



ACHIEVEMENTS

Program 1: INVESTIGATIONS

- **INVESTIGATIONS IN 2021**

Total investigations released: 7

Checks in farms and slaughterhouses: 58

CRUELTY AND ILLEGALITIES ON AN EGG FARM One of our investigators worked undercover in an egg producing hen farm in the province of Venice where he filmed violations such as covert slaughter of hundreds of hens, cruel killing of sick animals, violent loading operations, exploitation of illegal workers, failure to comply with security protocols.

- The investigation was used to highlight the need for stricter controls and boost our petition and campaign for legal reforms in Italy.
- It has been discussed in the regional council of Regione Veneto, with a [request for stricter controls in farms signed by 5 members of the council](#).

LONG DISTANCE TRANSPORT OF LAMBS TO ITALY - Our investigators travelled for a few days next to the slovenian border to document the incredibly long journey lambs are subjected to before arriving at italian slaughterhouses: up to 30 hours in a truck.

- This investigation is part of a wider EU campaign on animal transport (see program 3)

THE SUFFERING OF CALVES ON A DAIRY FARM - Investigation in a dairy farm producing Grana Padano, the most widely consumed PDO cheese in the world. Calves separated from their mothers right after birth, animals locked up in small cages in critical hygienic conditions and fed with surrogates.

- The investigation has been released in different european countries as part of the NALB campaign (see program 3)

SECOND SHOCKING INVESTIGATION ON A DAIRY FARM - Two months after the release of a first investigation, we published a video on the conditions of another dairy farm producing Grana Padano cheese. We filmed very serious hygienic and sanitary shortcomings, including dead calves abandoned on the floor or animals covered with excrement. On this farm, too, calves are separated from their mother at birth, locked up in small individual pens and treated brutally.

- The investigation has been released in different European countries as part of the NALB campaign (see program 3)
- The farm has been inspected by police, and will be probably on trial or will receive fines
- The two Grana Padano videos generated wide interest in social media and local press. Due to this negative hype Grana Padano sued Essere Animali and a judge approved to blackout the videos and web pages, but after our appeal we won and [everything is public again](#).

VIOLENCE AGAINST FISH ON FARMS IN GREECE - Our investigators documented the appalling living conditions and cruel practices to which sea bream and sea bass are subjected on intensive farms in Greece, the European aquaculture leader. Violent slaughter, overcrowding and high mortality rates: our images once again reveal the enormous suffering of fish raised for food.

- The investigation was carried out in collaboration with We Animals Media
- It has been crucial to spark meetings and debates with Aquaculture Advisory Council and the European Parliament Intergroup on the Welfare and Conservation of Animals (see program 3).

TERRIBLE VIOLENCE ON FARM RAISING PIGS FOR DOP HAM - One of our investigators worked undercover on a factory farm raising pigs for the production of DOP ham located near Verona. We have documented cruel and illegal acts, brutal killings of piglets and a heavy use of drugs.

- The images were broadcast by the national TV News Tg1 and seen by over 6 millions Italians.
- We reported the case to the authorities.

DRONE INVESTIGATION AT MINK FARMS - With our drone we managed to film images at some of the last remaining mink farms in the country, and documented once again how workers do not wear facemasks and do not comply to coronavirus safety rules (this has been the 4th documented situation since the pandemic)

- The virus situation was of course a huge issue we could use to advocate for the closure of mink farms in Italy, and in Europe in general, and this video was created for media interest and to once again contact and lobby politicians and Ministers.
- A few weeks later fur farming was banned

● INVESTIGATIONS IN 2022

Total investigations released: 6

Checks in farms and slaughterhouses: 31

LIVE ANIMAL TRANSPORT IN HOT TEMPERATURES - On days of extreme heat in July, our team monitored some trucks used to transport live animals along the A1 motorway, between Lodi and Bologna. The internal temperatures of the vehicles reached 40°C: the pigs were gasping and visibly suffering because of the high temperatures. Many of them didn't have access to water.

- This investigation has been released as part of an EU campaign on animal transport (see program 3).
- The footage was shown on TV and seen by over 1,6 million people.

THE SILENT SUFFERING OF FISH ON EUROPEAN FARMS - This investigation reveals farming and slaughter practices that cause enormous suffering to millions of fishes in the EU. On the trout, sea bass and sea bream farms we visited, animals are forced to live in barren and overcrowded tanks, are moved at high speed using pumps, and are often left out of water for endless minutes. Also, stunning and killing methods are used ineffectively, meaning that many die after prolonged suffering, and others are still alive during the packaging operations.

- The investigation has been released along with CiWF in support to their campaign targeting the European Commission (see program 3)

THE LIFE OF CAGED RABBITS IN INTENSIVE FARMS - We documented the living conditions of rabbits reared for meat production in seven farms in Northern Italy. Almost all rabbits in Europe are raised in cages: bare structures, formed entirely by metal wires where rabbits cannot satisfy their ethological needs.

- We published this investigation together with the Italian coalition in support of End the Cage Age (see program 3)

THE SUFFERING OF LAMBS DURING TRANSPORT AT EASTER - We documented once again the conditions of lambs imported from Eastern Europe to Italy to be slaughtered before Easter. We identified and chased four vehicles, three of which were stopped and sanctioned by the traffic police. Two were from Hungary and one from Romania.

- This investigation has been done with Member of European Parliament Eleonora Evi and in support of an EU campaign on animal transport (see program 3)

PIGS INJURED AND IMMERSSED IN SEWAGE IN A FARM SUPPLIER OF PDO HAM - Our investigators visited a pig farm which serves the production of PDO ham in the Lombardy region, where the carcasses of hundreds of dead piglets were abandoned in buckets and disposed of illegally. Given the serious health and hygiene conditions, our investigators decided to place a hidden camera, which allowed us to document the operators' brutal behavior, animal abuse, and illegal culling.

- These problems were subsequently confirmed by an investigation by authorities, which occurred after our report. The owner was fined.
- Our footage and findings have been discussed in the regional council of Regione Lombardia, with a request for stricter controls and stricter laws for factory farms signed by Luigi Piccirillio (M5S)

AVIAN FLU: 300,000 CHICKENS STACKED AND KILLED WITH GAS - Using a drone we documented culling operations on a farm in the province of Vicenza where cases of avian flu were detected. Chickens were collected with the blade of a bulldozer and then herded by the thousands into containers which, once sealed, were filled with gas. It takes about 30 minutes for the operations to be completed and chickens in the bottom layer are crushed by the weight of the ones above. In situations like these, farmers are not obliged to comply with animal welfare regulations (e.g. animals can be killed without prior stunning).

- **A TOOL TO REPORT ILLEGALITIES IN FARMS**

In april 2021 thanks to a generous ACE Movement Grant [we created a website](#) and a campaign directed to factory farms or slaughterhouses workers, ex-workers and neighbours, in order to report illegalities in a discrete way. The project, first of its kind in our country, generated quite good media attention (major news platform [Corriere della Sera](#) for example talked about it) and

soon a lot of reports started flooding in. Most of them were considered useless or non-actionable, but still we got informations for interesting inspections in farms, which generated media articles, legal actions and inspections by the police.

Total reports received: 173

Currently under scrutiny: 6

Completed inspections: 9

Inspections due soon: 9

Legal actions following inspections: 5



ACHIEVEMENTS

Program 2: CORPORATE OUTREACH

EUROPEAN CHICKEN COMMITMENT (ECC):

- (February 2022). Essere Animali has been part of a project launched by Equalia involving an investigation in AIA farms (biggest poultry producer in Italy) and aimed at as many supermarkets as possible signing up the ECC. We gave our advice, offered help for eventual protest campaigns, sent soft-pressure emails to the companies and put Equalia in touch with Italian media outlets for the release of the investigation. As a result of this work, coordinated also with CiWF Italy, [Eataly has been the first italian retailer to sign the ECC](#) and [Carrefour Italy](#) followed a few months later in May.
- (Summer 2022) Active participation in the international campaign directed at Lidl supermarkets in Europe, to be launched next October by the Open Wing Alliance. We are conducting an undercover investigation into broiler chicken farms in Italy, are supporting the OWA in research tasks aimed at exploring the connection between national and foreign poultry producers, and retailers in Italy, and will be actively protesting the company in our country if needed.

FISH WELFARE

- (2021) Release of the investigation on fish farms in Greece and follow-up conversations with food companies and retailers on the animal welfare issues documented in the investigation.
- (2021) Meeting with the Aquaculture Advisory Council (AAC) to discuss the fish welfare issues documented in the Greece investigation and ask for a prompt intervention to implement humane stunning and slaughter methods - along with the adoption of other higher welfare standards - on fish farms in Europe.
- (2022) We drafted two reports in collaboration with Animal Ask, containing an economic analysis of the adoption of humane stunning and slaughter methods on fish farms in Italy and Greece. We decided to draft a report focused also on Greece as half of Italy's yearly imports of farmed sea-bass and sea-bream comes from this country.
- (2022) We have started drafting and finalising a corporate ask aimed at improving fish welfare standards within food companies' and retailers' aquaculture supply chains.

PIG WELFARE

- (2021) We presented and discussed our Pig welfare corporate ask and our white paper on pig welfare with 8 of the major food retailers in Italy.
- (2022) Release of an investigation into a pig farm in Italy and follow-up conversations with food companies and retailers on the welfare issues documented, along with renewed pressure to further push the adoption of our Pig welfare corporate ask.
- (2022) We have been negotiating a revised and simplified version of our Pig welfare corporate ask with one of Italy's top-three retailers.

STOP FOIE GRAS

- (February 2021) Italian retailers Iper - La Grande I, [agreed not to sell anymore foie gras](#) in their stores. The campaign directed towards them started in late 2019, mostly with online protests. This victory marked the successful end of our campaign to push foie gras out of Italian supermarkets, launched in 2015 after an investigation in French foie gras farms. All major retailers and discount supermarkets in the country, for a total of over 12800 stores, agreed not to sell it.



ACHIEVEMENTS

Program 3: LEGAL OR POLICY WORK

- **LAWSUITS**

2021:

- 8 complaints filed using our investigations as evidence
- 3 new trials started
- 1 farmer found guilty and/or fined

2022:

- 3 complaints filed using our investigations as evidence
- 1 new trial started
- 5 farmers found guilty and/or fined
- Victory over Grana Padano lawsuit attempting to censor our investigations

- **EU FARMED ANIMALS LEGISLATION**

- **END THE CAGE AGE**

End The Cage Age has been an incredibly successful campaign collecting 1,4 million signatures for a ban on the use of cages in Europe, and has been approved by the European Commission in June 2021, with a date for the ban set in 2027. But nothing is certain until the proposal passes other steps like the EU Council, where Italy is one of the most important countries with crucial votes. This is the reason why in spring 2022 along with a coalition of 9 organizations (including Animal Equality Italia, CIWF Italia, LAV, LNDC, Enpa, Legambiente, ALI, HSI Italia) [we launched a new phase of the campaign](#) directed at the Italian government, asking to fully support a ban on cages in all next EU level steps.

- So far Essere Animalì collected 18,700 signatures, while the whole coalition is over 60,000. These will be handed in fall-winter.
- In May 2022 we released a specific investigation in 7 rabbit farms as part of this campaign, used and spread by the whole coalition.

○ NO ANIMAL LEFT BEHIND CAMPAIGN

The EU is currently revising the whole legislation on farming, transport and slaughter of animals, and by the end of 2023 should publish new set of norms. This is an unprecedented and crucial moment, that could impact the lives of hundreds of millions of animals every year and probably influence legislative measures all over the world, and this is why decided to join the [No Animal Left Behind](#) (NALB) campaign coordinated by Eurogroup for Animals, and have a very active and crucial part in it.

- During the first 6 months of campaign 198,245 signatures have been collected by organizations all over Europe and handed on October 4th in Bruxelles by Eurogroup for Animals. Over 71,000 of these have been collected by Essere Animali alone.
- To give a push to the visibility of the campaign, get media attention and collect signatures, in July and September 2021 we released two investigations in dairy farms supplying world renowned cheese Grana Padano (see more on program 1)
- As part of the impact assessment on the legislation the EU opened some consultations with the aim to “explore several options for addressing the shortcomings identified in the recent evaluation of the EU legislation on animal welfare”. Essere Animali not only participated in all the consultations, but also invited supporters have their say as citizens in [the one specific on animal welfare](#): as a result 4,626 feedbacks were given from Italy, 8% of a stunning 59,235 total.

○ ANIMAL TRANSPORT

The transport of animals is one of the crucial points discussed by the EU in their fitness check, where they already stated improvements have to definitely be made. But along with Eurogroup for Animals, and part of the general NALB campaign, we are working to make sure these improvements are really in line with the welfare of animals.

- (Easter 2021) Our investigators traveled in the North of Italy to [check trucks importing lambs from Eastern European countries](#), as part of the traditional consumption of lamb meat in Italy in these festivities. Out of 4 trucks followed and reported to the police 2 have been fined for violations on animal welfare during transport.
- (Easter 2022) Our team has been once again on the road to [document the long distance transport of lambs to Italian slaughterhouses](#). This time along with us was also Eleonora Evi, Member of the European Parliament and of ANIT Committee ([Committee of inquiry on animal transport](#)), who gave voice for our concerns and helped us get more media attention. During those days our investigators followed 4 trucks, 3 of which were stopped by the police and fined for law violations. With us was also a crew of online media VDnews (over 220k followers on Instagram) [who released a video](#) featuring both our staff and Eleonora Evi.
- From April 2022 almost 14,000 signatures have been collected [on a specific petition](#), to be handed in the next months to the EU Commission, along with a report on the welfare problems of animal transport.
- (July 2022) With extreme temperatures over 35 degrees hitting Italy our investigators traveled on the roads to [film trucks transporting animals](#), despite a Ministry note advising not to do it with over 30 degrees. Trucks full of pigs have been found driving,

or even standing for half an hour under the sun, and with the help of a thermal gun we could document temperatures over 40 degrees inside the trucks, with animals panting and visibly suffering. This investigation, and our call for a revision of European laws on the transport of animals, went on TV on [Rai 3](#) (seen by over 1.6 million people) and various online media.

- **FISH WELFARE**

- (October 2021) Participation in the European Parliament Intergroup on the Welfare and Conservation of Animals' session on fish welfare, where we presented the fish welfare issues documented in our investigations in Italy and Greece.
- (June 2022) Release of our new investigation on fish farms in the EU in collaboration with Compassion in World Farming (CiWF) to strengthen their campaign targeting the European Commission to guarantee the protection of fish welfare among the objectives of the ongoing revision of the EU legislation on animal welfare. Total signatures gathered by Essere Animali: 10,394.
- (October 2021 - June 2022) We have been supporting Eurogroup for Animals (EFA) in developing and drafting their funding scheme to encourage EFA's Members Organisations (MOs) to use Essere Animali (along with Equalia) investigations on fish farms as a leverage tool in corporate or institutional outreach projects within their countries. We organised several meetings with EFA's MOs to show, describe and explain the many animal welfare issues documented in our footage and pictures. As a result, EFA managed to secure funding for two crucial fish welfare projects in Europe, targeting national governments and EU institutions to advance the legal protection of the welfare of farmed fish. In the coming months, we will provide EFA's MOs with the investigative materials they will use and show during meetings with national ministers and politicians. When needed, we will also participate in meetings to present a scientific analysis and description of the animal welfare issues documented in our investigations.

- **FUR FREE EUROPE**

Essere Animali is part of a new [European Citizens Initiative](#) called Fur Free Europe, coordinated by Eurogroup for Animals and asking for a ban on fur farming and the sale of fur-farmed products in the whole EU. This campaign, which started in May 2022 and will end in May 2023, is strictly connected to the EU revision of farm animals protection which includes discussions on the possible abolition of fur farming. Such a result is likely and possible, since pelt production in European farms has been halved by Covid, 15 Member States have already voted such bans and 12 Ministers, including the Italian one, asked for an EU ban in June 2021. Such a result could spare the lives of almost 20 million animals a year and generate worldwide effects on the global fur industry.

Overall goal: over 1 million signatures - Threshold for Italy: 53,000 signatures.

At the moment: 260,000 signatures - Italy almost 13,000. Most of our awareness and campaigning on this issue will be done during next winter.

- **ITALIAN FARMED ANIMALS LEGISLATION**

- **FUR FARMING BAN**

In December 2021 [the Italian government signed a ban on fur farming](#), declaring the closure of the last remaining mink farms in the country. We have been actively campaigning on this issue since 2013, when we released the first-ever investigation in Italian mink farms and started collecting signatures, organizing protests and lobbying the government for their closure.

- In 2021 we released a new drone investigation inside mink farms (the 6th on this issue since Essere Animali was formed)
- We organized both online and offline protests asking the Health Minister for a ban, also due to Covid-19 outbreaks.
- In the last two years we collaborated a lot with Italian organization LAV on this campaign, especially to organize the demonstrations at the Ministry in Rome.

- **FISH WELFARE**

(2021 and 2022) Meetings and conversations with the Italian Fish Farmers Association (Associazione Piscicoltori Italiani - API) to discuss, among other initiatives, a possible collaboration to amend the fish welfare definitions and measures, along with introducing higher animal welfare standards, within the voluntary national certification scheme 'Sustainable Aquaculture', promoted by the Italian Ministry of Health.

- **ANIMAL WELFARE LABEL**

In 2020 the Ministry of Health and Ministry of Agriculture started drafting rules for a voluntary national certification scheme that could bring 'Animal Welfare' labels on products. The first draft, specific for pig farming, was a complete scam, unable to invite farmers to do any upgrade for real animal welfare and basically allowing all standard factory farms to be part of the scheme, even those ones that still use cages and tail-dock piglets (illegal in the EU, even if still widespread). Thus a coalition of 14 organizations was formed, including not only farm animal defenders but also WWF, Greenpeace and Confconsumatori, a consumer defense organization. This has been called the coalition against [#BugieInEtichetta](#) (LiesOnLabels), of which Essere Animali has been one of the more active members along with CiWF Italia and Animal Equality.

- (September 2021) A tweetstorm managed to get the hashtag #BugieinEtichetta on trending topics with over 40,000 tweets

- (September 2021 to July 2022) Discussion and approval of the scheme in governmental meetings was canceled various times due to pressure.
- (March 2022) Not very successful meeting with ministries held.
- (April 2022) Various online protests and a demonstration organized with Animal Equality in front of the Ministries.
- (July 2022) A letter signed by all members of the coalition sent to European Commissioner Stella Kyriakides
- (July 2022) Our Campaigns Manager and Animal Equality's Campaigns Coordinator staged a protest and shot videos inside a pig factory farm to create social media and media visibility on the issue
- (July 2022) The Scheme is finally voted and most of the coalition's requests have been approved. This is a first important victory, but not the final one.

- **ANIMAL PROTECTION IN THE ITALIAN CONSTITUTION**

Even if we played a minor role, we have been part of the coalition asking the Italian government to introduce the protection of animals and the environment in the Constitution. On [February 8th 2022 the Chamber of the Parliament approved](#) a change to the Constitution introducing a phrase reading: "(The Italian Republic) protects the environment, biodiversity and ecosystems, also in the interest of future generations. The law of the State rules the ways animals have to be protected"

By itself this is no big change, but it will be very important in future campaigns for better laws protecting animals.



ACHIEVEMENTS

Program 4 - INDIVIDUAL OUTREACH

- **DIET CHANGE PROGRAMS**
 - **VEGANUARY**

In 2020 Essere Animali became a partner of Veganuary and brought this global campaign to Italy, translating and adapting all materials and the 31 daily emails. The project has been a great success immediately, and has grown in attention and signups year after year. We have been the most successful partner of Veganuary in the last years. In 2021 we also started engaging companies (see program 6).

2021

Sign-ups: 31,630 (1 out of 18 globally)
Italy ranked 7th country in the world
Milano ranked 4th city
Media articles: 23

2022

Sign-ups: 39,950 (1 out of 16 globally)
Italy ranked 5th country in the world
Milano ranked 3rd city
Media articles: 37

- **VEG WEEK**

We launched our [Veg Week challenge](#) in 2014. At first it was only a facebook event to create community and propose a daily menu, but since 2015 it was professionalized and we created a sign-up form, with a series of daily emails, a downloadable guide with a weekly menu and a lot of infos. Every year we team up with a different foodblogger or content creator for the week's recipes, a strategic partnership to get visibility for the challenge. In the last years the downloadable guide has grown to be almost a complete book, dozens of pages long, on how to switch to a vegan diet.

2021

Sign-ups: 20,100 during Veg Week + 5,600 in the following months
48,5% of participants engaged in the challenge other members of the family or partners

70% managed to be fully vegan from 5 to 7 days in the week
86% were still trying to continue on this path several weeks after the challenge
98,5% found the challenge useful
98% would recommend it

2022

Sign ups: 24.743 during Veg week + 2,310 in the following months (note this year it took place in mid-june, only two months ago)
51% of participants engaged in the challenge other members of the family or partners
70% managed to be fully vegan from 5 to 7 days in the week
99,5% found the challenge useful
99% would recommend it

○ **IOSCELGOVEG - I CHOOSE VEG**

In 2016 we launched our www.ioscelgoveg.it (i choose veg) website. It has quite rapidly appeared among the first results for vegan recipes on google and is one of the main source of informations on diet change in our country.

In the last years the project expanded and is now multimedia: no more just a website but also a newsletter, an instagram page and a podcast. This project is creating and nurturing a community and helping people in their journey towards (or staying on) a vegan diet.

WEBSITE

The website has grown a lot both in content and number of visitors. It hosts over 1000 recipes of dozens different creators and also a blog with a new article every week.

- Visitors in 2021: 463,000 (+ 63%)
- Visitors in the first six-months of 2022: 281,240 (+22% over same period in 2021)

INSTAGRAM PAGE

[Created in early February 2021](#), right after the end of Veganuary, it attracted over 51,000 followers in just a year and a half. The page, combining how-to tips, infos, news, recipes and a sense of humour, has amazing numbers of interactions.

PODCAST

[The first podcast series of 6 shows](#) was released in early August 2021, and the second is due out in September 2022.

In one year the podcast had 19.450 downloads.

IOSCELGOVEG NEWSLETTER

People can sign-up to this specific newsletter, where we send emails just a couple times a month, only from the IoScelgoVeg website. We do not advertise it elsewhere, preferring to advertise the general newsletter of the organization, and it is quite stunning that we have over 17,600 subscribers.

- **“SPECK” - A DOCUMENTARY**

In June 2022 we finally released our first documentary, based mostly on the hidden camera footage and experience of an undercover investigator inside a huge pig farm in the north of Italy. The name of the film is [“Speck, a changed destiny”](#), co-produced with berenice Film and directed by our Digital Communication Manager Martina Scalini. We are currently presenting it at as many film festivals as possible before making it available online in the spring of 2023.

The film premiered at prestigious [Cinemambiente festival](#) in Torino, participated in the Green Film Festival of Kracow, PL, and will be soon at two more festivals in Florence, Italy and Prague, Czech Republic. And more to come.

This film was created to reach a new public and to create a different, more insightful and emotional narrative on investigations and factory farming, without any graphic content and with a lot of behind-the-scenes and point of view narratives.

- **SOCIAL MEDIA IMPACT**

The use of social media is not just some random daily act to let people know what the organization does, but can be an extremely powerful tool for individual outreach and to generate much more attention and knowledge on the issues of factory farming (and of course on the activities and campaigns run by the organization). This is why we have always invested resources and energies in the communication department, to let it grow at a professional level and create interesting, thoughtful and engaging content.

As a result we have huge amounts of followers, especially if you compare them to English speaking pages of organizations, and this a huge strength for all our campaigns, whether it is a petition to sign or a vegan challenge.

FOLLOWERS IN AUGUST 2022

Facebook: 361,000

Instagram: 164,000

Twitter: 15,500

Youtube: 27,100

Telegram: 1950 (launched in spring 2022)

- **YOUTUBE PROJECT**

Youtube is the second largest search engine on the web and, moreover, it is also a social media, even if it is used by most people and organizations just as a video repository. It is a unique space we think the animal rights movement, and especially organizations, still need to analyze, work on and use at best, especially if we think videos and footage can be a spark for individual change and if we want to reach more people and engage them with our investigations, campaigns and messages. Another important point to note is that the time spent watching a video on Youtube is much higher than on other social media platforms and most of the videos are often watched entirely.

This is the reason why in early 2022 our communication department started a collaboration with a videomaker and our youtube project started. The idea was to use YT more like

youtubers and this means creating formats and narrating also our investigations in a way that is more appreciated by people watching youtube and also by the algorithm itself. The project is still in the first months and we are analyzing and adapting some of the ideas, but yet the results are clearly visible if we compare 2021 and the first months of 2022.

2021

Video views: 1,1 million

Subscribers: 7334

2022 (7 months)

Video views: 942,000

Subscribers: 6740



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Program 5 - MEDIA OUTREACH

- TV

2021

January: [National news Tg1](#) broadcast our investigation in a pig farm supplying PDO Ham
Over 6,1 million viewers

February: investigative journalist Sabrina Giannini shows the link between farming animals and zoonosis/pandemics on her program "[Indovina chi viene a cena](#)", using our footage and some images shot in a mink farm with our investigators.

Over 1 million viewers

May: Journalist Cinzia Torriglia of Carta Bianca Rai 3 visited pig and laying hen farms with our investigators for [her program on the sanitary risks of factory farms](#).

817.000 viewers

May: Carta Bianca Rai 3 used our latest fish farm investigation for [a piece on the rising market for farmed fish](#) and the lack of welfare in farms

903.000 viewers

September: Carta Bianca Rai 3 once again did [a special on the welfare and sanitary issues of fish farming](#), this time even going to an offshore fish farm with our investigators.

997,000 viewers

September: investigative journalist Sabrina Giannini created an in-depth piece on the problems of the global food system for her program "[Indovina chi viene a cena](#)", using footage shot in pig farms with our investigators.

815,000 viewers

December: a crew of [Rai program TV 7](#) went inside a broiler farm with our investigation team to show the harsh conditions for animals.

Over 600,000 viewers

2022

April: Carta Bianca Rai 3 used our footage on a piece about foie gras followed by a debate in the studio.

April: Rai 3 regional news showed our investigation on lamb transport to Italian slaughterhouses

April: Mi Manda Rai 3, popular investigative journalism program, [showed our latest investigation](#) on long distance transport of lambs

July: Rai 3 regional news showed [our latest investigation](#) on the transport of pigs under extremely hot temperatures

Over 1,6 million viewers

- **OTHER MEDIA OUTLETS**

2021:

A total of 132 articles on our investigations, campaigns and actions

2022:

A total of 77 articles in the first 7 months of the year

- **GREEN BOX ANIMALI - OUR OWN TV PROGRAM**

We started collaborating with regional Tv [Telecolor](#) back in 2013, taking part in some of their animal friendly programs, and in 2019 they proposed us to create our own show in order to talk about factory farming, veganism, our investigations and animal exploitation in general. The show is called Green Box Animali and is co-hosted by Claudio Pomo of Essere Animali and Natalie Baronio of Telecolor, with almost all the contents written and decided by us. The program runs once a month for 1 ½ hours, from October to June, with a total of 9 shows a year, and even if it is a regional and not big TV they can have from 100,000 up to 250,000 viewers.

- **BLOGS ON ONLINE NEWS SITES**

Since 2015 we started building stricter collaborations with some online news sites and opening our own blogs on their platforms. These are ways to reach a wider audience with our message and build bridges with the world outside what could be considered a bubble of already converted people we can reach with our own social media or website.

[IL FATTO QUOTIDIANO](#) (n. 30 in the top most visited websites in Italy!)

[LIFEGATE](#)

[VICE ITALY](#)

- **INFLUENCERS**

We are in touch with a lot of influencers who share our campaigns, appeals and petitions, mostly on Instagram stories. We also recently started a collaboration with Green World, an agent for content creators who has incredible vegan talents with hundreds of thousands followers on their roster and also non-vegan ones like singers, actors and so on that can be engaged for some campaigns.

Here is a few specific projects we worked on with influencers.

- **ANIMA**

Essere Animali has collaborated with a famous italian youtuber known as Anima, bringing him inside a pig factory farm in the north of Italy for an investigation. He has 3.6 million followers on youtube and over 2.2 million on Instagram. [The video](#) with his point of view on this experience was published in February 2022 and has over 206.000 views. He has a young public and never talked about these issues, so the best thing is definitely seeing hundreds of positive comments on his social media. Note: after this investigation he has become vegan and now promotes veganism.

A new video on poultry farming is almost finished and expected to be published on his channel before the end of 2022.

- **ALAN CAPPELLI GOETZ**

Alan Cappelli Goetz is a young italian Tv Series actor and social media creator. He is vegan and environmentally conscious and a sponsor for many organizations, including Essere Animali. He has almost 100.000 followers on Instagram and can help us reach a few interesting media outlets, so we created with him a video project due out next september where he visited pig and fish farms with our investigators. The two videos will be part of a social media and traditional media campaign..

- **VEG WEEK EVENT**

To advertise the Veg Week in june 2022 we organized a private visit at an animal sanctuary only for influencers. It was an occasion to finally meet many of them in person and create a closer bond for future campaigns.

Here is a list of those present on that day:

[Silvia Goggi](#) 183,000 followers

[Iris Ferrari](#) 1,4 million followers

[Goloso Mangiar Sano](#) 194,000 followers

[Cotoncri](#) 105,000 followers

[Vittoria Tomassini](#) 100,000 followers

[Anna Panna](#) 24,000 followers

[Tortami a casa](#) 27,000 followers

[Massimo Brunaccioni](#) 67,000 followers

[Viaggiatori Ecologici](#) 168,000 followers

To advertise the Veg Week 2022 we also created [a post with drawings](#) of Il baffogram 557,000 followers and [Infarinatura](#) 15,000 followers.

- **VEGANUARY**

For Veganuary we published [a video](#) in collaboration with [Norma's Teaching](#), a very famous creator who reached 739.000 followers in just two years since she lost her job during the 2020 pandemic.

ACHIEVEMENTS

Program 6 - INSTITUTIONAL AND CORPORATE VEGAN OUTREACH

- **MENOPERPIU**

In late 2019 we started working [on this new program directed to companies](#), to change the menus in their canteens and reduce the presence of meat and animal products. It was a first and pioneer project in our country, the start was not so easy, and unfortunately the 2020 pandemic, with the closure of most canteens for a year or so, stopped the first positive dialogues.

This is why in september 2020 we decided to adapt to the situation and change the program, making it a free online training for workers on the sustainability of food, basically inviting them to eat less meat and more legumes. We created slides and two short videos on the environmental and health impact of animal products, compared to plant proteins, and a series of videos for plant-based protein rich recipes. The training includes also assessment surveys, before and after, a webinar and optional Q&A sessions, and usually lasts one month.

For a while this has been the only way we could get our project inside companies, and it was indeed a good foot in the door for future collaborations involving the canteens.

- **ONLINE TRAININGS ON FOOD**

The online training project to this day has been very successful both in reaching a high number of workers, and also in starting contacts with companies who later wanted to do more with us.

This part of the project is completely free for companies, but some appreciated it a lot and wanted to spontaneously make a donation to Essere Animali (over 11.000€ have been collected from this project alone)

- 12 companies, from small to extremely big, adopted the project
- A total of over 67.000 workers reached
- 18 webinars were organized, with optimal participation (in most companies they told us no one except the CEO ever had our numbers)
- In post training surveys 87% of respondents said they were now aware of the food system's environmental impact, 78% would reduce meat consumption and 96% found the project useful and would recommend it to other companies

- Contacts started with 3 more companies (one of them would like to bring the whole project, also with menu change, at global level for all their 25.000 workers)

- **MORE VEGGIES IN CANTEENS**

Creating a full plant-based menu along a traditional one is our main approach: this way what we usually do is assuring 50% or even more of the food is vegan, but we also leave consumers the option to choose what they prefer and thus do not create any resentment.

Our team uses the long-term experience of chef [Emanuele Giorgione](#), who approaches the job with the aim to not only eliminate animal products as far as possible, but also to reduce food and labor costs for the companies and improve the overall quality. This is much appreciated because one thing we found out is how little budget is allocated for meals in these canteens, and how companies are scared that introducing more plant-based options could be costly.

What we create is a win-win-win situation for us, the company and workers (not only vegetarian or vegan, but also many lactose or egg intolerant people thanked us for our menus and project).

For this part of the project we can give a free assessment of the menu and a free recipe book with suggestions on what changes could be made. For a more professional analysis and a 1 or 2 days chef training a donation is asked, based on the size and budget of companies and estimated work needed.

One note on this: chef Giorgione is such a supporter of this project and of Essere Animali that up to now he is working pro-bono.

- Canteen menu changed at [Alfaparf Group in Bergamo](#) - 400 workers. Workers' satisfaction was so high that daily presence at the canteen rose up 50%
- Canteen menu changed at first Alstom Group plant in Milano - approx 1000 workers. Soon to be expanded to all their plants and 8000 workers. Project to be announced to the public in autumn.
- Company restaurants at Banca Sella and SerioPlast positively influenced (both introduced more plant-based options, one of them eliminated red meat and reduced other meats)
- First steps started recently with 1 more company

- **UNIVERSITIES ARE THE FUTURE**

After contacts with some students we started understanding how universities can be a vital and critical place for this kind of project, and this will definitely be one of our main areas of work for MenoPerPiù in the next years.

- Menu changed at John Cabot University (starting next september) - collaboration with Heura Foods to bring their fake meat options at reduced price.
- Huge project started with University of Florence, involving students, teachers and researchers: conferences and public events on the sustainability of food (in

september for the Science Open Day we will hold a workshop and the canteen will be fully vegan), the menu in all canteens in the city will be improved (how vegan is still discussed) and we will develop a communication project inviting students to eat more veggies and less meat. Different communications and nudges will be tested in different canteens and possibly a research will come out of it. This project is crucial because Florence is a key University, with over 50.000 students, and we are working closely with students of the Sustainable Universities Network (RUS), trying to develop something that could be replicated elsewhere.

- Contacts already started with 2 other universities
- A major campaign engaging students and aimed to put pressure on universities will be launched in autumn, with the goal to have menus 50% vegan, using the University of Florence as an example.

● VEGANUARY CORPORATE CAMPAIGN

Veganuary corporate engagement was started with the January 2021 campaign. We decided to conduct a test hiring a part-time and temporary employee for 5 months (a person we already knew, with previous experience on corporate campaigns currently working part-time in another sector). It was not easy at first to convince these companies, because veganuary was still very new to Italy, not famous enough, and they were skeptical to be the first ones to jump on the campaign. The result has been quite good but not exceptional, with 15 companies on board, mostly vegan/vegetarian food companies helping us to promote the campaign. Two great results have been CapaToast, a national chain of sandwich shops, introducing a vegan toast in the menu and Rossopomodoro, a very famous chain of pizza places, offering a discount on the vegan options for the whole month.

2022 would have been the year to really test the project, and we maintained the same positive collaboration with the same person.

This time, with Veganuary acquiring fame in Italy and some good names already on board the previous year, we had a great success: [41 companies and 24 restaurants agreed to take part in the campaign](#), and quite a few more promoted Veganuary by themselves (we found out on social media) for a total of at least 48 companies. Among them three supermarket chains, three delivery companies, restaurant and burger chains, popular food brands and of course vegan/vegetarian brands.

Surveying them after the campaign they were all very happy about the response from the public

● EU FOOD POLICY CAMPAIGNS

We have been active on international food policy campaigns led by Proveg, Good Food Institute Europe or Eurogroup of Animals, and we recently joined the European Alliance for Plant-based Food (EAPF) in order to maximize networking and mutual help on these themes, and the [Buy Better Food campaign](#), a network of organizations and local governments asking the EU new rules for healthy, sustainable and more plant-based food in public procurement.

- **#STOPDAIRYCENSORSHIP CAMPAIGN**

After a strong campaign by dozens of organizations and food companies, in May 2021 the EU parliament rejected Amendment 171, calling for extreme censorship on the way plant-based milk products could be promoted.

Essere Animali has immediately joined this campaign, [signing the open letter](#), promoting the petition, writing letters to Italian Members of the European Parliament and generating social media attention.

- **#STOPEUMEATADS**

A too big portion of the EU budget for the promotion of food goes to meat and animal products. A campaign asking to reduce this budget and use it to promote plant-based foods instead was led by many animal rights and environmental organizations all over Europe.

In september 2021 Essere Animali signed a [letter](#) to the EU Commission along with 50 other NGO's and wrote similar letters to Italian Ministers for Agriculture and Ecological Transition. We are discussing further steps with other organizations.

- **EU CONSULTATIONS**

Under the whole assessment of its food system the EU has opened a few open consultations, asking citizens and interested parties their opinion on different issues (one of them being animal welfare in farms, see program 3).

In July 2022 Essere Animali took part in two of these consultations, writing our detailed view on the roadmap for change, related to the [sustainability of the food system](#) and a renewal of the [fruit, vegetables and milk in school scheme](#).

For the consultation on the school scheme, we also invited our supporters to give their feedback, preparing a file with suggested answers. We are happy the consultation received over 7,000 feedbacks, 8% of which from Italy, and this can help introduce also plant-based milks in the school scheme, reducing the presence of dairy and the disproportionate support this industry is getting from the EU.



ACHIEVEMENTS

Program 7 - CAPACITY BUILDING

- **HOW TO CREATE A VEGAN WORLD, BOOK AND SPEAKING TOUR**

In July 2021 the Italian version of the book “How to create a vegan world” (with the title [“In viaggio per veganville”](#)) by Tobias Leenaert was co-released with Sonda publishing.

Essere Animali wanted to bring this book to the growing number of vegans and the whole Italian movement because of its concepts based on pragmatism, respect and effective communication, which we think can be of huge help for our movement to go forward and grow even more.

- Claudio Pomo, development manager at Essere Animali, followed the project, edited the translation and wrote the Italian introduction.
- Essere Animali co-published the book and sold more than 400 copies through events and its web-shop.
- Altogether the book has sold over 2600 copies at the moment and has been printed 3 times, which are of course not astonishing numbers, but for a niche book for activists in Italian this is a great success (also compared to the sadly stagnant situation of non-fiction books sales in our country).

Unfortunately due to pandemic restrictions a tour of presentations with the author and talks to promote the book had to be canceled and was organized one year later in June 2022, with 3 dates. This is a tour summary:

MILANO

Talk with a public of 85 people

Private event with influencers and content creators before the talk

BOLOGNA

Talk with a public of 65 people

MONZA

Discussion among the author, Claudio Pomo and Francesca&Chiara of [Cibo Supersonico](#)

Public of 75 people

- **MELANIE JOY'S CONFERENCE IN MILANO**

In June 2022, to celebrate the tenth anniversary of the Italian version of the classic "Why We Love Dogs, Eat Pigs, and Wear Cows" by Melanie Joy, Sonda published a new revised edition and invited the author for two conferences in Italy.

The conference in Milano was organized jointly with Essere Animali and we have been happy to help promote the work and ideas of Dr. Joy to a wide audience of over 100 people, in a stunning and historical environment like Sormani Library in the centre of Milano. Dozens of new and enthusiastic activists and vegans were present.