

Reporting Guidelines for Program Achievements

To help us standardize our assessment of your organization, the table below contains 11 common program types, a description of what each type of program often involves, and the information we would like you to provide for reporting achievements. We ask that you please report achievements for all programs you identify in the general information request, even if their type is not listed below. **Note:** For smaller organizations, we would prefer more detailed information about each program’s individual achievements. For larger organizations with programs that have more than 10 achievements, we are fine with a more general summary.

Program Type	Description	Examples of Information to Report Program Achievements
<p>Individual outreach</p> <p>Institutional vegan outreach</p>	<p>Outreach to individuals to raise awareness about animal issues and promote behavioral change (e.g., through online outreach, social media campaigns, individual vegan outreach, leafleting, virtual reality, pledge campaigns, etc.)</p> <p>Outreach to restaurants, schools, universities, hospitals, etc., to promote plant-based options or reduce animal product consumption</p>	<ul style="list-style-type: none"> ● @segundasemcarne, the campaign’s IG account, currently has 244,000 followers. One of the posts of an easter egg made from avocado had over 956,000 views. ● Since 2009, as a result of our meat reduction programs both with government and business, 48,277,725.35 meatless meals have been served. ● SVB created a mascot of the program: super bean, who helps us attract the public - especially the kids - in events and fairs and campaigns to engage with our volunteers and our cause of reducing animal product consumption. ● In 2021, with the 40,235,964 vegan meals served, the program was able to spare (i) 508 millions m2 of farm land--equivalent to the area of 50.000 official soccer fields; ii) 13 millions liters of blue water--enough for 901.000 5-minute baths; (iii) 182 millions Kilograms of grains--with this amount of protein (in soybeans) it would be possible to fulfill the annual

		<p>protein ingestion demand of 4 millions individuals; (iv) the emission of 248 millions Kilograms of CO₂eq - equivalent to 2 billions Kilometers driven by a car in one year.</p> <ul style="list-style-type: none"> ● In the first 6 months of 2022, with 28,480,915 meals served, the program was able to spare (i) 343 millions m² of farm land--equivalent to the area of 34.000 official soccer fields; ii) 9 millions liters of blue water--enough for 609.000 5-minute baths; (iii) 123 millions Kilograms of grains--with this amount of protein (in soybeans) it would be possible to fulfill the annual protein ingestion demand of 2 millions individuals; (iv) the emission of 171 millions Kilograms of CO₂eq - equivalent to 1 billion Kilometers driven by a car in one year. ● Due to the expansion of the program, we currently have 142 institutions among public schools, with over 1,3 million people served in private companies, hospitals and social assistance centers doing the campaign. In August 2022 we already surpassed the total of meals served from the entire year of 2021. ● Pequeno Principe Hospital, the largest pediatric hospital in Brazil, started the implementation process of the meatless monday campaign in its cafeterias and canteens for the staff. ● Another important achievement would be our Youtube channel with over 26,300 subscribers and over 38 different recipes posted in the last 12 months.
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Individual outreach	Outreach to individuals to raise awareness about animal issues and promote behavioral change (e.g., through online outreach, social media campaigns, individual vegan outreach, leafleting, virtual reality, pledge campaigns, etc.)	<ul style="list-style-type: none"> • Why Love One and Eat the Other? Instagram videos and photos reached over half a million Instagram accounts (< 900 thousand accounts) - these numbers do not include influencers and celebrities that supported the campaign and shared content with their followers and thus increasing this campaign's impact. • Slaughter Truck - Instagram videos and photos reached over 630 thousand Instagram accounts, one of them receiving over a thousand comments, the majority of it praising the action and asking to take it to other cities in Brazil. The truck went to 14 different cities in 6 months, creating movement building with our local chapters and with the public in general. • Milk Orphans - reached over 13.2 thousand views on Instagram and Youtube and also was screened at 5 Brazilian cities. The film also engaged the community to ask Netflix to make it available at their platform. In less than 6

		<p>months, it received 2 awards: (Best Documentary Short e Grand Jury Prize (Brazil New Visions Film Fest) and Best Documentary Short (Best Shorts Competition)). Feedbacks as from Lidia De Sá Parisi showed us the impact of the film:</p> <p>"I convinced my husband to watch with me. At the beginning he was silent but at the end told me he was going to exclude dairy from his diet."</p> <p>Jonas Santos: "I can't keep being vegetarian after watching this. I need to change (to a vegan diet)."</p> <p>Bruna Flor: "I've been vegetarian for 4 years. I feel sad for this situation and I need to become vegan."</p> <ul style="list-style-type: none"> • No fish - Photos and videos reached over 144 thousand Instagram accounts. These numbers do not include influencers that received vegan food on "Good Friday" and shared with their followers - thus increasing the campaign's impact.
Media outreach	Outreach to media outlets, journalists, celebrities, or influencers to support corporate campaigns or promote plant-based options	<ul style="list-style-type: none"> • Why Love One and Eat the Other? - The campaign also had the support of celebrities and influencers who posted about the campaign (total base of 4.8 million followers potentially impacted - see here). And it also reached the mainstream media making it to one of the strongest agribusiness news magazines in Brazil. • No fish - also reached the mainstream media making it to one of the strongest agribusiness news magazines in Brazil.

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Animal Charity Evaluators, 2022

Product labeling	Programs or schemes to label or certify products as vegan, vegetarian, or high-welfare	<ul style="list-style-type: none"> ● In 2022, SVB reached more than 3,500 products already certified. In 2021, the volume of certified products increased by 16% when compared to 2020. From January to June/2022, the volume of certified products increased 12% when compared to the same period in the previous year. ● Strong and established brands had their products sealed in the last 18 months, such as Kibon and Magnum from Unilever, Ypê (leading brand in important categories in the cleaning segment in Brazil), Wickbold (one of the leaders in the bakery sector), Santa Helena (leader in the peanut sector), Fini (one of the largest candy companies in the world) and Cacau Show (the largest chain of delicate chocolates in the world). ● In the past 18 months twice we were able to identify ingredients of animal
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		<p>origin that were mistakenly used in the manufacture of products thought to be plant-based by the companies involved during our certification process. We helped the companies adjust the ingredients accordingly.</p>
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Media outreach	Media outreach Outreach to media outlets, journalists, celebrities, or influencers to support corporate campaigns or promote plant-based options	<ul style="list-style-type: none">• SVB's President was interviewed for 45 minutes by CNN Brazil;• SVB's President talked about the vegan market in a live program of the largest TV news channel in Brazil, Globonews.
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his 2 million followers. Our response has reached over 94,000 accounts on Instagram and was shared over 2,400 times.

- [Film Festival for Animals](#) organized by Curitiba chapter - exhibition of 29 films from 13 different countries at a film festival organized by a local chapter that had over 250 attendees. In addition to the film screenings, they had a vegan fair with exhibitors of vegan products and free tasting.
- SVB is about to launch two low cost-7-day-menus with four meals per day: one with a budget of R\$ 70,00 a week (equivalent to USD 14 dollars a week); and the other with a budget of R\$ 100,00 per week (equivalent to USD 20 dollars a week). We will have youtube videos with the preparation of the meals with a QR code for the recipe and grocery list with the estimated prices.
- SVB held a campaign called "Vegan April" with over 600 participants on telegram with daily information related to recipes, health benefits and tips on how to transition to a vegan diet for one month. One of the celebrities invited to do the challenge spoke [about the difficulties and the importance of a vegan diet in mainstream media \(GNT - giant brazilian tv channel\). The same campaign from last year was the final incentive for one of the invited influencers to go from vegetarian to vegan.](#)
- "The local chapters were particularly engaged in the "Why love one and eat the other" action and were able to replicate this campaign in 5 [cities](#) from different regions of the country for 15 days in 9 outdoors with an estimated average impact of 2 million people. They also were able to stamp 33 [buses](#) in two different cities, which in turn has an

		<p>estimated average impact of over 5,4 million people.</p> <ul style="list-style-type: none"> ● SVB was invited to be a part of two international events: (i)“The Power of Social Media in Building” by Meatless Monday International; and (II) a Forum in Denmark. We were also represented in two Effective Altruism Global events and are going to attend the A.V.A summit in Washington and the CARE conference in Poland. ● A survey commissioned by SVB A survey commissioned to IPEC (major polling institute in Brazil) showed that 46% of Brazilians already do not eat meat, by choice, at least once a week. ● In March 2021, a health professional stated in his stories that he would not recommend a vegetarian diet in childhood, as it is - according to him - “too risky”. In the same week, following VegAction's action, he posted a retraction on his profile. In the caption it mentioned: "Retraction - this post is to correct a communication mistake I made last week in my stories. Watch the video: https://www.instagram.com/tv/CNGP_1-hs0T/?igshid=1ugzkpdfm4buw" ● Casa do Pão de Queijo added a plant-based milk option, after pressure from VegAction (action carried out on May 30,2022 and in less than a month the restaurant chain published that due to requests, they were including a plant-based milk in their menus).
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Media outreach	Outreach to media outlets, journalists, celebrities, or influencers to support corporate campaigns or promote plant-based options	<ul style="list-style-type: none"> SVB entered into a partnership with one of the largest media outlet companies in Brazil to deliver a daily written column by the President of SVB about various aspects of the vegan movement to be broadcasted in media outlets in airports, elevators, malls, subways, reaching over 5 million people.
Legal or policy work	Engaging with politicians, lawyers, or government/public institutions to change policies and/or laws affecting animals, including filing lawsuits for law enforcement or launching campaigns about specific policies and/or laws (e.g., ballot initiatives)	<ul style="list-style-type: none"> SVB's President spoke in a Public Hearing at the Federal Senate on behalf of Vegetarianism. Meeting with one of the candidates for the presidency of the country and his political party for the presentation of the Meatless Monday campaign.
Capacity building	Developing and/or strengthening the skills, abilities, processes, and resources that animal	<ul style="list-style-type: none"> SVB will host Vegfest, one of the largest veg events in latin america in December, with 4 days and expected attendance of over 9,000 people. Here is a video of SVB's last Vegfest in 2019. SVB - Partnered with IVU (International Vegetarian Union) to launch the "Guide to Vegan Nutrition For Adults - Health Professionals Edition", both in Portuguese and English. The IVU guide was adopted by GANEP Educação - an organization that works on the development of educational content and teaching techniques linked to the various practices and areas of clinical nutrition and nutritional therapy. It offers lato sensu in-person and distance specialization courses, certified by the MEC and more than 55 refresher courses on its EAD platform.

		<ul style="list-style-type: none"> • Hosted 20 workshops--teaching how to properly cook textured soy protein--for nonprofits and restaurants that are distributing meals to the vulnerable population. • 1500 recipe books created by SVB and included in the staple food baskets to be delivered to restaurants and nonprofits. • 4 Lectures by SVB's nutritionists in the first Veg Journey of the International Federation of Associations of Medical Students in Brazil in March 2021, impacted more than 1,000 people (among professionals and students) in two days. • Capacitation of volunteers in Belo Horizonte for the Meatless Monday's campaign.
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Animal Charity Evaluators, 2022

	<p>advocates need to do and improve their work (e.g., conducting advocacy training, recruiting advocates, building alliances, organizing and running events, field building, providing guidance to other organizations, etc.)</p>	
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Education	Humane education or other educational programs (e.g., talks or presentations, etc.) delivered in schools or educational settings, with the aim to spread anti-speciesist values	<ul style="list-style-type: none">• In 2021, SVB hosted 27 lectures, courses and workshops during fairs and events and over 50 live feeds on IG with quality information on plant-based eating.
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