Communications & Social Media: 2021-June 2022 achievements.

We have had a constant growth in our main social media: Instagram, we have a total of over 230,000 followers at @vegetarianos_hoy.

Here are some of the most successful posts we have had during the last 18 months and their insights, they rage form general post, campaigns achievements and news:

We have also jumped to make own content through trends in reels.

Reel: https://www.instagram.com/reel/CfM6re1jomr/?utm_source=ig_web_copy_link
We also started to use Tik Tok to share the content we make as it can have great reach. We currently have 37,000 followers in this account.

2022 is the 10th anniversary of our organization, during June 2022 we performed public activities in Chile and México to celebrate and bring awareness for Vegetarianos Hoy.

We printed 1000 collectible figures designed by the outstanding artist Trinidad Guzmán (@holaleon) and distributed them in Plaza de Armas, Santiago, and 500 figures in Palacio de Bellas Artes de CDMX, México. In Chile we accompanied our activity with the now famous giant inflatable cow and chicken.
Chile:

México:
Regarding press management, we have increased our appearances for more than double between 2020 and 2021.

We have maintained active by sending press releases not only for the achievements of our programs but also being able to connect relevant topics with our work:

- 2020: 200
- 2021: 490
- By June 2022: 168
No Son Muebles: 2021-June 2022 achievements.

Context: In Chile, the process for a constitutional change started after the social outburst of October 2019. The first step of the process was the election of the people who would conform the Constitutional Convention, 105 citizens in charge of writing the new constitution.

During the first semester of 2021 Vegetarianos Hoy and APLA (Abogados por los Animales) wrote an article proposal to include animals as sentient being and ensure their protection in the Constitution and started to work for candidacies to sign a compromise to work on our proposal if elected.

Prior of the day of elections, 505 candidacies signed the compromise, representing a 35% of the candidacies. We had notable press appearances, highlighting the appearance on a printed conservative newspaper “El Mercurio”.

Our website www.nosonmuebles.cl served as a platform to show all the candidacies that had compromised to include the proposal for animals.

Though press appearances, our Instagram and paid Facebook Ads we had:

+14,500 users during May.

5,000 users on one of the elections day.

Finally, after the elections held on April 17th and 18th, 64 of the 105 elected members had signed the petition, representing a 41% of the convention.

During June we perform a public opinion survey with IPSOS Chile, outstanding market research organization, in which we included questions about the reality of laying hens, fish and the perceived importance of farmed animals' welfare. With representative data about Chilean’s opinions in these topics we expect to generate press content, setting topics into public opinion, have data to back up bills that
have and will be presented and all our programs. The results were launched in three reports all publish in our website. One of them Treatment to animals was launched on August 2021 and had 26 press appearances.

To name a few key results:

- 80% believes that hens, pigs and cows can feel pain as human.
- 62% believes that animals must be included as sentient being in the new Chilean constitution and Laws as the Civil Code.
- 82% believes that both the government and the political class should intervene to prohibit cruel practices and create high animal welfare norms.

This report and it’s results were used for meeting with members of the constitution, law makers, cited, social media and general public awareness.

Following our previous work, Vegetarianos Hoy continued to push the inclusion of animals as sentient beings in the new Chilean Constitution. We participated in “Inciativas de Norma Popular” in which the proposals presented by citizens and organizations that reached 15,000 legal signatures would be directly discussed and voted at the Convention.

Vegetarianos Hoy toured between December 2021 and February 2022 different cities with a giant inflatable cow to promote the initiative and signatures. The activities had great media coverage, resulting that our No Son Muebles proposal was the 13th to reach the signatures goal on January 19th, 2022. By the end we were one of the most voted proposals with the support of +, ranking 13th of the 77 proposals that reached the goal.

The article was later discussed in the Convention, and Vegetarianos Hoy held presentations to support the proposal at different stages. The article was approved and is part of the Constitution Proposal that will be voted on September 4th, 2022. The Constitution Proposal includes animals as sentient beings, article 131.
Bill Projects

N°: 12,581-07

During October 2021, the bill project we presented in 2019 to modify the Chilean Civil Code, a norm where animals are qualified as “objects” (movable property), and to establish a new qualification of animals to be considered “sentient beings.” was discussed in the Senate’s Environment Commission, we participated in its discussion online. The project was re-founded with a similar one and advanced to the next step.

Screenshot of Vegetarianos Hoy’s presentation at the Senate’s Environment Commission.

N° 14,993-12

In other to keep making progress with this program, in May 2022, with the support of 10 representatives we presented a new bill project to change the article 581 bis of the Civil Code that states that animals are “objects” and change their status to sentient beings. Where the new constitution is approved in September 2022 or not, we believe it is important to keep promoting this changes that will create more possibilities to improve animal welfare in the long term.

We decided to present a second bill on the First Chamber (Representatives) as, due to the legal advocacy we had done with the representatives, it had better change to advance it’s discussion instead of the bill that awaits to be discussed in the Senate.

Total Press appearances for the program:

*Link can be provided

Press appearances 2021: 80


Press appearances by June 2022: 77
Libre de Jaula: 2021-June 2022 achievements.

**IPSOS**

During June 2021 we perform a public opinion survey with **IPSOS** Chile, outstanding market research organization. The last report on **Hens Welfare** was launched on October 8th (World Egg Day) and contained supporting results:

- 62% of Chileans is worried about the reality of laying hens
- 76% of Chileans would support a campaign ask companies to prohibit their suppliers to keep hens caged.

Full reports can be downloaded in our website: [www.vegetarianoshoy.org/proyectos](http://www.vegetarianoshoy.org/proyectos)

On 2022 Other organizations such as Sinergia Animal have cited our report to support their own cage free campaigns, citing it on 6 press appearances in the media.

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• **Public intervention**

To continue the work on public opinion we performed an intervention on Digital Billboards on the center of Santiago using the data recollected on the Ipsos report and calling people to visit the campaign website.
On November we presented in the Colombian Senate to share to representatives and other organization about the experience with the bill project N° 13839-12 that our organization presented in Chile in 2020.
The bill establishes the prohibition of cage systems in Chile, the implementation of in-ovo sexing when the technologies are available and egg labeling.

In Chile on May 2022, we performed an awareness campaign with an inflatable chicken and hen to bring awareness about the reality of laying hens in the country:

We started our work in Argentina hiring a coordinator in the country and re-naming the campaign to be “Libre de Jaulas” and adding the name on the country in each case.

In Argentina we have held meetings with cage free producers through the Alternative Poultry Network and with Siete Hermanos, que largest cage free producers in Argentina, provider to Univeler.

Finally, thanks to the work done on 2021 in Chile, the president Gabriel Boric, has a commitment to work to promote the Chile Libre de Jaulas bill to ban the cage system, presented by Vegetarianos Hoy in 2020.
Challenges: 2021-June 2022 achievements.

- *In 2020 we started to collaborate with Challenge 22 implementing their Facebook groups model in our 30 days Veggie Challenge and the groups where 100% implemented by 2021.*

- *In 2021 we had a total of 17,000 sign ups in our Veggie Challenge. With this number we reached an accumulated total of 25,000 persons that tried a plant based diet thanks to this program, and 30,000 during the first semester of 2022.*

- *40% of participants are joining the Facebook support groups led by volunteers: mentors and dieticians.*

- *We participated with Oracle Latin-American, a software company in an online activity about the environmental impact of food systems and dietary choices and cooked live a vegan ceviche with over 200 participants from different countries.*

- *Only during 2021, we had more than 150 influencers promoting the Veggie Challenge, receiving products kits from us.*

- *Our Semana Sin Lacteos challenge (Plant based dairy week) had 4,500 participants in 2021.*

- *In April 2022, instead of using only Facebook Ads we started using Facebook Leads having great results, over 500 sign ups in one week.*
Product Labeling: 2021-June 2022 achievements.

During 2021, we surpassed our own expectations currently having over 1,000 products certified with vegan labels in all Latin America.

By 2022 we were able to renew over 80%+ of the certified products and by 2022 we have +1,400 products, Chile 998, Colombia 312, Mexico 104.

The certification is not only increasing the visibility of vegan products but also impacting and boosting the market.

Some examples are:

Mexican Brand Desserto that certified cactus alt leather and provides to international brands.

Nestlé that on 2019 started with a vegan certified yogurt but currently has a whole ice cream product line with V-Label in Chile.
Our work with the companies has led to some brands having full pages on their websites promoting their certified products as Concha y Toro, largest vineyard in Latin America and sold in over 50 countries, that by December 2021 had 20 certified wines.

We have certified important brands in Colombia such as Ceresco and +240 of their famous nail polish brands Masglo, commercialized in many countries of Latin America, USA, Spain, and more.

On April 2022 we launched the Sello Vegano certifications in Argentina with a new label and launching it’s own website https://sellovegano.com.ar/.

Press appearances 2022: 24

Press appearances 2021: 58
Legal and Political Affairs: 2021-June 2022 achievements.

Through the initiative Vota por los Animales, we collected and presented information about the candidacies to different elections so the citizenship can be informed about the proposal, or lack of, their candidate had for the animals and the votes they gave to different bill projects during their period. We also contacted representatives and presidential candidates to get them compromised to work for our proposals for farmed animals if elected.

We got that the current elected president in Chile signed our compromise to work for the animals while he was a candidate.

We performed public awareness campaigns in our own social media and with billboards in Santiago calling to get informed on the website.

Social Media Post on Instagram, 5,000 likes
Looking at the Analytics of the website we had great results that indicate interest in the information the program was providing:

+10,500 users during the elections period.

5,000 users on one of the elections day.
• To follow up on the Presidential Commitment Gabriel Boric, current Chilean President, assumed during his candidacy, assisting to meetings in La Moneda with the Office of the Presidency and the Ministry General Secretariat of the Presidency to discuss the next steps in each area.

• To build relationships with key decision makers and bringing awareness to animal welfare and vegan advocacy, Vegetarianos Hoy has gifted the Carol J Adams’s book *The Sexual Politics of Meat* to politicians and members of the new Chilean government. So far they have handed over 15 books among the Ministry of Environment (Maia Rojas), the Ministry of Women and Gender Equity (Antonina Orellana), and to several Deputies and Gender Ministerial Advisers of the new government.

Press appearances 2021 for Vota por los Animales in Chile: 12, of wich half are from the most important media outlets in Chile.

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In 2022, although we didn’t have a complete campaign for the presidential elections in Colombia as the Legal Coordinator in Colombia had not been hired yet, we did share information in Social Media about the commitment or lack thereof, for animals of the candidates during May and June 2022 with the support from the team in Chile and our staff in Colombia:
During May 2021 we launched an informative campaign under the name Individuos No Toneladas (Individuals not Tons) that refers to the fact that aquatic animals are not even considered individuals and are counted in tons with it’s website: https://vegetarianoshoy.org/individuosnotoneladas/ to support the presentation of a bill project that aims to improve the welfare of aquatic animals in the acuaculture industry in Chile.

We also became members of the Aquatic Animal Alliance, AAA, an Aquatic Life Institute’s (ALI) initiative. We have participated on open letters from the coalition, having press appearances on important international media in Colombia (Vanguardia) and Chile (El Ciudadano).

**Bill Project 14620-21**

By the end of September 2021, we presented a bill proposal for fish and other aquatic animals' welfare in Chile. We had the support of 9 representatives, including the current president of the Commission on fisheries, aquaculture and maritime issues, where the project awaits to be discussed.

Press appearance example: CNN Chile “They are the most forgotten”

Press apearences 2021 for Individuos No Toneladas: 32

Press apearences 2022 Individuos No Toneladas: 6
Menú Por El Planeta: 2021-June 2022 achievements.

During June 2021, **3 initiatives were presented**, two resolution bills (they seek to have a pronunciation from the chamber of deputies/representatives and senators on an issue of public interest, making recommendations directly to the President) and a bill.

Approved resolution bills:

Resolution bill: N° 1601. Requests that the President instructs the Social Development Ministry that through the program Elige Vivir Sano (“Choose to live healthy” in english) to **incorporate actions and strategies that promotes the consumption of plant-based proteins.**

The bill was **approved** after only one week of its presentation, July 8th, with 88% of votes in favor.

We got 5 press appearances.

Resolution bill: N° 1602: Requests that the President instructs the Education Ministry to create actions to **educate the Chilean population on climate change, food policies and animal welfare**, incorporating these topics on school’s curriculum.

The bills was **approved** with 97,6% of votes in favor.

We got 46 press appearances in 2021 for Menú Por El Planeta.

Press example from El Mostrador.
We held meetings with the Ministry of Education, and the program Elige Vivir Sano in 2021 to follow up after the approval of the two resolutions bills.

In December 2021, the then candidate and now current president Gabriel Boric signed the compromise to promote the bills from Menú por el Planeta if elected. We have had meeting with different institutions during 2022 to follow up this compromise:

- Department of agriculture.
- Ministry General Secretariat of the Presidency.

- ODEPA Chile (Office of Agricultural Studies and Policies) to ask that they include plant-based proteins in the MAT (best seasonal foods) a report they share everyone showing the most convenient and recommended food and their prices each week. Until now they have never added plant-based proteins, only animal products such as chicken and other meats, even when they are not seasonal and are more expensive than legumes. After meeting with them they decided to include beans, chickpeas and lentils in their following reports, a huge change that we published in our social media and had great reception from the public.
During 2022: 13 press appearances for Menú por El planeta.
In the other hand, we had been in conversations with Regional Ministerial Secretariats of Health from Maule to implement Lunes Sin Carne in their cafeteria since August 2021, the process is slow due to the change of management to the new government but launching the campaign is scheduled for the second semester of 2022.

During the first semester of 2022 we collaborated with IVU (International Vegetarian Union) and translated their Guide for Nutritionists to Spanish, during the following months we will start the distribution of the guide not only in Chile but other countries in Latin America to inform nutritionists and dietitians about plant-based diets.
Observatorio Animal: 2021-June 2022 achievements.

During 2021 we published 3 reports for Chile and 2 reports for Perú.

In 2022 we published 3 reports in Chile and 6 for Perú.

All reports are available in www.observatorioanimal.org

We have published reports of the audits performed by the Servicio Agricola Ganadero (SAG; agricultural livestock service) between 2018 and 2019. The objective is to make public the infractions and situations witnessed by the inspectors on livestock farms and whether the correct sanction was implemented. We had success with our prior report that analyzed the audits between 2016 and the first semester of 2018, where it was found that 11 cases of animal abuse were left without sanctions. After the publication, SAG approached us to have a meeting because they wanted to improve their audit process to prevent more cases of animal abuse to be not sanctioned and we have maintained contact with this important governmental institution in Chile.

We had 20 press appearances in 2021, of which 6 came from Perú.

Example of one of our most recent Instagram posts for a report published about Livestock transportation in Perú:
Opción Vegana: 2021-June 2022 achievements.

By working with companies to launch new vegan alternatives we aim to increase the availability and make it easier to people to chose plant-based alternatives.

Through the work with Dunkin Donuts in Chile we helped the release of 15 vegan donuts to the market in 90 stores across the country having a great reception in the public.

With the work with Buffalo Waffles, they also launched 2 vegan waffles options, sweet and savory, now available in 30 locations.

The traditional Cafeteria Mokka, launched a several vegan alternatives in their menu including the chilean classic “Ave Palta” (chicken and avocado sandwich) with vegan mock meat.

![Poster at a Dunkin Donuts store promoting the vegan products](image)

The work in social media and press media is key to ensure that the companies have a positive reception and keep promoting and developing new vegan alternatives.
La cadena internacional que hoy cuenta con 80 locales en Chile, tras meses de trabajo y estudio con @vegetarianos_hoy en el marco del programa Opción Vehana y su gama por ser una cadena más inclusiva, decidió que la mayoría de sus recetas de panecillos son veganas 😊

Es por eso que desde este 1 de noviembre, en TODOS los locales de Dunkin’, podrás encontrar 17 variedades de Donuts aptas para veganos y con un sello etiquetado para que puedas reconocerlas. 🍩 ¿Qué te parece el pan de idea para probar?

- Rollo de canela glaseado (premium)
- Donut Boston Crema (premium)
- Boston Kreme
- Bavarian Creme
- Glaseado
- Praline Alaona
- Chocolate Arcoiris
- Vainilla Arco Iris
- Pink Berry
- Jelly de Fresas
- Chocolate crema
- Chocolate nacarado

Dunking Donuts: ✦12,000 like
Buffalo Waffles releases vegan friendly option.

The Chilean joins other companies with vegan options as Starbucks, Papa John's and Dunkin Donuts.

Press appearances for the program in 2021: 26

So far during 2022 we have signed 3 agreements to work with companies developing their first vegan options in Chile.