand products with eggs as ingredients are already cage-free.
- Lidl: 85% of their own-brand products with eggs as ingredients are cage-free. 45% of whole eggs sold in its stores during the year 2021 were cage-free.
- Auchan: 53% of whole eggs sold in its stores during the year 2021 were cage-free. 25% of own-brand ready products with eggs as ingredients are cage-free. 100% of products in the confectionery and bakery category are cage-free.
- Carrefour: 71% of whole eggs sold in its stores during the year 2021 were cage-free. 64% of own-brand products with eggs as ingredients are already cage-free.
- Spółem: 94% of whole eggs sold in its stores during the year 2021 were cage-free.
- Aldi: 63% of whole eggs sold in its stores during the year 2021 were cage-free. 52% of own-brand products with eggs as ingredients are already cage-free.
- Maspex: cage eggs (both shell and processed) were phased out in 2021.
- AmRest: cage eggs (both shell and processed) were phased out in 2021.

Ranking of retailers

In March 2022, we published our third ranking of retailers according to their progress in implementing cage-free policies – [“Responsible business ranking. How do retail chains improve the welfare of laying hens?”](#) We based the ranking on the survey in which we asked the retailers about transparency and scope of the commitment to withdraw cage eggs, progress made since they committed to go cage-free, percentage of cage-free eggs sold in the previous year, and share of own-brand products with cage-free eggs as ingredients. We plan to do similar rankings for other industries. Later this year, we are going to rank companies in the mayonnaise manufacturers industry. We see it as part of a broader strategy of consolidating a cage-free policy as a part of businesses’ CSR policies.

Building an online egg-tracker

In April 2022, jointly with Albert Schweitzer Foundation, we developed and published a [website](#) tracking companies’ progress in implementing their commitments. The website was created to help us put more pressure on companies without policies as well as highlighting the companies which do have policies but are not reporting progress. We think that comparing this with companies that made meaningful progress is going to make other companies progress faster to not fall behind their competitors.

3.2 Broiler welfare implementation work

National implementation of broiler commitments is incredibly important as it serves as a case study and proof of work for corporations and producers all over the world. In Denmark, the implementation work is built into the commitment strategy described in section 2.1.1.

3.2.1 Broiler welfare implementation in the United Kingdom

UK Government endorses the European Chicken Commitment (ECC)

The UK Government committed to use subsidies to “prioritize” the implementation of the ECC. Increased costs are the main obstacle and so the Government’s backing will make the switch easier for the industry.

- Alongside other UK animal advocacy groups which influenced this win, we played our part by securing or contributing to over 100 media appearances about the ECC in total since the beginning of 2021, highlighting the issue regularly in the biggest news sites in Britain and putting pressure on the industry. (See program 4 - 2.2.4).

Anima International

Program 2 Food System Transformation

Achievements outline

01.2021 - 07.2022

1. Corporate outreach

1.1 Advising food manufacturers

- 1.1.1 Advising food manufacturers in Denmark
- 1.1.2 Advising food manufacturers in Norway
- 1.1.3 Advising food manufacturers in Poland
- 1.1.4 Advising food manufacturers in Russia
- 1.1.5 Advising a food manufacturer in Ukraine

1.2 Advising restaurant chains

- 1.2.1 Advising restaurant chains in France
- 1.2.2 Advising restaurant chains in Norway
- 1.2.3 Advising restaurant chains in Poland

2. Forming new narrative for the food industry

2.1 Public opinion and market research

- 2.1.1 Public opinion and market research in France
- 2.1.2 Public opinion and market research in Poland
- 2.1.3 Public opinion and market research in Russia
- 2.1.4 Public opinion and market research in Ukraine

2.2 Rankings

- 2.2.1 Rankings in Denmark
- 2.2.2 Rankings in Norway
- 2.2.3 Rankings in Russia
- 2.2.4 Rankings in Ukraine

2.3 Industry-specific publications

- 2.3.1 Industry-specific publications in Poland
- 2.3.2 Industry-specific publications in Russia
- 2.3.3 Industry-specific publications in Ukraine

2.4 Positioning plant-based transformation as a central topic for the food industry through awards and public votes

- 2.4.1 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Denmark
- 2.4.2 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Norway
- 2.4.3 Positioning plant-based transformation as a central topic for the food industry through awards and public votes in Poland
- 2.4.4 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Russia

2.4.5 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Ukraine

2.5 Organizing food industry-oriented professional events

2.5.1 Organizing food industry-oriented professional events in Poland

2.5.2 Organizing food industry-oriented professional events in Ukraine

2.6 Industry conventions

2.6.1 Industry conventions in Denmark

2.6.2 Industry conventions in Poland

2.6.3 Industry conventions in Russia

2.6.4 Industry conventions in Ukraine

2.7 Utilizing expert position to influence the food industry

3. Institutional outreach

3.1 Public catering

3.1.1 Public catering in Denmark

3.1.2 Public catering in France

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Corporate outreach

Working with food businesses and helping them to navigate towards more just, plant-based products increases and improves the options available. We strongly believe that in the longer term, these interventions will contribute to reducing the exploitation of animals in the food system. We have helped a number of companies, providing knowledge on the alternative proteins foodscape, which has resulted in new great-tasting and nutritious plant-based offerings. This helps make it easy for consumers to find delicious and affordable animal-free alternatives, making plant-based the obvious choice.

1.1 Advising food manufacturers

Supporting businesses in their shift towards more sustainable, plant-based products lays the foundation for our corporate outreach work and enables us to directly influence the shape of the market and increase the number of plant-based products available. Our team members are systematically strengthening their expertise, thus we are able to work with major food companies in each given country and achieve the effect of scale. Moreover, as plant-based products become widely available and accepted by mass consumers in some of Anima International countries, we start to put more focus on actually reducing the amount of animal-based products used in the food industry, which seems to be a natural evolution of the scope of our interventions.

Due to volume, all advisory partnerships have also been organized with available data in the spreadsheet [Anima International's Plant-based Advisory Partnerships](#).

1.1.1 Advising food manufacturers in Denmark

Helping Q8 have a more plant-based convenience food offering

Q8 is a service station chain with 107 stores.

- We helped Q8 launch several new plant-based products like nuggets, sausage rolls and oat drinks as well as to shift some default options, such as the majority of their condiments, to be free of animal products.
- The new options were promoted strongly with advertisements inside and outside all stations.

Advising Dagrofa on the best available plant-based cheeses

Dagrofa is a large retail and food service chain.

- Following a positive experience at our Plant Awards event in 2021, at which Dagrofa announced that they aim to at least triple their plant-based offerings by 2024, we initiated further collaboration. We presented the best cashew cheeses from Europe at a tasting, and two went on to become part of Dagrofa's product line. To our knowledge, this was the first high-quality fermented plant-based cheese available in a Danish supermarket.

Presenting for the Danish Businesses Association

The Danish Businesses Association is one of the two largest business associations in Denmark.

- We instructed their food industry network group on global and European tendencies in animal-free foods.

Presenting for the Danish Plant-based Business Association

The Danish Plant-based Business Association represents both businesses focusing solely on plant-based foods and companies increasing their focus on plant-based foods.

- We gave a presentation for their yearly member gathering on global and European tendencies in animal-free foods.

Presenting for Simple Feast

Simple Feast is the leading plant-based meal delivery kit service in Denmark.

- We instructed them on global and European tendencies in animal-free foods, with an emphasis on meal kits.

Presenting for Lidl

Lidl has 138 locations in Denmark.

- We instructed them on global and European tendencies in animal-free foods, with emphasis on retail and plant-based ready meals.

1.1.2 Advising food manufacturers in Norway

Giving feedback on a product for a new plant-based company

Plantbased is a newly started company which has recently launched a plant-based bacon.

- They consulted us on their new product, and we provided feedback.
- They consult us on their new products on an ongoing basis.

1.1.3 Advising food manufacturers in Poland

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Connecting SYS with potential investors

SYS is a manufacturer of plant-based dry lunch and breakfast mixes.

- As the company developed plant-based meat and egg (in liquid form), our role in this was to connect them with investors.
- We provided detailed feedback, both from technological and consumer perspective, on the beta version of their plant-based meats.



Anima International Office Hours in Poland

Our online Office Hours project launched in 2020 in response to the pandemic. We managed to support and stay in contact with food industry companies despite COVID-19 restrictions. The Office Hours sessions enabled us to continue our advisory activities during the pandemic and even though the restrictions were lifted in 2022, we decided to keep Office Hours as a convenient way to work with food businesses. Some of the companies we consulted over the last 18 months are:

- Dary Flory – a start-up working on plant-based meat alternatives
- CSM ingredients – an international provider of functional ingredients for bakeries
- CEKO – local cheese producer working on introducing a new plant-based line
- Krowarzywa – the biggest plant-based burger franchise in Poland).

1.1.4 Advising food manufacturers in Russia

Helping Agama to launch their first plant-based fish alternatives

Agama is a major fish producer.

- They reached out to us for advice, and we shared with them our plant-based meat guidebook for producers, as well as other relevant materials concerning fish alternatives.
- Their first alternative products were launched.
- In November 2021, three restaurants in St-Petersburg released meals with Agama's plant-based salmon during a gastronomical plant-based festival. It was the first time in Russia when plant-based fish was used in restaurants.

Collaboration with the Association of Alternative Food Products Producers

Samokat is one of the biggest food delivery services in Russia.

- In collaboration with the Association, we encouraged plant-based producers to apply to Samokat's "start-up shelf". So far, it has been the best opportunity even for small producers to bring their products into the matrix of Samokat delivery.
- Of the 38 products on the start-up shelf, 19 remained in Samokat's regular assortment.
- At least one producer of fish alternatives who applied because of our communication is now in Samokat's regular assortment.

Collaboration with the United Nations (UN) on the involvement of Russian producers in the UN Food Systems Pre-Summit and the UN best small business competition

- We were reached by the United Nations representative in Eastern Europe. They asked us to help them invite Russian plant-based producers to participate in the competition for the most sustainable food production.
- We engaged two Russian plant-based meat producers (Meatless and Greenwise) who participated in the competition and were shortlisted in the top-150 list.

Providing key findings from our research to Vegafood for better promotion of plant-based food

Vegafood is a plant-based brand of the meat producer Okraina.

- After learning the key findings of our [new survey](#), Vegafood representatives told us that they were going to rebrand and remove the term “vegan” from their labels. The survey showed that the term “plant-based” is much more appealing to Russian consumers.

Providing information on the plant-based diet to the EFKO Group

EFKO Group is the second-biggest food producer in Russia.

- They consulted us on several topics related to the plant-based diet, which they used in their several press releases.
- EFKO spoke respectfully about our work on their social media, as well as published a short interview with us.
- They consulted us on questions related to plant-based diets.

1.1.5 Advising a food manufacturer in Ukraine

Providing consultancy on products and marketing to Green Go

Green Go is one of the most innovative plant-based meat producers in Ukraine, with the biggest variety of products, including realistic steak, chicken- and fish burgers, as well as shrimp alternatives.

- Anima International took part in testing their newly developed products to establish the taste and marketing strategy.
- We also created one of their first food photography series for marketing and branding.

1.2 Advising restaurant chains

Restaurant outreach increases the public’s awareness of the variety and availability of plant-based dishes. This work includes systematically improving and updating our guides for the catering industry, producing new materials on the best ways to add plant-based items to their menus, and publishing interviews with chefs and restaurant owners.

1.2.1 Advising restaurant chains in France

Converting French catering companies and corporate restaurants to a daily plant-based option

Anima International launched its campaign focused on corporate canteens in France in April 2021. The main objective of this campaign is to change the food supply for employees in France who have access to a company canteen (400 million meals per year). These companies are in charge of no less than 40% of the canteens in France. To do this, we support the professionals of company canteens and form partnerships with catering companies.

Recently, we achieved the following:

- We worked with the large bank, Crédit Mutuel, to organize a Green Week during which a plant-based option was available and promoted to all of its 600 employees, with an average take-up rate of 15%. In 2022, we organized the same event with the Cité Administrative de Strasbourg (400 employees).

- Working in partnership with Newrest, one of the largest catering companies in France, serving 125,800 meals every day, we organized a [Green Week](#) in 32 of the canteens managed by Newrest, providing the 9,000 diners with a plant-based option. The take-up rate varied by restaurant, but we can estimate it to be between 20 and 50%. Following this success, the company agreed to train 10 of its restaurant managers in plant-based cooking with our team, and one of Newrest's sites has already committed to offering a plant-based option by 2023. We are on good terms with the company and will continue to work on this valuable partnership.
- Elior is another large catering service company (serving 282 million meals per year in 2019). We worked together to organize a Green Week when 25% of the daily menu was plant-based. We are currently discussing a second partnership in another Parisian canteen managed by Elior.
- We partnered with a plant-based product company, Hari&Co, which agreed to fund some of our professional cooking classes for chefs and uses its network to help identify key actors in the public catering sector. Since we started this partnership in 2021, chefs from five central kitchens (kitchens which prepare meals for various other canteens) serving a total of 30,000 meals per day have been trained.

1.2.2 Advising restaurant chains in Norway

Advising Espresso House on plant-based products and communication

Espresso House is one of Norway's biggest coffee chains with 42 coffee shops around the country. They have an ambitious goal to have 50% of their menu plant based.

- Espresso House asked us to give feedback on their new plant-based feta and their plant-based sandwich.
- Espresso House reached out to us to collaborate on a press release about their plant-based options.

Consulting Bislett kebab on plant-based communication

Bislett kebab is a medium fast-food chain in Norway with 10 restaurants.

- They are aiming for the first place in our next ranking and wanted feedback on how to best achieve this. We recommended, among other things, that they should integrate the plant-based menu with the main menu and have a more discreet branding of plant-based food. This is still a work in progress.

1.2.3 Advising restaurant chains in Poland

Supporting North Fish in a plant-based menu launch

North Fish is a fish-oriented fast-food chain.

- Anima International supported North Fish in developing the composition of new dishes, which resulted in launching six new plant-based offerings.
- Collaboration followed with a joint press release and was highlighted in [North Fish's marketing materials](#).
- The company plans to develop their plant-based menu, so that in two years it makes up to 40% of their sales.

Supporting Eurest in increasing the plant-based meals range

Eurest operates canteens and employee restaurants in office buildings and factories.

- We have been working with them in order to introduce plant-based options in their facilities.
- We were able to convince them to take a systemic approach to introducing plant-based dishes.
- An operational manual for canteen administrators and chefs with our input is a key ongoing project which we initiated within the framework of this partnership.

Supporting Starowicz Confectionery Shop in the process of scaling up their plant-based egg baking solution

Cukiernia Starowicz is a traditional confectionery workshop. It extended its offer to cover plant-based pastries that now account for the majority of the sales generated by the company.

- To scale up their reach, the company developed a functional formula for a plant-based egg substitute dedicated to the confectionery industry. We agreed to support the company in expanding this area and scaling up production.
- We shared this formula with key chefs through our Chefs for Change program (explained in Program 7 - 4)
- We contacted the company with one of the biggest door-to-door diet catering companies to see if they would be interested in replacing regular eggs in their baked goods and other core recipes (pancakes, crêpes, etc.).

2. Forming new narrative for the food industry

In order to encourage paradigm shifts centered around making animal-origin products obsolete within a broadly understood food system, we use tools such as expert publications, research focused on presenting the food industry with relevant data, and rankings that nurture positive competition between food business entities. We organize and participate in food industry events which enable us to communicate with food industry leaders and place the conversation about food system transformation in the mainstream narrative.

2.1 Public opinion and market research

We collaborate with opinion poll researchers and corporations to gain insights into consumer behavior and effective marketing strategies. We share the information with plant-based entrepreneurs and businesses looking to incorporate meat and dairy alternatives into their offerings. This strategy should lead us to finding optimal ways to encourage people to choose cruelty-free products over animal products.

2.1.1 Public opinion and market research in France

Anima International has teamed up with the Made in Surveys polling institute to conduct a [study](#) on the demand for plant-based alternatives in French canteens. Our objective was to perfect our argument for the actors of the collective catering (in particular collective catering companies), while sharing these results with the public and institutional actors.

The results show a strong interest in making menus in France more plant based.

- For 73% of respondents, better access to 100% plant-based alternatives is desirable.
- 88% of respondents would choose a daily plant-based option frequently (45%) or occasionally (43%).

2.1.2 Public opinion and market research in Poland

Reports and media content based on the research commissioned by Anima International in Poland proved to have a wide scope of impact on the Polish industry. Polish manufacturers and retailers used the data to make informed business decisions and the results were covered by independent reports as well as used during industry conferences, thus we decided to continue supplementing the Polish market with relevant insights. In 2021 and 2022, we had cooperated with a research panel and conducted surveys in which we asked Poles about their attitudes towards egg and dairy alternatives, preferred labeling and in-store location of plant-based products, potentially misleading terms, preferred naming and location of plant-based dishes in restaurant menus, as well as consumer behaviors with regard to physical activity and plant-based eating. Aside from publishing extensive reports from each study, the outcomes were widely spread through food industry professional media.

We published the following reports throughout 2021 and 2022:

Attitudes of Poles towards plant-based dairy and egg alternatives

The results of this part of our research prove that the flexitarian trend has already gone beyond reducing meat consumption – 21% of the respondents consume less milk and milk-based products, while 18% cut down on eggs in their diet. Another promising insight from the survey is that 25% of Poles already eat plant-based dairy alternatives, and 42% would give them a try if they met their expectations.

- The results were published as an [in-depth analysis](#).

Naming and location of plant-based products

More and more shops around the world are choosing to place plant-based products – such as meat and dairy substitutes – alongside their traditional counterparts. This solution seems to be the most intuitive and allows these products to be presented to the widest possible audience – not only to vegans and vegetarians, but also consumers who are not yet interested in a plant-based diet. With the public opinion poll, we wanted to check if this strategy would work in Poland as well.

- The results were published as an [extended analysis](#).

Restaurant menu labeling

Introducing plant-based offerings in a way that appeals to the widest range of customers can be a challenge. We investigated which approach is the most effective when it comes to naming and positioning plant-based foods in restaurant menus.

- The results were presented in a [separate report](#) to support those in the foodservice industry who have already introduced plant-based items or intend to do so.

Research on potentially misleading labeling

In June 2022, media reported that France will ban names associated with meat for plant-based products. Shortly after, representatives of the Polish meat lobby stated that Poland also needs such a ban. In both cases, the provided underlying reason was that the current names of plant-based alternatives to meat were allegedly misleading consumers to make accidental purchases.

- We commissioned an opinion poll in which we asked Poles if they have ever bought plant-based alternatives to meat accidentally instead of animal-origin meat. The results showed that it has never or almost never happened, proving the argument of meat producers to be invalid.
- The results were published in the form of an [article on our website](#) and shared with opinion-forming media (they were re-published at least five times).

Plant-based food in the context of physical activity – research and report

Anima International commissioned a public opinion poll to find out what people in Poland think about plant-based food in the context of sports and physical activity. The results show a correlation between the level of physical activity and opinions about plant-based foods, i.e. the higher the level of activity, the more favorable the opinion about plant-based foods and reduction of meat consumption (See Program 7 - 2.4.1).

- The results were published as an [extended analysis](#).

2.1.3 Public opinion and market research in Russia

Research of the public's attitudes towards plant-based products in Russia

We commissioned a survey that [was conducted](#) by the NAFI Analytical Center in August 2021.

- The aim was to check how Russian citizens' attitudes towards alternative proteins have changed in response to the substantially increased availability of plant-based products that we have observed for the last one and a half years. It was also a good opportunity to promote the narrative that not only vegans eat plant-based products.
- The study showed that the residents of Russian cities have begun to consume meat and milk alternatives three times more often (compared to 2020, the share of consumers in the "meat" category increased from 10% to 34% and in the "milk" category – from 9% to 31%).
- Another key result [shows](#) that the "100% plant-based product" label is more than 11 times more attractive than the "100% vegan" label (58% and 5%, respectively). These results pushed Vegafood to rebrand and remove the term "vegan" from their labels.
- The results were mentioned in more than 30 media reports and one TV show. We were also invited to a radio show to discuss the results of the survey. The biggest Russian producers (EFKO, Greenwise, Bite) cited the survey, including in a [Forbes article](#) and in [Meat Expert](#).

Survey on personalized nutrition and the plant-based diet

[The survey](#) was conducted together with EFKO Group. The aim was to figure out how Russians perceive healthy eating and how close the perception is to a plant-based diet, as well as learn about the percentage of plant-based products in people's diet.

- The results with our commentary on the importance of meat reduction were published in about 50 media outlets, among them one of the biggest news media, [Izvestia](#) (28 million monthly visitors).

2.1.4 Public opinion and market research in Ukraine

Research about Ukrainians' attitudes towards plant-based eating and products in 2021

- We published the results of the sociological study about the [attitudes of Ukrainians towards plant-based products](#). It was conducted in collaboration with Kyiv International Institute of Sociology.
- The results indicate that over 65% of Ukrainians are ready to transition to plant-based alternatives if products similar to traditional ones in taste and price are available, with 27% of respondents already choosing to eat less animal products.
- These results were organically [shared](#) in 13 independent media sources.

Research of Ukrainian consumers' attitudes towards plant-based alternatives in 2022

- We have created the biggest questionnaire of this kind about the status of the plant-based market and the consumer's attitudes towards it in Ukraine. The organization that we collaborated with was supposed to initiate the project in March, however, it was canceled due to the Russian invasion of Ukraine.
- The survey included questions about people's awareness of plant-based products, their dietary habits, as well as their attitudes towards animal-product alternatives. The aim was to not only understand the consumer perceptions, but to establish more effective marketing strategies for the producers.
- To fit the circumstances, we decided to conduct a different survey about Ukrainians' attitude towards animal welfare as a part of the EU integration process. This new survey will be done in the third quarter of 2022. The work that has been for the plant-based research will be used once it is appropriate.

2.2 Rankings

Rankings are one of our key tools to strengthen competition, showcase the best examples of responding to the plant-based trend, and motivate more companies to introduce plant-based alternatives to local food markets by benchmarking. At the same time, we use this tool to build our position as expert advisors to the food industry on how to succeed with more plant-based offerings, and rankings often serve as the first step in establishing relations with large food service chains.

2.2.1 Rankings in Denmark

Coffee chains

We published the [first ranking](#) which focused on coffee and bakery chains' selection of plant-based food, snacks, desserts, and drinks.

- All 16 ranked companies received our ranking report, which included a description of increasing sales and consumer interest in quality plant-based offerings, as well as in-depth guidance and recommendations on how to approach plant-forward consumers in the best way possible. For each coffee chain, we highlighted what we believe they are already doing well and where they could improve their selection and marketing of animal-free options.
- We prepared content about the ranking for our social media to attract attention from companies and food industry leaders, which led to these leaders starting to follow us on LinkedIn.
- Since the ranking, we have been in contact with major chains Espresso House and Lagkagehuset. Espresso House has since launched several new plant-based offerings, and

Lagkagehuset seemed excited to share with us when they launched their first fully plant-based cake.

Fast-food chains

We published a [ranking of fast-food chains](#). We evaluated them on their menu selections and communication on plant-based foods.

- All of the top-5 shared their position, both internally and publicly. As a result of the ranking, MAX Burgers made a marketing campaign, adding further focus to their plant-based options.
- Domino's took our advice and significantly updated how the plant-based options on their menu are presented in order to target a broader audience than mostly vegans.
- Burger King added their egg-free mayo to the dip menu, as it was not featured before the ranking.
- We managed to get a good amount of attention from businesses and followers on LinkedIn and Instagram.
- MAX Burgers created a press release quoting Anima International, and an article focusing on 7-Eleven, one of the biggest convenience chains in Denmark, was published in the media.

2.2.2 Rankings in Norway

Coffee chains

Anima International published a [ranking of 10 coffee and bakery chains](#). We evaluated their plant-based options, communication about plant-based food and drinks, and the stage of plant-based development.

- All 10 ranked companies received our ranking report, which included a description of increasing sales and consumer interest in quality plant-based offerings, as well as in-depth guidance and recommendations on how to approach plant-forward consumers in the best way possible. For each coffee chain, we highlighted what we believe they are already doing well and where they could improve their selection and marketing of animal-free options.
- We shared our result of the ranking on our social media, which led to some of the leaders from Espresso House starting to follow us on LinkedIn.
- Several of the companies included in the ranking have since added more plant-based options to the menu.
- Espresso House shared the news about their first place and wrote about it on their [homepage](#).
- Because of this ranking, we have established a good relationship with Espresso House. They contact us when they have an extra focus on their plant-based options and want us to be a part of their communication, and we have also given advice on their plant-based options.

Fast-food chains

We published a [ranking of plant-based fast-food chains](#), rating 14 chains based on the quality, selection, and communication of the plant-based food on their menus. We have established a relationship with those who come out on top of our ranking.

- MAX Burgers ran [a major marketing campaign in Norway about the award](#).
- We are still working with the other chains in the ranking to implement the recommendations included in our report.
- Bislett kebab, who came in second, got marketing recommendations from us, for example on not having their plant-based menu as a separate one. We are working together with Bislett kebab to make sure they implement this.

2.2.3 Rankings in Russia

Retail chains

We launched a comprehensive ranking of the largest Russian retail chains to encourage them to increase the number of plant-based products they offer. Unfortunately, due to the Omicron outbreak, we had to stop the ranking after researching 5 out of 36 supermarkets.

- The main finding was that there is a big difference in availability of plant-based alternatives between discounters and supermarkets with higher prices.
- As part of preparation for our talk at [AltFood Conference](#) (the first conference on alternative food in Russia) we conducted and presented an overview of the availability of plant-based alternatives in different Russian supermarket chains.

2.2.4 Rankings in Ukraine

Gas stations

We published the results of a [ranking](#) on the availability of plant-based products in gas station shops. The ranking allowed us to analyze how the plant-based market has changed and how easy it is for consumers to get alternative products on the go.

- Later on, one of the key gas station chains, [OKKO](#), introduced a plant-based burger option with one of our food manufacturer partners.

2.3 Industry-specific publications

Being aware that our resources are limited which translates to a narrow amount of direct advisory partnerships with food companies, we nudge the food industry with publications that help to foster the interest in plant-based products and equip food manufacturers, restaurant operators, and other food professionals with relevant knowledge and tools to increase the role of plant-based food and reduce the amount of animal products in their offer. In order to maintain the highest quality of the content, we collaborate with external partners and independent contractors, such as food technologists or law firms, as they have a deeper experience in some of the industry specific topics. Over the years we have successfully produced numerous publications.

2.3.1 Industry-specific publications in Poland

Plant-based dairy production guidebook

Thanks to consumer demand, the industry's interest in plant-based dairy alternatives has been growing in Poland. We teamed up with a food technologist and published [a dairy alternatives production guidebook for food manufacturers](#) to nudge the industry even further.

Legal analysis – plant-based dairy alternatives labeling

Due to legal issues regarding the naming of plant-based products and new restrictions implemented by the European Commission in 2020, we commissioned [a legal analysis concerning the naming of plant-based dairy alternatives](#) that was published in partnership with Food Law Center, a law firm specializing in food law.

2.3.2 Industry-specific publications in Russia

We [released](#) a new guidebook on Russian consumer preferences towards plant-based alternatives. To help companies better assess the rapidly-changing market for plant-based alternatives as well as understand consumer needs and preferences, we compiled an overview of the latest research in the field. It was predominantly based on our last year's research and supplemented by the comments of Russian plant-based producers. We promoted the guidebook through our social media and newsletter, as well as sent it directly to the producers.

2.3.3 Industry-specific publications in Ukraine

Plant-based guidebook for restaurants

We adapted and published a [guidebook for restaurants](#) on how to introduce plant-based options to their menus. We used to run a restaurant outreach campaign, working to introduce more plant-based options to the menus, to which we had to temporarily put a stop due to COVID-19. This guidebook became a key material for us to share with restaurants meanwhile.

Introduction to plant-based meats

We published a guidebook about plant-based meats, explaining what they are and why they are needed. This [material](#) was initially created for a food industry exhibition, but it quickly became our key guidebook to share with consumers and businesses unaware of the benefits and potential of plant-based meats.

2.4 Positioning plant-based transformation as a central topic for the food industry through awards and public votes

Despite being one of the major trends, plant-based food and alternative proteins still have a minor share in the market, considering the scale of the food systems. In order to strengthen the role of plant-based products as well as the direction away from animal-origin foods, we conduct polls as well as competitions that put plant-based topics in the industry spotlight. Companies competing for the best plant-based product awards, as well as in other categories, create a positive buzz among other manufacturers, which leads to more and better products being launched on the market. By praising industry professionals, politicians, and other influencers that vouch for a just food system transformation, we encourage others to come aboard. Votes and awards compliment our other interventions such as rankings and further strengthens our position as food industry experts.

2.4.1 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Denmark

The Plant Awards – 2nd edition (2021)

- Nominees in the nine categories were highly engaged in spreading the news about their nominations on social media, which gave us new reach and visibility. For the first time, we decided to engage our audience in voting in one category. 2,000 people voted for our product of the year award.
- Among the guests in 2021 were high-profile people from the food industry and related industries, such as: CSR managers from IKEA Denmark and retail and foodservice giant Dagrofa; leaders from the largest plant-based companies; representatives from companies like 7-Eleven, Hanegal, Simple Feast and Compass Group; representatives from

organizations like Greenpeace and Concito, an influential Danish environmental think tank; and key influencers.

- Following the event, our relationship with Dagrofa was especially strengthened, leading to us advising them on new high-quality plant-based cheeses that they added to their largest supermarket chains offering. See section advisory partnerships in Program 7 - 4.2

2.4.2 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Norway

The Plant Awards – 1st Edition (2023)

- We have built relationships with the people behind Norway's largest Vegetarian Festival, [Oslo Vegetarfestival](#), and the [Futures Foods Conference](#) – a food industry conference focused on plant-based food. We will have the Plant Awards at the Future Foods Conference.
- We have established a panel of judges for the Plant Awards that include:
 - [Hanne-Lene Dahlgren](#), Norway's largest veggie profile.
 - [Wasim Zhaid](#), a PhD, author and doctor specializing in heart diseases.
 - [Richard Nystad](#), one of Norway's most profiled "green chefs" and the general manager of Flowfood.
- The Plant Award has also given us the opportunity to collaborate with some of the biggest companies when it comes to plant-based food in Norway. For example, we have secured [Naturli](#), [Cultivate food](#), [Empress](#), and [Bakerina](#) as food sponsors for the conference.

2.4.3 Positioning plant-based transformation as a central topic for the food industry through awards and public votes in Poland

Product of the Year Award in Poland – 3rd edition (2021)

- Our followers cast almost 6,500 votes, over one and a half times more than in 2019, and almost six times more than in 2018.
- Among the nominations, there were a lot of new brands, unknown to the voters – our contest helped boost interest in their business and strengthen their positions on the market.
- The entire event was held under the patronage of Handel and Handel Extra magazines – the two main media outlets in the trade sector.
- The awards gala was held in January 2021 in the form of [a live broadcast on Facebook](#).

Product of the Year Award in Poland – 4th edition (2022)

- We awarded prizes in six categories, nominated 70 products, companies and brands, and collected almost 6,000 votes.
- The Plant-based Game Changer award recognizes companies that made the biggest impact with regard to mainstreaming plant-based eating. We were surprised to learn that they competed for the award very actively.
- We continued our fruitful collaboration with Handel and Handel Extra, two major retail industry media outlets which covered the Awards in their printed and online publications.
- The companies honored in the awards use the distinction extensively to attract new customers to their plant-based offerings. Żabka, the convenience store giant, not only used the communication package provided by Anima International in their social media, but also highlighted the award proudly in their social impact report. Biedronka, the biggest Polish retailer, used it in their promotional materials, and numerous companies (such as Planeat or Dobra Kaloria) featured the award badge on their product labels.

2.4.4 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Russia

Product of the Year Award in Russia – 2nd edition (2021)

- We organized an online public vote in two categories: the best meat and milk alternatives. Approximately 500 votes were cast.
- The winners were IKEA and Nemoloko (the biggest alternative milk producer in Russia), respectively. It provided us with an opportunity to conduct an interview with IKEA representatives. The [text was published](#) in an industry media outlet with 450,000 monthly visitors.

Product of the Year Award in Russia – 3rd edition (2021)

- Our third voting also took place online with around 500 voters.
- In our third edition of the Plant Awards, companies competed in four categories. In two categories (Game Changer and the Best Product of the Year), the winner was EFKO – one of the biggest food producers in Russia. They were happy about the success and published a series of posts about the awards on their social media.
- Agama (a big fish company that started to work on launching a plant-based line one and a half years ago) won in the Best New Brand category. We helped them from the very early stages of their plant-based project.
- The awards summary [was published](#) in an industry media outlet.

2.4.5 Positioning plant-based transformation as a central topic for the food industry through awards and a public vote in Ukraine

Product of the Year Award in Ukraine – 2nd edition (2021)

- We conducted a survey of what consumers thought was the [Best Plant-Based Novelty of 2021](#).
- The award ceremony was canceled due to the Russian invasion in Ukraine.

2.5 Organizing food industry-oriented professional events

We put strong emphasis on setting a favorable narrative for a just food system transformation, thus we organize food industry-oriented events which enable us to network and communicate with relevant stakeholders on the professional level and position ourselves as experts in the food system transformation field. The events hosted by our food transformation teams over the years have gathered hundreds of participants and continue to play a significant role in mainstreaming the conversation about reducing the use of animal products. Such conferences are often the first type of such initiatives in respective countries, and in some cases, like in Poland, make the largest event in this part of Europe devoted to the plant-based food system transformation.

2.5.1 Organizing food industry-oriented professional events in Poland

Plant-Powered Perspectives conference in Poland – 4th edition (2021)

We gathered almost 330 food industry professionals, which made this year's conference 22% bigger in terms of audience compared to the 2020 edition.

- We had over 40 speakers from all over the world – all of them delivered highly valuable inputs for Polish as well as international food industry representatives.
- We also hosted a Plant-Powered Pitching session for plant-based innovators. It is a space where innovative plant-based ideas are presented in front of an industry audience. This year, Fabalous, which produces the first chickpea-based desserts on the market, won the first prize.
- We tested the concept of Innovation Showroom, which featured exhibitors showcasing their products and ideas. It turned out to be a great opportunity for smaller projects to grasp the attention of major Polish retailers and distributors.
- We also hosted two hands-on workshops. One of them was focused on effective product launch strategies, while the other one enabled participants to learn about the technology behind plant-based fish alternatives.

Plant-Powered Perspectives conference in Poland – 5th edition (2022)

- We have closed core preparations and secured key elements for our 2022 conference that will happen in October and will be the biggest to date.
- We prepared this edition to pay particular attention to the broader context of the food system transformation in Poland and the rest of Europe, the role of Polish food companies in creating a new paradigm for the food industry, and the increase in public and private funding for new foods.
- We will also extend and refresh the Plant-Powered Pitching concept in order to put an even stronger emphasis on innovation in the alternative protein segment.

Online Academy 2021

We launched an Online Academy in response to the pandemic in 2020, and its success encouraged us to work on another edition of the project in 2021 as the pandemic restrictions were still in place. We hosted seven webinars with food professionals, dietitians, doctors as well as marketing experts. In total, almost 1,000 participants joined the event, including 550 culinary school students who attended a live cooking session online. Among many other learning opportunities, we hosted:

- Webinar on plant-based investment – together with Augere Venture Capital Fund and Foodtech.ac accelerator, we hosted a webinar on investment basics in order to support future entrepreneurs in the plant-based sphere. We highlighted the fact that sales of plant-based meat alternatives in Poland increased by 138%, and forecasts for the European market indicate that its value in 2025 may even reach EUR 8 billion.
- Webinar on consumer acceptance – together with marketing agency Dobocom we hosted a session focused on plant-based products marketing and branding addressed at the FMCG industry – manufacturers and retail chains who struggle communicating with plant-based consumers.

Veganmania Wrocław 2021

Veganmania is a trade fair that aims to mainstream plant-based eating among Polish consumers and provides innovators with quick access to rapid consumer feedback when testing their products. Due to COVID-19 restrictions, Veganmania Wrocław was the only edition that took place in 2021 as we decided to cancel the events in other cities. The festival gathered around 50 exhibitors offering animal-friendly cosmetics, ethical fashion, and a variety of plant-based cuisine and food products. Over two days, the event was visited by about 2,000 people – it's much fewer than we expected. For comparison, the last pre-pandemic edition in Katowice in 2020 was visited by 4,000 people in one day, and gathered about 90 exhibitors from all over Poland.

2.5.2 Organizing food industry-oriented professional events in Ukraine

The first business-oriented plant-based foods conference

- We planned the first business conference in Ukraine, which was supposed to happen in April 2022 and gather around 100 guests from different food industry sectors. Due to the Russian invasion of Ukraine, it was canceled, but while working on it, we have established many meaningful contacts which will be crucial for our future event endeavors.
- We also agreed on a partnership with businesses in the plant-based foods industry and media resources for this conference, including one that was working on the introduction of plant-based burgers in McDonald's Ukraine.

2.6 Industry conventions

Fostering crucial changes within the food industry binds us to take active part in narrative-forming events, such as fairs or conferences. We find it particularly important to network, deliver presentations and talks, and participate in discussion panels at such events in order to expose food industry leaders and professionals to the challenges our program addresses. Our expert position built over the years enables us to be perceived as competent discussion partners.

2.6.1 Industry conventions in Denmark

Presence at the Danish Plant-based Foods Industry Alliance's Annual Gathering

We were invited as an external guest to the Danish Plant-based Foods Industry Alliance's Annual Gathering with all of their member businesses. We gave a presentation on the latest developments in plant-based products. This led to us also getting booked to speak at events by the Danish Businesses Association and the Danish Industrial Association, the two largest employer associations in Denmark, as well as plant-based meal delivery service Simple Feast and supermarket chain Lidl.

2.6.2 Industry conventions in Poland

Sustainable Capital Congress Award

The Polish Capital Congress is an event organized by Forbes Poland. The Congress also includes the Sustainable Capital Congress.

- By decision of the Sustainable Capital Congress jury of the Forbes monthly magazine, Anima International's representative, Maciej Otrębski, was awarded the main prize in the Responsible Engagement category – for facilitating cooperation between plant-based producers and supermarket chains, as well as for the large-scale promotion of the plant-based diet.
- The Congress took place in the Warsaw Stock Exchange headquarters. We gave a short talk, underlining the importance of common efforts to transform the food system to become more just and humane. Maciej was profiled in a Forbes magazine article covering the event.

Kongres Mięśny 2021

Kongres Mięśny (Meat Congress) is one of the key events for the Polish meat industry.

- We were invited to participate in the debate "The consumer as a constant challenge for the meat industry" alongside the meat industry representatives of Superdrob, Tako, GfK, and Union of Producers and Employers of Meat Industry. The discussion had a strong emphasis on the increasing significance of the plant-based meat segment. We were able to present

solid data on market size and increasing consumer interest in plant-based foods, which was confirmed by a market expert from research company GfK.

New Food Forum

We participated in the New Food Forum 2021 organized by ProVeg Poland.

- While participation in the event is not a significant achievement in itself, it is worth to underline that the majority of the presentations and lectures referred to Anima International's publications and research, as well as our events.

Belarusian Milk Forum

Since the Polish market often serves as a point of reference to its Eastern neighboring countries, we were approached by the organizers of Belarusian Milk Forum to share insight into the plant-based dairy industry in Poland. The event was organized in partnership with Belarusian Ministry of Agriculture. We delivered an online presentation, underlining the growing market potential of plant-based dairy products.

Webinar on food and agriculture start-ups

We hosted a webinar on innovation in the agri-food sector focused on alternative protein. The event was organized by FoodFakty, one of the major food industry media, and was attended by representatives of the major food brands. As a result of this endeavor, Anima International was invited to participate in another event hosted by FoodFakty, this time solely focused on new protein.

2.6.3 Industry conventions in Russia

Giving talks on AltFood Conference 2021

- AltFood Conference was the first conference in Russia fully dedicated to alternative proteins. As many as 150 representatives of plant-based meat companies, cultivated meat laboratories, and meat producers attended. We gave a talk on retailers' growing interest in plant-based products in the last two years.
- We also participated in a round table dedicated to the challenges of plant-based market development in Russia.

White Nights start-up conference 2021

- The conference is an event for entrepreneurs interested in innovations. The panel we participated in was named "Foodtech: How plant-based meat and sustainable consumption affect behavior and the environment".
- We gave a talk on our survey on attitudes of Russians towards plant-based alternatives.
- We promoted the narrative that plant-based alternatives are not only for vegans, but for a much broader consumer group. We met in person with the representatives of IKEA who won our Plant-Based Awards, and agreed on further collaborations.

Other events

- We took part in the roundtable "Alternative Sources of Raw Materials and Food" together with key plant-based market actors in Russia.
- We were invited to the volunteer forum Good World of the Future, where students of high-schools, including culinary ones, listened to our presentation about how the market for plant-based alternatives in Russia is developing and what prospects await us.

- In February 2022, we were present at Prodexpo 2022 – the largest international food and beverages exhibition in Russia and Eastern Europe.

2.6.4 Industry conventions in Ukraine

Presence at the biggest industry exhibition in Ukraine

- We took part in the biggest food exhibition in the country, [World Food Ukraine](#). We organized a separate stand for five Ukrainian [plant-based meat producers](#).
- We strengthened our relationships with these companies, as well as showcased the capabilities of the Ukrainian plant-based market to those in the industry who were not aware of it.

2.7 Utilizing expert position to influence the food industry

Whereas advisory partnerships play a significant role in our day-to-day work, there is a vast range of interventions that do not fall directly into that segment, yet have a similar base principle – to encourage the food industry to reduce the use of animal products. Likewise, we use our expert position and authority to amplify our narrative in food industry-specific areas – both in the form of interventions initiated by our team and in external projects, such as offering free consulting sessions for food businesses or providing expert insights for reports and publications delivered by other stakeholders in the food industry sphere.

Mentorship and workshops for food-tech start-ups

Foodtech.ac accelerator is one of Anima International's key partners in Poland and plays a central role in fostering food-tech innovation in the region.

- We have been mentors since the first edition of their start-up acceleration program, supporting the companies and navigating them in a plant-based direction.
- During the 2022 round of their acceleration program, we led a workshop on recent plant-based trends, white spaces for growth in the field, and possible synergies with other food-tech trends.
- Anima International's strategic partnerships manager was invited to be an advisor for a newly-founded AC/VC venture fund launched by the founders of Foodtech.ac.

Participation in the Positive Impact Start-ups Awards committee

MyEgg, a new Polish plant-based egg alternative start-up, received a [Positive Impact award from Kozminski Business Hub](#), an innovation incubator run by a leading business university. MyEgg was honored in the product/service category among six other companies.

- Anima International's strategic partnerships manager is a member of the committee nominating companies and awarding the prizes to local start-ups.

Delivering lectures at Kozminski University for CSR postgraduate students

Kozminski University is the most renowned private business school in Poland. Their postgraduate students of the CSR course are often hired in major food companies.

- We conducted two lectures for postgraduate students of the CSR course at Kozminski University. The lectures covered the plant-based products market and its business potential.

Providing expert opinions for Pyszne.pl

Pyszne.pl is the biggest Polish meal delivery service. In January 2022, they launched a campaign promoting plant-based eating and conducted a complex public opinion poll on the attitudes towards plant-based eating.

- We were invited to prepare expert opinions and commentary to the results of the survey, which were used extensively in Pyszne's Veganuary campaign communication and had a large media coverage.
- Pyszne.pl agreed to share the results of the research with us, which we have already used in other reports and publications.

Serving as experts at Climate Leadership program

[Climate Leadership](#) is a program coordinated by the Polish branch of the United Nations Environment Programme. As Anima International, we have been actively engaged in creating a narrative that puts alternative protein in the spotlight of food system transformation discussions – we serve as experts or mentors in numerous programs and projects.

- Since its launch, we have taken part as an expert.
- We participated in an expert session with Danone, a global dairy production leader. Danone's Polish representatives committed to mainstreaming Danone's plant-based brands in Poland in the coming years.

Providing insights for Venture.inc State of Polish Foodtech Report

Compared to the meat and dairy industry, alternative protein is severely underfunded, and especially in Poland, investors seem to be quite skeptical towards food tech in general.

- In order to familiarize Polish investors and the venture capital community with alternative protein market potential, we supported Venture.inc (a VC investment fund, now rebranded to Unfold) in their efforts to publish a solid overview of this industry branch.
- The report was [published](#), both in English and Polish, and has been very well received in the professional community.
- The authors of the report made use of research commissioned by Anima International multiple times.

Introducing future food professionals to plant-based cuisine in collaboration with Frosta

Frosta is a large frozen fish products company.

- The company asked us to support their educational workshops dedicated to culinary school students and familiarize future food professionals with plant-based cuisine. We led the online workshop that was attended by students from catering schools from Gdańsk and Wrocław.

Introducing future food professionals to plant-based cuisine in collaboration with Makro

Makro is a Polish branch of METRO, one of the key suppliers of food products in the HORECA industry.

- One of our Chefs for Change ambassadors (See Program 7 - 4.5.2) instructed the company on plant-based trends in gastronomy at Makro Academy, Makro's professional training center where we presented plant-based trends in gastronomy.
- The event was attended by approximately 70 students of catering schools.

3. Institutional outreach

In both Denmark and France, our teams are changing what consumers eat by working to restructure the food supply in public sector canteens. Public catering, such as school and university canteens, is a large-scale public service in both countries. Anima International's objective is to transform a growing proportion of this large number of meals to be free of animal products, while at the same time normalizing plant-based food for entire generations. The work involves lobbying for plant-based food options at the local authority level, mobilizing members of the public, training catering staff in plant-based cooking, advising canteens as well as whole cities and regions in their transition, and organizing press-worthy events.

3.1 Public catering

A significant amount of daily meals are eaten in public catering institutions. Governments and local administrations can set an example by making plant-based food an easy and appealing choice in these canteens. We work to show institutions the huge public demand for more plant-based food options which are also in line with national environmental goals.

3.1.1 Public catering in Denmark

Implementing plant-based by default in Danish public canteens

Kolding is the seventh-largest municipality in Denmark. In connection with regional elections in 2021, we reached out to a prominent politician, known for a strong environmental agenda, offering consulting on greener meals in public institutions. Continuing the conversation after the election, we became involved in the municipality's project to have more sustainable menus across their 10 largest public canteens. In recent years, there have been some failed attempts by the Danish national and local governments to implement meat-free days in public canteens, and we hope that the gentler nudging approach we are taking with Kolding will become a successful example for more parts of the country to follow.

- We have established a close collaboration on the project, with the plan being an effective default-veg setup where diners are nudged towards delicious and well-presented plant-based options. [Greener by Default](#) assisted us with the latest knowledge on creating thoughtful choice architecture around canteen food selection.
- Together with the municipality we have set some strong goals of a significant reduction in the percentage of animal-based dishes on the menus and a switch from red meat to plant proteins. We have been careful to set targets that do not encourage a switch from beef to chicken.
- We have also assisted with the training of kitchen personnel. We enlisted the help of our Chefs for Change ambassadors, who hosted an inspirational training event on how to cook delicious plant-based dishes.
- A baseline study is being finalized by local students in order to allow comparison of CO₂ emissions pre- and post-interventions.
- In preparing for the collaboration, we have produced a new simplified guidebook on plant-based nudging in institutional kitchens which is already inspiring the planning in two other potentially significant public canteen projects of which we know.

3.1.2 Public catering in France

Transforming menus in French school canteens

In France, school pupils are served lunch prepared in the school canteen five days a week. 1.29 billion meals are therefore served each year in French school canteens. The huge number of meals served is why we aim to ensure that every school canteen in France serves a plant-based option every day, which would therefore affect tens of millions of animals every year. To achieve this, Anima International guides canteen chefs by providing them with training courses, promotional events, and marketing advice and materials.


Some highlights from our recent work include:

- Organizing a plant-based promotional event, “Green Week”, during which primary schools, high schools and colleges served plant-based meal options. We started this campaign in 2021 in a college in Nancy (see [article](#) and [video](#)) followed by a high school with 350 pupils in Milhaud, who all ate the compulsory plant-based dish proposed during the week. Later, three other school canteens organized a “Green Day” during which the plant-based option was compulsory for 2,400 pupils in total.
- 81 chefs, each responsible for a different school canteen throughout the country, were training in plant-based cooking during our in-person or online training classes. We continue to work with the chefs to ensure a reflection of their new skills in their canteen menus.
- Thanks to our support (plant-based cooking training for chefs and Green Week), the [Victor Hugo college](#) received our “[Green Plates](#)” label in December 2021, highlighting their daily plant-based option. This means all of their 650 pupils can now and in the future benefit from a plant-based option every single day. The Victor Hugo college is now the first ever college in France serving a daily fully plant-based option.

Transforming menus in French university canteens

Anima International began its work in France in 2018 by focusing on the 70 million meals which are served to students in university canteens each year. All of these meals are prepared and organized by local administrations called the Crous. Our work consists of lobbying the Crous as well as providing professionals with the necessary tools to offer more plant-based options, similarly to the training in schools described above. In the case of France, bureaucracy can be both a hindrance and a driver of change. For example, if a regional administration decides to switch to serving a plant-based meal every day, this decision impacts all the canteens under its control. We therefore try to influence decision-making as high up the chain of command as possible.

Recent achievements include:

- 
- Introduced 12 cities and their university students to a daily plant-based option during a “Green Week” in cities including Montbéliard, Dijon, [Besançon](#), Reims, Troyes, Colmar, Mulhouse, Illkirch, [Strasbourg](#), Grenoble, Toulouse, and [Paris](#).
- Our work in Paris led the municipality to [commit](#) to increasing the percentage of vegetarian meals served every day to 25%, increasing still further to 50% by 2026
- In July 2022, we trained half of the [university chefs](#) in the entire Alsace region in [plant-based cooking](#). Negotiations are ongoing with the Crous.

- Thanks to our support, the Bourgogne-Franche-Comté region now offers a [daily vegetarian option](#) to its 80,000 students, with the same progress being made in Reims for its 22,000 students. University restaurants in Grenoble implemented a daily vegetarian option in all of their restaurants. In Toulouse, our organization of a Green Week led the administration to train all of their chefs in plant-based cooking and launch a working group on vegetarian menus.

Anima International

Program 3 Investigations

Achievements outline

01.2021 - 07.2022

1. Investigations in Anima International's countries

1.1 Broiler chickens investigations

- 1.1.1 Broiler chickens investigations in Denmark
- 1.1.2 Broiler chickens investigations in Norway
- 1.1.3 Broiler chickens investigations in Poland
- 1.1.4 Broiler chickens investigations in Ukraine
- 1.1.5 Broiler chickens investigations in the United Kingdom

1.2 Laying hens investigations

- 1.2.1 Laying hens investigations in the United Kingdom

1.3 Fish farming investigations

- 1.3.1 Fish farming investigations in Poland

1.4 Fur farming investigations

- 1.4.1 Fur farming investigations in Ukraine

1.5 Other investigations

- 1.5.1 Other investigations in Poland
- 1.5.2 Other investigations in Ukraine

2. Global investigations

2.1 Fur farming

- 2.1.1 Fur farming in Bulgaria

3. Increasing investigative capacity

3.1 Increasing investigative capacity in Anima International's countries

3.2 Increasing investigative capacity globally

4. Litigation

4.1. Participation in court proceedings as an auxiliary prosecutor

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Investigations in Anima International's countries

Throughout the years, Anima International has been known for its hard-hitting investigations and high-profile coverage. Investigations have served many of the most important campaigns' goals, however, they are significantly dependent on the situations of each country, both in terms of the legal and political context, as well as the state of the campaigns. In some countries, we may decide to pause investigations related to a certain species if we are in the phase of 'good-cop' negotiations with producers. Therefore, each year's output may differ significantly over time periods and over countries.




1.1 Broiler chickens investigations

Broiler chickens are one of Anima International's key areas in terms of investigations. We operate in countries that are Europe's leading broiler producers (Poland and the UK), thus affecting a considerably large number of animals. In Poland, we published the first ever footage from broiler farms, including a [comprehensive undercover investigation](#) into a topic that has been so far largely overseen by public opinion and neglected by animal advocates. The publications fueled our campaign work and brought the topic of fast-growing broiler chickens into the spotlight. In the UK, our investigations are designed to push forward campaigns to secure corporate welfare commitments, whereas in Ukraine our focus lay mostly on the harmonization of European and Ukrainian law in the process of the country's effort to join the European Union.

1.1.1 Broiler chicken investigations in Denmark

[Whistleblower campaign to the broiler chicken industry, offering a reward in exchange for letting us document the production of fast-growing broilers](#)

- In the autumn of 2021 Anima International publicly challenged major retailers to give us full access to a broiler farm, documenting all aspects of broiler farming during a full cycle of five weeks. When the retailers declined the challenge, we instead offered a reward to any farmer who would give us full access to their farm. This prompted the lobby organization of the industry to install cameras in a broiler farm and let the whole public see the reality of factory farming. The initiative resulted in significant public interest including a number of media hits. Also, it became a talking point when meeting with retailers where we were told that several staff members in the company were watching the chickens as they grew to abnormal sizes in record time. 
- As a result of the media interest, representatives of the Danish broiler industry decided to [set up a stream](#) that would show the full breeding cycle of a broiler chicken, a fact that has been widely reported by the Danish press. The stream made it possible for everyone to watch day

by day [how a broiler chicken grows](#), something that has not been achieved with a conventional investigative tactic before and which allowed Anima International to frame the problem using footage produced by the industry itself.

- The extensive coverage of [this intervention](#) is covered in Program 4. - 2.2.1.

1.1.2 Broiler chicken investigations in Norway



1.1.3 Broiler chicken investigations in Poland

Documenting bird flu outbreak (broilers and laying hens)

- We [documented a major bird flu outbreak](#) in Żuromin county. Together with Mława county, the region has the highest density of factory farms. In those two counties alone, 605 farms housing over 80 million birds are located. Around 10 million birds are estimated to have died in the outbreak.
- The footage was used by the media in [reports of the outbreak](#).

1.1.4 Broiler chickens investigations in Ukraine

Undercover investigation into the biggest broiler producer

- Anima International conducted an undercover investigation on the farm of the largest broiler producer and exporter in Ukraine, MHP. The company accounts for more than 55% of industrial production and about 35% of all chicken consumed in Ukraine.
- Footage from the investigation was used by Eurogroup for Animals in communication with the European Commission regarding the issue of a new policy project approved by the EU-funded campaign “Moving Forward Together”.

1.1.5 Broiler chicken investigations in the United Kingdom



Large-scale investigation into four broiler farms supplying the UK's 4th largest supermarket, Morrisons

- We conducted an investigation into four broiler farms supplying Morrisons and secured [high-profile coverage](#) (see program 4. - 2.2.4). In our experience, this is unusual for broiler welfare investigations, as the problems we identify are legal, routine, and often not “news” to journalists.
- The footage has also become the centerpiece of the coalition campaign against Morrisons as the “proof” of the issues we are criticizing. While luck is always involved in determining the success of these projects, we designed an in-depth strategy which we believe paid off.
- Firstly, what made this investigation different was that we targeted farms that we knew supplied a particular “welfare-assured” brand of Morrisons’ chicken. This made for a powerful story due to a clear and tangible hypocrisy. The investigation, which helped strengthen the point that the problems are systemic, and so Morrisons’ welfare policies were illustrated to be the problem, not a rogue farm. In the UK, it is very rare for broiler investigations to be linked to a particular brand of chicken due to the scale and opaque nature of the industry.
- Secondly, the video was narrated by British TV presenter Chris Packham. Almost all the animal welfare investigations published in UK media are journalistic, meaning that they are more focused on the findings. Our approach with this investigation was to tell a shocking story of hypocrisy through the voice of a household name, elevating the quality of the exposé and fighting the pushback that broiler welfare issues are “not news” just because they are normalized.
- Lastly, we chose to focus on the term “Frankenchicken” to describe the problem, rather than trying to educate consumers with too many facts that they would forget. While we are far from the first group to use labels like this, we made a conscious decision to stick to it relentlessly, and [the media liked it](#).
- A final highlight of this investigation is its sticking power. Dozens of [protests](#) against Morrisons have been organized by Anima International and The Humane League UK since early 2021, and the investigation images are used for almost all the materials at these events – including posters, leaflets, advertisements, and an advertising truck.
- The images have also been used in many media articles covering the campaign and the [UK ECC campaign](#) in general. One of the biggest battles of this long-term campaign is the fact that supermarkets can spend millions of pounds on misleading advertisements which claim

that the company has high animal welfare standards. By simply ensuring that images from genuine UK farms – as well as from farms supplying the particular company against which we are campaigning – are used, we can add credibility to our arguments.

Investigation into two broiler farms linked with Morrisons

- To push the campaign forward, we published [another investigation](#) into Morrisons' supply chain, covering two Red Tractor-approved farms. [Red Tractor](#) is a very popular industry-funded certification scheme used on almost all animal products. The investigation was therefore useful in illustrating both the lack of assurance Red Tractor really provides to consumers, and the inherent welfare problems associated with intensive broiler farming.

1.2 Laying hens investigations

For a number of years, investigations into cage housing of laying hens have been one of the biggest priorities for Anima International, functioning as a tool for pressure campaigns, shaping the discourse on laying hen welfare, and contributing to securing historical commitments from companies. In this reporting period, there was a smaller focus on laying hens, as many of the goals could have been achieved by other means or the material that had been already collected in past years. However, with the success of the European Citizens' Initiative to ban cages in the European Union ([End the Cage Age campaign](#)) and the resulting legislative process, this area of work will most likely be a major focus point in the coming years.

1.2.1 Laying hens investigations in the United Kingdom

Documenting the UK's biggest ever bird-flu outbreak

- During the UK's biggest ever bird flu outbreak in late 2021, we published footage showing thousands of dead egg-laying hens who had been culled. It was covered in [The Independent](#), [BBC News](#) (including TV), [Daily Mail](#), [The Lincolnite](#), and others.
- We used the footage as an opportunity to talk about the risks of factory farming and to ensure that when reporting on the story, the media used images illustrating the true cost of the disease for animals.

1.3 Fish farming investigations

We have increasingly focused our attention on fishing and fish aquaculture in recent years. We have put considerable effort into documenting the production cycle of carp in support of live sale campaigns in Eastern Europe, recently switching our attention towards other species. Due to the scale of the problem, this area of work is likely to become one of our focus areas in the coming years.

1.3.1 Fish farming investigations in Poland



1.4 Fur farming investigations

Fur farming has historically been a focus area of Anima International investigations, due to the scale of the problem (Poland and Denmark being major producers) and its tractability (large public support for the movements to ban the practice in most of the countries in which we work). Recently we have focused more on publishing strategically important investigations, for example, in support of bills outlawing the industry.

1.4.1 Fur farming investigations in Ukraine

Obtaining investigative footage from seven fur farms in cooperation with Unique Planet

- We collaborated with another animal advocacy organization from Ukraine, Unique Planet, to produce a [documentary](#) about Ukrainian fur farms and their impact on animals, local communities, and the environment. The goal was to emphasize the need for a ban on fur farming, as well as attract attention to Bill 2360 to this end.
- After the release, [the Chair](#) of the Subcommittee on Forest Resources, Fauna and Flora, Natural Landscapes and Nature Reserves of the Verkhovna Rada Committee on Ecological Policy and Nature Management supported the ban on fur farms in her statement and publicly called on fellow deputies to vote in favor of the Bill.
- Representatives of Anima International and Unique Planet were invited by the State Service of Ukraine for Food Safety and Consumer Protection to advise about quality control of fur farms. An agreement was reached about providing tests for coronavirus for minks to monitor their health by the State Service of Ukraine.
- A case was opened on violations of environmental regulations on a number of fur farms which were included in the documentary. Anima International and Unique Planet were called as witnesses in the case.

1.5 Other investigations

We use various opportunities to talk about factory farming in general or bring the problems it is associated with to the public attention. These are very often useful for policy work, attitude change and/or elevating our organization's position as experts.

1.5.1 Other investigations in Poland

Investigation into animal transports

- We partnered with regional Road Traffic Inspectorates, i.e. governance institutions that supervise compliance with road traffic regulations and safety rules.
- We carried out a number of controls [documenting the transport conditions](#) of farmed animals.
- The footage we gathered was included in a [report on animal transport](#) that was used for lobbying for stricter transportation laws on EU level.

Investigation into cow and horse slaughterhouse near the town of Kozięglów (Rzeniszów)

- [The footage](#) showed brutal treatment of animals and breaches of law, including the transport and killing of animals unfit for transport (so-called downer cows), which according to animal welfare law should be euthanized at the farm.

- The findings were in line with the report by the Supreme Chamber of Control of the Republic of Poland, which states that animal welfare laws are disregarded during transport.
- The footage was shown to the public by [Uwaga TVN](#), an investigative journalism program aired by the biggest Polish private broadcaster. It generated public outrage, as it confirmed findings [from 2019](#) that downer cows are illegally processed for human consumption.
- We notified the authorities of the violations of law in the slaughterhouse. The case is ongoing.

1.5.2 Other investigations in Ukraine

[Publishing the first assessment on the impact of war on farmed animals](#)

After February 24, which marked the start of the Russian Federation's full-scale invasion of Ukraine, our Ukrainian team had to stop its usual operations. After resuming some work, we published a [report](#) on the impact of the war on farmed animals.

2. Global investigations


Although this work is mostly coordinated on the international level with the involvement of Anima International member organizations, most of the support is directed towards groups outside of Anima International. We have a track record of using our expertise in conducting complex operations like investigation for Sinergia Animal in Thailand. We are gradually extending this area of work.

2.1 Fur farming

There is a strong movement to ban fur farming in EU Member States and in the EU in general. It is of strategic importance to support groups in their work to secure national bans. We provided this support with the outlook of the European Citizens' Initiative to ban fur farming which was initiated in 2022.

2.1.1 Fur farming in Bulgaria

[Investigation into the biggest mink farm in Bulgaria](#)

- We carried out an [investigation into the biggest mink farm in Bulgaria](#) with the support of a new organization, Nevidmi Zhivotni. The investigation was originally intended to be released in support of the Fur Free Britain campaign, but in the end it was released in support of a campaign to ban fur farming that members of the organization have been working with their previous group, CAAI.
- 
- Thanks to the timing of the release, they were able to generate considerable media interest, resulting in the footage being shown on [national television](#) a number of times, as well as being covered in other media (for example [national radio](#) and the [second-biggest newspaper](#) in the country), including [English-speaking](#) ones.
- The footage and media interest will be also useful in upholding the ban, as due to the unstable political situation the government has lost its majority and new elections have been scheduled for later this year.
- The footage has been used by [Eurogroup for Animals](#) and its member groups in support of the European Citizens' Initiative to ban fur farming.

3. Increasing investigative capacity

We invest heavily into making investigative work more scalable in Anima International as well as in other groups. Obtaining hard-hitting footage exposing factory farming in one country should be used to maximum effect to make the work more cost-effective. Because of this reasoning, we historically dedicated a lot of resources and attention to supporting the growth of the animal advocacy movement's investigation knowledge. More on this in program 5.

3.1 Increasing investigative capacity in Anima International's countries

Currently, we have a functional investigations team in Poland, with some work being done in the United Kingdom and Ukraine (before the Russian invasion). To avoid bottlenecks, one of our strategic goals is to increase our internal capacity by introducing processes, preparing training materials and guides, providing mentoring and advice to other team members, and onboarding new team members in the future.

Preparing training materials for undercover workers in Polish, Russian, and Ukrainian

- We have prepared materials that can be used to teach workers employed on farms basic equipment handling skills. This is helpful as technical issues are a common problem during this kind of work, amplified by the language barrier.
- We provided additional training materials for groups, covering hardware and online security.

3.2 Increasing investigative capacity globally

Anima International is uniquely placed in the global animal advocacy context because of our long-term experience in conducting investigations over the last decade and beyond. We want to use this comparative advantage to work more on helping other groups' campaigning efforts and therefore strengthen the movement, rather than just focus on our internal goals. This means that an increasingly large amount of our investigative work is carried out in support of other organizations' campaigns and growth.

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

- [REDACTED]

- As of now, the flow of information between groups that are in need of investigative support and groups that can provide such support is poor or even non-existent. By conducting this survey, we aimed to remove one of the barriers that prevent groups like Anima International or Equalia from offering support for other organizations.
- The outcomes of the survey allowed for a rating of the organizations and possibility to offer them support. We hope to start working with them in due time.}**

Taking the role of a fixer for groups

- We help groups from abroad to get footage that they need for their work. These activities involve desktop and on-the-ground research, sharing information, consulting, sometimes direct support with carrying out an investigation.
- Groups that we have collaborated with include: Deutsches Tierschutzbüro (Germany), L214 (France), and SOKO Tierschutz (Germany).

Photojournalistic cooperation with We Animals Media

- Our investigations team has a long-term cooperative relationship with We Animals Media. Some of our images are available through [their website](#).

Making our footage available to other groups

- As a general rule all of our footage is made accessible to other groups, either through direct requests or through the Resource Library (see program 5. -5.2).
- Some groups with which we shared our footage during the reporting period include: The Humane League (US), Rav Institive (Poland), Dairy Truth (US), Vegan Outreach (US), Compassion in World Farming (Poland), Eurogroup for Animals (EU), Svoboda Zvirat (Czechia), The Animal Academy (US), Vegan Derneği Türkiye (Turkey), Egg Truth (US), Animal Friends Jogja (Indonesia), Sinergia Animal (international), World Animal Protection (international), We Animals (Canada).

4. Litigation

When opportunity arises, we use court proceedings as an investigative-like tool. When we decide to pursue litigation, we do it to secure media attention and to influence legislative processes. For example, in 2018 in Poland, penalties for animal abuse were tightened. They seem to have a considerable impact on the public perception of animals. Convictions that are handed down in such cases involve orders to close the farm, bans on owning animals, or bans on working with animals.

4.1. Participation in court proceedings as an auxiliary prosecutor

Polish law offers a strong instrument that gives non-governmental organizations a wide range of possibilities for action. One of them is the ability to represent animals in court as an auxiliary prosecutor. This also means that at the stage of pre-trial proceedings, the NGO can, among other things, actively participate in interrogations and file complaints against the decision to refuse to initiate

or discontinue the investigation. We use it to represent farmed animals in court proceedings and to undermine factory farming practices. As a result of these actions, a landmark decision was obtained by Anima International in [a case involving animal abuse at a broiler chicken farm](#).

Proceedings in which we participated as an auxiliary prosecutor

- [An animal abuse case against a mink and fox breeder from a farm in Długie Stare](#) (a joint investigation by SOKO Tierschutz and Anima International revealed the brutal and improper killing of mink, scaring and tormenting of animals, court decision pending).
- [An animal abuse case against a mink breeder from Góreczki](#) (the largest mink farm in Europe), where an [Anima International investigation in late 2020](#) revealed abnormal conditions for keeping mink, lack of veterinary care, and other numerous irregularities, court decision pending.
- [An animal abuse case against a fox breeder from Kościan](#) (our investigation revealed abnormal conditions for keeping foxes and dead animals on the farm, court decision pending).
- [An animal abuse case against a fox and raccoon breeder from Durzyn](#) (an intervention by Anima International revealed leading to starvation of animals on the farm, court decision pending).
- [An animal abuse case against a fox breeder from Goliszów](#) (an intervention carried out by Anima International revealed improper conditions for keeping foxes as well as starving animals).
- In 2021, [court proceedings ended against a fox breeder from Kielczewo, whose lack of proper care led to the mutilation of fox pups on the farm and who neglected to provide them with veterinary care](#). A conviction was handed down in December 2021 resulting in an eight-month sentence suspended for two years, a ban on animal husbandry for five years, and a financial penalty to pay Anima International of approx USD 500. As a result of the verdict, the breeder decided to end his animal husbandry business forever.

Filed notices to authorities

When we are informed of, document, or observe someone violating animal welfare law, we notify the law enforcement authorities of the suspected offense. It is up to the authorities to investigate, move to the pre-trial stage, and eventually push charges. After notifying the authorities, we remain an active party in the proceeding.

- In February 2022, we filed a notice to the authorities regarding the keeping of foxes in conditions of extreme neglect at a fur farm in Kościan which was observed by our team.
- In February 2022, we filed a notice to the authorities regarding the [kicking, threatening, and throwing of animals and other cruel methods used during loading at a broiler farm on a farm in Płock](#) that was documented by a journalist with whom we collaborated.
- In May 2022, we filed a notice regarding the [beating and scaring of animals, using illegal methods related to cattle transport at a horse and cattle slaughterhouse in Kozięglowy \(Rzeniszów\)](#) which was documented during one of our investigations.

Anima International

Program 4 Public Outreach

Achievements outline

01.2021 - 07.2022

- 1. Influencing public opinion toward animals and factory farming**
 - 1.1 Influencing public opinion toward laying hens**
 - 1.1.1 Influencing public opinion toward laying hens in Denmark
 - 1.1.2 Influencing public opinion toward laying hens in Poland
 - 1.1.3 Influencing public opinion toward laying hens in Ukraine
 - 1.1.4 Influencing public opinion toward laying hens in the United Kingdom
 - 1.2 Influencing public opinion toward broiler chickens**
 - 1.2.1 Influencing public opinion toward broiler chickens in Poland
 - 1.2.2 Influencing public opinion toward broiler chickens in the United Kingdom
 - 1.3 Influencing public opinion toward animals bred for fur**
 - 1.3.1 Influencing public opinion toward animals bred for fur in Denmark
 - 1.3.2 Influencing public opinion toward animals bred for fur in Norway
 - 1.3.3 Influencing public opinion toward animals bred for fur in Poland
 - 1.4 Influencing public opinion toward other animals**
 - 1.4.1 Influencing public opinion toward other animals in Denmark
 - 1.4.2 Influencing public opinion toward other animals in Norway
 - 1.4.3 Influencing public opinion toward other animals in Poland
 - 1.4.4 Influencing public opinion toward other animals in Ukraine
 - 1.4.5 Influencing public opinion toward other animals in the United Kingdom
- 2. Building momentum for corporate changes**
 - 2.1 Building momentum for cage free changes**
 - 2.1.1 Building momentum for cage-free changes in Poland
 - 2.2 Building momentum for broiler changes**
 - 2.2.1 Building momentum for broiler changes in Denmark
 - 2.2.2 Building momentum for broiler changes in Norway
 - 2.2.3 Building momentum for broiler changes in Poland
 - 2.2.4 Building momentum for broiler changes in the United Kingdom
- 3. Building momentum for policy changes**
 - 3.1 Building momentum for fur farming bans**
 - 3.1.1 Building momentum for a fur farming ban in Poland
 - 3.1.2 Building momentum for a fur farming ban in Ukraine
 - 3.1.3 Building momentum for a fur import ban in the United Kingdom
 - 3.2 Building momentum for other animals and general factory farming related laws**
 - 3.2.1 Building momentum for better animal protection laws in Ukraine
 - 3.2.2 Building momentum for foie gras import ban in the United Kingdom

4. Promoting food system transformation

4.1 Promoting corporate and systemic changes

- 4.1.1 Promoting the corporate and systemic changes in Denmark
- 4.1.2 Promoting the corporate and systemic changes in France
- 4.1.3 Promoting the corporate and systemic changes in Poland

4.2 Promoting plant-based diet and lifestyle

- 4.2.1 Promoting plant-based diet and lifestyle in Denmark
- 4.2.2 Promoting plant-based diet and lifestyle in Norway
- 4.2.3 Promoting plant-based diet and lifestyle in Poland
- 4.2.4 Promoting plant-based diet and lifestyle in Russia

4.3 Media coverage of our resources

- 4.3.1 Media coverage of our resources in Norway
- 4.3.2 Media coverage of our resources in Poland

4.4 Significant media collaborations

- 4.4.1 Significant media collaborations in Poland
- 4.4.2 Significant media collaborations in Ukraine

5. Building an expert image

5.1 Appearing as experts in the media

- 5.1.1 Appearing as experts in the media - global work
- 5.1.2 Appearing as experts in the media in Poland
- 5.1.3 Appearing as experts in the media in Russia
- 5.1.4 Appearing as experts in the media in Ukraine

5.2 Receiving external awards for our activity

- 5.2.1 Receiving external awards for our activity in France
- 5.2.2 Receiving external awards for our activity in Poland

6. Using our digital marketing to reach the public

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Influencing public opinion toward animals and factory farming

Media coverage, especially in mainstream outlets, helps us raise awareness about the suffering of animals on factory and fur farms and build empathy for animals in the eyes of the public. This results in higher societal support for legislative and systemic changes that aim to improve animals' lives.

1.1 Influencing public opinion toward laying hens

In comparison with other animals such as dogs and cats, hens are often seen as more difficult to relate to for humans. In order to change corporate policies and legislation to improve their welfare, we therefore first need to educate the public about hens generally as well as their specific welfare needs.

1.1.1 Influencing public opinion toward laying hens in Denmark

Celebrating 10 years of Anima International's hen sanctuary

- In 2021, we were raising awareness about cage egg production by getting coverage of Anima International's hen sanctuary, Open Wings, celebrating its 10-year anniversary with a visit from Danish EU politician Niels Fuglsang (examples: [Ugeavisen Odense](#); [Fyens Stiftstidende](#); [Fyens Amts Avis](#); Lokalavisen Nordvest).

New study on egg laying hens' health issues

- We managed to get media coverage commenting on a new study that made the news, which showed that more than 80% of egg laying hens suffer from sternum fractures due to irresponsible breeding strategies. The fractures occur in all production forms, including organic and free-range, as they all use the same breeds ([Politiken](#); [Jyllands-Posten](#) – opinion piece).

1.1.2 Influencing public opinion toward laying hens in Poland

Launching two outdoor campaigns encouraging people not to buy cage eggs

- In 2022, we launched two outdoor campaigns with the aim of encouraging people not to buy eggs from cage systems – the first in January, which was published in the [local TV](#), marketing media (e.g. [here](#), [here](#), and [here](#)), and [industry outlets](#).
- The other one started just before Easter and was mainly covered by marketing and PR portals, like [Marketing przy Kawie](#) and [Proto](#). We also managed to get a publication in [Wyborcza.pl](#) about plant-based egg alternatives for Easter, and one of our volunteers was invited onto [local television](#) to talk about egg production.

1.1.3 Influencing public opinion toward laying hens in Ukraine

Collaboration with the retailer Silpo to promote cage-free eggs

- In April 2021 we developed an ethical Easter campaign, called [Yaikos-Friendly](#), and involved Silpo (one of the largest chains of grocery stores in Ukraine) in this campaign.
- Silpo agreed to launch this campaign with us through our cage-free alliance at the biggest supermarkets of the chain in Kyiv.
- The idea was to help customers pick cage-free eggs before Easter, when eggs in very high demand. There is no law in Ukraine forcing producers to indicate the conditions in which hens are kept and there are no marks on the packaging.
- Yaikos-Friendly eggs were marketed in supermarkets with price tags with the project's logo and a QR code, by clicking on which you could learn about the difference between eggs from hens in cages and hens in cage-free systems.
- We engaged our media partner Platforma (a popular storytelling agency in Ukraine) and worked with them to create public attention around the campaign.
- They created an [article about ethical Easter](#) celebrations and described the project.

1.1.4 Influencing public opinion toward laying hens in the United Kingdom

Exposing the consequences of the bird flu epidemic

- During the UK's biggest ever bird flu outbreak in late 2021, we published footage showing thousands of dead egg laying hens who had been culled. It was covered in [The Independent](#), [BBC News](#) (including television), [Daily Mail](#), [The Lincolnite](#) and others.
- We used the footage as an opportunity to talk about the risks of factory farming and to ensure that when reporting on the story, the media used images illustrating the true cost of the disease for animals.

1.2 Influencing public opinion toward broiler chickens

In the same way as hens, when comparing chickens to other animals such as dogs and cats, chickens are often seen as more difficult to relate to for humans. In order to change corporate policies and legislation to improve their welfare, we therefore first need to educate the public about chickens generally as well as their specific welfare needs.

1.2.1 Influencing public opinion toward broiler chickens in Poland

Launching an outdoor campaign in smaller cities to raise awareness

- In March 2022, we launched a billboard campaign to raise awareness about broiler chickens' suffering in the smaller cities of Poland. We wanted to target a different audience than usual, including people who are less likely to choose plant-based options. It was published on an [NGO portal](#), in [local press](#), and [online platforms](#).

Launching an outdoor campaign in train stations in 13 cities

- We launched an outdoor campaign about broiler chickens in train stations in 13 cities where passengers could see a short video, showing the suffering of broiler chickens on factory farms. The campaign got the attention of the marketing-focused outlets, like [Marketing Przy Kawie](#) or [Nowy Marketing](#).

Media writing about broiler chicken farming conditions

- We got two publications in the industry media ([Hurt & Detal](#) and [Wiadomości Spożywcze](#)) about broiler chicken farming conditions and the articles included the results of our opinion poll.

1.2.2 Influencing public opinion toward broiler chickens in the United Kingdom

Securing media coverage on the broiler chicken campaign in leading news outlets

- Since the beginning of 2021, Anima International has contributed to or secured 117 media appearances in total covering television, online, radio and local press, with over 100 of them focused on the European Chicken Commitment (ECC) campaign.
- Many of these are in mainstream outlets such as [BBC News](#), [The Times](#), [Yahoo News](#), [The Guardian](#) and more, primarily as a result of our undercover investigations and grassroots pressure campaigns.

1.3 Influencing public opinion toward animals bred for fur

Animals bred for their fur are housed in large factory-farm style sheds before being killed, meaning the public has very little access to information about what happens behind these closed doors. In order to change corporate policies and legislation to ensure fur farms are banned, we therefore first need to educate the public about animals like foxes and mink, as well as their specific welfare needs. As support for a ban on factory farming of animals bred for fur is higher than for other animals, we also use this momentum to make a connection for the public and increase opposition for other types of factory farming.

1.3.1 Influencing public opinion toward animals bred for fur in Denmark

Pushing for a permanent fur farming ban in Denmark

In 2021, we were reframing the continuous debate about the temporary shutdown of Danish mink farms to a debate about a permanent ban and animal welfare.

- Our press release commenting on a new political agreement on compensation for the mink farmers was picked up by news bureau [Ritzau](#) and our message was conveyed in more than 30 major as well as local newspapers and online media.
- We also published an “Open letter” [newspaper advertisement](#) calling for a permanent ban on mink farming, together with three other animal protection organizations and Greenpeace, addressed to the Minister for Health, the Minister for Environment, and the Minister for Agriculture. We got media coverage in two important agriculture media ([Effektivt Landbrug](#); [Maskinbladet](#)).
- We kept fur farming on the public agenda by getting coverage of the news of Estonia banning fur farming in 29 newspapers and media ([Jyllands-Posten](#); [BT](#); [Kristeligt Dagblad](#))

1.3.2 Influencing public opinion toward animals bred for fur in Norway

Encouraging a celebrity to stop wearing fur

- In February 2021, the newspaper [Nationen](#), which is Norway's district business newspaper, wrote an article about our post on social media, where we congratulated the newly announced winner of Melodi Grand Prix [Andreas Andresen Haukeland \(TIX\)](#), but also encouraged him to stop wearing fur.

Sharing the news about companies going fur-free

- [Nationen](#) published our press release about Canada Goose dropping fur, and [Bodøposten](#) wrote about the European Parliament voting against keeping animals in cages.
- In September 2021, we got two media hits about Kering Group dropping fur in [Bodøposten](#) and [Dagbladet](#), which is one of Norway's biggest newspapers.

Sharing the news about the fur farming ban in Estonia

- In June 2021, we got a media mention in [Ranaposten](#) regarding the ban on fur farming in Estonia.

1.3.3 Influencing public opinion toward animals bred for fur in Poland

Media collaborations to build empathy toward animals bred for fur

- We were [interviewed](#) about fur farming by Onet.pl, one of the most opinion-forming online platforms in Poland.
- We also launched an [outdoor campaign](#) that drew the attention of the marketing-focused media. The campaign was based on a 14-year-old boy's drawings that he had sent us on Facebook. The story was covered by the [local media](#) as well.

1.4 Influencing public opinion toward other animals

While hens, chickens and fur-bearing animals make up the majority of our work's focus, we do occasionally work to advocate for other animals or animal welfare more generally if we think it will be effective.

1.4.1 Influencing public opinion toward other animals in Denmark

Exposing the truth of horse blood farms

- In 2022, we had an exclusive collaboration with a major newspaper B.T. with the aim of getting a political response ([BT](#); [BT 2](#); [BT 3](#)) on the abuse of horses on blood farms and the use of fertility hormone PMSG in factory farming.

Collaboration with Animal Protection Denmark on a larger article

- We published an opinion piece together with Animal Protection Denmark in two major Danish newspapers, [Jyllands-Posten](#) and [Avisen Danmark](#).

1.4.2 Influencing public opinion toward other animals in Norway

Exposing the truth of horse blood farms

- In February 2022, four media outlets published our press release regarding blood farms in Iceland in [ABC Nyheter](#), [MSN.com](#), [Naturpress](#), [Hest.no](#)

1.4.3 Influencing public opinion toward other animals in Poland

Raising awareness about live animal transport in Poland

- In July 2021, we organized an online press conference regarding the publication of [our new report](#) about live animal transport in Poland. It was covered by [agricultural media](#), [industry outlets](#), and [business portals](#).
- We also launched an outdoor campaign that attracted media attention which was published in [Radio Eska](#) and [Radio Color](#).
- Additionally, we commented on the project in the local radio stations, like [Radio Plus](#) or Radio [VOX FM](#).

Raising awareness about factory farming

- In August 2021, we collaborated with a journalist from Wyborcza.pl, one of the leading media outlets in Poland, in promoting our [Factory Farm Museum exposition](#), which took place in front of the Parliament building.
- In October 2021, we secured some media coverage on the topic of the Food and Agriculture Organization of the United Nations considering marine animal welfare important (for example, [Nowy Kurier Mławski](#) and [Agronews](#)).
- In February 2022, we published a new opinion poll regarding the attitudes towards keeping farm animals in cages. Among the publications we managed to get were [agronews.pl](#), [handelextra.pl](#), and [ofio.pl](#).

Publishing a report about animal abuse court cases

- In December 2021, in collaboration with a law-focused portal [Gazeta Prawna](#), we published a report analyzing the court cases of violence towards animals in Poland.
- Later on, it was quoted numerous times, for example by [business media](#), or [mainstream outlets](#).

Helping local communities to protest against a big investor

- In January 2022, we supported local communities in the fight against an investor who wanted to build a pig factory farm for 46 thousands animals in their village – it got a lot of [local media](#) attention, [agricultural media](#) coverage, and was published in the recognized magazine [Newsweek](#).

1.4.4 Influencing public opinion toward other animals in Ukraine

How our media work changed during the war

After the full-scale invasion of Ukraine by Russia, the priority of tasks, working conditions and the focus of attention of the mass media in Ukraine has changed a lot.

Everything which normally would be considered news has unfortunately faded into the background.

- For example, in January 2022, the most popular news was a story about [a pig that escaped from a farm](#), thanks to which we received 35 media mentions in one month. After February, it has become essentially impossible to get such stories placed.

Helping other organizations and publishing a report on the situation of animals in Ukraine

At the beginning of the war, we focused on relocating our activists to safe locations and providing food and medicine to shelters and zoos. At the beginning of April, we switched our focus back to farmed animals.

- For two months, we collected information about the state of farms in Ukraine, monitoring the main sources of information and trusted media. We called almost 300 farmers to find out what state the farms are in. We formalized our report into a document that was published on our [website](#), social media and by some of [our media partners](#).
- We received invitations to radio and television [broadcasts](#) and gave interviews to the [local newspaper](#) about the report.

1.4.5 Influencing public opinion toward other animals in the United Kingdom

Ensuring a world-wide impact

Because English is such a widely used language, some platforms we regularly appear in are some of the most visited news sites in the world (BBC, the Guardian, Mail Online, Yahoo) and therefore there is considerable competition for animal welfare stories.

- Of the 85 media appearances in which we have approximate data on the news outlet's reach, the average number of unique monthly visitors, readers or listeners for that platform would be nearly 19,000,000.

Publishing an investigation from a pig farm

- In December 2021, we collaborated with L214 in publishing their investigation from a French pig farm supplying UK supermarkets in [mainstream British media](#).

2. Building momentum for corporate changes

Working with the media helps us not only put pressure on companies to introduce corporate changes, but also promote the decisions of those who have already declared them. Media coverage allows us to be taken seriously by corporate representatives, who are more willing to discuss animal welfare issues with us when they notice the media interest.

2.1 Building momentum for cage free changes

For many years, we have been using media coverage to pressure companies to stop selling or using cage eggs, to promote the decisions and declarations of the companies which have already done it and to highlight the growing societal approval of these changes.

2.1.1 Building momentum for cage-free changes in Poland

Big media collaborations regarding the End the Cage Age initiative

- As part of the cage-free campaign, we secured several important publications, for example [this article](#) in Rzeczpospolita, which focuses on the economic aspects of introducing the ban of using cages for farmed animals in the European Union, [this short news story](#) in Fakty TVN about the End the Cage Age campaign, or a much bigger one, titled “[The Death of Hens](#)”, also prepared by TVN, to which we were invited as experts. It was later on largely discussed by other media outlets, for example [Wirtualna Polska](#), and shed light on the very ignorant attitude of the Minister of Agriculture towards hens’ welfare.
- We collaborated with the industry and agricultural press regarding our cage-free campaign, for example [this article](#) in Wiadomości Handlowe magazine about egg classification, or [this article](#) in Przedsiębiorca Rolny about the ‘cage-free revolution’.

Securing publications on our reports and opinion polls

- In April 2021, we published the third edition of a report summarizing the progress of withdrawing eggs from hens in cages by supermarkets, along with a [new opinion poll](#) on the subject.
- In April 2022, we organized an online press conference regarding the publication of the 4th report on companies’ progress toward withdrawing cage eggs from sales. We were then asked for a comment by [Newseria Agency](#), which was republished by numerous other media titles, like [Kierunek Spożywczy](#), [Interia](#), or [Poradnik Restauratora](#). Our supermarket ranking was published, among others, by [Rzeczpospolita](#) and [Ofio](#).

Securing media coverage on corporate declarations

- In September 2021, we were successful in getting coverage (by the [business](#), [marketing](#), and [informational](#) outlets) on KFC, Pizza Hut, and Taco Bell giving up cage eggs.
- When writing about a company withdrawing cage eggs, the media quoted our [public opinion poll](#) and the [report](#) numerous times, for example, in articles about Netto ([Portal Spożywczy](#) and [Hurt i Detal](#)), Makro ([Poradnik Handlowca](#) and [Handel Extra](#)), or Biedronka ([Strefa Biznesu](#) and [Wiadomości Handlowe](#)).
- In March 2022, we had several publications (for example [Poradnik Handlowca](#) and [Wiadomości Spożywcze](#)) on Żabka ending the sale of cage eggs, which was outstanding news given that Żabka is a franchise with over 5,000 stores across Poland.
- In May 2022, we collaborated with Hurt i Detal in publishing an [interview](#) with a Kaufland representative about their process of withdrawing cage eggs from sale.

2.2 Building momentum for broiler changes

Media coverage is especially important for the broiler chicken campaign, given that the societal awareness and the level of empathy towards these animals is still lower than laying hens. That’s why we focus on using the media to raise awareness not only in society, but also within the industry itself, so that the European Chicken Commitment becomes a well-recognized and common subject.

2.2.1 Building momentum for broiler changes in Denmark

National campaign against Rema 1000 Denmark

Anima International conducted a large media campaign targeting Rema 1000 Denmark, calling for the retailer to improve its policy on chicken welfare:

- [National outdoor campaign](#) including a [major outdoor banner advertisement](#) right next to a Rema 1000 store.
- [Advertisement campaign](#) in 18 newspapers.
- Securing media coverage in seven newspapers and online media, including one [major newspaper](#) and several important agriculture and food business media ([Fødevarewatch](#); [Agriwatch](#); [Dagligvarehandlen](#)).
- Three opinion pieces in local media targeting Rema 1000 ([Horsens Folkeblad](#); [Fyens Stiftstidende](#); [Århus Stiftstidende](#)).
- Later, we launched a large media campaign against Rema 1000 and Coop, challenging them to let Anima International document the production of fast-growing broilers at one of their suppliers, which included an advertisement [campaign](#) in 17 newspapers and media coverage in one major newspaper and some agriculture and food business media ([BT](#); [Fødevarewatch](#); [Fødevarewatch 2](#); [Agriwatch](#); [Agriwatch 2](#); [Gylle](#)).
- We then did a follow-up on the last push against Rema 1000 and Coop, offering USD 68,000 to the farmer who will let us document the production of fast-growing broilers, including an advertisement [campaign](#) in 14 newspapers, an online advertisement campaign in two agriculture/food business media (Landbrugsavisen and Fødevarewatch) and large media coverage in two major newspapers as well as local newspapers in country regions ([BT](#); [Politiken](#); [Landbrugsavisen](#));

Getting coverage on corporate commitments and changes

- In 2021, we managed to get massive news coverage of a major victory when one of the largest retailers, Salling Group, committing to phasing out fast-growing broiler chickens. The story was covered in 30 newspapers, including [Politiken](#); [Ekstrabladet](#) and [DR](#).
- We secured coverage in agriculture and food business media of Shell Denmark committing to phasing out fast-growing broilers ([Effektivt Landbrug](#); [Retail News](#); [Fødevarewatch](#)).
- We obtained numerous publications about a large retailer, Nemlig.com, committing to phasing out fast-growing broilers ([BT](#); [Dagens.dk](#); [Fødevarewatch](#)).

Livestreaming of a broiler chicken's life

- Significant coverage of the primary Danish agricultural lobby organization live-streaming one month from a broiler farm as a result of the pressure from the preceding media campaign ([Politiken](#); [Fødevarewatch](#); [Landbrugsavisen](#)).

2.2.2 Building momentum for broiler changes in Norway

Getting coverage on corporate commitments and changes

- In August 2021, we released news about the convenience stores Narvesen, 7-Eleven and YX/7-Eleven committing to the European Chicken Commitment (ECC), which resulted in media coverage from: [NRK](#), [Sosialtnytt](#), [Convenience](#), [ABC Nyheter](#), [Nationen](#) and [Dagligvarehandelen](#).
- In October 2021, we released news about the convenience store Circle K committing to the ECC and managed to get several publications in [Nationen](#), [Convenience](#), [Bodøposten](#), [VG](#) and Grannar.

- In early 2022, we started our first big pressure campaign against Coop Norway, where we took out 19 full page newspaper advertisements and [challenged](#) the company to show how its chickens are produced. We got publications in numerous news outlets, for example, in [NRK](#), [NRK Dagsnytt 18 \(TV/Radio\)](#), [Nationen 1](#), [Nationen 2](#), and [Dagligvarehandelen](#).
- One week later, we took out 20 full-page newspaper advertisement and [announced a reward](#) of around USD 5,000 to the farmer who would give us access to document standard broiler production, as Coop had refused. This story got at least another 20 media hits. We got published by [ABC Nyheter](#), [Nationen](#), [Pengenytt](#), and many more.
- In June 2022, we released the news about the online supermarket Oda committing to the ECC, which resulted in the following media coverage: [Dagbladet](#), [Mat og Marked](#), [Dagligvarehandelen](#) and [Convenience](#).

2.2.3 Building momentum for broiler changes in Poland

Collaborating with celebrities

- We collaborated with Krystyna Czubówna, the most popular documentary film narrator, who did a documentary-style voice-over of a short [video](#) about broiler chickens. We got several publications, for example [Nowy Marketing](#) and [Wirtualne Media](#).

Getting media coverage on corporate declarations

- In October 2021, we managed to get media coverage on Auchan signing the European Chicken Commitment, both in [agricultural media](#) and [industry portals](#). The information was also shared by more ecology-focused titles, like [Ekobiznes](#) or [Ecoekonomia](#).

2.2.4 Building momentum for broiler changes in the United Kingdom

Working with celebrity in publishing an investigation

- In April 2021 [Sky News did an interview](#) with the television presenter Chris Packham which included the use of an image from one of our undercover investigations.
- [Our investigation](#) from September 2020 into the supply chains of Tesco and Sainsbury's, which continued to be used in the media throughout 2021 e.g. in an episode on chicken welfare produced for the television program BBC Landward in May 2021.
- One particularly high profile achievement includes our investigation from May-June 2021 (see program 3 1.1.5) exposing four farms supplying UK supermarket Morrisons with chicken, narrated by Chris Packham, which made national [headlines](#).
- In addition to the scale of the findings of that investigation, we identified four farms which supplied a particular brand of welfare-assured chicken called "Butcher's on Market Street" – a fact which made for a powerful story that highlighted the extent of humane washing happening in supermarket aisles.
- With the Humane League UK, Animal Equality UK and the RSPCA we have also collaborated with Chris Packham by launching a [petition](#) in March 2021 calling on UK supermarkets to sign the ECC. This partnership – which was secured by Anima International – has been influential in our efforts to make 'Frankenchicken' an issue of national concern and not be perceived as just a fringe animal rights issue.

Frankenchickens going mainstream

- In addition to reaching millions of people with these stories, we have also worked to make the issue of Frankenchicken – fast-growing broilers – a mainstream one. Our investigations have been referenced in influential articles like this one in the Guardian: ["Frankenchicken" at the](#)

[centre of fight for animal welfare](#) – in which we provided the journalist with information about the systemic nature of broiler chicken welfare problems.

- On this theme, we have published and facilitated a variety of opinion articles on the ECC in the Independent – one of the UK’s largest news outlets. These more in depth pieces have allowed us to go into more detail from various angles, including the [lack of action](#) from UK supermarkets, [humane washing](#), and even working with Conservative MP Andrea Jenkyns on an [article](#) about Brexit as an opportunity to improve broiler welfare. Their endorsement helped to again strengthen the fact that the ECC is a reasonable demand, as well as the need for the conservative government to make progress.

Outdoor campaigning for chickens

- Our Morrisons broiler investigation has also become the centerpiece of the previously mentioned #MorrisonsMisery campaign, with the images being used on almost all the [protest materials](#), on [advertising trucks](#) and many other [media articles](#) covering the campaign. It has been crucial for this campaign to be able to point to the company’s genuine supply chain rather than generic images which can be easily dismissed as not representative.
- As another highlight, in April and May 2022 we organized 19 protests at Morrisons stores around the UK and at its headquarters, securing around 40 media appearances which called attention to the company’s continued refusal to stop selling Franken chickens. A few examples of media coverage includes: [Yahoo News](#); [AOL News](#); [Manchester Evening News](#) and [MyLondon](#) – all with over 10,000,000 unique monthly visitors to their sites.

3. Building momentum for policy changes

We pay close attention to get media coverage on big legislative changes and projects, but also on the promises made by politicians, making sure they are remembered by the voters.

3.1 Building momentum for fur farming bans

In some countries where we operate, fur farming is still legal, and two of them – Denmark and Poland – were the biggest fur producers in Europe. In 2020, due to COVID-19 outbreak on mink farms, the Danish government ordered the culling of all mink and introduced a temporary fur farming ban, which will last until the end of 2022. Poland, however, is now the biggest fur producer in Europe and second largest in the world (after China). In recent years, there have been numerous political attempts to ban fur farming in Poland, the most impactful one being in September 2020 when a new progressive animal protection bill was announced following our investigation. Animals are also still bred for fur in Ukraine and Russia.

3.1.1 Building momentum for a fur farming ban in Poland

To understand media achievements in Poland since 2021 the context of the second half of 2020 is needed. A lot of our media coverage in 2021 was fallout following spectacular events happening in Polish politics due to [a new animal protection bill](#) introduced to the Polish Parliament by the ruling party that the majority of MPs voted in favor of implementing. It was proposed just after we published an [investigation](#) from the biggest mink farm in Poland together with the biggest media outlet in Poland, Onet.pl. As a result, the ruling party Law and Justice proposed a new [animal protection act](#), which included a total fur ban. This was the biggest event in the history of animal protection in Poland and it caused a significant media reaction. Even though the act never actually came into force, it generated a lot of media and political attention throughout the next months and even years.

Exposing the biggest fur producer in Poland in a mainstream television station

We collaborated with one of the biggest television stations on a [report](#) about the plans to build a fur auction house in the city of Radom. The topic was covered [once again](#) in May by the same station (TVN).

Bringing attention to the conditions on fur farms

In April 2021, we collaborated with [Super Express](#) on covering the problem of a fox farm in Mrozy, where dozens of dead chickens were left in cages, unsecured, in the middle of the bird flu epidemic. The chickens were most probably meant for the feed for the animals.

In July 2021, we worked with the biggest media outlets – [Radio ZET](#), [Fakty TVN](#), [TVP Info](#), [Polish Press Agency](#) – to cover the subject of the indictment of two people regarding our [intervention](#) on a fox farm in Durzyn (2020). According to our media monitoring platform, this topic alone generated 114 publications with a total reach of 5,680,554 (see the [link](#) here). The same month, we sent out the results of a public opinion poll regarding fur farming – it was published, among others, by [Antyradio](#) and [okiemrolnika.pl](#).

Getting media coverage on the legislative project of the fur farming ban

In October 2021, we saw significant media interest in the new project of the fur ban bill announced by the Green Party – the topic was covered by [business portals](#), [mainstream media](#), and [agricultural platforms](#).

In November, we organized a press conference (see [Radio Wrocław](#), [Niezależna](#), or [Polish Press Agency](#)) together with an MP from the Green Party, and presented the new fur ban project. It was also covered by one of the biggest radio stations in Poland, [Radio ZET](#).

In June 2022, Polish agricultural media outlets ([here](#) and [here](#)) published the information about the mink farming ban in Bulgaria, which was introduced shortly after the publication of the [investigation](#) in which Anima International activists were highly involved. The same month, the Green Party finally [submitted](#) the fur ban proposal to the Parliament.

Using a nationwide demonstration to get attention of the biggest media outlets in Poland

Together with other organizations from Poland, we organized the Animal Rights March with MPs present. All the biggest news outlets were present at the march and many covered the topic, for example the [Polish Press Agency](#), [Onet](#) and [RMF FM](#).

Promoting the Fur Free Europe initiative in mainstream media

We discussed the European Citizens' Initiative Fur Free Europe on the largest radio station in Poland, [Radio ZET](#).

3.1.2 Building momentum for a fur farming ban in Ukraine

Collaborating with a famous YouTuber to fight for a fur farming ban

In March 2021, we launched our documentary "Minkottrafficking" about fur farming in Ukraine on [Denys Kazanskyi's YouTube channel](#) (who is a Ukrainian blogger, journalist, writer and political commentator). The video received 111,000 views. We had nearly 20 [mentions](#) of this film in the media.

3.1.3 Building momentum for a fur import ban in the United Kingdom

In the UK, fur farming has been banned since 2000, but there is huge societal support to ban the import of fur as well.

Promoting the #FurFreeBritain campaign

In April 2021, we handed in [one million](#) petition signatures to the Prime Minister alongside the #FurFreeBritain coalition calling for a ban on fur imports. In May 2022 we published the [footage](#) from Bulgaria's last fur farm with Nevidimi Zhivotni (see program 3 2.1.1) in UK media, helping achieve a ban in Bulgaria on mink breeding and keeping pressure on the UK Government to introduce a ban as Bulgaria is an exporter of fur to Britain.

3.2 Building momentum for other animals and general factory farming related laws

Working with the media allows us to draw attention to the possibilities of changing the law, build societal support for a given cause, and put pressure on politicians. Sometimes, they are not directly related to the animals on factory farms in our country, but may concern, for example, import and export laws.

3.2.1 Building momentum for better animal protection laws in Ukraine

Adoption of law 2351 for better animal protection

The most important event for animals in 2021 in Ukraine was [the adoption of law 2351](#). According to the law, the responsibility for animal cruelty is strengthened, the production of foie gras is prohibited, and many other legislative amendments were made, which brought the legislation of Ukraine closer to EU standards. In 2021, we got 55 mentions of the law in the media and organized two press conferences in support of law 2351 and to draw attention to other animal welfare laws in Ukraine in [August](#) and [December](#).

3.2.2 Building momentum for foie gras import ban in the UK

Collaborating with another organization to fight for a foie gras import ban

In February 2022 we published [footage](#) from a foie gras farm in UK media in collaboration with L214 immediately after we learned that UK ministers were going back on their promise to introduce a foie gras import ban. We also published an [opinion piece](#) in the Independent that went semi-viral, leading to more [media coverage](#) and to invitations for the CEO of our UK branch to give interviews on national radio stations and television programs such as Good Morning Britain and LBC.

4. Promoting food system transformation

Working with the media has been a crucial part in promoting plant-based diet and businesses. We use media collaborations to promote our publications, reports, new product lines and events such as conferences.

4.1 Promoting corporate and systemic changes

Media work is an important tool for promoting and supporting corporate and systemic changes in the area of plant-based eating as it helps us maintain good relationships with companies and puts pressure on other firms and institutions to introduce changes.

4.1.1 Promoting corporate and systemic changes in Denmark

Encouraging businesses collaborating with each other

Anima International's social media work about Caviart developing a plant-based shrimp led to a meeting between the company and IKEA and received attention from veg-magazine [Vegconomist](#).

4.1.2 Promoting corporate and systemic changes in France

Raising awareness on plant-based food benefits in mainstream French media

We published an opinion article in the famous newspaper [Libération](#) to push the municipality of Paris, as well as the public, to take a stand against climate change and commit to better access of plant-based alternatives.

- The article was shared with a large audience, which partly explains the success of our plant-based outreach in the city of Paris.

Using media coverage to promote plant-based food

We approach changing the future of food in French canteens by encouraging professionals to offer a daily plant-based option. One of the ways we achieve this is by running 'Green Week' events, which is a press-worthy way to celebrate when an establishment offers a plant-based meal every day for a week. Our intention here is to show examples of good practices and encourage local authorities, institutions and canteens to institute plant-based alternatives.

- From January 2021 to June 2022, we got 18 media hits related to our Green Week campaign, including a [special news report](#) on the regional television channel France 3 Languedoc Roussillon (approximately 260,000 people reached during the television report).
- Our successes in university restaurants across France also got [media attention](#).
- From the end of 2021 to March 2022, Assiettes Végétales organized four petitions targeting local administrations in charge of catering at university restaurants. These petitions were aimed at putting pressure on the administration in charge of menus, to push them toward committing to better access to plant-based alternatives. In total, eight press articles covered those petitions, each leading (at the same as other actions on our part, such as negotiations with the administrations, Green Weeks and professional training for chefs) to changing menus in those universities. The free newspaper [20 Minutes](#) and local newspapers such as [Ouest France](#) covered these actions. Please note that Assiettes Végétales wasn't mentioned, as we organized those petitions unofficially.
- We trained six canteen chefs from the Crous of Strasbourg (the Crous is the administration in charge of menus in the regional university restaurants) in plant-based cuisine, directly in one of Strasbourg's university restaurants. This campaign led to a [press hit](#) in the most famous local newspaper, [Dernières Nouvelles d'Alsace](#) (124,000 readers).

4.1.3 Promoting corporate and systemic changes in Poland

Sharing the news about our corporate collaborations

In April 2021, we had two big pieces of news to share - the results of our collaboration with Żabka, the most popular convenience store, in introducing their own line of plant-based products and dishes "Plant-Hunter", which was largely covered by [mainstream media](#) and [business outlets](#), and the [introduction of plant-based nuggets](#) in Burger King restaurants.

In June 2022, we sent out a [press release](#) about our collaboration with North Fish, a restaurant chain, about their new plant-based menu which we helped prepare and promote.

Promoting innovative plant-based products

In January 2022, we organized another edition of the Plant-Based Product of the Year awards and once again, we got several publications in [the industry media](#). In March, Food&Friends magazine published a [long article](#) focused on our campaign and our activity.

4.2 Promoting plant-based diet and lifestyle

Working with the media, especially lifestyle-focused outlets and mainstream channels, allows us to promote plant-based food as a healthy, varied, and tasty diet among millions of people.

4.2.1 Promoting plant-based diet and lifestyle in Denmark

First ever plant-based chef on a popular Danish morning show

Thanks to our campaign visibility, Thomas Eriksen, our campaign leader in Denmark, became the first plant-based chef ever to be on the chefs' team in the popular morning show "Go' Morgen Danmark" on national television.

- He was later added to the permanent team of television chefs.
- Linked In's post about the latter reached more than 40,000 people, including industry leaders and other professionals.

Getting coverage on the ClimateChallenge campaign

In 2022, we launched the ClimateChallenge campaign and it was published in [industry news media](#) and we promoted it on morning television.

Promoting plant-based agriculture

We were part of a group of 44 organizations and companies calling on politicians to opt for more plant-based agriculture in Denmark.

- We participated in the [advertising campaign](#).

4.2.2 Promoting plant-based diet and lifestyle in Norway

Getting coverage on the ClimateChallenge campaign

In 2022, we organized the Climate Challenge in cooperation with Greenpeace Norway.

- We were published in [Horeca](#), which is the industry's leading management magazine.

4.2.3 Promoting plant-based diet and lifestyle in Poland

Launching the Plant-Based Challenge – Health Edition

We use media to elevate the work we do when working with key influencer groups.

- In 2021, we launched the Plant-Based Challenge – Health Edition, which was described by one of the [biggest online portals](#) in Poland.
- In 2022, we again launched the Plant-Based Challenge – Health Edition, and managed to get media coverage both in lifestyle outlets, like [Zwierciadło](#), and industry portals, like [szef-kuchni.com.pl](#).

4.2.4 Promoting plant-based diet and lifestyle in Russia

Getting coverage on our survey about plant-based eating

The results of our [survey](#) regarding plant-based eating were mentioned in more than 30 media reports and one television show in February 2021. We were also invited to a radio show to discuss the results of the survey. The biggest Russian producers (EFKO, Greenwise, Bite) cited the survey, including in a [Forbes](#) article. In February 2021, the results of our survey (together with EFKO Group) with our quotes on the importance of the meat reduction was published in about 50 media outlets, including one of the biggest news media [Izvestia](#) (28 million monthly visitors). In September 2021 Izvestia also conducted an additional [interview](#) with Anima International on the results of our survey and the landscape of the plant-based market in Russia.

Promoting plant-based food on television

In November and December 2021, we participated in six episodes of a morning television show where we made plant-based alternatives. See [here](#), [here](#), [here](#), and [here](#) (average audience of the episode was 40,000 people).

Reaching entrepreneurs with the topic of plant-based eating

In June 2022, RB.ru (one of the biggest Russian media outlets for entrepreneurs, with a monthly audience of 1.4 million visitors) [published](#) our extensive review of the challenges faced by Russian producers of plant-based alternatives.

Publishing interviews about plant-based food with chefs

Our interviews ([here](#), [here](#), and [here](#)) with chefs reached 23,000 people on the restaurant industry website.

4.3 Media coverage of our resources

We prepare and published quality resources a few times per year such as opinion polls, reports, educational materials. In the last years, we have worked to be perceived as experts and a credible source of information, and we have so far been successful.

4.3.1 Media coverage of our resources in Norway

Publishing fast-food rankings

In March 2022, we completed our fast-food ranking. We sent out a press release where we focused on the top three restaurants in our ranking and what makes them deserve a place at the top. It was published in three food industry magazines: [Convenience](#), [Dagligvarehandelen](#) and [matindustrien](#). A local paper named [Byavisa](#) also shared the news. Utrop, which is a multicultural newspaper and Norway's first magazine and television channel to have news, current affairs and a debate about multicultural subjects in Norway, wrote about [Bislett Kebab](#) and their second place in our ranking.

Publishing the café ranking

In July 2021, we completed a café ranking. We got publications in four media outlets: [Tønsbergs Blad](#), [Horeca magazine](#), [Østlandsposten](#) and [ABC Nyhetene](#).

Asking the politicians about their plans to promote plant-based food

We conducted an [election survey](#) in the fall of 2021 where we wanted to find out which politicians will do the most for plant-based growth in Norway and who will work for measures that we believe will have the greatest positive effect and make it easier for Norwegians to choose more plant-based food. In connection with the election survey, Anima International's campaign manager Camilla was invited to take part in a radio interview on [Radio Trøndelag](#), which is one of [Norway's largest regional radio stations with 50,000 listeners](#).

4.3.2 Media coverage of our resources in Poland

Our reports as credible sources

In February 2021, our report was quoted several times in publications about the decrease in meat consumption, both in [business media](#) and [industry outlets](#). Our report was even quoted in Polski Rzeźnik (in English: the Polish Butcher) magazine in an [article](#) about a meat producer introducing a line of plant-based products.

In June 2021, we got a couple of publications about our research on what naming to use for plant-based products to make them more appealing ("vegan" or "plant-based"), both in traditional [press](#) and [online](#).

Teaching about plant-based diets

In March 2021, we started another edition of RoślinnieJemy Academy, a cycle of educational meetings, which was promoted by some industry media (examples [Horecanet.pl](#) and [Szef-Kuchni](#)). The same month, we organized an outdoor event preparing food for the homeless. The story was covered by [Onet](#) and other [online portals](#).

In September 2021, we released a guide to plant-based baking, and it was a huge media success. We got 60 publications in the [industry media](#), [VOX FM](#) radio station, and other outlets, reaching over 666,000 people (details can be found [here](#)).

4.4 Significant media collaborations

What really pushes our work forward is in depth media collaborations that allow us not only to reach a large audience, but also establish valuable relationships with journalists.

4.4.1 Significant media collaborations in Poland

Collaborations with the biggest impact on our plant-based campaign

The biggest highlight of our media work when it comes to promoting plant-based diet and food system transformation is our recent collaboration with Onet.pl – one of the most opinion-forming online information services in Poland. Examples are [here](#), [here](#), and [here](#).

Another big success was publishing the first fully plant-based edition of the most important HORECA magazine in Poland, Food Service. We have been working with Food Service for almost two years now, publishing our own articles about plant-based markets and diet – examples can be found [here](#), [here](#), and [here](#).

In January 2021, we were involved in the campaign of Pyszne.pl (Poland's leading food delivery service). This collaboration was mentioned 93 times in the media (for example [here](#) and [here](#)), with a total reach of 464,803 people. The same month, we had numerous publications regarding the Plant-Based Product of the Year awards (examples: [here](#) and [here](#)).

4.4.2 Significant media collaborations in Ukraine

Presenting plant-based meat alternatives during an award ceremony

[Vlada Ta Groshi](#) is one of the biggest and oldest media resources in Ukraine and at the end of 2021, we were invited by Vlada ta Groshi to present plant-based meat products at their award ceremony of the [Top-50 Ukrainian businesses](#). With the help of our food producer partner, Eat Me At, we presented their product during the event and became the event's media partner. Our campaign trailer was played on the stage and our logo was on the event media wall. This was a high-profile ceremony which gathered the attention of many media resources, as well as the representatives of the biggest businesses in Ukraine, such as McDonald's and Dmytro Borysov Restaurant chain.

5. Building an expert image

Being perceived as experts by the media helps us to comment on current events, disprove industry representatives, farmers, and politicians, as well as to be invited as guest speakers to different conferences, podcasts, television programs and radio interviews. All this allows us not only to gain the trust of our audience, but also to become a valuable partner for the industry.

5.1 Appearing as experts in the media

We are frequently invited as experts onto media platforms such as television, podcasts and newspapers to discuss and debate animal welfare issues and how they interact with other subjects like ecology, business and lifestyle. One of the most significant changes we observe when it comes to our media presence and building an expert image is that foreign media outlets now contact us a few times a year, asking for our advice, opinion, or perspective. By

actively working on our image, we became a source of relevant and credible information for media outlets, which results in them using our information or reaching out to us for a comment or interview on a given topic.

5.1.1 Appearing as experts in the media - global work

Participating in an Austrian report about egg production

In 2022, we were asked by an Austrian television station to take on the role of experts in their [report](#) about egg production. Our activists met with journalists, talked to them about Polish egg production and showed them some Polish factory chicken farms.

5.1.2 Appearing as experts in the media in Poland

Podcasts about plant-based diet, businesses and lifestyle

Biznes24 TV, oriented at covering business-related topics, invited us to talk about the growth of the plant-based market in the context of Easter Holidays during their News program.

Żabka Polska, the biggest Polish convenience store franchise, invited us to take part in its [corporate podcast](#). The invitation was preceded by a successful collaboration on Plant Hunter, their plant-based product line. The podcast series was hosted by Janina Bąk (data communicator and Instagram celebrity with almost 100,000 followers).

We were also guests/experts on [Przegląd Gastronomiczny](#), [Handel Extra](#), [Impact the Future](#), [Radio Kraków](#), [Noizz](#) (plant-based diet and market) and [Puls Biznesu](#) (cage-free campaign), as well as [Radio Nowy Świat](#) (plant-based and sports campaign).

Podcasts about animal advocacy

- We were a guest of [Dobry Biznes podcast](#), talking about how non-governmental organizations operate, how to work effectively, and how to help animals successfully.
- We were also invited to [Szajn podcast](#) to talk about activism and animal rights advocacy in Poland.
- In 2022, [Wegaństwo podcast](#) asked us to talk about the situation of animals in Ukraine due to the ongoing war and how people can help them in these conditions.

5.1.3 Appearing as experts in the media in Russia

Commenting on alternative protein solutions

We collaborated with Agroinvestor.ru which is a media outlet for agribusiness investors and executives. We gave them 25 comments on the topics related to alternative protein.

In February 2022 our large analytical article on the state of the cultivated meat sector and its perspectives entitled "From Cell to Fork" [was published](#) in the printed version of Agroinvestor journal. Lenta.ru (the fourth-biggest Russian media outlet with 172 million monthly visits) also [published](#) our comments on the perspectives of plant-based meat in Russia. Another important highlight was that our analytical article on the benefits of starting meat alternatives production was [published](#) in Meat Expert media in February 2022.

We also worked on promoting the progress of plant-based alternatives in Russia among English-speaking audiences. We published four articles in [Vegconomist](#) and [Faunalitics](#) published the summary of our survey.

5.1.4 Appearing as experts in the media in Ukraine

Providing the media with valuable information on Facebook

One of the biggest Ukrainian news agencies, [UNN](#) published information about pigs that they took from our Facebook page. As it is a news agency, a lot of small and regional news portals look for materials there, and so it gives us constant media coverage. From the Facebook posts about pigs in February 2021 to February 2022 we saw 130 mentions. It shows us that Facebook activity is very important and has a big influence on the media as well as our followers. But unfortunately, because of the war in Ukraine, such news is not relevant at the moment. Here are a few of our press hits - [Pet-pig in the USA](#), [Pigs' life in factory farming](#), [People are increasingly raising pigs for companionship rather than food](#).

5.2 Receiving external awards for our activity

Gaining both visibility and legitimacy for our campaigns and campaigners help us to ensure that our activities increase in authority. One of the ways we do this is by receiving awards for our work.

5.2.1 Receiving external awards for our activity in France

Getting an award for the plant-based food personality

In October 2021, a member of our French team, Cyril Ernst, came in [third place](#) in the plant-based food awards. For the first edition of this external competition whose objective is to highlight the products and personalities of plant-based food, Cyril was selected to participate in the competition based on a public vote and was then elected “personality of the year” by the public. These awards received media attention, such as the Media [Réussir](#) and specialized press. Among them, plant-based informational websites such as [Veg2Food](#), [Vegconomist](#), [Nouvelle Veg](#), and culinary press such as [La Toque magazine](#). The National Observatory for Plant-based Food (Observatoire National de l’Alimentation Végétale) even [quoted](#) this event as one of the biggest events for plant-based food in its yearly report of 2021.

5.2.2 Receiving external awards for our activity in Poland

Sustainable Capital Congress Award

The Polish Capital Congress is an event organized by Forbes Poland. The Congress also includes the Sustainable Capital Congress. By decision of the Sustainable Capital Congress jury of the Forbes monthly magazine, Maciej Otrębski was awarded the main prize in the Responsible Engagement category – for facilitating cooperation between plant-based producers and supermarket chains, as well as for the large-scale promotion of a plant-based diet.

The Congress took place in 2021 in the Warsaw Stock Exchange headquarters. Maciej gave a short talk, underlining the importance of common efforts to transform the food system to become more humane. Maciej was profiled in a Forbes magazine article covering the event.

6. Using our digital marketing to reach the public

Digital marketing is a major area of work in all the countries in which we operate. In many of our countries, we have some of the largest presence on social media when compared to other animal advocacy groups.

Media reach between January 2021 and June 2022

- Poland: 5,283 media mentions, 2,422 related to the plant-based campaign, 2,861 regarding animal welfare
- Denmark: 453 media mentions, 14 related to the plant-based campaign, 439 related to animal welfare
- UK: 117 media mentions, all related to animal welfare, most of them to the Better Chicken Commitment campaign
- Norway: 84 media mentions, 16 related to the plant-based campaign, 68 related to animal welfare
- Ukraine: 824 media mentions, 352 related to the plant-based campaign, 629 related to animal welfare
- France: 37 media mentions, all for the plant-based campaign
- Russia: 202 media mentions, 187 related to plant-based campaign, 15 for animal welfare

Relative size of our groups on social media

In delivering stories about animal welfare and plant-based food, we do not depend only on outside media outlets, but are continuously increasing our own platforms:

- In Poland, we are the 9th most followed NGO on Facebook, 2nd among animal protection NGOs (after Viva!). We are also the first farm animal advocacy organization in Poland to start a TikTok account, which has been very successful and gathered 37.2 thousand followers so far.
- In France, our institutional plant-based campaign is the 3rd biggest in the country on Facebook (after Vegoresto and Lundi Vert).
- In Norway, we share one Facebook page with Denmark, with a total of 600,000 thousand followers, of which approximately 240,000 are from Norway and we have a separate page which has 14,000 followers. Combined, our pages are the biggest within animal advocacy organizations on Facebook in Norway.
- In Ukraine, we are the 2nd most followed animal protection NGO on Facebook (after UAnimals), and 3rd most followed on Instagram (after UAnimals and Hutroff).
- In Denmark, we are one of the biggest NGOs on Facebook.
- In Poland, we also started our own podcast, which is available on [Spotify](#) and [Apple Podcasts](#). It was mentioned by the [ngo.pl](#) portal among the top 10 most inspiring podcasts.

Anima International

Program 5 Strengthening the Animal Advocacy Movement

Achievements outline

01.2021 - 07.2022

- 1. Developing grassroots groups**
 - 1.1 Supporting the local animal advocacy movement**
 - 1.1.1 Developing local grassroots groups in Denmark
 - 1.1.2 Developing local grassroots groups in Norway
 - 1.1.3 Developing local grassroots groups in Poland
 - 1.1.4 Developing local grassroots groups in Russia
 - 1.1.5 Developing local grassroots groups in Ukraine
 - 1.1.6 Developing local grassroots groups in the United Kingdom
- 2. Establishing alliances and partnerships with other groups**
 - 2.1 Networking and building coalitions**
 - 2.1.1 Networking and building international coalitions
 - 2.1.2 Networking and building coalitions in Denmark
 - 2.1.3 Networking and building coalitions in France
 - 2.1.4 Networking and building coalitions in Norway
 - 2.1.5 Networking and building coalitions in Poland
 - 2.1.6 Networking and building coalitions in Russia
 - 2.1.7 Networking and building coalitions in Ukraine
 - 2.1.8 Networking and building coalitions in the United Kingdom
- 3. Research**
 - 3.1 Capacity research**
 - 3.2 Food system transformation research**
- 4. Creating platforms to network and exchange knowledge**
 - 4.1 Animal advocacy conferences**
 - 4.1.1 Global animal advocacy conferences
 - 4.1.2 Animal advocacy conferences in Norway
 - 4.1.3 Animal advocacy conferences in Poland
- 5. Sharing resources with the animal advocacy movement**
 - 5.1 Sharing knowledge with the animal advocacy movement**
 - 5.1.1 Establishing the Plant-Powered Perspectives conferences
 - 5.1.2 Educational learning platforms
 - 5.1.3 International support and collaborations
 - 5.2 Sharing materials with the animal advocacy movement**
 - 5.3 Sharing funds and seeding groups in the animal advocacy movement**

5.3.1 Increasing funding capacity of other animal advocacy organizations

5.3.2 Support of advocates and groups during the war in Ukraine

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Developing grassroots groups

Investing in activists and creating an environment that supports their growth, as well as supporting other organizations and local groups, is central to our work. Our experience shows that the more we develop and give ownership to individuals, the more it increases their potential for innovation as well as allowing more inclusivity. We believe in creating an environment that fosters this process by identifying skills gaps and continuously providing training opportunities via webinars, workshops as well as guides and other materials. This will build and create greater capacity within our movement.

1.1 Supporting the local animal advocacy movement

We have greatly increased our efforts to create a stronger grassroots movement and dedicated activists. We also develop programs which give activists dedicated guides on how to speak to local media, organize and promote events, as well as hold communications workshops where activists engage in role-play, for example by practicing a conversation with a store manager. Many advocates have been able to coordinate events, workshops, and demonstrations including promotion and local media interviews on their own. The goal is to create competent, resilient, and independent activists who can be key players in the animal advocacy movement.

1.1.1 Developing local grassroots groups in Denmark

Training local groups to become more active for broiler campaigns

Anima International and the Animals Alliance (Dyrenes Alliance) collaborate on training local groups to become active campaigning groups for the broiler campaign. We focus both on developing the skills within the local groups belonging to the Animals Alliance (Dyrenes Alliance) and on external activist groups around the country. As a result, we experience broad support and respect for the broiler campaign across the Danish movement.

- Since January 2021, a total of more than 180 protests have taken place in front of businesses that have not yet signed up to the ECC.
- A joint event named “The chicken march” with dozens of animal activists participating in “Folkemødet” (the largest political annual event/festival in Denmark) resulted in a live television debate between Anima International and Coop, the second-largest retailer, about chicken welfare and Coop’s lack of meaningful policies.

1.1.2 Developing local grassroots groups in Norway

Investing in creating independent groups in larger cities

We are developing a program which gives interested activists a complete guide on how we work, why, and how to get started. This, in combination with a more dedicated investment into networking, is how we are starting to create independent groups in some of Norway’s largest cities. The goal is to create competent, resilient, and independent activists who can in the short-term greatly help campaigns and in the long run be key players in the animal advocacy movement.

- We held several online webinars and physical lectures about pragmatic work, while also educating activists about Effective Altruism principles.
- In collaboration with other grassroots groups, we also organize smaller workshops and educational events where we have presentations and screenings of movies covering topics such as Effective Altruism principles or lessons from other successful movements to see what we can learn from others.
- We organized dozens of protests to engage activists and motivate companies to implement welfare improvements (foie gras, broilers, etc.).
- We host social events to foster a stronger bond and connection between local activists.
- We foster better cooperation between Anima International and other grassroots organizations and support them with strategic advice. As a result, most animal advocacy groups now have either a neutral or positive stance towards incremental work.

1.1.3 Developing local grassroots groups in Poland

Training local groups

Anima International works with 12 local groups with over 270 active volunteers all over the country. Each local group regularly organizes introductory training sessions for people who want to join the movement and the organization.

- During the last one and a half years, we organized approximately 60 training sessions for new activists in our local groups.
- We organized webinars and workshops for our activists to teach them useful skills, such as film editing, negotiation, copywriting, and time management.
- Several local groups received media training, which has made them more effective in working with the local media.
- Our local groups organized over 400 events nationwide.
- Around 80 street actions and educational events about our campaigns were organized locally.
- The local groups took part in important social events in Poland. We were present at six tattoo convents and three music festivals, including one of the largest music festivals in Poland. This gives us a great opportunity to reach a large audience with our activities and reach out to the youth.

Building internal grassroots capacity

Due to our history in Poland, we have created organizational infrastructure that is inclusive toward non-employed activists. We try to make sure people feel like full members of our community, and we have made several steps to achieve that. Additionally, we invest in increasing and measuring the diversity of our organization.

- Yearly gatherings are organized for all activists in the organization. This gave the opportunity for team building, as well as gaining knowledge through a series of lectures and workshops. More than 100 people attended the last gathering we organized.
- We have built a fully transparent organizational structure which incorporates all activists on an equal footing. This means that volunteers use the same tools and have access to the same information as employees, including staff daily plans or monthly financial summaries.
- We have also initiated regular themed calls for all members of the organization to inform about the most important updates and our activities, as well as to communicate our values.

1.1.4 Developing local grassroots groups in Russia

Fostering pragmatic approaches with local groups

We continued to promote the pragmatic approach in animal advocacy. Since we launched the cage-free campaign in the middle of 2020, it was crucial to promote the importance and benefits of such an approach among current and future activists. Despite the fact that we suspended our operations in Russia, we are in touch with the remaining animal welfare NGOs there and continue to discuss possible activities.

- We organized a gathering for volunteers where we explained in depth our theories of change.
- We recruited 40 volunteers in different cities and organized regular meetings.
- Hosted three lectures where we covered animal advocacy- and effective altruism-related topics, as well as organized a gathering for our volunteers with over 20 attendees.
- Organized public speaking training for volunteers from our and other animal rights NGOs and a CEO of a plant-based meat company.
- After facing backlash from several vegan bloggers for our meat reduction campaigning, we published a big [analytical article](#) in Vegetarian journal addressing our main target group of future volunteers.
- We also published our analytics and reasoning for promoting this campaign in the journal [Vegetarian](#).

1.1.5 Developing local grassroots groups in Ukraine

Training and supporting local advocates

Anima International launched a comprehensive program for volunteers, which increased the ratio of motivated activists joining the organization. They are gradually introduced to our values, methods, approach, and major campaigns. We teach them skills useful while volunteering, including both soft and hard skills. We also paid more attention to the psychological state of activists, for example through weekly calls to discuss their emotional state – these tools helped us build the community of activists who continue to volunteer even during the war.

- We developed and conducted 13 introductory programs for activists interested in our activities, educating more than 300 people about our methods, values, and goals. 48 of them became our volunteers.
- We collaborated with [Ukrainian Volunteer Service](#), which is a volunteering opportunities aggregator, publishing [volunteering opportunities for all our campaigns](#) on the platform. We also participated in a seminar for volunteer coordinators where we shared experience of involving and managing volunteers with more than 15 NGOs, government organizations, and businesses.
- Our activists were present in NGO zones at two largest music festivals in Ukraine.
- Since the Russian full-scale military invasion into Ukraine on February 24, Anima International launched an unprecedented set of immediate actions to help our activists, abandoned animals, as well as animals from shelters to survive and flee the war. We made sure all our

activists (and their animals) had sufficient funds to evacuate. We organized accommodation for those in need, provided means of support, such as sending plant-based food to war zones and a 24/7 group of contact to react in case of emergencies.

Supporting local organizations during the war

- At the beginning of the full-scale invasion of Russia in Ukraine, Anima International partnered up with plant-based businesses and provided support to local advocates and groups.
- We [published and shared](#) a list of reliable organizations on how to help animals in Ukraine.

1.1.6 Developing local grassroots groups in the United Kingdom

Training and engaging advocates for broiler campaigns

Since 2021 we have organized dozens of protests in the UK for our campaign against the UK's fourth-largest supermarket, Morrisons. We have done this primarily by engaging with our own supporter base to identify "coordinators" – activists that can be responsible for the local aspects of a protest, including promotion, local media interviews, and logistics on the day of the event.

- We have engaged approximately 150–200 local activists for this campaign in the past year and a half.
- We organized over 40 broiler protests in collaboration with The Humane League UK and We The Free. The majority of the protest organizers were doing so for the first time, receiving all their training from Anima International.
- We organized an ongoing series of webinar training and provided materials covering topics such as protest organizing, media interviews, and communications workshops. As a result, we had many of the activists giving professional [interviews](#) to the press for the first time.
- We launched a program for individual activists around the UK to have broiler welfare campaign leaflets sent to their door for free, including an instructional document and a fact sheet.
- We helped spread awareness of Effective Altruism and the impact of welfare campaigns to grassroots organizations like We The Free.
- We supported We The Free – a grassroots animal advocacy organization – on the Better Chicken Commitment campaign. We invited the organization to work with us on organizing protests for our pressure campaign against the UK's fourth-largest retailer, Morrisons.

2. Establishing alliances and partnerships with other groups

All groups of Anima International are part of numerous coalitions, both on a national and international level. Based on our experience, we continue to see how coalitions and partnerships strengthen our movement. Platforms which facilitate networking, exchange, and communication between organizations are valuable so we can benefit from new perspectives and ideas which on many occasions come from globally and culturally diversified groups. We also encourage the exchange of materials and resources that allows us to widen the scope of tactics, which are central for the future success of global campaigns.

2.1 Networking and building coalitions

Effective changes for animals require a strong animal advocacy movement. We build and work in coalitions to be able to exert more public pressure and, as a strong movement, influence politicians, legislators, and public institutions. We exchange initiatives, knowledge, and experience for more effective action.

2.1.1 Networking and building international coalitions

Anima International is a member of the Open Wing Alliance (OWA), Fur Free Alliance (FFA), Eurogroup for Animals (EFA), European Plant-based Foods Association, and the Aquatic Animal Alliance. Anima International is also a supporting member of Asia for Animals (AfA).

Establishing collaborations with Eurogroup for Animals (EFA)

Anima International has established a very strong relationship with EFA and many of its members. Our presence at EFA is important as we are one of the few members representing Eastern Europe.

- We help them run more effective campaigns and provide know-how in the areas in which EFA is not particularly strong: investigations and campaigning.
- We have also established good cooperation to work on Ukraine improving animal protection laws to follow EU regulations.

Establishing collaborations with Fur Free Alliance

Anima International has been a member of the Alliance since 2013.

- As we have a wide range of materials, gathered mostly by doing numerous investigations on fur farms, we deliver and share them with other organizations fighting for a fur ban, in order for them to use them in their social media, posters, outdoor campaigning, and others.
- We have a great amount of experience and knowledge about campaigning for fur ban, investigative work, creating compelling media stories, so we use it to help smaller organizations get their message across.

2.1.2 Networking and building coalitions in Denmark

Establishing collaborations with Animal Protection Denmark and World Animal Protection Denmark

- Together with Animal Protection Denmark and World Animal Protection Denmark we have collaborated with Greenpeace on a newspaper advertisement and an opinion piece calling for a ban against mink farming.
- Had an opinion piece published in one of the largest Danish newspapers together with the Danish Society for Nature Conservation also calling for a ban.

Establishing collaborations with DOSO

Animal International is a board member of DOSO, an umbrella organization with 21 member organizations. Anima International is represented in the board and a likely candidate for the chairmanship in the near future.

- Through DOSO, we speak for 100,000 Danes when participating in public consultations.
- DOSO has a seat in the Danish Animal Ethics Council, which is now filled by the Danish General Manager, Lina Lind Christensen. The Council works independently under the Ministry

of Food, Agriculture, and Fisheries as an advisory body on all animal-related topics, including agriculture.

Establishing collaborations with Danish Plant-based Foods Industry Alliance (Plantebranchen)

Anima International collaborates on a regular basis with the Danish Plant-based Foods Industry Alliance (Plantebranchen).

- In spring, we gave a presentation on the latest plant-based trends at the annual gathering for all of their members, and presented data and gave a similar presentation at one of their meetings in 2021.
- We co-signed their [opinion piece](#) on the EU School Milk Scheme.
- Together with many other organizations and companies, we sent out an ad campaign in spring 2021 pushing for progressive food policy in the political climate negotiations at the time.

2.1.3 Networking and building coalitions in France



2.1.4 Networking and building coalitions in Norway

Establishing collaborations with Nettverk for dyrs frihet

- We cooperate with Nettverk for dyrs frihet to spread awareness about the issues in the broiler industry, and we share resources, experience, and knowledge.

Establishing collaborations with Oslo Vegetarfestival

- In March 2022, we started a collaboration with Oslo Vegetarfestival (Oslo VegFest).
- Launched the Plant Awards in Norway at the Future Food Conference in September 2022.

2.1.5 Networking and building coalitions in Poland

Supporting the European Citizens' Initiative in collaborations with Fur Free Europe

The European Citizens' Initiative Fur Free Europe started. As an Eurogroup for Animals and Fur Free Alliance member, we are actively engaged in collecting signatures. The goal of the

initiative is to ban fur farming in the whole European Union and to ban the import of fur to the EU.

- In Poland, as we need to collect a minimum of 36,660 signatures for them to be valid and considered by the EU, we created a website where we are collecting the signatures.
- To make the collection process efficient, we use both online outlets, like Google Ads, press releases, media collaborations, working with influencers, creating video content, and offline methods, for example doing stands, or participating in festivals.

Establishing collaborations with Viva!, OTOZ, and Mondo Cane

- Together with three other Polish organizations, we organized a [March for Animals](#). The march finished in front of the Parliament and its goal was to pressure politicians to introduce new animal protection laws, like fur farming ban, banning the use of wild animals in circuses, or keeping dogs on chains (the animal protection law in force was enforced in 1997 and is outdated).
- Hundreds of people participated in Warsaw.
- Celebrities and some politicians participated in the event.

2.1.6 Networking and building coalitions in Russia

Collaborating with Vegetarian

- We started collaborating with the owner of Vegetarian – Russia’s largest newspaper focused on plant-based alternatives. Thanks to the partnership, they published our seven press releases.

Establishing collaborations with Voices for Animals



2.1.7 Networking and building coalitions in Ukraine

Establishing collaborations with Unique Planet

- Thanks to funding from Fur Free Alliance, we collaborated with Unique Planet. Together, we filmed, produced, presented, and promoted a documentary about Ukrainian fur farms “[Minko trafficking](#)” (with more than 111,000 views). We also made an offline presentation of the documentary in Kyiv.

Establishing collaborations with Equalia

- We collaborated with the Spanish non-profit organization by translating and sharing the [investigative report](#) on broiler chickens on a farm owned by one of Europe’s largest chicken producers. Having received international media attention, we were able to make some Ukrainian retailers stop selling the animal products from this producer.

Establishing collaborations with Ukrainian NGOs

- We collaborated with the majority of animal advocacy NGOs, like Uanimals, Unique Planet, FOUR PAWS, Association of Animal Protection Organizations of Ukraine, and Kyiv ecological and cultural center and worked with MPs to make the Ukrainian parliament vote for Law 2351. This law, signed by the President, introduced more than 60 new animal protection and environmental regulations (including a ban on foie gras production).

Establishing collaborations with Ukrainian Leadership Academy

- In collaboration with [Ukrainian Leadership Academy](#), we gave lectures about our organization, as well as presentations for other grassroots volunteering initiatives for students and young people.

Establishing collaborations with World Day for the end of Speciesism

- We were the first organization in Ukraine to take actions on World Day for the end of Speciesism. The events included a [street demonstration](#) at the main city square in Lviv (we were joined by local activists and NGOs), writing and publishing an [article about speciesism](#) in one of the most-read Ukrainian media outlet, and other marketing activities.

Establishing collaborations with leading NGOs in Ukraine

- Jointly with other leading NGOs (AIESEC, Uanimals, Ukrainian Leadership Academy, Young Europeans Ambassadors, and Ukrainian Youth Association), we took part in the [NGO Space Festival](#) in Ukraine where we gave a presentation on our mission and spoke about opportunities and challenges in the animal advocacy movement.
- Since the Russian full-scale military invasion into Ukraine on February 24, we collaborated with Viva, Tiere im Not, and Leave No Pet Behind to obtain animal food, veterinarian aid, and transportation cages to deliver animals to shelters in Eastern, Southern, and Northern parts of Ukraine.

Supporting and raising awareness for plant-based businesses during war

- We [published an article](#) about how Ukrainian plant-based businesses have been volunteering during the war.

2.1.8 Networking and building coalitions in the United Kingdom

Establishing collaborations with The Humane League UK and the RSPCA

- We continue to work closely with The Humane League UK and the RSPCA on the Better Chicken Commitment with regular calls and sharing of knowledge. We also collaborate with The Humane League UK on campaign actions such as protests, sharing responsibilities for organizing and media stunts where we collaborate on the conception, implementation, and financing of projects.

Establishing collaborations with HSI UK, Animal Equality UK, and L214

- We continue to support the #FurFreeBritain and #FoieGrasFreeGB campaigns which are run by Humane Society International UK and Animal Equality UK, respectively. For these campaigns, we usually take a more supportive role. In 2022, we published an [investigation](#) from the last fur farm in Bulgaria in UK media in collaboration with Nevidimi Zhivotni, whilst inviting HSI to comment in the press release as an authority on the campaign. Similarly, when

publishing an [investigation](#) from a French foie gras farm in UK media in collaboration with L214, we invited Animal Equality UK to do the same.

3. Research

With the support of the Open Philanthropy Project in 2019, we started a project aimed at specifically researching the animal advocacy movement in more neglected countries, recognizing their needs, supporting growth, and raising connectedness within the global movement. We focus mostly on providing training, resources, and consultation to groups in need, as well as expanding our knowledge of groups in neglected areas.

3.1 Capacity research

In the Movement Building, we use research as an intervention to understand both capacity needs and promising opportunities. Because we have limited resources to help other organizations, it is crucial that we invest where they are most needed and have the potential to do the most good. In our work, we conduct research to understand needs and opportunities where Anima International is well positioned and has capacity to support. We have been in touch with advocates in: Bangladesh, Bulgaria, Czech Republic, Hong Kong, Hungary, Indonesia, Japan, Morocco, Nigeria, Philippines, Romania, Singapore, Slovakia, Thailand, and Turkey.

Research into Russian-speaking countries

- In the first half of 2021, we carried out initial research into Russian-speaking countries and contacts. The main idea of this task was to help us understand this specific part of the world more and assess our possibilities to help them develop the animal advocacy movement.
- We reached out to organizations in Russia and Ukraine, created a list of contacts, and established some connections. Due to the war, we have not been able to develop our work further in this region.

3.2 Food system transformation research

The food system is interconnected beyond the country borders and having that in mind, we lean towards interventions that enable us to impact markets beyond Anima International's operations. As we learned in recent years developing plant-based outreach campaigns within Anima International, there is hardly a one-size-fits-all approach that one can apply in a given country. Therefore, when we started exploring potential areas of intervention, it became a must to dive deeper into local contexts before committing to support a potential partner.

Research on market and activist group potential in Slovakia and Czechia

- With regard to business events organized in the Czech Republic and Slovakia, we were aware that these countries are slightly lagging in terms of development of plant-based market, and two organizations we partnered with on other occasions, OBRAZ and Humánný Pokrok, were in the early stages of developing their plant-based corporate outreach campaigns. We recognized that our expertise, along with resources (website code, graphic materials, etc.) we had created for the Polish edition of our plant-based conference, could be used by other groups with our support. These factors led us to assess that it would be an effective and impactful investment to support the organization of corporate events in Prague and Bratislava. See section 5.1.1 for outcomes of this work.

Research on market and activist group potential in Hungary

Hungary, with its population of 10 million citizens, has only recently become more open to plant-based foods. When we connected with Hungarian activists early in 2020, there were no groups focused on fostering food system transformation on an industry- and institutional level.

- Numerous meetings with activists from MAVEG, which had focused mostly on individual outreach interventions, have given us enough confidence that supporting them with expertise, funds, and other resources (website code, graphic materials, etc.) to organize the very first business event for the food industry will be a good investment, despite the fact that the team had no prior experience of working in such framework.
- The success of the Hungarian plant-based conference in 2021 confirmed our predictions, and most importantly, inspired the organizing team to launch a full-scale corporate outreach campaign. See section 5.1.1 for outcomes of this work.

Research on the potential of organizing business events in the Balkan area

- The international recognition of the Plant-Powered Perspectives conference brand grows as we expand to new countries, which leads to new opportunities for hosting business events in new, even more neglected areas.
- We were approached by an activist from Bosnia and Herzegovina with a proposal to support the organization of the Plant-Powered Perspectives conference in Sarajevo. Even though the Balkans have a strong tradition of fasting, the modern plant-based market seems to be severely underdeveloped, even compared to other Central European countries. Despite it being a strong factor for launching an intervention such as a business conference there, we decided that it is with high probability that such an event would be a one-off type of intervention, since the activist that contacted us focuses on multiple areas of work within the animal advocacy field. That could indicate that our team would be required to invest more time and resources into an intervention that might have only short-term outcomes. Therefore, we decided not to support their efforts at the current stage. However, due to the level of neglect of this geographical region, we will consider investing in similar interventions in the future.

4. Creating platforms to network and exchange knowledge

Even before Anima International was created, we had already recognized the importance of bringing people within the movement together. The Conference on Animal Rights in Europe was specifically created as a means to promote more Effective Altruism-focused animal advocacy work and ideas. We have since expanded the number and quality of platforms for advocates to use towards this end.

4.1 Animal advocacy conferences

We have organized international conferences, innovation summits, and local events. We have also provided help and guidance to other organizations to develop new conferences and summits as well as local events. We focus on spreading Effective Altruism principles and on being inclusive for Eastern countries and make it easier for them to attend.

4.1.1 Global animal advocacy conferences

Conference on Animal Rights in Europe (CARE)

- In August 2021, Anima International organized the Conference on Animal Rights in Europe 2021 (CARE) online. It is the largest event of its kind in Europe and one of the biggest focusing on neglected countries. We focused on effective animal advocacy and increasing the capacity and skills of the movement.
- All presentations will reach a bigger audience as many still have the opportunity to watch the recordings from CARE on our platform (used during the conference) and on our dedicated YouTube channel.
 - It was attended by over 300 participants from more than 30 countries.
 - CARE conference had a total of 31 presentations, with speakers such as: Michał Klar (Investor at Future Food Now), Amandine Sanvisens (ALI Europe), Benny Andersson (Djurens Rätt), and Amanda Hungerford (Open Philanthropy), as well as workshops, networking sessions, and funding opportunities.

4.1.2 Animal advocacy conferences in Norway

Organizing yearly animal advocacy conference Dyrevernkonferanse

- In Norway, we organize a yearly animal advocacy conference, [Dyrevernkonferansen](#), which focuses on the pragmatic approach and spreading EA culture in the spirit of the CARE conference, and thus is focused on creating an environment which is open to converse and have your ideas challenged.
- This conference is organized in cooperation with the animal advocacy organization [Nettverk for dyrs frihet](#). Our second conference was organized in November 2021.
- The conference attracts participants from all over the country, with representation from all grassroot groups and animal advocacy organizations in Norway. 89.5% of the survey respondents gave us the highest or second-highest marks for how satisfied they were with the conference, and about the same number was given when we asked if they would come back to our next conference.
- We hosted our second animal advocacy conference. Over 100 people attended, several politicians participated such as the parliament member Une Bastholm (from the Green Party), and most of the animal advocacy organizations actively participated.
- We have seen a noticeable change in attitude and actual work from activists and groups, who now are more concerned with being more effective and focus on concrete results.
- More activists have a better understanding of the ECC campaign and corporate outreach.

4.1.3 Animal advocacy conferences in Poland

Two online conferences under our Stop Factory Farms campaign

- Under our Stop Factory Farms campaign, we organized two online conferences aimed at local communities and local authorities facing the problems of industrial farming in their areas. The purpose of the conferences was to integrate local communities, exchange experiences, and seek methods of opposing large-scale farms. Each conference was attended by more than 100 participants.

5. Sharing resources with the animal advocacy movement

One of Anima International's core beliefs and strategic goals is that investing into other groups, even if it does not bear an immediate benefit to our organization, should be one of our areas of focus. This is the founding ethos of our groups. We recognize that the topic of farmed animal welfare is still a relatively neglected one, and consider increasing the capacity of existing groups as well as supporting the emergence of new ones as one of our priorities. We advise and provide guidance and resources to organizations on a regular basis, mostly in areas such as volunteer management, fundraising, farmed animal and plant-based campaigns, management, and leadership skills. All our employees are encouraged to allocate as much time as necessary to support other organizations, even if it means harming their priorities in Anima International. We also facilitate or issue grants and funds to promising organizations to support their growth.

5.1 Sharing knowledge with the animal advocacy movement

Our support focuses on providing guidance, training, and consultation to groups in need. As we understand the importance of the local context, we mentor and give organizational support to equip advocates with tools and know-how-to to build their own organizations. As an example, we host monthly calls in order to enable organic knowledge and experience sharing. Our aim is to empower more autonomous groups through knowledge sharing.

5.1.1 Establishing the Plant-Powered Perspectives conferences

Plant-Powered Perspectives 2021 in Czech Republic

- When in 2019 we were sharing our experiences and resources related to AI plant-based outreach work in Poland with OBRAZ's team, we were not expecting that our collaboration will be so long-lasting. The Czech edition of the Plant-Powered Perspectives conference took place in 2021.
- The entire event was planned for online streaming, due to the ongoing pandemic.
- There were 135 tickets sold, which is a significant number considering the population of the Czech Republic.
- Main partners of the conference were Garden Gourmet (Nestlé), Alpro (Danone), Bonduelle, and Dáma jídlo (meal delivery service).
- The biggest success of the conference was the online presence of Josh Tetrick of Eat Just, Inc. who primarily spoke about the future of lab-grown meat.
- Key media partners were EkoneWS and HOREKA magazine, which is focused on the hospitality sector. The largest media hit of the Czech Plant-Powered Perspectives 2021 was an online article at iDnes which is one of the most widely-read online media outlets in Czechia.

Plant-Powered Perspectives 2021 in Slovakia

In Slovakia, we worked with Humánný pokrok for the Slovakian edition of Plant-Powered Perspectives 2021. It was planned as an in-person event, but because of the pandemic, it took place online that year.

- The conference covered aspects of plant-based food manufacturing. The speakers came from mixed backgrounds – the line-up included plant-based food manufacturers, animal-origin

food manufacturers, as well as a representative of the only company in Slovakia focusing on cultivated meat – Bene Meat.

- More than 80 people registered to participate in the conference, and 21% of the participants were representatives of the meat and dairy industry. Participants of the conference came from different fields and included food manufacturers, start-ups, retailers, business media, and stakeholders in the food and agriculture sector. The largest group (approximately 41%) was food manufacturers and start-ups.
- The Slovak team also organized Plant-Powered Pitching – a competition for startups that have the potential to expand the offer or availability of plant-based food.
- Some of the other key conference partners were TESCO, Nestlé, and Wolt. Retail Magazin.sk., a portal specialized in food manufacturers, FMCG, and retail, was the media partner of the Plant-Powered Perspectives 2021 in Slovakia.
- Apart from providing mentoring, Anima International contributed EUR 7,100 to support the organization of the professional business events in Slovakia in 2021 and 2022.

Plant-Powered Perspectives 2021 in Hungary

- The very first Hungarian plant-based business conference took place in November 2021. We helped the Hungarian organization MAVEG plan the event. The conference outgrew expectations of the organizers. This intervention was particularly essential with regard to Hungary in 2021, as it was the first event of this kind in the country.
- Over 120 people attended the event on site. The participants and the speakers were a mix of multinational companies like Nestlé, Unilever, and Danone, and smaller ones, like the meat producing company Pápai Meat, which changed its name to Pápai Tastes to be more aligned with its plant-based meat range.
- The team at MAVEG managed to secure sponsors such as Nestlé or Magnet Bank.
- The conference had two hosts holding the show, a local celebrity and a journalist from the Hungarian Forbes, Patrik Galavits. A Forbes journalist wrote an extensive article about the event for Forbes Hungary after the event took place.
- Plant-Powered Perspectives 2021 in Hungary received an award from Metro (major European wholesale food distributor) for the best professional event of the year, which resulted in Metro becoming one of the strategic partners of the upcoming conference.
- The conference sparked a lot of enthusiasm within the organizing team – as the conference attracted lots of media attention and put MAVEG at the center of plant-based evolution of the food system, the organizing team decided to focus more on corporate outreach and food industry consulting. We consider it one of the biggest wins of our partnership.
- The team at MAVEG was able to utilize our conference web page template with the help of our IT team.
- Apart from providing mentoring, Anima International contributed EUR 8,500 to support the organization of the professional business events in Hungary in 2021 and 2022.

Planned Plant-Powered Perspectives conferences in 2022

- For the time being, teams in Hungary, the Czech Republic, and Slovakia are currently working on their local conference editions – all the events will take place in autumn 2022, in October and November. Anima International will continue to support the conferences both financially and strategically.
- We estimate to attract approximately 700 high-level food professionals and key decision makers within local food industries.
- The teams in the Czech Republic, Slovakia, and Hungary have already started working on the Plant-Powered Perspectives 2022 editions. Thanks to the experiences gained by them over the last two years (or as in MAVEG's case, last year), the events will be even more independent this time.

- The conferences in the Czech Republic and Slovakia will incorporate Plant-Powered Pitching competitions for plant-based innovators again.
- Moreover, we have issued a similar grant for the Estonian organization, Nähtamatud Loomad, to support their food industry oriented event, the Food Innovation Summit. The conference in Estonia will take place in October 2022.

5.1.2 Educational learning platforms

The Animal Advocacy Training Center

- We are currently working on developing our own educational platform – The Animal Advocacy Training Center. The first course is dedicated to spreading the knowledge about plant-based campaigns for advocates who are interested in starting or developing their campaigns.
- Around 10 experts from Anima International share their experience in a series of informative videos accompanied by additional materials.
- We are working on two other courses which focus on fundraising and public speaking.
- Our team researched, created, and consulted an outline of three courses: successful plant-based campaigning, fundraising, and public speaking.
- 14 lessons have been filmed and are currently being edited. Some of the topics covered are how to communicate effectively and develop a well-defined theory of change. We cover basic tools on how to work with important stakeholders, as well as how to build a simple website.
- Follow-up materials and worksheets are available to put all lessons into practice.
- Additional materials to each lesson have been prepared, such as reading materials, quizzes, or summaries.
- 12 experts were engaged in the first plant-based course.

5.1.3 International support and collaborations

Supporting the launch of a new plant-based business outreach organization in Hungary

Following the success of Plant-Powered Perspectives 2021 in Hungary (see 5.1.1), the team behind the conference embraced a new vision for effective work towards a just and humane food system and reached out to Anima International for further inspiration and potential support. One of the goals of the collaboration from our perspective was to support Hungarian activists in refreshing their approach to creating change to move away from the use of animals in the food system.

- Inspired by the Plant-Powered Perspectives conference success, MAVEG activists want to further advance plant-based corporate outreach. From January 2022, they have been running the [Vegan Business Circle](#) – a business club that meets every two weeks. Their goal is to empower all Hungarian plant-based businesses by coming together and making the Hungarian plant-based industry stronger through professional business support, training, and thinking together.
- Their key plan for the upcoming months is the launch of a Hungarian plant-based food association. The association will represent plant-based food producers in Hungary in communication with the Hungarian authorities, the public, and the government. Moreover, the alliance plans to start working on lobbying to introduce plant-based eating recommendations to the Hungarian National Nutritional Guideline.
- Encouraged by the solid strategic vision and dedication of Hungarian activists, we decided to support their development, and as a result, the Hungarian team will be able to hire two full-time employees that will put their plans to fruition. We are currently in the process of

signing the mutual partnership agreement. Anima International will support the work of the Hungarian organization for 12 months with approximately EUR 40,000.

Support for the Southeast Asia Farm Animal Welfare Fellowship (SEAFWF)

- We collaborated with and supported as a knowledge partner [SEAFWF](#) by overviews their curriculum and sharing resources and materials. The fellowship organized by EA Singapore was dedicated to those seeking a career in changing the industrial animal agriculture landscape in Southeast Asia. Participants learned about the issues in the sustainability of food systems and the different career pathways to pursue to help create a more sustainable future.

Support for Animal Empathy Philippines (AEP)

- [Animal Empathy Philippines](#) (AEP) is a new organization working to reduce animal suffering in the Philippines. We are currently supporting them by sharing resources and materials on volunteer coordination, management, and campaign strategies.

Support for CBCGDF Good Food Fund

- We collaborated with [CBCGDF Good Food Fund](#) as part of their [Eco-Chef Training program](#). Dominika Targosz, one of our Chefs for Change ambassadors, shared a case study on plant-based cuisine. For more information, please check Program 7 - 5.3.

Support for Tech to the Rescue (TTTR)

- We have an established collaboration with Tech to the Rescue (TTTR), a foundation that connects NGOs with the IT industry. We collaborated and created a partnership during their animal advocacy campaign [#RescuePartyParrot](#), where we were able to promote and help organizations connect with IT companies which helped them develop new projects.

Support for Animals Alliance Asia

- We supported [Animals Alliance Asia](#) by sharing materials and resources on volunteer coordination and project management.

Support for Animal Friends Croatia

- Animal Friends Croatia reached out to us to learn more about a media campaign. We helped them assess if this campaign would be helpful for achieving their goals and understand how it could be adapted to their specific needs and context. We helped them develop a pitch for a major donor and secure a grant of EUR 34,000. We are continuing to work in an advisory role with them for the campaign.

Support for L214

- Anima International's investigation group has supported the French organization L214 with research for their investigation of Polish trucks going to France.

Support for OBRAZ

- Anima International's broiler team had meetings with OBRAZ to share our knowledge about doing broiler corporate outreach.

Support for EAST (Environmental and Animal Society of Taiwan)

- Our animal welfare consultant has supported EAST (Environmental and Animal Society of Taiwan) by providing them with data on Danish animal protection legislation for pigs and voluntary animal welfare schemes.

Support for NGO OASA/De glemte

- We provide NGO OASA/De glemte advisory assistance and presentation on behavioral deprivations of fur-farmed chinchillas.

5.2 Sharing materials with the animal advocacy movement

As part of our mission, we are committed to investing in the development of the movement by providing platforms to share and exchange resources. One of our goals is to understand bottlenecks and directly support organizations with the resources they need to become more effective and increase the positive impact of their work. As an example, organizations and advocates have been using our graphic and video materials, press releases, and social media content templates. We aim to dramatically reduce the time, expertise, and resources needed to produce high-quality, engaging content.

Sharing resources via our resource library

As part of the Anima International website, we launched a [resource library site](#). It is a repository of materials which are being made available for free to animal advocates to support the growth of their organizations and boost their work. It includes materials such as footage from a wide range of investigations, press release templates that will help as a main guide for activists and organizations, images and graphics for social media, webinars ranging from fundraising and development to organizational management, as well as guides and other manuals.

- Number of downloaded/shared materials: 698
- Number of unique users: 205
- Countries (outside of AI groups): 51 – Australia, Belgium, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Canada, Chile, Colombia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, India, Ireland, Israel, Italy, Japan, Kenya, Latvia, Lithuania, Mexico, Nepal, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Romania, Russia, Serbia, Singapore, Slovakia, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Uganda, Ukraine, United Kingdom, United States
- Number of organizations (excluding AI): 60 organizations/groups
- Number of individuals not affiliated to an organization: 50 (we see potential to reach out to these individuals and understand their needs and past or current interest in animal advocacy).

Multimedia production to support programs and campaigns

Anima International works to strengthen the movement by increasing the capacity for multimedia production. We do this through our Global Multimedia team. In the reported time period, we supported the movement with:

- 37 of our plant-based recipe videos which were adapted for the organizations Reductarian (16 videos) and Udruga Pobjede (21 videos).
- We produced campaigning assets for the Open Wing Alliance-led campaign for a global cage-free YUM! Among these was a [campaign launch video](#) that we [adapted into 14 languages](#).

Engaging European organizations to participate in a crucial EU consultation

The European Commission is in the process of revising its animal protection policies, which is [one of the most important opportunities for animal welfare progress](#) on a legislative level that we have ever seen in the EU. An important component of this process was a [public consultation in the period of 15 October 2021–21 January 2022](#).

- Anima International coordinated with Eurogroup for Animals to understand if we could be helpful with marketing efforts to engage European advocacy groups, and took on the coordination of this work.
- We produced a [toolkit](#) with the goal of making it easy for European animal advocacy groups to participate in the consultation, due to the complexity and length of EU consultations.
- We produced a [motivating tutorial video](#) to engage the public to take part. The video was created without Anima International branding in order to be suitable for other groups to use.
- The tutorial video served as a template for groups to produce tutorial videos in their own language. We developed a [step-by-step guide](#) for how to produce the video.
- We produced and [offered adaptation of shorter engagement videos](#) for social media to allow groups to engage their followers.
- We created a [marketing campaign](#) around the toolkit addressed to animal advocacy organizations in order to convince them to take part in the consultation. The campaign was especially promoted on the Open Wing Alliance Slack workspace in a dedicated channel for European organizations. Also, Eurogroup for Animals used our toolkit to engage their member organizations. Because the numbers of national participants were updated from the EU's side day by day, during the campaign we updated with these numbers in order to create an atmosphere of friendly competition between groups in order to increase their engagement.
- After the campaign, we ran a survey among 15 groups on Open Wing Alliance Slack to understand if the toolkit had been helpful. We got replies from 13 groups. 12 of them found the toolkit and coordination to have been helpful and motivating for them – some of them even reporting that they would not have taken part had it not been for this work.

5.3 Sharing funds and seeding groups in the animal advocacy movement

Our goal is to help as many animals as possible, so when we see a promising opportunity to do so, we aim to seize it, whether it is through Anima International itself or another group. This sometimes comes in the form of providing funding directly from our own assets, including the funding needs of other groups in our discussions with major donors or simply connecting groups directly with the donors themselves. This past year, after the full-scale invasion of Russia in Ukraine, we also started to provide financial aid to animal advocacy organizations and animal shelters to provide resources as most animals including domestic companions and farmed animals were left behind.

5.3.1 Increasing funding capacity of other animal advocacy organizations

Increasing funding capacity of Oikeutta Elaimille

- Anima International advises and collaborates with [Oikeutta elaimille](#) on constructing grant proposals for their plant-based programs. We secured USD 145,000 for them for the period 2021–2022 from a major donor of Anima International.

Increasing funding capacity of Nähtamatud Loomad

- Anima International advises and collaborates with [Nähtamatud Loomad](#) on constructing grant proposals for their plant-based programs. We secured USD 94,300 for them for the period 2021–2022 from a major donor of Anima International.

Increasing funding capacity of Dyrenes Alliance (Animal Alliance)

- Anima International is continuously funding Dyrenes Alliance to focus on organizing activists to get involved with the ECC campaign by providing training in leading and organizing pressure campaigns.

Increasing funding capacity of Nevidimi Zhivotni

- We have collaborated with several activists from Bulgaria for some years now, so when several whom we know quite well decided to form a new group [Nevidimi Zhivotni \(Invisible Animals\)](#), we felt it was a good opportunity to provide them with seed funding of EUR 50,000 directly from Anima International. This means they are able to focus on building a strong organization from the beginning.

5.3.2 Support of advocates and groups during the war in Ukraine

Supporting Veganistanbrat

- We transferred UAH 15,000 (approximately USD 500) to the plant-based project of the chef [Veganistanbrat](#). Their team cooked food for people in need and supplied almost 20,000 portions of plant-based meals for maternity hospitals, women's monasteries, and the biggest hospital in Kyiv.

Supporting Mama Vegan

- We transferred UAH 15,000 (approx. USD 500) to the cafe [Mama Vegan](#) which had to close but continued to cook huge amounts of plant-based food for the military personnel and territorial defense forces. They also traveled a lot to the Kyiv region right after the deoccupation and provided food to those who lost their homes.

Supporting Lvivska Veganska Kukhnia

- We transferred UAH 10,000 (approx. USD 350) to the NGO [Lvivska Veganska Kukhnia](#) to supply plant-based food all over Ukraine since the beginning of the war. They are also sending packages of plant-based products to civilians and fighters, and we are collecting requests from the military for them. We are currently looking for Polish plant-based producers who would either supply them with produce or make discounts for this humanitarian work.

Supporting Lvivska Vegurman

- We transferred UAH 10,000 (approximately USD 350) to the plant-based meat producer [Vegurman](#) to cover the costs that they had to pay for the ingredients for their products. This allowed them to both give the products to those in need and to restart their production later on.

Supporting Nature's Charm

- We helped our partner, the Ukrainian importer of [Nature's Charm](#) brand, to distribute condensed coconut milk to the organizations feeding civilians and military. Their storage in Kyiv region was bombed, but they wanted to give away the remaining produce, so we connected them to those who could use it.

Supporting animal shelters

- Due to the extraordinary circumstances of the humanitarian crisis, we provided assistance to seven companion animal shelters in the total amount of UAH 133,181 (approximately USD 3,500). The biggest help was provided to the Sirius shelter, which has more than 3,000 animals, and which was under occupation near Kyiv. We provided financial assistance transferring a total of UAH 25,000 (approximately USD 650) to Ugolyok, a farm animal shelter in the Dnipropetrovsk, Kherson, and Mykolaiv regions. At the moment, they are also taking care of animals abandoned due to the war. We launched a fundraising and media campaign about it, as well as delivered goods from our Estonian partners on sites.

Anima International

Program 6 Policy Change

Achievements outline

01.2021 - 07.2022

- 1. Banning animal farming practices**
 - 1.1 Banning fur farming**
 - 1.1.1 Banning fur farming in Denmark
 - 1.1.2 Banning fur farming in Poland
 - 1.1.3 Banning fur farming in Ukraine
 - 1.2 Banning the use of cages in farming**
 - 1.2.1 Banning the use of cages in farming – global work
 - 1.2.2 Banning the use of cages in farming in Denmark

- 2. Locking important welfare changes into policy**
 - 2.1 Locking important welfare changes into policy for broilers**
 - 2.1.1 Locking important welfare changes into policy for broilers in the United Kingdom
 - 2.2 Locking important welfare changes into policy for other animals**
 - 2.2.1 Locking important welfare changes into policy for other animals in Denmark
 - 2.2.2 Locking important welfare changes into policy for other animals in Norway
 - 2.2.3 Locking important welfare changes into policy for other animals in Poland
 - 2.2.4 Locking important welfare changes into policy for other animals in the United Kingdom

- 3. Participating in legislative processes**
 - 3.1 Advocating for better animal protection legislation**
 - 3.1.1 Advocating for better animal protection legislation – global work
 - 3.1.2 Advocating for better animal protection legislation in Poland
 - 3.1.3 Advocating for better animal protection legislation in Ukraine
 - 3.2 Public consultations**
 - 3.2.1 Public consultations – global work
 - 3.2.2 Public consultations in Poland

- 4. Engaging decision makers**
 - 4.1 Engaging governments**
 - 4.1.1 Engaging the government in Poland
 - 4.2 Engaging politicians**
 - 4.2.1 Engaging politicians in Norway
 - 4.2.2 Engaging politicians in Poland

- 5. Policy work on animal product alternatives**

5.1 Raising the status of animal product alternatives as a political issue

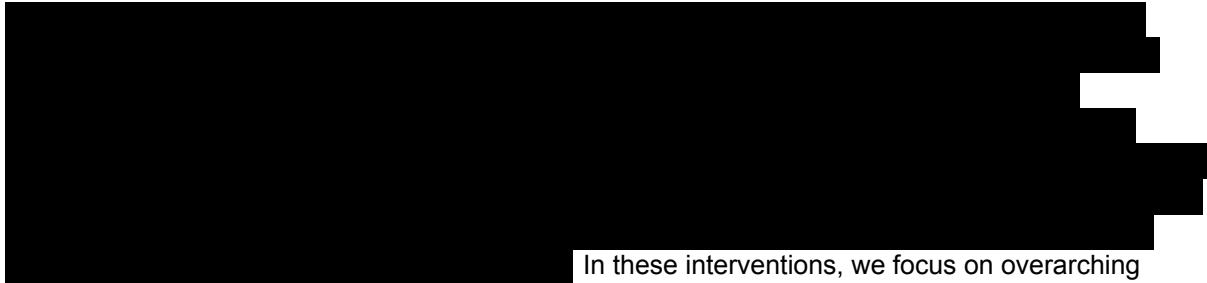
5.1.1 Raising the status of animal product alternatives as a political issue in France

5.1.2 Raising the status of animal product alternatives as a political issue in Norway

5.1.3 Raising the status of animal product alternative as a political issue in Poland

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Banning animal farming practices



In these interventions, we focus on overarching milestones for animals that may take years long to take place.

1.1 Banning fur farming

We operate in countries where the fur industry was or still is the biggest and the most heavily entrenched. In the European Union, the majority of fur comes from fur farms, and animals kept for fur are legally categorized as farmed animals. Crucial context here is that Denmark used to be the biggest producer of fur in the EU (and the second-biggest producer in the world) until in 2020 Danish government decided to cull all the 17 million mink due to the presence of SARS-CoV-2 on the mink farms. Therefore, in 2021 and 2022, we focused on securing a permanent ban in Denmark. In Poland, there are 6 million animals kept on fur farms, and only China is currently a bigger fur producer. We think that banning fur farming is effective because if we are successful, we completely eliminate the suffering of millions of animals, rather than move to less intense farming practices. For this reason, we work towards ending fur farming.

1.1.1 Banning fur farming in Denmark

Using momentum to headline the problem of fur farming in the Danish Parliament

- We [handed over almost 40.000 signatures](#) to party spokespeople calling for a fur ban at a Make Fur History exhibition in front of the Danish Parliament.
- Together with four other organizations, we ran an [advertising campaign](#) calling for a permanent ban on mink farming.
- We organized a [protest](#) at the annual opening of the Parliament.
- We organized formal questions to the Minister of Agriculture and the Prime Minister with the four parties supporting the permanent ban.
- We ran a pressure campaign aiming for Denmark's centrist liberal party to publicly support a permanent ban. As a result, we created a [video](#) for social media, in which the spokesperson of the organization called for a ban, and we ran [an advertising campaign](#) together in a national newspaper.
- We ran another pressure campaign against the Minister of Agriculture, which included [a protest in front of the ministry](#), a [nationwide newspaper advertising campaign](#) as well as an [outdoor advertising campaign](#).
- Anima International participates in ECI Fur Free Europe and collects the necessary signatures in Denmark. We already passed the threshold for Denmark, and we continue collecting signatures.

1.1.2 Banning fur farming in Poland

It is important to note some crucial context that since the beginning of our organization's existence in Poland, one of our main goals has been to ban fur farming. In late 2020 and early 2021, a discussion was ongoing in Poland about a bill banning fur farming, slaughter without stunning, using animals in circuses, and making some minor changes for companion animals. This public debate was ignited as a result of the [investigation published by us in September 2020 from the Polish mink farm in Góreczki](#), which is probably the largest mink farm in the world (500,000 animals). A few hours after our publication, the majority party in the Parliament, Law and Justice (Prawo i Sprawiedliwość) [presented a draft of the ban](#). We continued to use campaigning tools and media work to put pressure on the MPs, but unfortunately, the bill was abandoned as Law and Justice's poll ratings deteriorated, stopping them from pushing any ideas beyond their main political program. However, it is important to highlight that this was the first time in Polish politics that a fur farming ban was not perceived as a controversial topic. Heated debates focused on non-stun slaughter, while the fur farming ban became an accepted idea even among politicians who used to oppose it. In February 2021, a [new version of the bill](#) was mentioned by MP Marek Suski, a politician who in September 2020 (when our investigation from Góreczki was published) had a very intense speech in the Parliament [and showed photos from our investigations](#).

Creating a new wave of pressure to address the animal protection amendment opposition

After the bill was politically frozen, we had to quickly adapt our strategy to deliver more tools to politicians, so they would be able to put the ban on fur farming back on the table.

- We presented [results of research](#), commissioned by Anima International and Viva! Foundation, of the impact of mink farms on the local real estate market and sent the research paper to all important MPs.
- We conducted [new public opinion polls](#) and published the results (72% of the respondents were against keeping fur animals in cages and killing them for fur). Again, all important MPs were briefed on the results.
- Together with Viva! Foundation, OTOZ Animals, and Mondo Cane Foundation, we organized a large [demonstration in front of Parliament](#) to ensure politicians know that the world is watching and will hold them accountable for their decisions. The fur farming ban was the main focus. Several MPs spoke at this demonstration.
- We published the [results of an investigation](#) exploring epidemiological problems of fur farms. While it focused on the Aleutian mink disease virus, it laid bare the unpreparedness of fur farms against any viruses. This investigation was published to put pressure on the institutions to seriously research SARS-CoV-2 on mink farms in Poland and consider this as another reason to introduce a ban.
- We also had to respond to attempts by the Polish fur industry to scale up after Danish fur farms had to shut down. Together with the Chinese organization Capital Animal Welfare Association, we sent a [letter](#) to the Polish Prime Minister, warning him about the dangerous idea of the Polish fur industry to open a Polish fur auction house in cooperation with the Chinese fur industry.
- The Polish Minister of Agriculture, Grzegorz Puda, [expressed support](#) for an EU ban on fur farming at the meeting of the EU Agriculture and Fisheries Council. Before he became Minister of Agriculture, we had very productive discussions with him about fur farming and ways to achieve the ban. This was support for the work towards an EU ban, but at the time it was a very important statement for the work towards the ban in Poland.
- In 2021, we started [working closely](#) with MP Małgorzata Tracz. Together with her office, we drafted a new bill to ban fur farming. The bill was officially [submitted](#) in June 2022 and a press conference was organized by us and Viva! Foundation.

- To support the bill, we commissioned [an independent research](#) of the economic impact of the fur farming ban.

1.1.3 Banning fur farming in Ukraine

Launching petition to ban fur farming

- We launched a [petition](#) on the official presidential website to ban fur farming in Ukraine. More than 2,500 signatures were collected. The petition was collecting signatures between December 2020 and March 2021.

1.2 Banning the use of cages in farming

1.2.1 Banning the use of cages in farming – global work

We actively work on the implementation of European Citizens' Initiative End the Cage Age

In 2019 and 2020, we supported the European Citizens' Initiative [End the Cage Age](#) coordinated by Compassion in World Farming (the project was supported by groups all over Europe). Thanks to this initiative, we have a historic opportunity for the European Commission to ban cages for hens, mother pigs, calves, rabbits, ducks, geese, and other livestock, with a phase-out date of 2027.

- When the signature collection ended in 2019 with 1.4 million signatures, we moved to work on making sure the changes will not be blocked and that the transition period will not be too long.
- In November 2021, we established a five-person team and launched a project aimed at increasing the chances of End the Cage Age's success.
- One of the areas in which we have decided to focus our attention is on increasing the project's chances of success at the legislative level (see program 6. – 4.1.1),
- We decided to focus more on increasing the chances of End the Cage Age's success and put more resources into this work. The goal of this activity is to convince the Polish Ministry of Agriculture to not oppose the proposed ban on cages in the EU.
- We published a [petition](#) dedicated to that goal, which has reached +45,000 signatures (August 2022).
- In the second quarter of 2022, we started working on commissioning a report about the industry (egg industry, sows industry, rabbit meat industry, veal industry) condition analysis and a socioeconomic analysis of viability of switching to alternatives – we plan to have the report ready and publish it in the third quarter of 2022. This report will be prepared by one of the top consulting agencies in Poland.
- In Poland, we focus on achieving an EU ban, so we focus on the Polish Ministry of Agriculture to support a European phase-out of cages or at least not interfere with it (see program 6 – 4.1.1).

1.2.2 Banning the use of cages in farming in Denmark

Battery hens suffer some of the most intense confinement in animal agriculture. Working on this issue allows us to efficiently reduce suffering by eliminating the use of eggs produced under these conditions. It also serves as a gateway campaign that allows us to educate and build public opinion on factory farming issues. As this is an issue that allows us to harness public support, it also helps us build relationships with policymakers and corporations that we can leverage for future change on other issues. Our work ranges from public education to securing corporate commitments to working on legislative change that bans cages.

Advocating for the ban of cage eggs production in Denmark

- We have achieved deep commitments from four parties forming the political support for our minority government to fight for a quick phase-out of caged-egg production in Denmark and kept the government committed to a ban.
- We [produced videos with spokespeople](#) of the four parties calling for a ban with a quick phase out and running them as social media ads.
- We reached 40,000 signatures for a ban against caged-egg production, which will be handed over to the Minister of Agriculture when we will have reached 50,000.
- We got the spokesperson of the government party to [publicly state](#) that Denmark should act as a front-runner when it comes to phasing out caged-egg production.

2. Locking important welfare changes into policy

As an animal issue gains sufficient support in society, we will work to codify it as law. This has multiple effects. It forces the minority unwilling to take steps to protect animals of their own volition to comply with the norms of the majority, and it creates momentum for further legislation by elevating animals' status in society. Legislation typically has greater permanence than voluntary commitments, for example those given by corporations, but will in many cases trail such indicators of a change in public opinion. As such we always evaluate closely when we deem that an issue has matured to the point that campaigning for political change becomes fruitful.

In the context of globalization, entrenching standards for animal welfare in trade deals is likely to have a big effect on countries that may not currently have strong animal protection. For this reason alone, we believe it is important to establish strong animal protection laws in those countries where they are most likely to be adopted, which is why we have a strong focus on the EU.

2.1 Locking important welfare changes into policy for broilers

Moving to ECC standards for broiler chickens requires significant investment from chicken retailers and producers. To speed up the transition, we identify and take advantage of opportunities to gain political traction as well as securing corporate welfare policies. Additionally, we ultimately want ECC standards to become the legal minimum for broiler chickens once the biggest retailers have adopted them.

2.1.1 Locking important welfare changes into policy for broilers in the United Kingdom

Encouraging the UK Government to help facilitate the transition away from the worst standards

- In 2022, the UK Government [endorsed](#) the Better Chicken Commitment by pledging to use subsidies to “prioritize” its implementation. This is especially significant in the UK as Britain is Europe’s second-largest broiler producer.
- We worked to expose the problems with UK broiler welfare standards in the mainstream media by publishing [undercover investigations](#), submitting evidence to [consultations](#), organizing high-profile [pressure campaigns](#), developing [celebrity partnerships](#), and giving [media appearances](#) (see program 4 - 1.2.2)
- Our investigation evidence was used to support The Humane League UK’s [legal challenge](#) against the use of fast-growing broiler chickens.

- We commissioned a [poll](#) with YouGov finding that 78% of British people oppose cruel farming practices even when taking cost savings to themselves into account. These findings, as well as securing [industry media](#) for the poll, have helped to strengthen the case for an industry shift to the Better Chicken Commitment.

2.2 Locking important welfare changes into policy for other animals

Based on cost-effectiveness calculations, when opportunity arises, we sometimes engage in working on welfare changes in other species animals when they are low-hanging fruit. For example, foie gras is produced in only a few countries and is increasingly being banned around the world, in France alone 40 million birds are killed for foie gras every year. Similarly to the case with fur, by helping to end foie gras we can completely eliminate the suffering of tens of millions of animals.

2.2.1 Locking important welfare changes into policy for other animals in Denmark

Advocating for a ban of PMSG hormone in Denmark

In 2022, we supported Animal Welfare Foundation / Tierschutzbund Zürich in the campaign to ban PMSG hormone used mostly in pig farming (it is taken from pregnant mares).

- We managed to raise [parliamentary debate](#) about PMSG and have the Minister of Agriculture commit to look into the prospects of an EU-wide ban.
- We managed to get the [media interested](#) in the AWF/TSB's investigation of Icelandic blood farms.
- We [collaborated with one of the green parties](#) on getting a formal reaction from the Minister of Agriculture.

2.2.2 Locking important welfare changes into policy for other animals in Norway

Collecting signatures for a ban on foie gras

- 15,000 Norwegians have signed our [petition to ban the import of foie gras](#).

2.2.3 Locking important welfare changes into policy for other animals in Poland

Undertaking key strategic changes in the Polish fish campaign

In September 2021, we started a [petition](#) and sent letters to convince local authorities to ban the sale of live fish (carp) in the local food markets on public land. However, after more research, in November we decided to stop this campaign as we became concerned that we might make customers switch from carps to salmon and therefore increase animal suffering (while carps are herbivorous, salmon are carnivorous, so they are fed mostly with animal-derived products, such as fish oil and fish meat). If needed, we can share a more extensive document on the decision we made here.

2.2.4 Locking important welfare changes into policy for other animals in the United Kingdom

Pushing the British government to ban imports of foie gras

- We are running a [petition](#) to ban imports of foie gras. In 2022, we cooperated with L214 by [publishing](#) their investigation with BBC News – the world's most visited news website.
- We published an opinion article in [The Independent](#) days after it was reported that the UK Government was dropping plans to ban foie gras and fur imports. Our article was [widely shared](#) and we gave an interview to LBC Radio on the topic (a radio station with over 3 million listeners a week).

Maintaining pressure on the UK Government to ban imports

We are campaigning for a ban on the import and sale of fur (fur farming is already banned in the UK). We mainly publish undercover investigations in the UK media to increase public support for the ban and maintain pressure on the UK Government.

- We [handed](#) in one million petition signatures to Boris Johnson alongside the #FurFreeBritain coalition.
- We worked with the UK media to [publish footage](#) from Bulgaria's last fur farm with the Bulgarian organization Nevidimi Zhivotni, in support of the ban on mink farming in the country.

3. Participating in legislative processes

We want to influence legislative action so that we can create systemic change on many levels, not just consumer ones. By giving our opinions and expert comments, we participate in the creation of laws at the national and European Union levels, gaining more and more experience in this hugely important area. We help politicians understand what changes for animals are crucial in the near future, what obstacles we may face along the way, and how we can overcome them together.

3.1 Advocating for better animal protection legislation

Our legislative advocacy relies on a number of tools which we apply following careful strategic deliberation. Depending on such factors as the level at which the policy is to be implemented, opposing stakeholders, and legal precedence, we will create campaigns that target the most relevant actors and tools to influence them. We employ a strategy that incrementally builds out policy to dismantle factory farming by supporting initiatives that improve welfare and increase production costs, as well as outright banning the most cruel practices employed in animal agriculture.

3.1.1 Advocating for better animal protection legislation – global work

Campaign for a European Commissioner for animal welfare

In Poland, we actively [participate](#) in a campaign for a [European Commissioner for Animal Welfare](#) coordinated by GAIA and Eurogroup For Animals.

Campaign to limit the export and time of transport within the EU

Because Poland is an important country when it comes to animal transport, we support [advocacy activities of Eurogroup For Animals](#) to limit transports of live animals within the EU and from the EU to other countries.

- We organized [an outdoor campaign on public transport](#) vehicles to bring this issue to public attention.
- We published the first Polish [report](#) on the animal welfare and economy of animal transports in Poland. It was sent to MPs and MEPs.

Supporting the European Citizens' Initiative for a Fur Free Europe

We participate in the European Citizens' Initiative Fur Free Europe, which aims to ban fur farming in the EU and the importation of furs into the EU. Collecting of the signatures started on May 18, 2022, we have a year to collect 1 million of signatures from the citizens of EU countries.

- Our representative from Poland is one of the seven members of the ECI who formally signed it.
- Because both Poland and Denmark are important countries on the global map of the fur farming industry, our groups play important roles in ECI (even after mink farms in Denmark were shut down due to SARS-CoV-2, there is still the Copenhagen Fur auction house). We provide a lot of knowledge and footage from our investigations for other groups. Photos and videos taken by Anima International investigators are widely used by many organizations participating in the ECI.

3.1.2 Advocating for better animal protection legislation in Poland

Calling for an Ombudsman for animals in Poland

Through the demand for the nomination of an Ombudsman for animals in Poland, we want to ensure better operation of public institutions and offices related to the protection of all animals. We want to ensure that the protection of animals enshrined in existing legislation are adequately protected and realized. This institution would also fill the gap in the public discourse, in which welfare, apart from non-governmental organizations, is spoken about almost exclusively by representatives of the veterinary inspection and the ministry of agriculture, whose priority is food safety, rather than the welfare of farm animals themselves.

- We continued [our campaign](#) in Poland, to establish an official Ombudsman for animals. The most important moment of the campaign within this period of time was publishing [the report](#) named 'Analysis of prosecutor and court decisions in cases concerning crimes against animals in 2017-2019' which gained some media traction for us to speak about the concept of an animal ombudsman.
- When the report was published, we also conducted an [outdoor campaign](#) about the report and the idea of an animal ombudsman.
- For now, we have [managed to collect more than 84,000 signatures on a petition for the nomination of an Ombudsman](#). We plan to use the moment when we reach 100,000 signatures in next year's parliamentary elections in Poland to publicize the topic of animal protection as one of the most socially important election demands.

3.1.3 Advocating for better animal protection legislation in Ukraine

Animal protection legislation in Ukraine is in a very early phase and for this reason we participate in many legislative processes, even if they don't have an impact on large numbers of animals. We find it important to participate in the work of the government to get more credibility and experience that can be used for future work focused on farmed animals.

Lobbying for a bill covering a variety of animal protection issues

We were involved in writing and lobbying for Bill [2351](#) which covers many animal protection areas.

- We held meetings with important deputies from the Eco Committee to consult on the norms included in the bill and to promote consideration of the bill within the Eco Committee and Parliament.
- We organized a number of demonstrations in front of the Parliament in support of the bill. On November 8, 2021, Law 2351 entered into force.
- This legislation prohibits euthanasia as a method of regulating the number of homeless animals, the smuggling of wild animals, photo services with wild animals, promoting cruelty to animals, beating, killing, poisoning and mutilating homeless animals, begging with animals, keeping wild large animals in public catering establishments and other unsuitable spaces, leaving animals in the car if the temperature is higher than +20°C or lower than -5°C. It strengthens criminal and administrative responsibility for animal cruelty, anti-poaching measures and the rights of local councils to protect animals from cruelty. It enforces administrative responsibility for cruel or irresponsible treatment of animals from the age of 16, criminal liability for cruel or irresponsible treatment of animals from the age of 14, the possibility of temporary removal of animals (in case of harsh treatment of animals) until the case is considered in court, removal of the right to keep animals for five years for people who treat animals cruelly, and mandatory examination to establish the cause of death of animals.

Lobbying to bring national standards inline with EU regulations

Due to trade agreements between EU and Ukraine and because of the willingness of Ukraine to become an EU member, Ukraine had to work on adjusting its laws to be inline with EU regulations. This includes animal welfare legislation. This situation has been a great opportunity to improve the welfare of farmed animals in Ukraine and it was a very important part of our work.

- We launched an information campaign about the legislation which is supposed to implement EU norms regarding keeping farm animals. In February 2021, a number of acts were adopted to the Agreement on the Association of Ukraine with the EU regarding the conditions for keeping farmed animals. [Law 3318](#) on the welfare of farmed animals was adopted and it included a separate section to implement EU Directive 98/58.
- We submitted proposals through deputies and also entered the working group on the draft of the bill, to make sure that Ukrainian legislation would not compromise the implementation of the EU Directive.
- The Ministry of Economy approved the regulation on the minimum conditions for keeping farmed animals with a transition period of 5 years. Among many other things, this regulation will ban battery cages, the tethering of pigs, and keeping calves in individual crates after eight weeks of age.
- Proposals regarding conditions for keeping animals in pet stores were created and sent to local administrations. Previously there weren't any rules for pet stores, meaning animals often live in [horrible conditions](#). In prepared proposals we demanded that rules for keeping such animals should be established and should correspond to their biological, species, and individual characteristics and satisfy their natural needs for food, water, sleep, movement, natural activity and other needs.

Lobbying to ban the use of animals in circuses

- We worked on convincing deputies to sign and submit a [bill](#) to ban the use of animals in circuses.

3.2 Public consultations

We are actively participating in public consultations to express our opinions on initiatives that are important for the animal advocacy movement and to highlight our demands on the political level. We create tools and materials that facilitate and encourage the participation in consultations by people

who share our views and want to take action. Furthermore, we take active part in parliamentary teams by expressing our opinions and inviting experts in specific fields. We actively participate in pressuring politicians to ensure that topics important to animal welfare are frequently discussed during parliamentary commissions.

3.2.1 Public consultations - global work

Engagement campaign for the EU's public consultation on the revision of animal welfare

In October 2021, the European Commission invited EU citizens, companies, organizations to participate in the survey about the EU animal protection policies. Responses will have a big impact on future legislation of the EU and therefore on the legislative protection of animals. The [results of the survey](#) illustrated a strong support for a cage-free Europe, the end of waterbath stunning for broiler chickens, the end of killing of day-old chicks, new specific rules for the killing of farmed fish, maximum journey times for transported animals, a ban on live exports to third countries, a ban on the transport of unweaned calves, and for an animal welfare label. There were almost 60,000 participants in the survey. Its results are an important step in making EU protection of animals much stronger. We mobilized thousands of our supporters to participate in the survey:

- 10% of all EU responses were from Poland (5,907)
- 5% from Denmark (2,981)
- 2% of responses came from Norway, 2% from the United Kingdom
- As Anima International we created a [toolkit](#) to help animal advocacy groups engage their followers to participate in the survey (See Program 5. - 5.2).

Participation in the EU's public consultation on the revision of the EU's school fruit, vegetables and milk scheme

As Anima International, we took part in the public consultation process of [the EU school fruit, vegetables and milk scheme](#).

- After consulting with a dietician from the Polish association Polskie Towarzystwo Medycyny Stylu Życia, we responded to the questionnaire and sent our [position paper](#) encouraging the European Union to include the fortified plant-based dairy alternatives in the school program, finance the purchase of only organic dairy products, guarantee access to objective and scientifically supported knowledge through the education materials, and to enrich the program with other sources of calcium and protein like legumes and nuts.

Engagement campaign for the EU's public consultation on a sustainable EU food system

- We participated in the public consultation of the new EU initiative [Sustainable EU food system](#) which could have a significant impact on the future of the growth of the plant-based industry in the EU.
- We created a [manual](#) and [instructional video](#) for our followers and companies to increase their engagement with the consultation.
- We engaged our supporters to participate in the public consultation.
- We engaged plant-based companies in Poland, Denmark, Norway and Ukraine to take part in the consultation process.

3.2.2 Public consultations in Poland

Ensuring the topic of animal protection is present in the Polish government

- We [participated](#) in the public consultation of the Strategic Plan for Common Agricultural Policy (March 2021).
- We [participated](#) in the meeting of the Commission of Agriculture focused on the problem of factory farming expansion (March 2021).
- We took part in the editing and publicizing of the [joint letter](#) to support the closure of mink farms due to SARS-CoV-2 found on farms, signed by many local organizations (March 2021).
- We [participated](#) in the meeting of the Commission of Health about the impact of factory farms on public health. The Minister of Health prepared formal [information](#) for this meeting about the current scientific knowledge of the impact of factory farms on human health. The statement clearly pointed out that living near farms puts people's health at risk.

4. Engaging decision makers

We engage with decision makers on many levels. Both to advance the agenda of animals and to counteract the massive lobbying work done by animal agriculture. To ensure that decision makers have facts and information from our perspective is incredibly important if we are to have any chance of informed decisions being made. It's of equal importance that decision makers know we're monitoring their actions and that these will be relayed to their constituency. Both to celebrate their animal friendly actions and to hold them accountable when they act against the animals' interests. This forces decision makers to not stray too far from public opinion and puts a check on the corporate lobby's influence. We do this via meetings, the preparation of reports and fact sheets and communication and media work.

4.1 Engaging governments

Governments hold the greatest political power and we try to exert influence over their decisions whenever possible. We do this as it relates to the creation of new legislation and the administration and enforcement of existing laws. We do this mainly via direct lobby, dialogue with civil servants working in the administration and our media campaigns. Maintaining good relations with the civil servants that remain regardless of which government is in power helps us influence those that will brief ministers and write and advise on legislative texts.

4.1.1 Engaging the government in Poland

Putting pressure on the Polish Ministry of Agriculture

1.4 million signatures were collected for the European Citizen Initiative End The Cage Age coordinated by Compassion In World Farming. Collecting ended in 2019 and we moved to working on making sure the changes will not be stopped and that the transition period won't be too long. The position of the Polish Ministry of Agriculture will be extremely important in the European Commission's work on the ban of cages. Our goal is to make sure that the Polish Ministry of Agriculture will not actively work to stop or slow down introducing the ban.

- The foundation of our work is cooperation with the Polish branch of Compassion in World Farming.
- Working closely together, we created a new [petition](#) to the Polish Minister of Agriculture asking him to support the ban on cages.

Advocating for the Distance Act

We work to [pressure](#) the Ministry of Environment and the government to speed up work on the Distance Act (also called the Odor Act - a regulation to prevent building factory farms near housing). If successful, this legislation could be importantly disruptive for the animal agriculture industry in Poland.

- In 2022 the Polish government [returned](#) to work on this legislation in response to constant pressure from local communities fighting against factory farms in their counties.

4.2 Engaging politicians

By engaging political actors in the efforts to stop the expansion of factory farms, we gain greater confidence that these particular politicians will remain interested in farmed animals and farms for years to come, treating this as an investment for the future. We need this kind of work to make sure that the topic of animal protection will be more and more on the political agendas of local parties every year. The presence of politicians at media conferences on the next planned investments of large-scale animal farms greatly increases the chances of local and national media interest and gives the protesting residents a lot of support and a feeling that they are not alone in their fight against the nuisances associated with already existing or planned investments.

4.2.1 Engaging politicians in Norway

Involving politicians in our conference about animal advocacy

- Several politicians from the Green party attended our conference about animal advocacy in 2021, including the party leader, Une Bastholm.

4.2.2 Engaging politicians in Poland

Joint press conferences with MPs to stop the expansion of factory farms

- We organized a [press conference](#) in the front of the Parliament with several MPs about the avian flu outbreak (May 2021)
- We co-organized a [press conference](#) in Wrocław with an MP about a cattle farm (June 2021)
- We co-organized a [press conference](#) about the problem of the “farming smog” with MPs from the Green Party (October 2021)
- We held a [conference](#) with representatives of the entire parliamentary opposition on plans to build Poland's largest industrial pig farm in Siedlemin. All conference participants pointed out that in Poland we struggle with the lack of an odor and distance law. At the moment, the farm is blocked and the investor has sent a letter to the local authorities that he will not continue to apply for a permission.

Using corporate wins to make MPs aware about the Polish industry phasing out cages for laying hens

- In 2021, we published a [report](#) about the food industry going cage-free and the perspective of Polish egg producers.
- We sent it to Polish MPs from the Agriculture Commission in order to emphasize the ongoing change towards ending cage farming. We want to show politicians that by securing higher protection of animals in policy they can make the Polish industry more competitive from importers with lower welfare standards.

Nurture relationships with politicians already supportive of positive changes for animals

- We are regular guests of the [Parliamentary Assembly of Animals' Friends](#) meetings in the Polish Parliament.

5. Policy work on animal product alternatives

Even though the Polish plant-based market is growing rapidly, there is little to no interest in the public sector to stimulate its further growth. As Poland remains one of the key food producers in Europe, we perceive it as highly impactful to work on interventions that support policy change that will compel the food system to become less dependent on animal protein.

5.1 Raising the status of animal product alternatives as a political issue

It is often the case that the food industry embraces the plant-based direction due to its high business potential, which we, as Anima International, fully support and work to accelerate further. In order to put more attention on plant-based foods and decrease the role of animal protein in the food system, we introduced a set of interventions on a political level that aim to shake the stalled state of affairs. We are highly confident that increased political support for these issues is essential to achieve long-lasting and large-scale change.

5.1.1 Raising the status of animal product alternatives as a political issue in France

Political outreach for the national Climate law

In France, we sought to increase the proportion of plant-based meals in collective catering through changing the legal framework by proposing amendments to MPs and senators during the institutional debates and votes of the “Climate law” in 2020-21. Our legal work took place from 2020, then ramped up from 2021, when the climate law began to be discussed, written and voted on. Hundreds of millions of meals served in schools, hospitals, universities, companies and public administrations were impacted.

- In September 2020, our organization was [interviewed](#) by the famous daily newspaper Libération on our legislative work, in preparation of the Climate law.
- In March 2021, we published our [marketing study](#) about the strong demand for plant-based options during the Climate law debates. This study was used in our talks with legislators.
- Our work was recognized by the Parliament during the negotiations on the Climate law. An MP [quoted](#) the amendments proposed by our organization and the Association Végétarienne de France during the Climate law hearings.
- From the end of 2020 to July 2021, we exchanged dozens of one to one [emails](#) with legislators (MPs, senators and their assistants) for setting up [meetings](#) and sending more information.

Implementation of the Climate law

Thanks to the work of our organization and others including [L214](#), [Association Végétarienne de France](#), [Greenpeace France](#), [Convergence Animaux Politique](#) and [Réseau Action Climat](#), the [final law](#) now includes:

- Extending indefinitely the previously limited rule that school restaurants (elementary schools, middle schools, high schools, equating to 1.28 billion meals per year) have to offer a weekly vegetarian or plant-based option.
- Teaching and encouraging more plant-based cuisine will now be promoted during the training of future chefs, which was previously nonexistent.
- For two years, school restaurants will have the option to experiment with a daily vegetarian option. This could be extended in a future law, the same way it has been done for the weekly option.
- Starting in 2023, university restaurants, hospitals, public administrations, public companies, the army and ministries (approximately 1 billion meals per year) will be required to serve a daily vegetarian option (when they already have several choices on their menu, which is almost always the case).

Work on getting university canteen menus more plant-based in Paris

From September 2020 to December 2021, Anima International carried out its policy work in the city of Paris to convert the CROUS of Paris (the administration in charge of university canteens in the capital city) to a more plant-based menu.

- [REDACTED]
- [REDACTED]
- We shared those co-defined quantified objectives with the animal rights organization [Paris Animaux Zoopolis](#), which carried out negotiations with Parisian elected municipals on this basis until November 2021.
- In November 2021, our joint work with Paris Animaux Zoopolis led to the municipality of Paris to [vote](#) in the new [convention](#) with the CROUS of Paris (see our article [here](#)), including our previous recommendations and quantified objectives (see pages seven and eight of the convention.) More specifically, the convention includes systematic plant-based cooking training for chefs in Parisian university canteens, a commitment to serve two vegetarian options for each dish (starter, main dish, dessert) daily in every university canteen, a commitment to reinforce marketing to better identify plant-based dishes and a commitment to have 25% of vegetarian dishes served daily by 2022, 40% by 2024 and 50% by 2026.
- In April 2022, we organized a special plant-based week (Green week) with the CROUS of Paris to promote plant-based menus in the university restaurant of [Cuvier](#), in partnership with a student union (the [REZES](#)).
- We are following-up on the implementation of the convention and this work is still ongoing.

5.1.2 Raising the status of animal product alternatives as a political issue in Norway

National political outreach for plant-based growth

- During the general elections of 2021 we conducted a [ranking](#) of the politicians running to be elected, to understand who supports measures that will have the greatest positive impact on the transition to a more plant-based Norwegian society.
- More than 100 politicians responded, including high profile politicians and members of the government. We also launched a media campaign to highlight the results of the ranking.

- Findings from the survey established that there is great political agreement among the top candidates, across all parties, to improve the conditions for production of plant-based food in Norway.
- As a side effect the ranking was also an effective way to introduce our organization to the political candidates and as a result we have developed a new network with politicians that will be beneficial in our future political efforts.

5.1.3 Raising the status of animal product alternatives as a political issue in Poland

Supporting institutions in food transformation by sharing expertise and experiences

- For the first time our annual conference [Plant-Powered Perspectives](#) held a discussion focused on introducing plant-based foods into public institutions. Participants represented four organizations - European Alliance for Plant-Based Foods, Elva Services Foundation, Taimne Teisipaev and the Portuguese Vegetarian Society.
- In cooperation with several MPs we helped to create the [Parliamentary Assembly for the Future of Food and Innovative Agriculture](#). At the first meeting we presented how politicians can support food transformation and support the plant-based industry. Nonetheless, we decided not to continue working this way and instead we plan to organize meetings for MPs in other spaces than the Parliament to have more control and flexibility.
- In cooperation with the Center of the Food Law we published the [legal expertise](#) about the nomenclature of plant-based dairy alternatives
- We took part in the public consultation process on the Food Policy of the City of Warsaw. During the consultation process, we proposed to include sustainable solutions based on plant-based food, such as introducing plant-based lunches as an everyday option in all educational institutions, a minimum of one plant-based day in school canteens, including plant-based sources of protein in the catering menu of nurseries and kindergartens, proving a plant-based choice for patients of medical facilities and nursing homes and supporting the development and production of plant-based alternatives by the city of Warsaw.

Anima International

Program 7 Building Alliances With Key Influencer Groups

Achievements outline

01.2021 - 07.2022

- 1. Working with the medical community**
 - 1.1. Working with the medical community in Norway
 - 1.2. Working with the medical community in Poland

- 2. Working with the sports community**
 - 2.1 Working with athletes**
 - 2.1.1 Working with athletes in France
 - 2.1.2 Working with athletes in Poland
 - 2.1.3 Working with athletes in Ukraine
 - 2.2 Working with chains of fitness clubs**
 - 2.2.1 Working with chains of fitness clubs in Poland
 - 2.3 Sports challenge**
 - 2.3.1 Sports challenge in Poland
 - 2.4 Media focused actions**
 - 2.4.1 Media focused actions in Poland

- 3. Working with local communities**
 - 3.1 Growing grassroots opposition to factory farming in the countryside**
 - 3.1.1 Growing grassroots opposition to factory farming in the countryside in Poland

- 4. Working with chefs and cooks**
 - 4.1 Speaking with the voice of partnering chefs**
 - 4.1.1 Speaking with the voice of partnering chefs in Poland
 - 4.1.2 Speaking with the voice of partnering chefs in Russia
 - 4.2 Advisory role of partnering chefs**
 - 4.2.1 Advisory role of chefs in Poland
 - 4.2.2 Advisory role of chefs in Russia
 - 4.3 Training and educating current and future chefs**
 - 4.3.1 Training and educating current and future chefs internationally
 - 4.3.2 Training and educating current and future chefs in France
 - 4.3.3 Training and educating current and future chefs in Poland
 - 4.4 Media-focused actions**
 - 4.4.1 Media-focused actions in Poland
 - 4.5 Building industry expert position**
 - 4.5.1 Building industry expert position in France
 - 4.5.2 Building industry expert position in Poland

5. Working with environmental groups

5.1 Working with environmental groups in Denmark and Norway

5.2 Working with environmental groups in France

5.3 Working with environmental groups in Poland

5.4 Working with environmental groups in Russia

5.5 Working with environmental groups in Ukraine

6. Working with the scientific community

6.1 Working with the scientific community in Denmark

6.2 Working with the scientific community in Poland

7. Sharing knowledge with allies

7.1. Sharing knowledge with allies in Poland

Note: We list only major achievements here. Additionally, Anima International uses different campaign and organization names in different countries.

1. Working with the medical community

Working with the medical community allows us to speak to society using the voice of authorities such as healthcare professionals and dietitians, who should be key in influencing people to choose a healthier lifestyle. Having the support of the medical community gives our message more merit and reach – within the community, as well as among their patients. We want to rely on this alliance, because we don't want to give opinions on medical information to not lose credibility, as it's not our area of expertise and never will be.

1.1 Working with the medical community in Norway

Establishing collaborations with Physicians Association for Nutrition

- We have cooperated for years on health and plant-based campaigns, especially on the Climate Challenge campaign.

1.2 Working with the medical community in Poland

Partnership with the Polish Society of Lifestyle Medicine

To launch two extensively promoted actions, we partnered with the Polish Society of Lifestyle Medicine. An organization bringing together representatives of all medical professions who work together to prevent, treat and reverse lifestyle-related diseases by applying lifestyle interventions.

- Using the expertise and experience of doctors and dietitians, we created materials that we continue to promote, including a series of newsletters, a number of webinars and a [starter kit focused on a healthy plant-based diet](#). The brochure has been distributed among healthcare professionals, so they can further share it with their patients.
- By securing a partnership with a dietary supplement producer, Naturell, we were able to cover the expenses of producing, printing and distributing the brochure. What is more, as the material contains information about healthy supplementation in plant-based diets, Naturell has distributed the brochure among the medical community using their own channels. As many as 30,000 paper brochures have been distributed so far (20,000 by us and 10,000 by Naturell), and healthcare professionals can still sign up to receive the kits free of charge to help their patients shape a healthier lifestyle and prevent diseases by reducing their meat consumption in favor of plant-based food.
- The project was supported by 37 medical and diet influencers in May 2021 and by 34 in May 2022 (including: [Dietetyka #NieNaŻarty](#), [Anna Cyklińska – PsychoEdu](#), [Martyna Szpaczek – dietitian](#)). Three medical associations became patrons of the initiative in 2021.
- We will continue working with the Polish Society of Lifestyle Medicine in the upcoming years to make plant-based diets more and more the default option when it comes to a healthy lifestyle and disease prevention.

2. Working with the sports community

Working with the sports community allows us to break down some long-standing barriers in an environment that heavily associates meat with strength and fitness. Rather than address sport

enthusiasts as activists, we partner with athletes and representatives of the sports community as a whole. This helps make our work more compelling and credible to the often skeptical audience that care about their nutrition but have not considered the plant-based diet to be an option before.

2.1 Working with athletes

Athletes are strong role models to people of all ages and genders, which offers potential to influence a wide, often neglected audience. In order to normalize a more plant-based diet in the context of physical fitness and health, we have worked with accomplished competition athletes.

2.1.1 Working with athletes in France

World champions promoting the French national petition for plant-based alternatives in canteens

In March 2022, we partnered with Tristan and Louna Ladevant, two French world champions of ice-climbing, in order to promote our [national petition](#) for a daily plant-based option in every French canteen.

- This campaign included a special sign-up page, a [video](#) calling for action portraying our two ambassadors (the Ladevant brothers, World champions of ice climbing), 5 special newsletters and social media posts.
- This campaign helped raise awareness of our petition and we reached 8,500 signatures.
- World champions shared [content](#) on their social media to call for signatures.

2.1.2 Working with athletes in Poland

Producing a series of short documentaries

We produced a series of short documentaries featuring athletes representing various disciplines and touching on various aspects of the plant-based diet.

- A video featuring a legend of skateboarding in Poland. His story served as a basis for talking about the evolution in lifestyle and diet. It was received well, with a major lifestyle media outlet publication (in an article entitled [Polish skateboarding legend Piotr Dabov talks about veganism and a new generation of skaters](#)). The timing was perfect as we are witnessing the biggest boom for skateboarding in history.
- A short video featuring [Kasia Najman](#) – world champion and world record holder in weighted pull-ups. Our cooperation with Kasia led to her appearance in a popular breakfast show [TV program](#).
- A video in which we approached the plant-based trend from the perspective of athletes whose “to be or not to be” in the field of sports depends on the climate, i.e. winter and outdoor sports. For this purpose, we [partnered with a young athlete](#) who, in a very compelling way, tells about how climate change affects her sports and professional career.

Producing a series of podcasts

We produced several podcast episodes to bring plant-based eating to a wider public.

- We hosted one of Poland’s top trail runners, [Dominik Grządziel](#), who had just won one of the most important trail runs in Poland.
- Another influential guest was an Olympian and judo champion, [Agata Perenc](#).

2.1.3 Working with athletes in Ukraine

Online marathon

At the beginning of 2021, we organized their biggest yet [online-marathon](#) for the International Day of Sport on social media.

- We collaborated with eight producers, and eight of our ambassadors were the speakers for this event.
- It reached around 600 people organically, and around 7,500 people were reached by paid advertisement for the final prize.
- It was followed by several online competitions and mini-marathons throughout the year, which helped us strengthen relations with several plant-based producers and the Ukrainian campaign's ambassadors.

Using public outreach to influence attitudes toward animal based products

- We also presented the campaign on a [Ukrainian fitness YouTube channel](#) which reached more than 7,500 people by 2022, which is significant in Ukrainian context.
- We published around 15 articles with a potential audience of 665,000.

Discontinuation of the program in Ukraine

After some considerations about the resources needed to run the sports campaign, as well as its outcomes, we decided to pause it in Ukraine and focus on the projects that had less individualistic approaches at the end of 2021. The staff capabilities in Ukraine had to be applied to prioritized campaigns, and the sports one was delegated to volunteers. However, the work was discontinued altogether after the Russian invasion of Ukraine in February 2022.

2.2 Working with chains of fitness clubs

By setting dietary change directly in the context of sports, we normalize a more plant-based diet as a healthy choice for everyone, also those who believe that a healthy and strong body requires following very specific dietary patterns.

2.2.1 Working with chains of fitness clubs in Poland

An advertisement campaign in CityFit

CityFit is a chain of fitness clubs operating all around Poland.

- A two-week ad campaign was launched in 12 CityFit fitness clubs in six Polish cities. Recycling our own video materials, we produced a short spot which encouraged sports enthusiasts to try a more plant-based diet.
- The 15-second spot was shown on 145 screens every 15 minutes during the clubs' busiest hours, i.e. 60,625 times in total. This way, we set the plant-based diet literally in the context of sports and made ourselves visible to the sports community.

Video content to be shown in MoveTV

MoveTV is a TV platform streaming at 260 gyms attended by 550,000 visitors all over Poland which had used our videos in the past.

- We are currently in the process of adjusting our videos, featuring strength sport athletes, in order to have them used by the platform in the upcoming months. This will give us major

exposure with the videos being played a number of times daily in fitness clubs across Poland, while not generating any additional financial costs.

2.3 Sports challenge

While the series of newsletters was addressed to individuals, this was not the primary goal of the initiative. The challenge served as an opportunity to push plant-based food and nutrition in the sport context out of the “vegan” bubble by working with experts in sport nutrition, fitness influencers and athletes whose follower base is primarily non-vegan.

2.3.1 Sports challenge in Poland

Including sport-related content in a plant-based challenge program to gain interest from the sport community

In January 2021, we upgraded the existing materials of a plant-based challenge program in Poland with sport-related content to address the plant-based diet in the context of physical activity.

- We were supported by almost 30 lifestyle influencers (including: [Dietetyka #NieNaŻarty](#), [Marcin Jackowiak](#), [Anna Reguła – Niekoniecznie Dietetycznie](#), [Codziennie Fit](#)).
- This has resulted in the initiative gaining a lot of interest in the sports and nutrition community, as well as the media.
- We were invited to a number of nutrition-themed podcasts, such as: [Dietetyczny Podcast](#), [Dietetyka bez Przeszkód](#), two episodes of a popular dietician [Owsiana](#)'s podcast ([one](#) and [two](#)), [Paliwo z Roślin](#), [Dietetyczki przy winie](#).
- We were interviewed in Radio Nowy Świat radio station. This has resulted in a good relationship with the radio station which has invited us as experts two more times after the initial program.
- Our Challenge was covered by a leading opinion-forming news portal [Onet.pl](#) as well as in a popular runners' [portal](#).

2.4 Media-focused actions

We use various tools to gain traction in the media and by them – particular communities. These also open potential partnerships with key stakeholders.

2.4.1 Media-focused actions in Poland

Public opinion poll on the attitudes of Poles towards plant-based diets in the context of physical activity

In February 2022, we commissioned our first public opinion poll to find out what people in Poland think about plant-based food in the context of sports and physical activity (this includes physically-demanding jobs). While compiling [a report](#) summarizing the results, we made use of data obtained in another public opinion poll conducted at the beginning of 2021 by the biggest Polish meal delivery service, Pyszne.pl. This was possible thanks to their long-standing relationship with our food system transformation team.

- The results confirm that there is a large group of consumers interested in nutritious plant-based products to cater to – a valuable tip for producers.
- The results have also confirmed our intuitions about what producers might focus on when targeting this group, i.e. healthy, nutritious, filling, and not necessarily low-calorie products.

- The results of the survey premiered at the dinner we organized in Robert Lewandowski's (one of the most celebrated soccer players in the world) restaurant, granting media representatives present at the event pre-publication insight into the results.



3. Working with local communities

We work with representatives and communities from the countryside and very often less privileged regions. Very often these groups become victims of powerful corporations opening industrialized farms next to them. We try to elevate the voice of these communities that is very often absent from public discourse. For example, we observed a trend of inhabitants of the countryside who were opposing existing or new farms.

3.1 Growing grassroots opposition to factory farming in the countryside

Communities living in the countryside faced with the problem of industrial farming organize themselves into protesting committees and establish local associations and foundations. Knowing how difficult as well as resource- and time-consuming their battle is, we provide them with necessary know-how and connect them with other protesting groups. Our role is to provide the protesting community with the necessary tools – be it knowledge on the various legal possibilities for successful protest, details on administrative procedure crucial in blocking new factory farms or effective storytelling strategies to gather interest of journalists and politicians.

3.1.1 Growing grassroots opposition to factory farming in the countryside in Poland

Increasing the impact of Stop Factory Farms coalition

Stop Factory Farms – Social Coalition is a campaign but also an informal umbrella organization supporting local protest groups and organizations fighting against factory farms. It focuses on the environmental and health impact of factory farming and cooperation with local

communities. Its goal is both to support individual protests, i.e. prevent building new farms, but also make those protests loud enough to be heard on the national level and therefore lead to legislative changes that will prevent further expansion of factory farms in the Polish countryside.

- At least 52 leaders of local communities fighting against factory farms contacted us for support. They wanted to learn about the details of administrative procedure as well as other strategies to challenge investors and sought help with contacting the media or politicians, organizing and publicizing their protests, or submitting a petition to local authorities.
- We estimated that due to this joint effort in blocking building new farms 128,904,608 broiler chickens, ducks and turkeys per year were saved from living and dying on factory farms. Additionally, 638,577 pigs and 6,500 cows were also affected (also per year).

Supporting protest to stop burial grounds investments

We engaged in helping the [inhabitants of two towns](#) where local investors together with authorities attempted to create gigantic burial grounds for millions of dead hens killed as part of the sanitary slaughter during the avian flu epidemic in Mazovia in spring 2021.

- We cooperated with local government officials and protesting communities, as well as sought help from politicians.
- [None](#) of the planned burial grounds were created.

Blocking the building of new pig farms

- Together with the local community and [EFFATA](#) association we managed to put into the media spotlight and eventually block the building of a pig factory farm in Nowy Dwór. Collective efforts of Stop Factory Farms, EFFATA association and local community did not only lead to blocking the construction of a new farm, but also initiated the process which hopefully will result in closing the existing pig factory farm owned by the same investor.
- Blocking the building of a pig factory farm in Siedlemin was one of our biggest successes in 2022. Working together with local community and leaders of this protest we managed to stop the procedure leading to building this farm, which to our knowledge would also be the biggest pig factory farm in Poland (46,000 of sows in one cycle). To achieve this goal, we organized a press conference with the representatives of all opposition parties of the Parliament. These politicians eventually helped us to not only block building one particular farm but also highlight the problem of factory farms on a national level and the necessity of appropriate acts that would limit the expansion of factory farms.

Engaging local associations in events

- We engaged at least six local associations and informal protest groups fighting farms in various areas of Poland in a series of events called "[Museum of Factory Farming](#)" – an exhibition devoted to the realities of industrial animal husbandry, showing the problem from the perspective of animal welfare as well as environmental and social problems. The project was co-financed by a grant from Greenpeace, and the exhibition itself was presented in three locations – next to the Parliament building in Warsaw, in the Muslim community of [Kruszyniany](#), and in Wrocław during Veganmania Festival.

Publishing a [manual](#) of using administrative laws to stop factory farms:

- a guide for local communities fighting factory farms
- It explains details of the administrative procedures
- It provides legal possibilities that are available to residents who oppose such an investment.

[Publishing a report on Social Opposition Against Factory Farms:](#)

- The publication contains a detailed study of the effects of factory farming for animals, but also human health and environment.
- It covers the scale of protests of local communities against building factory farms near their homes, schools etc.
- Authors propose a list of necessary changes at the national and European level.
- Based on scientific studies, case reports and survey data, the authors described the most important reasons for the protests of rural residents.
- The publication aims to draw the attention of politicians to the harmful effects of the industrial farms and the reasons for the growing number of protests against them.

4. Working with chefs and cooks

Chefs and cooks working in food service should understand and spark the change for more sustainability in the way we eat. We run projects like Chefs for Change that aims at building a strong community of professionals who introduce plant-based options to their menus, broaden and share their knowledge about plant-based cuisine, and are willing to support our work.

4.1 Speaking through the voice of partnering chefs

We cooperate with the HORECA industry media, making our chef ambassadors shape the future of gastronomy. The goal is to elevate the voice of ambassadors through interviews, feature articles, and success stories about introducing plant-based menus in their restaurants. We believe that chefs are much more likely to convince their fellow professionals to be more open towards plant-based cuisine and reduce the amount of meat they serve.

4.1.1 Speaking through the voice of partnering chefs in Poland

- We secured regular collaboration with the most important Polish HORECA industry magazine, Food Service. As part of the engagement, each issue of the magazine features [articles](#) written by us or our chef ambassadors.
- Our chef ambassador Andrzej Sztukowski appeared in a [documentary film about the plant-based diet in Poland recorded by Arte](#), talking about his restaurant Blue Cat in the small Polish city of Leszno. Arte used our resources and connection in the making of this film.
- Our chef ambassador Tadeusz Müller has introduced a permanent plant-based menu to Robert Lewandowski's restaurant. He has also addressed the topic of plant-based cuisine and animal rights in media interviews. In his large catering company, he is also responsible for the development and availability of a vegan menu, and this year he was awarded the Chef of the Future award at the annual AIG Prix Gala of the Academy of Gastronomy. His media presence has resulted in Lewandowski's name being [linked with plant-based food](#).
- Our ambassadors Maria Przybyszewska and Dominika Targosz prepared a [live cooking webinar](#) on [Vogue Polska](#)'s Instagram profile.
- As part of our ongoing collaboration with Food Service (see section 4.4.1), we publish articles featuring our chef ambassadors as well as showcase interesting plant-based developments in the HoReCa sector (see for example an [interview with a new plant-based sushi restaurant](#)).
- A special issue of Food Service focused on women in gastronomy included an [article](#) by our ambassador Agata Noszczyk. She talked about the plant-based diet being inclusive and "not only for women".
- A Chefs for Change ambassador Jacek Koprowski made the cover of Szef Kuchni magazine. The issue featured an [interview](#) with him, where he talked about the plant-based diet and mentioned our Chefs for Change work.

4.1.2 Speaking with the voice of partnering chefs in Russia

- An interview with Artem Shirayev was published in [Vegconomist](#) and one of the best [Russian restaurant media](#) outlets and got more than 12,000 views.

4.2 Advisory role of partnering chefs

The chefs we have worked with work in an advisory capacity, supporting business and the food industry with their expertise.

4.2.1 Advisory role of chefs in Poland

- Supporting Frosta, a large frozen fish products company, educational workshops dedicated to culinary school students and familiarizing future food professionals with plant-based cuisine – a presentation given by Dominika Targosz helped the students to understand it as one of the key aspects of the much-needed transformation of the food system.
- A presentation on plant-based trends in gastronomy was given by one of our chef ambassadors at Makro Academy, Makro's professional training center. More on the advisory role of chef ambassadors in Program 2 - section 2.7.

4.2.2 Advisory role of chefs in Russia

- One of our chef partners collaborated with a fish company who introduced their own plant-based fish, which resulted in making ready-to-eat plant-based meals for delivery services.

4.3 Training and educating current and future chefs

Our aim is to give cooks the tools necessary to a long-term change of their daily food offer, as cooking studies often do not include plant-based cooking. At the same time, teaching the younger generation of future chefs how to treat plant-based diets and prepare quality plant-based meals is a good investment into the future of gastronomy.

4.3.1 Training and educating current and future chefs internationally

[An international guidebook for chefs](#)

- On an international level, we produced an English-language plant-based starter kit for professionals – it serves as a concrete and clear guide to the search for umami, crunchiness, creaminess, and the deepest taste in the plant-based cuisine – we focus on making it as versatile as possible.
- For this project, we strongly relied on the expertise of our ambassadors.

4.3.2 Training and educating current and future chefs in France

[Plant-based cooking training for chefs: partnership with a professional trainer](#)

In June 2021, we launched our own one-day-long [plant-based cooking training](#) for chefs in collective restaurants. We co-designed this training with a cooking chef, [Laure Mardoc](#), from the Cap Veggie Institute. Laure teaches chefs the basics of plant-based cooking and up to 10 plant-based recipes, while our campaign manager informs them about the benefits of a more plant-based food offer.

- 122 canteen chefs learned how to cook nutritious, tasty plant-based dishes and can now use their skills in their collective restaurants.
- We created a special follow-up journey for our attendees. Attendees are integrated in a WhatsApp group, receive our professional newsletter and our campaign manager checks on them each six months to follow-up on their progress.
- We plan on pursuing this partnership and are currently planning a partnership with French local authorities to participate in the food transition in school canteens: Bourgogne-Franche-Comté, Nouvelle-Aquitaine, Seine-Saint-Denis or Occitanie are part of those local authorities.

4.3.3 Training and educating current and future chefs in Poland

Plant-based lesson for culinary schools

- We organized an [online live stream cooking for gastronomy schools](#) with help of our chefs and an academic professor.
- We shared knowledge about preparing plant-based dishes with students from dozens of schools.
- At some point, up to 600 students were attending.
- We got very positive reviews from schools, and we are aware that it was broadcast during lessons. The lesson is still available on the Internet, so it became a valuable resource to be used anytime.

Pastry Guidebook

The Polish Chefs for Change team has published a [Plant-based Pastry Guide](#).

- The guidebook is the first publication of this sort addressed to professional pastry chefs. Aside from a set of recipes created by the industry's representatives and Chefs for Change ambassadors, it includes a detailed introduction into the theory of plant-based baking and product recommendations.
- Both printed and digital versions are available. They were widely distributed among chefs, bakery chains and culinary schools.
- Authors of the publication were invited to speak in radio programs and podcast episodes.
- In the time of the premiere of our Pastry Guidebook we organized an online press meeting with almost 30 media representatives. The premiere of the Guidebook resulted in some big media publications including ([Wyborcza](#), [Food Service](#), [Trojmiasto.pl](#), and Przegląd Gastronomiczny).

4.4 Media-focused actions

Recognizing the strength of media presence, we utilize the potential of media-focused actions to position the plant-based diet as a mainstream topic, normalizing it.

4.4.1 Media-focused actions in Poland

Supporting gastronomy and chefs in times of pandemic

- We created [a video](#) promoting supporting local gastronomy in the challenging times of pandemic by ordering take out. The goal of this video was to normalize plant-based cuisine within the professional community, using a very current topic, as well as further deepening relationships with our chef ambassadors.

- It was covered in industry media: horecatrends.pl, horecanet.pl, ouichef.pl and portalspozywczy.pl.

A plant-based issue of the most important HORECA magazine in Poland

We edited the first fully plant-based edition of the most important Polish HORECA magazine – Food Service, published at the beginning of the 2022 to celebrate Veganuary.

- It included our interview with the most popular and beloved Polish chef Robert Makłowicz, titled: Eating meat is not a profession of faith (the article is available [here](#), in Polish).
- This issue was released in 10,000 copies and was available in key press outlets in Poland, as well as for free in smartphone apps.

Guests in an industry podcast

We were invited as guests to [Podcast Gastronomiczny](#) – a podcast dedicated to the food professionals industry.

- The recording took place in January and to date, the podcast has reached almost 4,000 views on YouTube.
- As the recipients of the podcast are predominantly food industry professionals, we covered topics such as our partnerships with major food companies, our achievements represented in numbers, and the business benefits of introducing plant-based dishes to the offerings of restaurants.

Promoting plant-based food while feeding people during the homelessness crisis

- On national Meatless Day, we partnered with the organization Serce Miasta which helps people in homelessness crisis. A number of companies donated products, and our chef ambassadors prepared plant-based meals to give out to people in need.
- A [video](#) was published and some media attention followed (including: [Onet Rano](#)).

4.5 Building industry expert position

One of the key strategies we use to help animals is by positioning ourselves as experts in the plant-based food industry.

4.5.1 Building industry expert position in France

From December 2021 to January 2022, we partnered with a renowned chef to create attractive plant-based recipes, in order to use them with our professional interlocutors in French collective restaurants (professional training for chefs, toolbox for getting a collective restaurant more plant-based-friendly, etc.). Our aim was to gain legitimacy, network and attract professional chefs.

- We created a [special form](#) to collect email addresses of collective restaurants' chefs and add them to our professional newsletter and we added six recipes to our catalog.

4.5.2 Building industry expert position in Poland

- We were present at the Plant-Powered Perspectives conference in 2021. During the event, we connected with businesses and we organized a discussion panel about the need of introducing more plant-based dishes in the variety of catering facilities, from the smallest bistros to huge restaurant chains. Among the panelists there was a representative of Unilever Food Solutions - Marcin Szachowicz

- A Chefs for Change category was included in the Plant-based product of the year competition. The award is given for the best product used in the HORECA industry.

5. Working with environmental groups

The idea behind forming alliances with environmental groups comes from the awareness of the close link between environmental threats, climate change, and industrial farming. By finding common ground, we can reach new, more diverse recipients and supporters, including decision makers.

5.1 Working with environmental groups in Denmark and Norway

Working with Greenpeace

In Denmark there is strong collaboration on supporting the shift to a more plant-based food system and improving animal welfare between many animal rights, vegetarian and environmental organizations. One of our contributions to alliance building in Denmark has been to initiate a collaboration with Greenpeace in 2019 which we have maintained every year after.

We saw an opportunity to prepare our Veganuary-inspired plant-based campaign the following January with a climate-oriented theme and invited Greenpeace to partner on the project. In terms of alliance-building, we believe this has had the following good outcomes:

- Greenpeace has involved their celebrity influencers in promoting the plant-based cause and the collaboration has reached more of the environmentally oriented demographic than we normally would by ourselves, creating awareness about the link between farming and climate
- We have worked together on involving politicians and company canteens in our plant-based campaign (2020)
- Greenpeace promoted the campaign internally which led to similar collaborations in Finland and Norway
- We continue to have a strong relationship with Greenpeace also outside of working on our shared January project

5.2 Working with environmental groups in France

Coalition of NGOs for changing the French Climate law on access to plant-based menus in canteens

- Anima International's branch in France partnered with other animal rights and environmental NGOs to push for access to plant-based alternatives in French canteens (see our own article [here](#)).
- With organizations such as L214, Greenpeace, Paris Action Climat and l'Association Végétarienne de France, we reached out to MPs and Senators to mobilize them on the urgency to act for slowing down the climate change by implementing plant-based options in French canteens.
- Our common work led to the [redefinition](#) of the French "[Climate law](#)", with a special highlight on getting plant-based meals more accessible, and compulsory in public canteens by the year 2023.

5.3 Working with environmental groups in Poland

Collaboration with Good Food Fund

The Eco-Chef Training program as part of Food Forward guides and teaches Chinese chefs about biodiverse ingredients, whole foods and new techniques to cook plant-based products.

- On April 21 2022, in collaboration with China Green Development Foundation Good Food Fund (which we had already worked with before, when our ambassadors from Poland and Russia took part in an online Farewell Dinner summing up the year 2020) and as part of their Eco-Chef Training program, Dominika Targosz, one of our Chefs for Change ambassadors, shared a case study on biodiversity in plant-based cuisine in an online training session for more than 1,400 chefs.

Establishing collaborations with Greenpeace Poland and other ecological associations

- Anima International with our campaign Stop Factory Farms which supports local protest groups and organizations fighting against factory farms, collaborates with Greenpeace on the project [Museum of Factory Farming](#).
- Together with Greenpeace as well as joining several other ecological associations (operating locally in the Polish countryside), a joint protest [and press conference](#) is organized in front of the Ministry of Climate and Environment.

Establishing collaborations with Koalicja Żywa Ziemia (The Living Earth Coalition)

- Stop Factory Farms campaign [partners up](#) with Koalicja Żywa Ziemia (The Living Earth Coalition) which aims to shape the agricultural and food policy towards a socially equitable and environmentally responsible production, distribution and consumption of food.
- We worked on a moratorium on the cessation of new farm building. This moratorium is crucial in our forthcoming campaign directed to changes in spatial and environmental law this autumn.

Establishing collaborations with Stowarzyszenie Dolina Nietupy

- Stop Factory Farms campaign and members of Stowarzyszenie Dolina Nietupy, co-organized the [second edition of "Museum of Factory Farms"](#) in Kruszyniany, next to the area an endangered area which is in the proximity of Muslim communities and other areas valuable both culturally and environmentally.

Establishing collaborations with EFFATA Association

EFFATA is an association for social initiatives, an independent non-governmental organization which connects people and various groups around grassroots initiatives to increase society's participation for the protection of the environment and animal rights.

- EFFATA joined activists for our Stop Factory Farms campaign and [took part and hosted a meeting with representatives of municipal office and local community](#) in regard to building a pig factory farm in Nowy Dwór. Artur Łazowy, the CEO of EFFATA was invited to take part in multiple other events organized by Open Cages Poland (Otwarte Klatki), including a protest and press conference in front of the Ministry of Climate and Environment as well as the 1st edition of the [Museum of Factory Farming](#) next to the Parliament. Łazowy, also took part in a [documentary](#) covering the protest of the Nowy Dwór community against building a new factory farm.

Establishing collaborations with Stowarzyszenie Inicjatyw Społeczno-Ekologicznych

- [Stowarzyszenie Inicjatyw Społeczno-Ekologicznych “EKOKATY](#) and Stop Factory Farms organized a [press conference](#) in front of municipal office in Kąty Wrocławskie with Wiosna political party member Krzysztof Śmiszek.

Establishing collaborations with Stowarzyszenie Mieszkańców wsi Siedlemin i okolic

- Participating in [multiple events](#), including protests, gatherings and [press conferences](#) organized and co-organized by members of the newly founded local association which fights factory farms and other environmental threats.
- The Stop Factory Farms campaign also collaborated with other associations from Siedlemin and with other communities in this area, including [Kadziak](#) and [Niedźwiady](#).

Establishing collaborations with Tu Żyjemy Association

- Co-organization of a [protest](#) with [Tu Żyjemy Association](#) and collaborates on a [documentary](#) about local communities fighting against factory farms.

5.4 Working with environmental groups in Russia

Working with Greenpeace

- At the beginning of 2021 we collaborated with Greenpeace to raise awareness of the fact that plant-based alternatives have a smaller impact on the environment. Greenpeace included our proposals for the development of plant-based alternatives in the [Green Course](#) – a set of recommendations for the government on climate neutrality by 2050.
- The proposals were later included in the list of recommendations for the Ministry of Health and the Federal Service for Surveillance on Consumers Rights Protection from the Presidential Council for the Development of Civil Society and Human Rights.
- The recommendations included: increasing the use of plant-based products in public catering at state and municipal institutions; holding “meat-free days”; developing economic incentives (subsidies, tax breaks, preferential lending, etc.) for producers of plant-based foods (including plant-based alternatives to meat), and others.

5.5 Working with environmental groups in Ukraine

Establishing collaborations with Eco Platform and Ecoaction Ukraine

- In cooperation with Ecoaction Ukraine, we gave a speech at the event “[Inspiring grassroots initiatives from all over the world](#)” during the #FoodRevolution COP26 side event, organized by Party for animals international movement.
- During Fridays For Future events, we co-organized two climate change marches. First in [Lviv](#) with Fridays For Future and Eco Platform. The second one was in [Kyiv](#) with Ecoaction Ukraine. The marches led to [positive changes in three areas](#) (out of ten environmental requirements we had). Firstly, the State Budget for 2022 provided a grant-in-aid to local budgets for the fair transformation of the coal regions of Ukraine in the amount of UAH 118 million. Secondly, the budget for development of the state air quality monitoring system financed from the program “Implementation of environmental protection measures, in particular for improving the state of the environment” was almost doubled (by adding UAH 100 million to UAH 128.6 million allocated initially). Thirdly, the Ukrainian Parliament adopted

Law No. 5600, which tripled the environmental tax rate on CO₂ emissions, i.e. to UAH 30 per ton of CO₂.

6. Working with the scientific community

Building relationships with representatives of the scientific community helps us take a better, even more merit-based and critical look at the most important challenges and potential solutions to the problems generated by industrial animal farming. We use their expertise in reports, debates, and media work.

6.1 Working with the scientific community in Denmark

Anna Kornum, one of Anima International's scientific advisors has assisted (in early 2022) investigative journalists with information on drug-use in fertility treatment of sows and the manufacture of Pregnant Mare Serum Gonadotropin.

6.2 Working with the scientific community in Poland

The Stop Factory Farming Coalition works with the scientific community and specialists in areas such as spatial planning and architecture, life sciences, epidemiology, and medicine. Over the years, many of these contacts have helped us halt the construction of new industrial farms. A group of specialists cooperating with our organization worked on expert opinions and reports that undermined the plans of investors planning to build industrial farms. Recently, we have focused on enlisting the support of these scientists and specialists in collecting and disseminating knowledge about the impact of industrial farms on the environment, public health, climate, and the life of rural communities.

[An expert webinar on the threats of large-scale farming](#)

- We organized a webinar entitled “Polish countryside in the shadow of large farms: threats, strategies, forecasts” and invited specialists to share their experiences related to the threats caused by factory farming facilities and presented possibilities and proposals for solutions to this growing problem.

[Report on the impact of industrial farms on human health](#)

- We worked on a report entitled “How industrial farms affect our life and health: Analysis of the impact of Polish and Ukrainian industrial farms in the context of threats to public health.” A group of scientists and researchers from Poland and Ukraine were involved in the report's creation.

7. Sharing knowledge with allies

Working with stakeholders, allies and others working towards the same goals is vital if we want to change the world for animals. We often have opportunities to share our expertise with key people and aim to make the most of these opportunities.

7.1 Sharing knowledge with allies in Poland

Guidelines, starter kits, and manuals

We believe guides, starter kits, and other written or recorded media to be a useful tool in sharing our knowledge and expertise with allies, which they can use to promote plant-based diets on their own.

- We distributed more than 7,000 printed copies of a 16-page guide to the basics of plant-based eating. It was widely promoted online with the help of [celebrities and influencers](#).
- We prepared a plant-based starter kit dedicated to the local communities working with Stop Factory Farms. The brochure focused on sharing knowledge about the plant-based diet with people from local communities (small towns and villages, often older people).
- In order to prove that plant-based food does not have to be expensive and exclusive, we launched a special edition of our plant-based program, focused on promoting the plant-based diet as cheap and accessible. It was promoted in collaboration with 25 influencers, including [Owsiana](#), [Sara Cwalina](#), and [Lelcia](#).

Helping to promote a new plant-based line of products

- In May 2021, we collaborated with Żabka (the largest chain of convenience stores in Poland) and prepared a special edition of our plant-based challenge program to showcase their new line of plant-based products to Żabka's customers.

Webinars for employees of a large corporation

We took part in educating a large corporation's employees by preparing webinars focused on the plant-based diet in the context of climate.

- We shared some reasons to try a more plant-based diet and educated employees on how to practically change their diet, while also inviting them to join Veganuary.