

# Program achievements - Plant-based outreach

We established this program with the intention of becoming able to use the environmental argument against factory farming to push companies towards plant-based transformation, to become able to work with them in a positive way under a separate brand, while pressuring them with welfare campaigns under the main brand. Therefore we are focusing more on positive communication and we are gradually moving towards policy change.

## 1888 plant-based challenge participants

One of the first projects<sup>1</sup> in this program which is focused on providing individuals with guidance in the process of increasing their consumption of plant-based alternatives and reducing their consumption of animal products. This also serves as our main tool for building our audience and newsletter, which we then utilize for campaign mobilization. We were experimenting with the program and the outcomes in this period were underwhelming.

## 2 plant-based cookbooks

As a supportive material to boost the recruitment into the plant-based challenge, we have produced two plant-based cookbooks, which are available online for free<sup>2</sup>.

## 2 rounds of Plant-based product of the year

This project is an annual award on which the public decides in a poll where they vote for the best plant-based product introduced to the Slovak market during the previous calendar year. During these two rounds<sup>3</sup>, over 5900 people voted, it produced 7 articles in the mainstream media outlets and 6 in business media outlets<sup>4</sup>, and one of the retailers used the award to promote the product in its leaflet.

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<sup>1</sup> Plant-based challenge website: [www.rastlinnavyzva.sk](http://www.rastlinnavyzva.sk)

<sup>2</sup> Cookbook for download 2: <https://jemprezem.sk/wp-content/uploads/2021/11/Svet-na-tanieri-2.-cast.pdf>

Cookbook for download 1: [https://jemprezem.sk/wp-content/uploads/2021/01/Svet\\_na\\_tanieri.pdf](https://jemprezem.sk/wp-content/uploads/2021/01/Svet_na_tanieri.pdf)

<sup>3</sup> 2020 round: <https://jemprezem.sk/rastlinny-produkt-roka-2020-vysledky/>

2021 round: <https://jemprezem.sk/rastlinny-produkt-roka-2021-vysledky/>

<sup>4</sup> Business media coverage:

<https://www.retailmagazin.sk/aktualne-vpravo/6102-novinka-od-slovenskej-firmy-predbehla-konkurenciu-a-stala-sa-rastlinnym-produktom-roka>

Mainstream media coverage:

<https://www.startitup.sk/na-slovensku-mame-novy-top-produkt-pre-vegana-slovaci-rozhodli-v-hlasovani-vybrali-novacika/>

# 1 plant-based milk report published

We published a report<sup>5</sup> about plant-based milk in the Slovak market. This is the first report of its kind in our country. We informed people about current options on our market, have motivated them to try plant-based milk, and informed them about the environmental advantages of PB milk. This will also play a vital role in our upcoming legal campaign to make fair VAT for plant-based products.

# 1 plant-based market report published

We published a report about the plant-based food sector<sup>6</sup>. It contained an overview of this sector and its predicted future as well as information about the eating habits and preferences of Slovak people. The part about plant-based eating in Slovakia. Included the current preferences of the customers (survey based on 1000 participants sample ordered at the most prominent market research company in Slovakia), evolving of this trend in Slovakia and the availability of these products in Slovak retails (primary source). The report also contains information about the situation in our neighboring countries and Europe (secondary source). It produced 4 articles in mainstream media<sup>7</sup> and 3 articles in media focusing on retail/wholesales/food manufacturing/FMCG<sup>8</sup> and 1 article in HoReCa media informed about this report. Additionally, at least 5 other articles not directly connected to this report were published and contained the data from this report.

# Plant-based business conference

We organized a one-day online business conference in October 2021 called Plant-powered perspectives<sup>9</sup> about trends and opportunities in the plant-based sector. We are working on this conference with Otwarte Klatki/Anima International and OBRAZ. The conference brand belongs to Anima and we are cooperating for a couple of years with the intention to establish the concept of plant-based business conference in countries throughout the region. So far the plans involved Poland, Slovakia, Czechia, Hungary and Ukraine (before the war started).

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<sup>5</sup> Plant-based milk report:

<https://jemprezem.sk/wp-content/uploads/2021/09/Sprievodca-rastlinnymi-alternativami-mliek-na-Slove nsku.pdf>

<sup>6</sup> Plant-based market report:

[https://jemprezem.sk/wp-content/uploads/2021/10/Na\\_vlne\\_rastlinnych\\_potravin.pdf](https://jemprezem.sk/wp-content/uploads/2021/10/Na_vlne_rastlinnych_potravin.pdf)

<sup>7</sup> Mainstream media coverage:

<https://www.interez.sk/takmer-50-slovakov-vymiena-zivocisne-produkty-za-rastlinne-nie-su-pritom-vegani-ani-vegetariani/>

<sup>8</sup> Business media coverage:

<https://www.tovarapredaj.sk/2021/10/25/takmer-polovica-slovenskych-domacnosti-si-vlani-zakupila-rastlin ne-alternativy/>

<sup>9</sup> Website of the upcoming 2022 event: [www.plantpoweredperspectives.sk](http://www.plantpoweredperspectives.sk)

Recordings from the conference in 2021: <https://jemprezem.sk/zaznam-z-konferencie/>

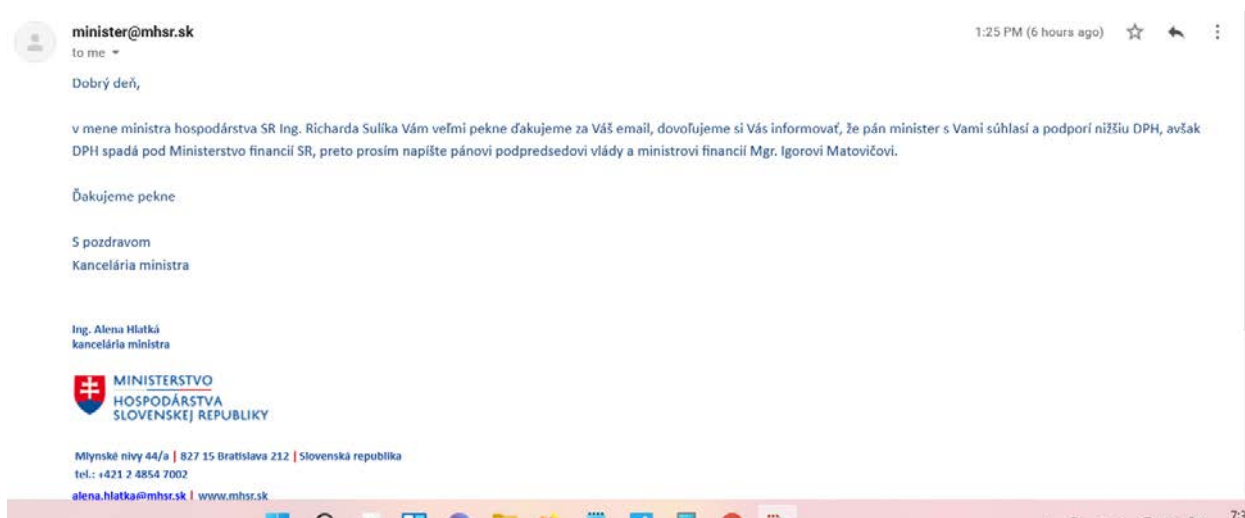
84 participants attended the conference. Among the visitors, there were representatives from FMCG, retailers, HoReCa, food manufacturers, policymakers, food industry media. More so at least 21% of them were representatives of the dairy and meat industry. During the conference, a competition for Slovak startups manufacturing PB food took place too. 2 articles in retail media<sup>10</sup> and 1 article in mainstream media, and 1 article in environmental media were written. Another 2 articles about the winner of the startup competition were published in the retail magazine.

## Getting media attention

In December 2021 we participated in an online discussion by EURACTIV Slovensko<sup>11</sup> among the representatives from the Slovak Chamber of Agriculture and Food and the Slovak Hydrometeorological Institute. The debate was about Agriculture emissions, where we presented the facts that we have to drastically lower our consumption of animal-based food and include more alternative protein sources to mitigate GHG emissions and make a sustainable food system. The debate was also focused on what our policymakers should do.

## Legislative work

We started working on our campaign for just and equal VAT on plant-based foods (various animal products enjoy lower VAT in Slovakia for a couple of years), since a window of opportunity has opened in this area. The campaign was not launched yet but there was a moment during which we had an extra opportunity to push for this legislation change. We therefore created a website<sup>12</sup> and ran a small campaign urging people to email legislators and ask them to include equal VAT on plant-based products in the currently drafted legislation. We



<sup>10</sup> Business media coverage:

<https://www.retailmagazin.sk/rozhovor-mesiaca/5753-aka-bude-buducnost-potravin-na-rastlinnej-baze>

<sup>11</sup> Euractive discussion recording:

<https://euractiv.sk/event/emisie-z-polnohospodarstva-riesenie-alebo-falosny-strasiak-klimatickej-krizy/>

<sup>12</sup> Campaign microsite: <https://jemprezem.sk/spravodliva-dan/>

have received positive responses from multiple government and parliament members<sup>13</sup>, including a response from the office of the minister of economy (screenshot below), but the legislation was stopped shortly afterwards, with no success.

## Retail ranking

We organized the second year of Retail ranking, which is part of a broader international effort coordinated by Albert Schweitzer Stiftung, in which we had audited the 5 biggest retailers in Slovakia. For each retailer, we made an audit in 5 shops all around Slovakia - and had gathered data about the availability of plant-based products. After that, we awarded the title “Plant-based retailer of the year” to the one with the best plant-based product portfolio. The winner of the last round - Kaufland - did occasionally use this title for marketing their plant-based portfolio in their leaflets and on one occasion also directly in their store.

Since 2020, when we made the Retail ranking for the first time, the average amount of products available in these retailers have increased in all our 5 main food categories:

- plant-based meat and fish alternatives increased by 141 %
- plant-based milk and dairy alternatives increased by 73 %
- plant-based sweets, baked goods, and snacks increased by 22 %
- plant-based pre-cooked dishes, convenience food, increased by 86 %
- plant-based sauces, dips, and spreads increased by 31 %

As far as subcategories are concerned, most of them increased as well. The 2 categories we have pointed out in our report [2021] as underrepresented in the Slovak market in 2020 have been growing rapidly since 2020. The category of plant-based cheese increased by 709 %, and plant-based alternatives of fish and seafood, which hadn't been available in any major retail, became available in 4 of them.

The publishing of the results was made a couple of days after the end of the reporting period. However the work on the project was done within it. However, you might be interested in how the publishing and follow-up went, even though it is outside the scope of the evaluation: *This generated 9 articles in mainstream media, 3 articles in retail media and 1 in finance media. As a follow-up, we have met with the representatives of the 2 biggest retailers in Slovakia and presented them with a tailored presentation about the plant-based sector in the world, Slovakia, and their strengths and weaknesses regarding plant-based products. We are going to have an online meeting and an online presentation with the third one.*

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<sup>13</sup> This one is rather curious - one of the MPs published on his facebook page a response to people who wrote him emails:

<https://www.facebook.com/nakupovaniespotravinyvymkritikom/videos/441327154379938>

The plant-based section in Kaufland being labelled with the award Plant-based retailer of the year.



# Program achievements - Movement building

The reporting period covers the current peak of our movement building program focused on expanding animal advocacy into all regions of Slovakia and building the capacity of animal advocacy movement in the country.

We worked on this project with Open Society Foundation in Slovakia and shared our successes with a bigger group of local non-profits involved in the same project, including some of the most prominent ones in Slovakia.

## 5 activist groups covering 8 regions of Slovakia

These are the foundational units of our organization which meet every week (currently online, due to the ongoing pandemic) and take care of local street actions, such as infostands, protests or vegan meet-ups (currently being prepared).

## 122 people completing our recruitment session, which took place 11 times

We run these sessions currently online due to the pandemic restrictions coming back all the time. We cover the basics of animal advocacy, reasons to fight for the animals, our theory of change, and the types of work we do. Afterwards, participants decide if they want to proceed to the onboarding stage and become activists dedicating at least 6 hours weekly, or if they want to help only occasionally as volunteers (naturally with the option of not getting involved at all).

## 62 activists finished our onboarding process and training program during 6 rounds of and total of 25 onboarding sessions

During our onboarding process, we focus on introducing the principles of effective altruism, effective animal advocacy, pressure campaigns and corporate outreach. We also teach participants how to use basic collaboration tools, such as Slack, Trello, Confluence, Google Workspace, Zoom, and others.

## On average 62 monthly total active members during the reported period

During the past 18 months we were able to maintain a monthly average of 62 active members, who dedicated at least 6 hours per month to the work of Humánný pokrok. Every one of them is expected to choose a project/campaign position to train for and work at, and we encourage activists to take on the leadership and managerial roles whenever possible.

## 3 employed activists

During the reported period, three of our activists also became employees of Humánný pokrok. And a couple of those who left the organization ended up working for other nonprofits, however with more focus on environmental issues.

## Local coalition building

We were trying to utilize the potential of the whole animal advocacy movement in Slovakia, which consists of not only Humánný pokrok, but also of Sloboda zvierat and Zvierací ombudsman, which are both primarily focused on companion animals, but they occasionally engage in farmed animal welfare activities. The relationship between them is not always very warm and there are occasional conflicts. We tried to mediate these and keep the relations stable and productive. We created a shared document with approved ways to communicate about the campaigns run by other organizations in order to reduce unnecessary friction, we have established a shared chat for leadership of all three organizations, and we organized a couple of group online meetings between representatives of all the groups. So far, the relationships remain rather stable and productive and we were able to engage both of the organizations in our campaign pushes on a couple of occasions and we are actively cooperating on a new campaign with one of them.

## Mentoring

Thanks to the Open Wing Alliance mentoring program, we were able to support Turkish organization Kafessiz Türkiye in their efforts to develop their own volunteer program and kick-start their corporate pressure campaigns afterwards. Our director worked as a mentor for one of their leaders (Emre Kaplan) and provided full knowledge of Humánný pokrok in this area and support for building the foundation of the program. Right now, the next round of mentoring program has started and our director will be mentoring a corporate outreach specialists/campaigner Juho Santasalo from Finnish organization Oikeutta Eläimille.

# Program achievements - Media work

We started creating dedicated media positions a couple of years ago and we decided to establish a media department roughly in 2020. The department was almost exclusively run by activists and focused on social media work. The traditional media work was done mostly by paid campaigners and corporate outreach staff. First paid person dedicated fully to media work was hired only in mid-2021 and two social media specialists followed soon after, so the reporting period does not cover the impact of these hirings, and neither do the expenses.

## Old media

- We are approaching regularly selected media - approximately 80 journalists from 60 different media outlets (mix of print, online, TV, and radio).
- We reached out to them 37 times with our press releases.
- Our media monitoring, being severely limited to online mentions, reported 168 media mentions during the reporting period. (We are in process of setting up a paid media monitoring service so we should be able to provide a complete media coverage report soon, so we can update this number later).
- We were able to get our messages into different media categories, ranging from local media outlets, through business media, up to the prime time news segments of the biggest TV stations in Slovakia and the most influential newspapers.
- We have written 3 specialized articles for business media outlets covering plant-based topics<sup>1, 2, 3</sup>.

## Newsletters

- We are keeping our main newsletter at approximately 31 000 subscribers during the reporting period.
- Our secondary plant-based newsletter is steadily growing and currently reached 6300 subscribers.
- Together over 1,5 million campaign emails were delivered during the reporting period.

## Social media

- We are active on Facebook, Instagram, LinkedIn, Twitter and occasionally Youtube, with a total of 10 social media accounts under 3 different brands.

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<sup>1</sup> <https://www.retailmagazin.sk/produkt/potravinarsky-sortiment/6198-su-retazce-pripravene-na-moderne-spotrebiteleske-poziadavky>

<sup>2</sup> <https://www.tovarapredaj.sk/2021/12/17/rastlinne-alternativy-ryb-su-na-vzostupe-ako-je-na-tom-slovensko/>

<sup>3</sup> [https://drive.google.com/file/d/1z2WJIEdSOTL\\_fHItIQMXj1xqL\\_CuTFYjG/view?usp=sharing](https://drive.google.com/file/d/1z2WJIEdSOTL_fHItIQMXj1xqL_CuTFYjG/view?usp=sharing) The whole article: [https://drive.google.com/file/d/1OttskjBIK7C2evTUw8Dd\\_d7U\\_H4Ua8js/view?usp=sharing](https://drive.google.com/file/d/1OttskjBIK7C2evTUw8Dd_d7U_H4Ua8js/view?usp=sharing)



- We produced 435 post on Facebook, 401 posts on Instagram, 82 posts on LinkedIn, and 28 posts on Twitter. The number of published stories was not monitored and therefore cannot be provided. But we usually support every post with at least 1 or more stories.
- We worked with plenty of influencers during this time, however, we did not establish a reliable system of reporting for this, therefore we have data only for two campaigns, in which 36 influencers shared our campaign content after being asked to do so, and 9 influencers participated in shooting of our campaign video<sup>4</sup> for the ban on cages for laying hens.

Social media reach statistics:

Social media statistics for 1.1.2021-30.6.2022						
Account	FB reach	IG reach	New likes FB	IG new followers	Twitter impressions	Twitter new followers
<b>Humánný Pokrok</b>	1 705 840	394 389	2 695	1 252	30 779	41
<b>Jem pre Zem</b>	337 975	116 671	1 320	1 541	-	-
<b>Vegánske Hody</b>	103 561	19 989	433	327	-	-
LinkedIn obdobie 16.8.2021-30.6.2022						
Account	New followers	Page views	Unique visitors			
<b>Humánný Pokrok</b>	50	398	202			
<b>Jem pre Zem</b>	276	761	299			

<sup>4</sup> Campaign launch video for the legislative campaign (it was made during a lockdown):  
[https://www.youtube.com/watch?time\\_continue=92&v=U0jC8D9UTyA](https://www.youtube.com/watch?time_continue=92&v=U0jC8D9UTyA)

# Program achievements - Investigation

This program has a big potential to help us to achieve quick victories in our campaigns, as it has proven in the past (out of current scope) our fur farming ban campaign, which we have won in just 7 months, thanks to investigation footage from the only remaining mink farm in Slovakia. However, getting footage from other facilities has proven to be a greater challenge.

## Cage farms

[Redacted text block]

## Carps

[Redacted text block]

## Broilers

[Redacted text block]

# Program achievements - Hen and chicken welfare program

*The reporting period starts after our major victory which followed our campaign against the biggest retailer in the country and escalated into a court case we've won, which effectively set our stage for years to come. It did not lead to the retailer committing to go cage-free, but it forced the Slovak Poultry Union to commit to go cage-free by 2030 and also at that point 75% of the retail market was covered by cage-free commitments. That resulted in the shift of our focus from corporate outreach towards preparing the legislative campaign to ban cages for laying hens and to the beginning of preparations of our corporate broiler campaign.*

We are members of Eurogroup for Animals and Open Wing Alliance, with which we coordinate our hen and chicken welfare campaigns and efforts. We also have one seat in the advisory council of Open Wing Alliance (OWA).

## Zákaz klietok - Campaign to ban cages for laying hens in Slovakia

### 1) Collecting 35 000 signatures to ban cages

Our organizational priority during the last two years is a campaign to ban cages for laying hens launched in March 2021<sup>1</sup> and so far it has collected over 35 000 signatures (0,63% of total population) under our petition<sup>2</sup> to ban cages for laying hens in Slovakia.

### 2) Finding an MP willing to submit the ban proposal to the parliament

After a couple of months we found a willing MP<sup>3</sup> to commit to submit the ban proposal to the parliament and we started our lobbying phase of the campaign.

### 3) Securing approval of ministry of agriculture, ministry of finances, and the poultry union

We had several meetings with the ministry of agriculture (see pictures 1 and 2), including a short meeting with the minister himself (no proof for this, sorry). We were able to convince the ministry

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<sup>1</sup> Published press release covering the campaign launch published by the biggest press agency in Slovakia:

<https://www.teraz.sk/najnovsie/organizacia-humanny-pokrok-spusta-k/536532-clanok.html>

<sup>2</sup> Campaign website: <https://www.zakazklietok.sk>

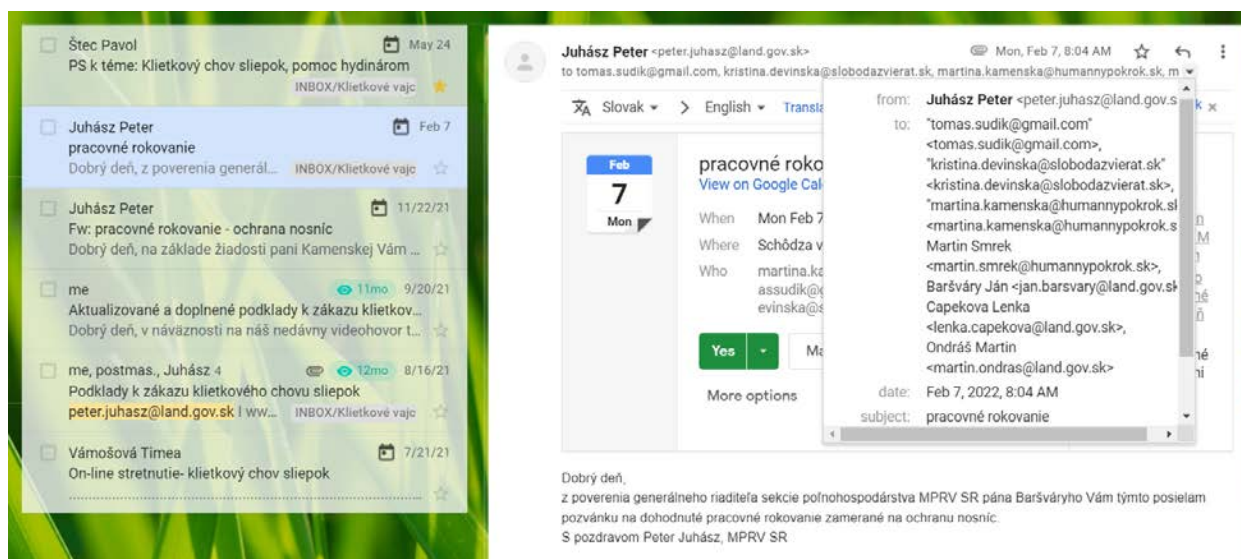
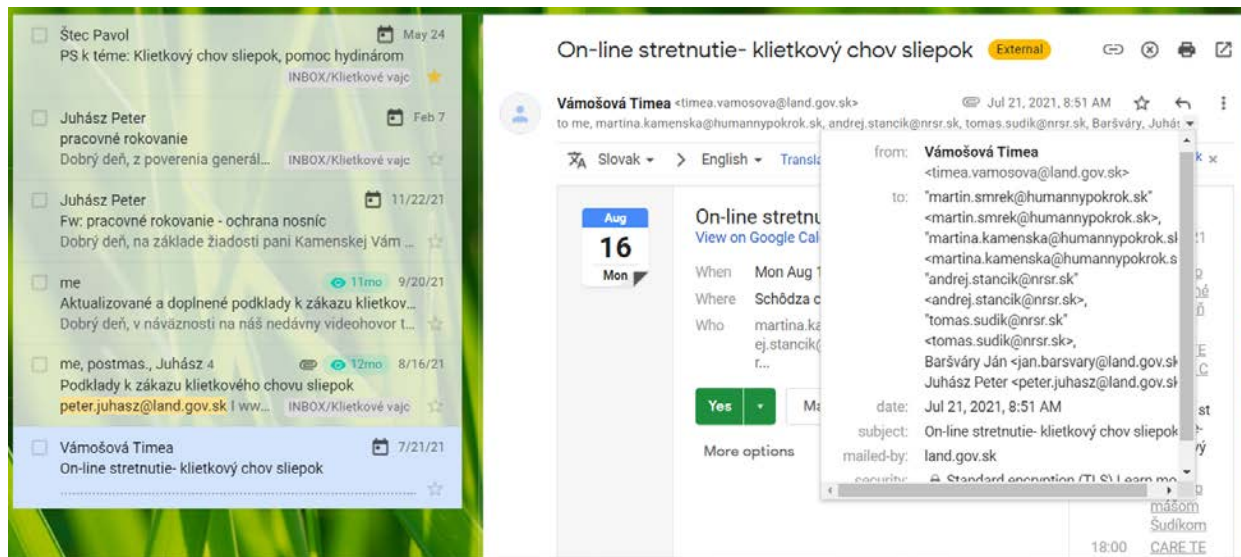
<sup>3</sup> The MP's name is Tomáš Šudík and here he is supporting publicly our campaign to ban cages:

[https://www.facebook.com/TomasSudikOlano/posts/1092053767949308?locale=sw\\_KE](https://www.facebook.com/TomasSudikOlano/posts/1092053767949308?locale=sw_KE) and he does the same here with a video: <https://www.facebook.com/100058204954109/videos/352825389664146/>

of agriculture to create a funding scheme which will cover half of the expenses of farmers on the transformation from cages to cage-free systems to make the transition possible. We briefed the MP in order for him to become able to convince the minister of finances to promise funding for the transformation, which he did. And we've convinced the Slovak Poultry Union, which unites most of the poultry farmers in Slovakia, to accept these terms and technically accept a ban on cages. At this moment, we are waiting for a final confirmation from the ministry of finances that the money will be provided, after which the next step will be getting the approval of the government, and then the bill can be proposed to the parliament.

Unfortunately, all of this is happening behind closed doors and for example the communication with the ministry of finances goes completely through our MP so far. And since Slovakia has zero regulation of lobbying, there is no official paper trail that would prove that any of this is really happening. But I can provide you with screenshots from our conversation with the MP on Messenger, but I would need his approval for this. So a lot of progress has been made so far, but we are still in a phase without a lot of visible success.

As for the meetings with the ministry of agriculture, I can provide at least a couple of calendar invites. The @land.gov.sk domain belongs to the ministry of agriculture and addresses to the ministry officials - mostly high ranking officials responsible for the whole division of animal agriculture. The @nrsr.sk domain belongs to the National Council of Slovak republic - the parliament (NR SR in short in Slovak) and those addresses belong to our supporting MPs.



Pictures 1 and 2.

#### 4) Getting media attention

We supported the campaign with a summer info tour around Slovakia to keep the topic alive in the regional media in the meantime, which generated over 20 media reports, including a report in the main news program of the main channel of the national television network<sup>4</sup>. The total number of media mentions about the campaign reached almost 30 during the year 2021.

<sup>4</sup> Report from the infotour in the biggest national TV evening news: <https://www.rtvs.sk/televizia/archiv/13982/280842#1645>

# End the Cage Age campaign

## 1) Lobbying MEPs and European Commission

Our second priority was fighting for the cage ban on the EU level, so we were fully engaged in lobbying Slovak MEPs and the European Commission<sup>5</sup> during the whole ECI process. During April<sup>6</sup> and May 2021, our campaign websites (both with the emailing tool turned off at the moment)<sup>7</sup> <sup>8</sup> helped to gather over 1600 signatures converted into 15 000 emails sent to yet uncommitted MEPs and together with Sloboda zvierat (which is the second Slovak NGO engaged in this ECI), this number reached almost 35 000 emails. This collective action of the whole ECI coalition resulted in overwhelming support of MEPs and was followed by the breakthrough decision of the European Commission to start the legislative process.

## 2) Getting media attention

We were also working on keeping the topic alive in the media with some very successful moments, such as a live discussion on the biggest news TV station between our director and the head of the Poultry Union, which is our main adversary<sup>9</sup>.

## 1) Corporate outreach

We were still working on securing additional cage-free commitments from companies, however it was not our primary focus. Primarily because of focusing on the ban on cages, secondarily because of the pandemic, which hit Slovakia particularly strongly due to lack of competent governance, which resulted in the restaurant and hospitality sectors to be hit especially hard by a series of lockdowns. Unfortunately, those were the sectors in which most of our remaining viable targets were, so our progress in this area was rather limited, focusing on commitment reporting from retailers, smaller victories from other sectors, and global campaigns led by OWA.

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<sup>5</sup> Coverage of our pressuring the European Commission:

<https://www.webnoviny.sk/vpotravinarstve/ochranari-zvierat-ziadaju-ukoncit-dobu-klietkovu-obratili-sa-so-ziadostou-aj-na-podpredsedu-eurokomisie/>

<sup>6</sup> Coverage of our campaign focused on pressuring MEPs in early 2021:

<https://euractiv.sk/section/ekonomika-a-euro/news/aktivisti-presviedcali-europoslancov-o-uplno-m-zakaze-klietkoveho-chovu/>

<sup>7</sup> <https://humannypokrok.sk/koniec-doby-klietkovej-v-ep/>

<sup>8</sup> <https://humannypokrok.sk/koniec-doby-klietkovej/>

<sup>9</sup> Live discussion of director of Humánný pokrok with the head of the Poultry Union (our main adversary) in the biggest news TV station in Slovakia about banning cages in EU and in Slovakia:

<https://www.ta3.com/relacia/20995/klietkovy-chov-sa-moze-skoncit-europoslanci-vyzyvaju-komisiu-aby-ho-zakazala#article-wrapper>

## 1) Cage-free commitments (2 local)

We secured a first cage-free commitment from the first bakery<sup>10</sup> and from the first luxury restaurant in Slovakia. We also took part in all global OWA campaigns aimed at securing cage-free commitments from Yum! Brands covering brands such as KFC and Pizza Hut<sup>11</sup>, HARD ROCK, Focus Brands, Brioche Doree, Cheesecake factory, FIVE GUYS, Panda express, and Toridoll, during which we also organized protests in shopping malls when possible (they had to be with only 2 people involved to be legal, we can provide pictures if needed) and in most cases we focused on online actions since most of the brands don't have presence in Slovakia. Commitments are available at Chicken Watch progress tracker<sup>12</sup>.

## 2) First Slovak report on cages and progress reporting from retailers (6 retailers reporting)

However the most important output was our first report about transition towards cage-free systems in Slovakia<sup>13</sup> which we used to force retailers that already have cage-free commitments to start reporting their progress, even though most of them did not have this written in their commitment. We published the report with 5 out of 6 of the retailers committed providing us the requested information, and the following media attention from one of the major newspapers in the country<sup>14</sup> pressured the sixth retailer to publish the data as well. So we quickly got done with getting retailers to start reporting their progress towards fulfilling their cage-free commitments.

## 3) Opinion poll data

We have also ordered an opinion poll from the most reputable agency in Slovakia to get actionable data about public opinions. However they did not produce much change from the previous year so we decided not to publish the data about cages this time. We can provide the results though, if needed.

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<sup>10</sup> First bakery commitment: <https://e.dennikn.sk/minuta/2367099> and <https://www.retailmagazin.sk/aktualne-vpravo/5469-s-vajcami-z-klietkoveho-chovu-konci-prva-slovenska-pekaren>

<sup>11</sup>

<https://www.topky.sk/cl/10/2117991/Globalna-kampan-bojuje-proti-znamym-celosvetovym-znackam-Kru-tost-voci-zvieratam->

<sup>12</sup> <https://chickenwatch.org/progress-tracker>

<sup>13</sup> First Slovak report on cage farming:

<https://humannypokrok.sk/wp-content/uploads/2021/11/Slovensko-na-ceste-ku-koncu-klietkoveho-chovu.pdf>

<sup>14</sup> Media coverage of our report on cage-farming:

<https://e.dennikn.sk/2631123/kam-po-ine-vajcia-do-vianocneho-peciva-nez-z-klietkoveho-chovu-ako-retaz-ce-plnia-sluby/>

## 2) Broiler campaign

Since we were hoping for a quicker campaign to ban cages, we also started our preparations of the broiler campaign in order to be ready to launch it as soon as we are done with the cage ban campaign, which is now being postponed. In the reported time frame, we started our planning, but we still remain in the covert phase with no visible progress. And we are still avoiding launching the broiler campaign before banning the cages, because the broiler and the hen industry is essentially the same group of producers united in the same Poultry Union, and the campaign launch would severely threaten our ability to get the ban on cages passed.



# Program achievements - Fish welfare

The first steps of this program started in 2020 with a small social media awareness raising campaign and afterwards we decided to engage with this topic with more dedication in order to prepare the ground in Slovakia for more impactful fish welfare initiatives. In 2021 we've launched our corporate outreach campaign called Kaprie peklo<sup>1</sup> (Carp Hell).

We are members of Eurogroup for Animals and Aquatic Animals Alliance, with which we coordinate our campaigns and efforts.

## Live carp sales campaign

The goal of this campaign is to end the bizarre regional practice of selling live carp in the parking lots of supermarkets during Christmas. The carps are then brought to homes and kept in bathtubs until they are slaughtered in home conditions by the consumers. It is not the most impactful campaign in the terms of directly affected animals (no precise numbers but somewhere between 500 000 and a 1 000 000 of carps annually) but we see this campaign as a prerequisite for making the Slovak public capable of empathizing with fish and becoming more receptive to broader marine life issues and campaigns.

### 1) Collecting over 7500 petition signatures

Our petition targeted at retailers engaged in live carp sales collected over 7700 signatures<sup>2</sup> during the first month of the campaign.

### 2) Getting first three retailer commitments to end live carp sales

We have managed to get Kaufland committed<sup>3</sup> from the year 2022, which is a big victory, since the majority of the live carp sales market is dominated by two companies and one of them is Kaufland. The second one is Tesco with which we are in negotiations. We also secured commitment from Kraj and Terno<sup>4</sup> and we have promised commitments from Billa and LIDL which should be delivered later in 2022. That would cover the majority of the market.

### 3) Getting media attention

The campaign attracted a surprising amount of media attention and with a lot of positive feedback. In total, we have collected 21 media reports about the campaign, including an

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<sup>1</sup> Major media mention in one of the most prominent newspapers in Slovakia: <https://e.dennikn.sk/2657071/skonci-sa-predaj-zivych-kaprov-tak-ako-v-polsku-sance-su-velke-je-to-krute-a-nejde-o-hlboku-tradiciju/>

<sup>2</sup> Campaign website: <https://www.kapriepeklo.sk>

<sup>3</sup> Commitment of Kaufland to end the live carp sales: <https://www.ta3.com/clanok/222101/kaufland-prijal-zavazok-ze-od-buduceho-roka-neumozni-predaj-zivych-kaprov>

<sup>4</sup> Commitment of Kraj and Terno: <https://e.dennikn.sk/minuta/2701832>

interview in one of the biggest newspapers in the country<sup>5</sup>, which generated over 1000 comments on their social media page (however, mostly because of the combination of bad choice of title and the content hidden behind a paywall). The social media discussion included also a comment from the head of the environmental and agricultural committee of the national council of Slovakia (though misguided by the misleading article title). The most prominent tabloid even reached out to various MPs and one minister to ask them what they think about banning the live carp sales<sup>6</sup>, which was not yet one of our demands at the time.

One of the major outcomes of the campaign was a media statement from the head of Slovak veterinary office that eating carp for a Christmas dinner is a tradition, but buying the carp alive is not and maybe we should forget about this practice<sup>7</sup>.

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<sup>5</sup> <https://domov.sme.sk/c/22809223/kapor-vianoce-predaj-rozhovor.html>

<sup>6</sup> The article where the tabloid reached out to various politicians. However, it seems to be incomplete at this moment, the text is mostly gone, but there are still the pictures of responding politicians: <https://www.cas.sk/clanok/2623303/stopka-predaju-zivych-ryb-cesta-kapra-na-stol-je-obzvlast-kruta-slova-aktivistu-vami-otrasu/>

<sup>7</sup> The last segment of the report shows the statement of the head of the veterinary union: <https://www.ta3.com/clanok/221851/kapra-kupte-radsej-spracovaneho-odporuca-veterinarna-sprava-vo-v-ani-sice-prezije-ale-trpi>

# Program achievements - Fur Farming program

*The selected reporting period does not cover our greatest achievement so far: the ban on fur farming in Slovakia, achieved by publishing an investigation footage from a local mink farm, collecting over 77 000 petition signatures for the ban (over 1,5% of the population of Slovakia), and passing the ban in the parliament only 7 months after the campaign launch. It does not fit here but it sets the tone of the debate in all of the following campaigns that are relevant in this reporting period.*

During the reporting period, we were actively participating in two major international campaigns to end fur farming. One has failed, the other one was just launched at the end of the selected time frame. We are currently members of Eurogroup for Animals and Fur Free Alliance, with which we coordinate our fur framing campaigns and efforts.

## Stop the deadly fur campaign

A campaign ran in a cooperation of Eurogroup for Animals and Fur Free Alliance (we are members of both) calling for a ban on fur farming in G20 countries following the uncontrolled spreading of COVID-19 on fur farms. Campaign was launched in December 2020 and ended in October 2021 with a delivery of 880 000 signatures to a G20 representative during a G20 summit in Italy. There was no response.

Humánný pokrok actively participated in the campaign with a couple of major outputs:

### 1) Collecting 6500 signatures in the Stop deadly fur campaign

Throughout the most part of 2021, we have collected 6500 out of the total of 18,500 signatures<sup>1</sup> from Slovakia, out of a global total of 880 000 that were delivered to G20<sup>2</sup> afterwards<sup>3</sup>. There was no response from G20.

(for some unknown reason, we forgot to mention the number of signatures in our press release, so there is no notion of this number available, but we can show you proofs of the number and the whole signature list if necessary)

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<sup>1</sup> Campaign website: <https://humannypokrok.sk/stop-smrtiacim-kozusinam/>

<sup>2</sup> The delivery of signatures in Italy: <https://www.furfreealliance.com/campaigners-submit-880457-stopdeadlyfur-petition-signatures-to-g20-leaders/>

<sup>3</sup> Slovak coverage of the signature delivery: <https://euractiv.sk/section/spolocnost/snews/aktivisti-ziadaju-zrusenie-chovu-noriek-na-kozusiny/>

## 2) Pressuring the ministry of agriculture to close the last mink farm in Slovakia ahead of time

Because of risks related to COVID-19 spreading at mink farms, which were uncovered in late 2020, we decided to ask the ministry of agriculture<sup>4</sup> in January 2021<sup>5</sup> to close the farms in advance of the scheduled fur farming ban in 2025. We also involved local organizations Sloboda zvierat and Zvierací ombudsman as signatories of the letter sent to the ministry. We did receive only a weak response with no intention to close the farm.

## 3) Pressuring the minister of agriculture to support an EU-wide ban at agrifish meeting

In June 2021, we pressured the minister of agriculture<sup>6</sup> to support a motion at the AGRIFISH meeting of Council of EU regarding EU response towards the COVID spread on fur farms and with a proposal to end fur farming in the whole EU. The minister supported the motion<sup>7</sup> and he also included a nice speech<sup>8</sup> about the cruelty of fur farming at the AGRIFISH meeting.

# Fur Free Europe campaign

A new campaign<sup>9</sup> launched<sup>10</sup> by Eurogroup for Animals in May 2022 with a goal of banning fur farming in the EU and banning fur imports to the EU, which would effectively ban fur sales in the whole EU. As a member organization, we have committed to collect a proportionate number of necessary signatures for Slovakia (as the proportion of EU population) and invest an adequate amount of money in the campaign.

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<sup>4</sup> Media coverage of the campaign:

<https://www.startitup.sk/slovensko-sedi-na-pandemickej-casovanej-bombe-zbavit-sa-jej-mozeme-az-o-pat-rokov/>

<sup>5</sup> Media coverage of the campaign:

<https://europskenoviny.sk/2021/01/07/koniec-kozusinovych-fariem-v-eu-vyzvu-ochranarov-dosta-l-aj-minister-micovsky/>

<sup>6</sup> Our press release about pressuring the minister:

<https://humannypokrok.sk/ochranari-vyzvali-ministra-podohospodarstva-aby-podporil-ukoncenie-kozusinoveho-chovu/>

<sup>7</sup> Summary of the AGRIFISH meeting by Eurogroup for Animals:

<https://www.eurogroupforanimals.org/news/twelve-member-states-demand-end-fur-farming-eu>

<sup>8</sup> The short supportive speech at AGRIFISH meeting from the minister of agriculture of Slovakia (only in Slovak, but it could be found in English too if necessary):

<https://www.facebook.com/watch/?v=344501150564450>

<sup>9</sup>

<https://europskenoviny.sk/2022/05/18/rovnake-pravidla-v-celej-eu-ochranari-spustaju-kampan-za-europu-bez-kozusin/>

<sup>10</sup>

<https://www.startitup.sk/krvavym-zabijanim-nevinnych-tvorov-nicis-aj-svoje-zdravie-peticia-bojuje-za-stopku-kozusinam-v-europe/>

In the first month and a half of the campaign, which is the only overlap with the reporting period, we have collected over 4000 signatures<sup>11</sup> (almost quarter of our goal) which was the 8th highest number of signatures in the EU at the time of writing, and we coordinated our plans with another Slovak animal charity (Sloboda Zvierat) that works on the campaign too, in order to maximize outcomes of our effort in this campaign.

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<sup>11</sup> Campaign website: <https://humannypokrok.sk/europa-bez-kozusin>

# Program achievements - Vegan food festival

After our peak year, which was 2019, when the festival took place 6 times at 5 different places and attracted over 30 000 people, there was no in-person event afterwards. The pandemic hit just a week before our last planned event in early 2020 and after that we experimented with online events a couple of times, which did not work very well. Therefore we shifted our focus fully on restarting the event in the second half of 2022. The preparations are on their way, but there was no visible activity in the reported time frame, except for regular social media posts intended to keep the channels alive and ready for the event later. We have launched the event website<sup>1</sup> and facebook event<sup>2</sup>, but there is not much to show yet.

## 2 attempts on having an online version of the vegan food festival

Both failed. We were able to make special discount deals with various food delivery companies and restaurants and made an online program, but only around 200 people showed up at the first event and 100 at the second. After that, we did not continue experimenting with online versions and waited for a break in the pandemic to get back to in-person events.

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<sup>1</sup> <https://veganskehody.sk/bratislava/>

<sup>2</sup> <https://www.facebook.com/events/318869630449046>