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ANIMAL



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กรงขัง
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JAN - JUN, 2021 PROGRESS REPORT

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HIGHLIGHTS

ACHIEVEMENTS SO FAR IN 2021

CAGE-FREE EGG CORPORATE CAMPAIGNS

We helped secure nine commitments covering over 50 brands and more than 40 countries.

DIVESTMENT CAMPAIGN

After talks with Sinergia and other NGOs, BNP Paribas, the world's seventh largest bank by total assets—and the largest bank in Europe—made an [announcement with improvements](#) to their animal welfare policies.

VEGAN CHALLENGES

We had more than 32,000 new signups on our vegan challenges. This included more than 14,500 in Latin America, 7,500 in Indonesia, and 8,900 in Thailand.

INSTITUTIONAL REDUCTION PROGRAM

Two new institutions committed to implementing our program to reduce consumption of animal products in Colombia. These institutions have the potential to serve 32,000 fewer meat dishes per week. The program was also launched in Argentina, Indonesia, and Thailand, and we already have teams on the ground working in these new countries.

MOVEMENT BUILDING

Our Change.org petitions were supported by over 1 million people, and our social media ads reached nearly 7 million people. Our volunteer base currently has more than 20,000 activists, including more than 400 people in our action groups.

INFLUENCING PUBLIC OPINION

As of June of 2021, we have sent 20 press releases to media outlets in Latin America and Southeast Asia. This led us to have 416 media hits globally. This strategy not only supports our campaigns, but also helps raise awareness about the harms caused by factory farming in the Global South.

NEW CAGE-FREE POLICIES

Our campaigns and negotiations were responsible for helping to achieve nine cage-free egg commitments by major food companies in the countries where we operate.

GLOBAL



Papa John's

Papa John's Pizza is the third largest chain of take-away restaurants and pizzeria delivery in the world, with more than 5,000 locations worldwide.



Minor Food

Minor Food is one of the largest foodservice companies in the Asia Pacific region, operating in 27 countries with more than 2,300 outlets worldwide. The commitment is to source 100% of their eggs from cage-free sources for all owned and franchised operations by the end of 2027.

LATAM



OFC

Franchise operator, owner of the brands Buffalo Wings, Dos Chingones, and Ramen Fuku Bar, with presence in Colombia, El Salvador, Nicaragua, and Costa Rica. The commitment applies to all products that contain eggs (shelled, liquid, etc) and will be completed by 2025 for its three brands in all 41 locations.

CHILE



Fork

Chilean ready-to-eat meal chain announced a commitment that applies to all the products of its 16 stores.



Cencosud Chile

Full cage-free commitment for Jumbo Chile, a supermarket brand with 54 locations, and Spid 35, an online market. Both for 2025 for owned brands and 2028 for all fresh eggs.

COLOMBIA



Le Pain Quotidien

International bakery and restaurant chain with more than 260 stores in nearly 20 countries. The commitment applies to its two locations in Bogotá, its online store, and its catering service.



Harinera del Valle

One of the largest Colombian food companies in the country, the company owns 38 brands and the policy will require the exclusive use of eggs certified with the Certified Humane international label.

ECUADOR



Crepes and Waffles

Chain of restaurants and ice cream parlors of Colombian origin. The commitment applies to all 7 locations in Ecuador, including all types of eggs, and has a deadline of 2025.

INDONESIA



Pizza Marzano

Pizza Marzano is part of Pizza Express, a restaurant group based in the United Kingdom. The commitment covers all 20 locations in Indonesia (including all forms of eggs: fresh, processed, and in products) by 2025.

THAILAND



Central Food Retail

The biggest supermarket chain in Thailand with more than 240 locations across the country, committed to expanding to 50% cage free in all locations by 2025.

ADDITIONAL CAGE-FREE PROGRESS

In Asia, there was some additional progress that we consider very important for the region.

In Indonesia, SuperIndo (part of Ahold Delhaize), has announced a [statement](#) confirming all stores will sell cage-free eggs by 2022. We continue to work to get a full cage-free commitment from them.

In Thailand, we sent a number of letters to Makro about their lack of a cage-free policy, in partnership with Asia for Animals. The company replied back with a [statement](#) they have on their website, confirming they will have cage-free eggs available as an alternative for customers in all stores by 2025. We continue to highlight the importance of a full cage-free policy.

In Thailand, the government announced a cage-free certification standard and CP Foods [was ready to apply for the first-ever cage-free standard](#) from the Department of Livestock Development. We believe this is a very strong step from the government towards local cage-free production.

CAGE-FREE TRACKER

Continuing with the work of monitoring the implementation of cage-free policies, we carried out the second report of the [Cage-Free Tracker](#) for committed companies in Chile, Argentina and Colombia.

In our second edition of the cage-free tracker, the participation of companies doubled and we received at least four responses from companies from all the countries involved (Chile, Colombia, Argentina, and multinationals).

67

companies have cage-free commitments that apply to Chile, Argentina, and Colombia

60

out of 67 companies received our request to participate in the survey

26

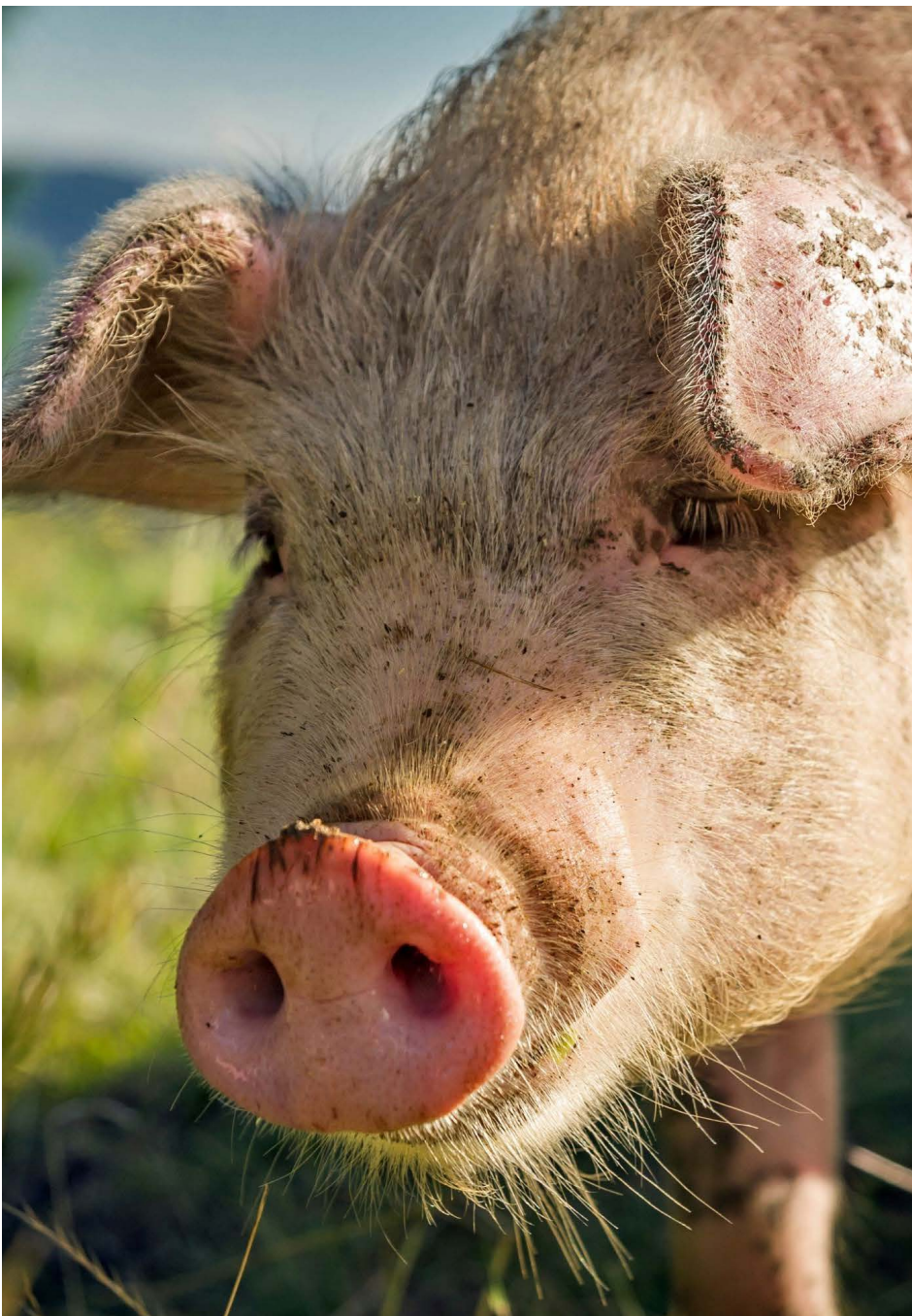
out of 60 companies were transparent and reported progress

80%

of companies that reported progress have identified cage-free egg suppliers

PIG INITIATIVE IN BRAZIL

After our campaigns to improve welfare standards for pigs in Brazil started, BRF—the world's largest animal protein producer—updated their policies on [their website](#). Now, the page informs about using anaesthetics when cutting pigs' tails and confirms they will work towards eliminating this practice. It also states that they will not perform surgical castration nor cut the pigs' teeth. However, there is still no commitment to end the use of gestation crates—which are allowed to be used for 28 days—and it lacks clear information on the use of antibiotics for non-therapeutic reasons (currently, BRF only states that they will not be used as growth promoters).



CORPORATE CAMPAIGNS

In the first half of 2021, we ran 12 cage-free campaigns, including coordinating with other partner groups in the area to run a regional campaign in Latin America targeting [Cencosud](#), one of Latin America's largest supermarket chains.

During this year, we are also participating in campaigns run by the Open Wing Alliance, which have the potential to lead to important commitments from Hard Rock, Mars, and Yum! Brands to source only cage-free eggs globally.

In Brazil, we are running two campaigns: one is aimed at Nestlé and is asking for better conditions in the milk industry, and the other is aimed at BRF as part of our efforts to improve welfare in the pig industry.



Digital Interventions

Latam: Argentina, Chile, Colombia, and Peru / May / Cencosud campaign

Sinergia Animal worked with an artist from Chile to create digital interventions (short videos) at Cencosud's locations in Argentina, Chile, Colombia, and Peru.



Mask Action

 **Colombia / March / Grupo Éxito campaign**

We created special masks with a clear message to Grupo Éxito: No more cages! Our activists used the masks to take selfies at the company's stores in Colombia.



Kids Drawings

 **Colombia / June / Ramo campaign**

We sent a call to our activist base in Colombia to gather drawings from kids showing how they think hens live. Then, we made a comparison between what kids think and the reality in Ramo's egg farm.



Music Video

 **Colombia / June / Grupo Éxito campaign**

Our team worked with a local artist and activist on a song for the Éxito campaign. Following the song release we created a video clip for the company that was announced as a premiere on YouTube.



Tuk-tuk ads

 **Thailand / June / McDonald's campaign**

We advertised the McDonald's campaign on 15 tuk-tuks from three different networks in Bangkok, covering different areas of the city. Tuk-tuks are common transportation in the country, especially among tourists.



Billboards

 **Indonesia / June / McDonald's campaign**

We installed two big billboards in busy locations in Yogyakarta: one in the entrance of the iconic Malioboro Street tourism spot, and one across from the oldest McDonald's restaurant in the city.



Newsstands

 **Brazil / June / Nestlé**

We put five ads in the city of São Paulo as part of the Nestlé campaign. In this one we used a health approach, focusing on areas around hospitals, including one of the most important avenues in the city.

DIVESTMENT CAMPAIGN

In 2021 we had meetings with over 12 banks to discuss their animal welfare policies and we are finalizing a comprehensive policy assessment for major private banks to be launched in the second half of the year.

One important announcement was made by BNP Paribas, the world's [seventh largest bank by total assets, and the largest bank in Europe](#). After negotiations with Sinergia Animal and other organizations, [BNP Paribas announced](#) it will start to “encourage all its livestock farmers to change their practices towards a system that is more respectful of animal welfare, taking the FARMS Initiative's Responsible Minimum Standards as a reference.”

As for the divestment campaign directed at development banks, we joined efforts with other groups to oppose the International Finance Corporation loan to Pronaca, the largest meat industry in Ecuador. We worked with [Plant Based News](#) to share more information about this project and created social media content about it close to the voting dates. Unfortunately, the loan was approved. We are continuing to work with the other groups to analyse more projects that we can influence.



VEGAN CHALLENGES

With three vegan challenges fully operating, 2021 has been the year to keep expanding the number of participants in Latin America, Indonesia, and Thailand. We closed the period (January to June), with more than 32,000 new signups.



DESAFÍO 21 DÍAS VEG

 **Latin America**

desafio21diasveg.com

Signups in 2021 (Jan - June) 14,503

Social media From January to June, our ads got more than 4 million impressions through paid efforts on Facebook.

Media hits 82

Main media hit [The Clinic](#)

Other information We launched our profile on [Instagram](#) in May.



21 HARI VEG

 **Indonesia**

21hariveg.org

Signups in 2021 (Jan - June) 8,807

Social media From January to June, our ads got more than 3 million impressions through paid efforts on Facebook.

Media hits 8

Main media hit [Okezone](#)

Other information Within one year, we have organically reached over 8,700 followers on Instagram.

25 influencers, celebrities, and/or businesses supported the challenge on their social media, including [Brandon Salim](#) (1.2 million followers).



THAI CHALLENGE 22

 **Thailand**

thaichallenge22.org

Signups in 2021 (Jan - June) 8,933

Social media From January to May, our ads got more than 1 million impressions through paid efforts on Facebook.

Media hits 13

Main media hit [Naewna](#)

Other information Six influencers and vegan pages supported us with recipes to be shared with participants.

NOURISHING TOMORROW

INSTITUTIONAL MEAT REDUCTION PROGRAM

Two new institutions committed to implementing the Nourishing Tomorrow program in Colombia. Together, these two institutions have the potential to serve 32,000 fewer meat dishes per week, educate 32,000 students on plant-based nutrition, and subsequently reduce market demand for animal products. The program has been expanded to Argentina, Indonesia, and Thailand, and teams are already working on the ground to start securing commitments.



Antonio Nariño University

Leading private university with 31 campuses spread throughout the country 30,000 students



Evergreen

Private educational institution with two primary and secondary schools 2,000 students

Our [Argentinian team](#) is creating a course entitled “Plant-Based Diets: Health, Culture, and Sustainability.” This virtual training will target Latin American health professionals (in Colombia and Argentina mainly) and will present content on epidemiological, cultural, environmental, and clinical-nutritional aspects of plant-based diets. With this project, we hope to get as many professionals taking part in it as possible and build a strong network of experts in the subject.



INFLUENCING PUBLIC OPINION

As of June of 2021, we have written and sent 11 press releases to media outlets in Latin America and Southeast Asia. This led us to have 306 media hits globally.

HIGHLIGHTED MEDIA MENTIONS

Indonesia

Number of media hits as of June 43

Press release subject Pizza Marzano's cage-free commitment

Featured on [Line Today](#) (major outlet)

Thailand

Number of media hits as of June 19

Press release subject CIWF salmon investigation + World Day for the End of Fishing

Featured on [Naewna](#) (big outlet)

Argentina

Number of media hits as of June 102

Press release subject Bill to implement cage-free egg labeling in the country

Featured on [Infobae](#) (major outlet)

Colombia

Number of media hits as of June 171

Press release subject Action consisting of a large mural in the streets of Bogotá, as part of the campaign towards Éxito

Featured on [Semana](#) (major outlet)

Chile

Number of media hits as of June 53

Press release subject Sinergia Animal's vegan seafood cookbook

Featured on [Publímetro](#) (major outlet)

Brazil

Number of media hits as of June 28*

Press release subject Bill to prohibit culling of male chicks

Featured on [Valor Econômico](#) (major outlet)

**we have just started media outreach in Brazil*

ONLINE EDUCATION

We created a one-week campaign for the World Day for the End of Fishing (March 26), in which all of our social media content raised awareness about fish sentience and the impacts of fishing and aquaculture.

Performance 634,649 users reached on Facebook + 100,915 impressions on Instagram by April

Influencer support 33 IG profiles supported us, including Chilean actress Eliana Albasetti (@elialbasetti, 353K followers), Hola Vegan (@holavegan, 155K followers) and Febrian, from Indonesia (@_febrian, 134K followers)

Press outreach 11 media hits across all countries

Ebook 1,397 downloads of our [vegan seafood cookbook](#), available in five languages

INSTITUTIONAL

JOINT EFFORTS WITH OTHER ORGANIZATIONS

- **CIWF's salmon investigation:** We have supported Compassion in World Farming in the release of their [Scottish salmon investigation](#) by sending press releases in Thailand and Chile, and publishing their video on our social media. On Sinergia Animal's [Thai Facebook page](#), the video went viral, with over 347,000 views.
- **Initiatives from other groups:** We have also supported 12 letters and initiatives from other groups. In Brazil, we co-signed a legislation proposal to stop the killing of male chicks; globally, we signed a letter directed at President Biden to focus on diet change.

ORGANIZATIONAL CULTURE AND GOVERNANCE

- Sinergia Animal hired a Human Resources and Operations Manager who has been working on improvements such as improving the basis of a healthy work culture, DEI recruiting, reviewing and establishing policies, and building a code of ethics.
- As Sinergia Animal understands a healthy work environment starts with attentive and empathetic leadership. The organization's directors and CEO have been going through a training program with a coach in which subjects such as feedback, assertive communication, and effective management are discussed. There were a total of 16 hours of training during the first half of the year in 2021.
- Functions, workload, and personal responsibilities are being further detailed, in order to provide more clarity and improve the feedback and evaluation processes.
- Two new director positions were filled internally with Latin American and Asian staff, and a Global Manager has begun people management and leadership training, following our goal to empower and give more independence to all regions within the organization.
- A new access and security system will be implemented with the help and expertise of the organization Tech to the Rescue.



ABOUT SINERGIA ANIMAL

Rated as one of the world's most effective animal protection organizations by Animal Charity Evaluators, Sinergia Animal is an international campaigning organization working in countries from the Global South (South America and Southeast Asia) to reduce animal suffering and promote more compassionate food choices.



sinergiaanimalinternational.org