

Assessment of Animal Equality by ACE - 2014 -

Reviewing some of the questions ACE (Allison Smith) asked to AE (Thomas Hecquet) during the first skype conference. Completion of the information.

1. What are your goals? Your vision? Your mission?

MISSION: Animal Equality is dedicated to preventing the death and suffering of animals to create a more just and compassionate world for them.

VISION: Animal Equality's envisions a world where all animals are respected.

Animal Equality is an international organization that works as effectively and efficiently as possible to achieve long-term social and political changes for animals. We believe all animals deserve equal consideration and in order to advance towards a better world for them, we work in the following areas:

- Social: Most people believe that animals deserve respect and protection. Our goal is a society that further embodies these values. By exposing animal suffering and promoting ethical alternatives we advocate changes in people's attitudes and behaviours.
- Corporate: We persuade companies to adopt animal-friendly policies. Our goal is for companies to act in accordance to society's demands.
- Legal: We propose and support legal changes that benefit animals as well as the enforcement of current animal protection laws. We believe that animals' interests should be protected by rights.

2. What are our objectives of the year? Goals in 3 or 5 years?

Animal Equality is currently working on a strategic plan that will give more insight to what our specific goals will be in the next 3 years.

Some of the long term goals we are studying are:

- Beginning to present farmed animal investigations in countries like India and China, Mexico and Venezuela, as well as hiring a person in China.
- Continue doing farmed animal investigations in Germany, England, Spain, Italy.

In 2013, after a SWOT analysis, we had drafted the 3 years plan aiming at (quoting the minutes of General coordination meeting of May 2013:

It is decided to set specific objectives for the next 3 years for Animal Equality, the organization needs a sense of direction and to unify efforts in order to accomplish specific and measurable victories for animals.

We will work on setting these specific objectives in the next couple of months and in 2014.

A deep analysis of the organization and of the movement is carried out.

After a deep analysis about the situation of the world and the movement in the next years this is what we consider will have a greater impact on our work.

Based on the strengths, weaknesses, opportunities and threats, we have drafted the 3 years plan. We have defined what kinds of internal and external goals should be defined, on growth, reach, impact etc. ...

We also carried out a STEP analysis.

We have decided to employ a professional company to assist us with the making of the strategy plan. We have always worked with yearly goals with a general sense what will happen in the future but that we want to define it better for the period 2015 dec 2017.

3. If you had had more resources last year, what would you have done with them? Is there more projects you could have done?

If we've had more resources last year we would have hired at least one fundraiser in each European country where Animal Equality is present in order to make the organization more financially stable in each country and internationally. We believe that having more of a focus on fundraising would enable us to hire the people the organization needs quicker and give the organization the ability to develop the programs the organization finds more effective in the future.

We also would have hired a graphic designer and video editor as externalizing the graphic designing projects is hugely expensive and we believe that the image of the organization as well as the design of all it's materials is crucial to the impact the organization can have.

As for the video editor, as we can state from experience having highly impactful quality videos have more of an impact on people's behaviour. In the past we have struggled getting those videos edited as we relied mainly on volunteers for the video department.

Two of the country coordinators of Animal Equality are not currently employed (Venezuela and Mexico). We believe this is key to the development of the organization and its programs in those countries so we would have employed these two people.

4. How do you learn from successes or from failures

We keep track of our work, measure the reach and resources dedicated to our investigations.

1. The organization has also decided that it will be mainly focused on factory farming after seeing the impact of our factory farming investigations, reading the Kansas study and having debates with key people in the movement. Though AE will still carry out campaigns that touch other issues the main focus of the organization will be farming.
2. The organization keeps track of the impact of its campaigns and investigations (media reach, social media reach) through KPI's, implementing a timetracker system (to track our time) with which we can monitor what campaigns are more effective.
3. Focus on fundraising: After several years of struggling financially and relying on volunteers for key processes and tasks of the organization, in 2012 the organization decided to start putting efforts into professional fundraising. That has led the organization to grow in the last years being able to employ 14 people (10 of whom are employed full time), open offices in Barcelona, Stuttgart, London and Berlin.
4. Every country coordinator as well as every Animal Equality employee has to do 3 courses a year to improve their work and skills. Some of the most courses done in the last 6 months by Animal Equality coordinators and employees are; business negotiation, okr's and 7 geese (effective goals setting and accomplishing), fundraising, media management, campaign methodology etc.
Animal Equality tries to have a culture of learning and constant improvement.

5. Who are the key persons of the organisation, the decision makers?

There exists a general coordination of the organization formed by 3 people who overview the organization, help Animal Equality set goals and priorities in short, mid and long-term ensuring that they are aligned with the organizations mission and making sure that all the resources of the organization as well as its goals and priorities are in accordance to the principle of helping or sparing the largest number animals in the most efficient way possible, these general coordinators receive feedback from all the country coordinators.

They also decide on what organizations, movements, and in cases specific protests the organization is going to support and the creation of other Animal Equality groups in different countries.

Their role is also to keep the main coordinators and key people of the organization focused and motivated; handling problems, keeping track on what every department is working on, maintaining a positive organizational climate, arranging or overseeing supervision.

The general coordinators also oversee and decide on the development of the branding and corporate image of the organization.

The general coordinators also oversee the development of the processes, protocols, plans and key messages of the organization on an international level.

Country coordinators:

Animal Equality currently has 10 country coordinators (8 of them employed by Animal Equality

Spain: 2

Germany: 3

Italy: 2

England: 2

India: 1

Venezuela: 1

Mexico: 1

Each country coordinator ensure each of their countries:

Set goals and priorities in short, mid and long-term for their country ensuring that they are aligned with the international goals the organization sets.

Creating the necessary departments in their country to help the organization meet its goals.

Assuring that the accounts in their country are handled in an ethical way, efficient ways that best meet the organizations goals.

Develop campaigns, investigations and protests in their countries that enable the organization meet its goals on a country level as well as on an international level.

Oversee the development of the processes, protocols, plans and key messages of the organization on a national level making sure they are aligned with the international processes, protocols, plans and messages.

Their role is also to keep employees and key people in their countries focused and motivated; handling problems, keeping track on what every department is working on, maintaining a positive organizational climate, arranging or overseeing supervision.

Maintain an excellent relation with key people in the movement in their countries and on an international level.

6. What are the most successful actions of Animal Equality? -describe roughly-

Lamb investigation Italy: We presented an investigation into the lamb industry in Italy in the years 2013 and 2014.

In the presentation in 2013 we reached millions of people as the investigation was shown in some of the most important Italian media, it led to a 40% lamb meat reduction during Easter 2013. That is a yearly reduction of 10%. Also, 4,430 people signed a pledge to not eat lamb meat in Easter.

In 2014 we presented an update of the investigation which led to a 48% meat reduction during Easter 2014. That is a yearly reduction of 11-12% Also a total of 13,519 people signed a pledge to not eat lamb meat or meat in Easter. Politician Paolo Bernini, of the political party “Movimiento 5 Estrellas (M5S)” talked extensively about the investigation in the Italian Parliament and ended up his speech talking about the necessity of considering a vegetarian diet.

Even though we don't have any precise study or polls which prove how much of the consumption reduction is due to the release, it is very probable that it caused the great part of this decline.

Rabbit Investigation Spain: In May 2014 we presented an extensive investigation into rabbit farms in Spain. The investigation had a national and international media impact. Appearing in media such as El Pais or The Sunday Times. Following the investigation several of the restaurants connected to the farms broke their relationship with the farms and stopped selling rabbit meat [Terrace, at the National Theatre in London, Los Molinos, in Hammersmith, and the Queen's Head and Artichoke](#), near Regent's Park, all stopped buying the meat after cutting contact with their suppliers. Over 13,742 people signed a pledge to stop eating meat. These people have received newsletters that help them switch to a vegetarian diet since the day they signed the petition.

In September the investigation was linked to several fashion brands that use fur from the farms investigated. The investigation appeared in the media again reaching International media such as Die Zeit, El País, Vogue amongst others.

Foie gras investigation: In 2012 Animal Equality presented an international investigation in foie gras farms in Spain and France. The investigation reached media in Italy, Spain and England. Due to the investigation the farm that produced and sold foie gras to whom is considered the best chef in the world, Andoni Luis Aduriz was closed, and the chef was sanctioned, this resulted in footage of the investigation reaching major international media (such as the Guardian) again. COOP a supermarket chain in Italy stopped selling foie gras after the release of the footage , also Sticks 'n' Sushi restaurants in Denmark stopped selling

foie gras after seeing Animal Equality investigation footage and India banned the importation of foie gras in 2014.

Pig investigations UK: Animal Equality carried out two undercover investigations, the first one was on a Quality Assured (Red Tractor) farm in Norfolk - called Harling Farm. The second undercover investigation was carried out into East Anglian Pig Company (EAP), which is the third largest pork producer of the UK. EAP was a member of 'Freedom Food' and is audited and monitored by Assured Food Standards.

As a result of the first investigation two farm workers were sentenced for cruelty to pigs. Towell, of East Harling, was jailed for 18 weeks. Dove, of Wymondham, received an eight-week jail term, suspended for a year, at Norwich Magistrates' Court. The district Judge Peter Veits said it was among the worst cases of deliberate cruelty he had seen. According to the RSPCA this was the longest prison sentence ever in a case of animal cruelty.

After East Anglian Pig Company's investigation, RSPCA and the local authorities stated that there were no grounds for prosecution, though they did mention that they had serious concerns at what was shown on footage taken by Animal Equality. An investigation was carried out internally by the RSPCA, all farm workers were suspended, and the quality assured Freedom Food scheme revoked.

Both investigations appeared in English media such as the BBC, Sunday Times, Sunday Mirror, The Guardian, Sky News and Mail Online as well as local media press and Tv. The investigation also reached the media in Spain.

7. Are you proactively cooperating with other groups?

Last Chance for Animals.

Animal Equality (Germany) had common actions or releases with :

- the L214 (France) - Foie gras action day + End Fashion Cruelty campaign
- Albert Schweitzer Foundation - Foie gras action day
- Animal Rights watch

Animal Equality (Germany) exchanged knowledge and experience with at least 10 other different animal groups in and around Germany

Animal Equality Spain had common actions with:

- the L214 (France)- Foie gras action day (2013 and 2014) + End Fashion Cruelty campaign (2014)
- Demo against "Toro de la Vega" (bull event in Spain) (2013 and 2014) → AESP collaborated with PACMA (Animal Party in Spain)

- Anti Bullfight demo in Galicia, Spain (2012, 2013 and 2014)→ AESP collaborated with Libera! and Touradas Fóra de Pontevedra
- Vegan Fest, Alicante→ providing vegan guides to give to the public
- Aula Animal, Zaragoza→ Participating in their educational conferences

Animal Equality UK had common actions with:

- the L214 (France)- Foie gras action day (2013 and 2014) + End Fashion Cruelty campaign (2014)
- Farm Animal Rights Movement (FARM) Meat Out Day action (2012 and 2013)

Animal Equality International has also shared footage with/for:

- Farm Sanctuary - What Came Before: Steve-O on Why He is Vegetarian (Credits at the end of the video)
- Cowspiracy | The Sustainability Secret - Documentary
- Unity - Director Shaun Monson (Still to be released 2015/16)
- Mercy for Animals - Foie gras photographs for Amazon Cruelty campaign
- Going to the Dogs for Channel 4 - Documentary - (Multi-award-winning director meets academics and historians to question attitudes to blood sports and our treatment of all animals as commodities.)
- banksy Meat truck video
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8. do you have protocols for new workers?

Animal Equality has several protocols it shares internally that show how specific departments in the organization work..

Appendices

Meat study

The meat study is a project which intends to create a better understanding on its socio-economical impact of the meat industry and its impact on the animals.

Sharing materials with other groups

1. We have comprehensive photo galleries with in particular pictures from our investigations, which are used to be downloaded by diverse animal advocacy groups internationally.

Example of the Spanish flickr profile of [Igualdad Animal](#), and the [english one](#)

Possible investment if AE would have more resources

A. New employees (expenses approx. 250 000EUR/Year)

B. Others

- a. Development of an App. 10,000 euros.
- b. Bigger office in Madrid. 500 euros a month (the current office is less than 25 square meters and holds 4 employees)
- c. Poll company to measure impact and better know our target groups. 10,000 euros.

Total: approx. 26 000EUR