



sinergia
ANIMAL

2020 YEAR IN REVIEW



TABLE OF CONTENTS

3	Letter from our CEO
4	Highlights
5	Our Year in Review
7	Cage-Free Egg Corporate Campaigns
8	Cage-Free egg commitments
9	Cage-Free Tracking
10	Pig and Dairy Cow Welfare Campaigns
11	Mobilization
13	Divestment Campaign
14	Investigations
17	Vegan Challenges
18	Institutional Reduction Program
19	Movement Building
21	Influencing Public Opinion
22	Online Education and Development
23	Organizational Culture and Governance

Dear Friends,

The year 2020 was certainly a major milestone in Sinergia Animal's history. For the second time, we were evaluated by Animal Charity Evaluators, and we were overjoyed when we received the news that we continue to be considered a Standout Charity and remain on the list of the most effective animal protection organizations in the world. If you are reading this report, you possibly helped us get to where we are, and for that I would like to leave you, right here at the beginning, our big thanks!

This year also challenged us, but it also motivated us even more, and we could clearly see that ending industrial animal agriculture is crucial for us to transform the world into a safer, healthier and fairer place for both animals and humans.

We worked hard to achieve victories and remain mentally healthy and united during the hardships of the pandemic. I was moved to see the outstanding job our team managed to do and the results we managed to get. It was inspiring to watch the energy everyone put through to adapt in the best way possible. We moved everything that was possible to online activities, supported each other socially, invested in team and leadership training, and deepened our technical knowledge in several areas. As you will see below, I believe we can say that we are very happy with our results, especially in such a challenging context.

It was also a year of venturing into new programs and doing more with the existing ones. We doubled the number of investigations released — compared to 2019 — and published our first exposés of major supply chains and our first investigative assignments in Asia.

We had our first victories with “Feeding Tomorrow” in Colombia, a pilot program to reduce consumption of animal products in major institutions, and now we are ready to expand it to three new countries. We also launched our divestment campaign, in partnership with two other international organizations.

In Asia, we have seen our vegan challenges grow stronger and gain celebrity support. And in Latin America, we launched our first cage-free engagement tracking program, with great results and great visibility in the media.

We look forward to next year and to the opportunities of building up a better world. I believe that 2021 will enable us to use our capacity and resources more widely and more effectively. We hope to help even more animals in the Global South. And we hope you continue to support and follow our work.

With hope,



Carolina Galvani
Chief Executive Officer
Sinergia Animal

HIGHLIGHTS

Animal Charity Evaluators (ACE) has elected Sinergia Animal as [one of the most effective animal rights organizations in the world](#). We were evaluated as a Standout Charity for the second time, meaning that we are considered an organization that conducts effective work in ways that can potentially affect large numbers of animals.



2020 STANDOUT CHARITY
ANIMAL CHARITY EVALUATORS

Sinergia Animal is considered by ACE as an organization that works in some of the most high-impact cause areas and employs effective interventions. They estimate that we can **impact the lives of 1.7 million animals each year**. **Here's what they said about our work:**

- “Sinergia Animal works to strengthen the animal advocacy movement through community organizing and collaborating with and supporting other groups.”
- “Sinergia Animal works in Latin America and Asia, two regions we believe are relatively neglected. Their work towards improving welfare standards, especially their cage-free campaigns, and their work towards strengthening the animal advocacy movement, especially their investigations program, seem particularly cost-effective.”
- “Results from our culture survey suggest that Sinergia Animal has a strong leadership

and organizational culture; staff report high levels of job satisfaction and that leadership is attentive to the organization's strategy. We think that Sinergia Animal is relatively more diverse, equitable, and inclusive than other charities we reviewed this year.”

- “Sinergia Animal works with corporations to adopt better animal welfare policies and ban particularly cruel farming practices. We believe campaigning for companies to make cage-free egg commitments is highly effective in improving welfare standards.”
- “Sinergia Animal conducts investigations in the animal agriculture industry and uses them in corporate campaigns. Investigations can inform the public about farming practices and serve as a key resource for animal advocates. We believe investigations are highly effective in strengthening the animal advocacy movement.”
- “To ensure that companies follow through with their pledges, Sinergia Animal runs a Cage-Free Tracker, which monitors companies' progress toward their cage-free commitments. We believe monitoring companies' compliance with welfare standards is highly effective in improving welfare standards.”
- “Sinergia Animal also maintains a network of volunteers who support actions relating to their corporate campaigns. We believe community organizing is highly effective in strengthening the animal advocacy movement.”



OUR YEAR IN REVIEW

CAGE-FREE EGG CORPORATE CAMPAIGNS

The pandemic prevented us from going to the streets and organizing demonstrations, which account for an important part of Sinergia Animal's identity. We had to reinvent our strategies and go full online. Even with additional challenges to our work, we were able to achieve **13 commitments covering 22 different countries**.

PIGS AND DAIRY COWS WELFARE CAMPAIGNS

We started campaigns in Brazil asking for better conditions for pigs (targeting BRF, one of the largest meat producers in the country) and calves in the milk industry (towards Nestlé). Both petitions, together, now account for **more than 150,000 signatures**. We also have **achieved our first commitment**, from the restaurant chain Grupo TrendFoods, to only working with suppliers that do not confine pregnant sows in gestation crates.

DIVESTMENT CAMPAIGN

We started **conversations with major financial institutions** about their animal welfare policies and started a policy assessment analysis. We also **launched a campaign**, along with other NGOs, focused on the divestment of factory farms.

INVESTIGATIONS

We **published six undercover investigations** in Latin America and Asia, reaching 3.46 million people through social media. We have also launched our Media Center (www.media.sinergiaanimal.org), a website that compiles pictures, footage and other information about our investigations under free copyrights.

VEGAN CHALLENGES

We are finishing the year with more than **42 thousand new signups** on our vegan challenges: more than 18,000 in Latin America, 11,000 in Indonesia, and 11,000 in Thailand.



INSTITUTIONAL REDUCTION PROGRAM

We achieved commitments with nine institutions in Colombia, with the **potential to replace animal products with plant-based options in 1.1 million meals each year**. Due to the pandemic, we have also focused our efforts on getting more institutions committed to implementing the program as soon as possible. At the end of the year, we started **expanding the program to Argentina, Indonesia and Thailand**.

MOVEMENT BUILDING

Our volunteer base expanded to more than **20,000 people worldwide**. In order to engage these and other activists, we have organized webinars in Brazil and Peru. We **collaborated with other organizations** in actions such as in the divestment campaign, deepened our work with Animal Friends Jogja, in Indonesia, and supported others by conducting an investigation training in Ecuador.

INFLUENCING PUBLIC OPINION

We wrote and sent 20 press releases, which led us to achieving **443 media mentions** in all the countries where we operate. This strategy not only supports our campaigns, but also helps raising awareness about the risks and harms caused by animal agriculture in the Global South.



CAGE-FREE EGG CORPORATE CAMPAIGNS

In Latin American and Asian countries, our campaigns and negotiations were responsible for helping to achieve **13 cage-free egg commitments covering 22 different countries.**

The commitments in Indonesia are the first-ever made specifically for the country (apart from global policies that cover the region), such as Autogrill (HMS Host) and Burger King. Through contacts in Asia, we also helped achieve a cage-free egg policy by Burger King for all their locations in Thailand and Indonesia.

Other policies from market leaders are also quite relevant in terms of the numbers of animals that will be potentially impacted, such as Levapan,

Qbano, Tostao, Dunkin Donuts—which announced a commitment for all their locations in all Latin American countries and the Caribbean—and Papa Johns – which committed to going cage-free in all their locations in Latin America.

During this year, we participated in campaigns run by the OWA, which led to important commitments from Minor International and RBI—to sourcing only cage-free eggs globally.

We consider our achievements to be very significant since, apart from expected challenges with companies, 2020 also brought substantial new blockages due to the current COVID-19 pandemic.

13
commitments

22
different countries

1st ever made
commitments in Asia



CAGE-FREE EGG COMMITMENTS

Our campaigns and negotiations were responsible for helping to achieve 13 cage-free egg commitments by major food companies in the countries where we operate.

LATAM



Dunkin Donuts

Well-known donut shop. The commitment applies to all their more than 370 stores in all Latin American countries the company operates in (Brazil, Chile, Colombia, Ecuador, Guatemala, Honduras, Panama, Peru, Puerto Rico) and the Caribbean.



Papa John's

Well-known fast-food chain committed to all their more than 440 stores in Latin America (currently: Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panama, Peru, Venezuela).

ARGENTINA



Tostado Café Club

Coffee shop chain with 12 locations.



Harper Juice Bar

Healthy food chain with 3 locations.

CHILE



HOTELES
ALTIPLÁNICO

Hoteles Altiplánico

Boutique hotel chain with 5 locations.

COLOMBIA



Levapan

The third-largest mayonnaise producer in Colombia. The policy applies to Colombia, Dominican Republic, Peru, Brasil, Ecuador, Paraguay, and Uruguay.



Tostao

The country's largest coffee-shop chain with 500 locations.



Grupo IGA

The owner of brands such as Andrés Carne de Res, Kokoriko and Helados Mimo's, three of the largest restaurant and ice cream shop chains, has 316 places in Colombia.

INDONESIA



Burger King Indonesia

Well-known fast-food chain with 147 locations in Indonesia.



Autogrill (HMS host)

The leading provider of Food & Beverage services for travellers announced a commitment for the two Airports where they have operations: Ngurah Rai International Airport, Bali and Soekarno-Hatta International Airport, Jakarta.

THAILAND



Burger King Thailand

Well-known fast-food chain with 115 locations in Thailand.

OPEN WING ALLIANCE



Minor Hotels

International hotel owner, operator, and investor, with a portfolio of over 535 properties in 55 countries across the Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, and South America.



RBI

One of the world's largest quick-service restaurant companies with approximately \$32 billion in annual system-wide sales and 27,000 restaurants in more than 100 countries and U.S. territories, owner of brands Tim Hortons®, Burger King®, and Popeyes. The commitment covers all restaurants worldwide—including corporate-run and franchise-operated restaurants, all forms of egg, and will be fulfilled by 2030, with approximately 92% of the egg volume to be converted by the end of 2025.

INTERNATIONAL



Sandwich Qbano

One of the largest and most popular fast-food chains in Colombia with branches in Panama and the United States, and 240 outlets.

CAGE-FREE TRACKER

To change the reality of caged hens in Latin America, Sinergia Animal has been not only working with corporate outreach and cage-free egg campaigns but also closely following the implementation of cage-free policies. This is why we released the first edition of the [Cage-free Tracker program](#), a report that will be published yearly from now on. The goal is to state each company's progress until they fully meet their commitments within their specific deadlines.

There are over 240 companies committed to cage-free policies in all Latin American countries. Out of

these 240, 63 companies have policies that apply to Latin America as a whole or only to Argentina, Chile, and Colombia. We did not consider other policies that apply to countries such as Brazil and Mexico only.

Sinergia Animal has conducted a survey to check the progress of these 63 companies in transitioning to sourcing cage-free eggs on a national level in Chile, Colombia, and Argentina. For companies that have global policies, we asked them to report numbers for Latin America.

[Check the full report.](#)

63

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

42

out of 63 companies received our request to participate in the survey

14

out of 42 companies were transparent and reported progress

90%

of the fresh eggs used by most companies are already cage-free



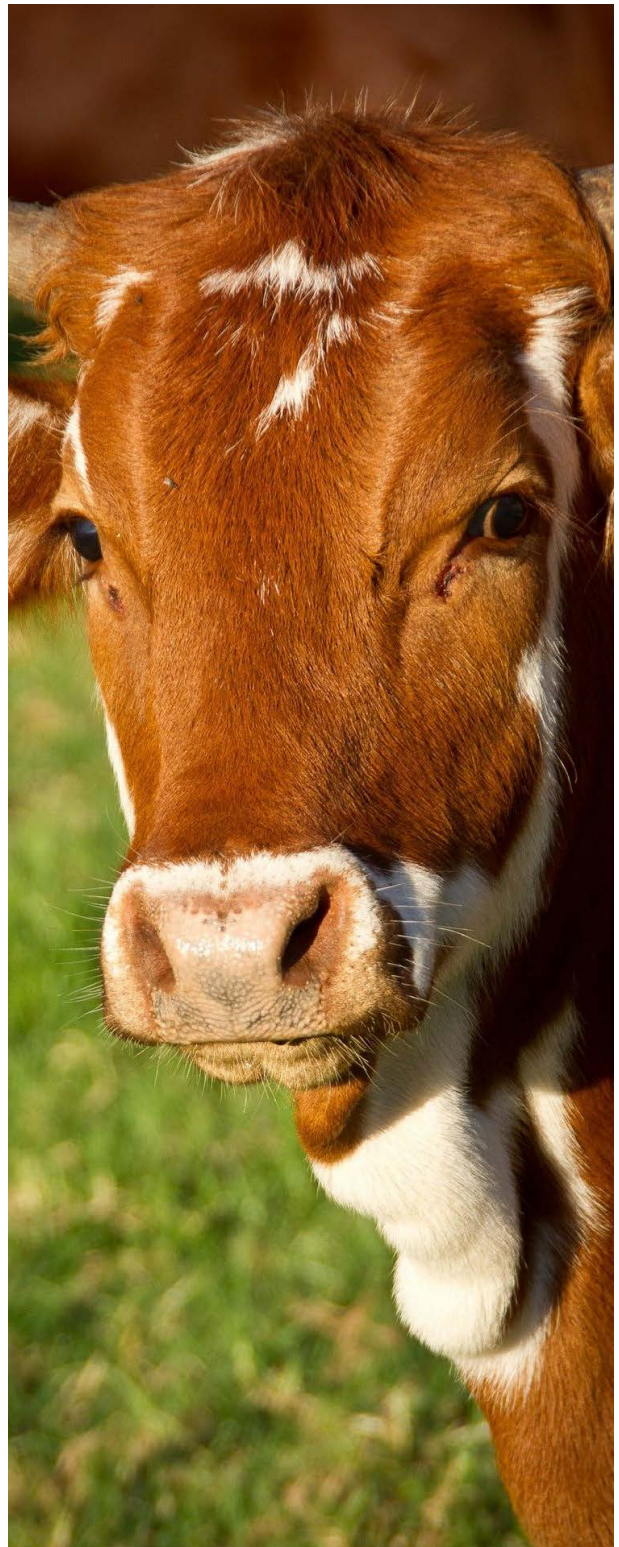
PIG AND DAIRY COW WELFARE CAMPAIGNS

In 2020, we continued our efforts to improve the welfare of pigs and dairy cows in Brazil; species that aren't the focus of other major groups working in the country. Even with delays caused by COVID-19, in the second semester, we were able to create impactful campaigns and bring more development to these areas.

Throughout the year, more than 24 companies were approached, including major producers and restaurant chains. In these negotiations, one group already announced its policy. Grupo TrendFoods, owner of the brands China in Box (one of the most famous Chinese and Japanese fast-food chains in Brazil, with 220 stores spread across the country) and Gendai, has committed to only working with suppliers that do not confine pregnant pigs in gestation crates, and they will complete this transition by 2025.

One campaign was launched targeting BRF, one of the biggest food producers in the world, asking the company to improve its pig welfare policies. The petition has more than [72,000 signatures](#) asking the company to ban some of the worst practices still in place at their production facilities. We are asking for the end of gestation crates (which are still used for up to 28 days today), the end of tail docking—or at least the use of anesthetics and pain relief—the end of the non-prophylactic use of antibiotics and the types that are considered critical for human health (BRF already has this policy for poultry but not for pigs), and the launch of a transparency plan that would allow organizations to visit their farms with reports published on their website about progress.

Another campaign launched in November is focused on Nestlé and their dairy supply chain. The petition has more than [80,000 signatures](#). We are asking Nestlé to stop the killing of male calves, to abolish mutilation practices without the use of anesthetics and anesthesia, and to end the confinement of young animals in small crates and/or the use of ropes.



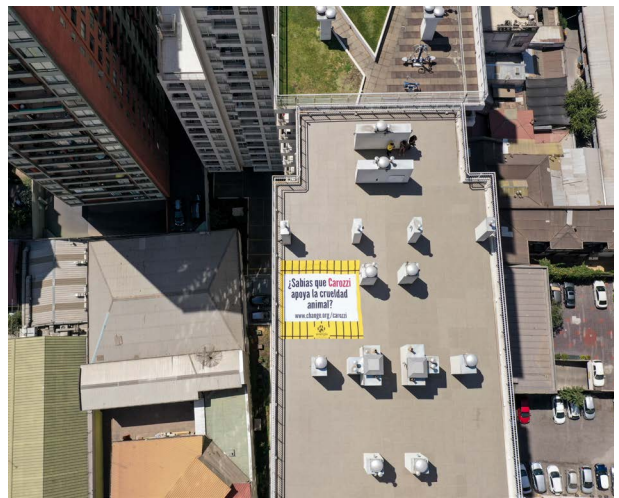
MOBILIZATION

We ran 12 cage-free egg campaigns in seven countries, including one campaign in Thailand and two in Indonesia. Two of these were regional campaigns coordinated along with other partner groups in Latin America. We also took part in two global campaigns led by OWA.

Our Change.org petitions were supported by over 500,000 people, and our social media ads reached nearly seven million people.

Due to the current pandemic, we had to re-evaluate our plans to intensify action in the streets and go fully online instead. Before that, we were able to perform at least one peaceful action in each country, including our first demonstration in Indonesia.

In 2020, we had to be creative while not being able to go to the streets. We invested more time in webinars with our activists and in online actions such as tweetstorms and geolocation ads. We also hired external advertising media like billboard-cars and a huge graffiti mural in Colombia.



SAMPLES OF OUR STREET ACTIONS



Giant billboards

🇨🇱 Chile / February / Carozzi campaign

Sinergia Animal activists hung a 25-square-meter canvas from three buildings in Ñuñoa and downtown Santiago to reveal the cruelty behind Carozzi's products. The action had a great impact on digital media such as El Ciudadano, Epa News, Press Latam and Prensa.cl, and was also shared by hundreds of supporters.



Protest

🇮🇩 Indonesia / February / McDonald's campaign

Our coalition team performed a peaceful demonstration targeting McDonald's in front of one of its stores in Kemang, South Jakarta. With a cruel Ronald costume and, also, the participation of Heni the hen, we managed to capture people's attention in the street. We were able to secure seven media hits with this action, including mainstream ones such as Line Today.



Billboard cars

🇨🇴 Colombia / September / Grupo Éxito campaign

Given the pandemic, we went for billboard cars, which circulated throughout the city of Bogotá. We had a giant billboard with the message: "Grupo Éxito: life is not to be spent in a cage. Stop selling eggs from caged hens." Audio was also used from hens taken from Grupo Éxito's egg providers. We reached more than 100 locations of Almacenes Éxito, Éxito Wow, and Almacenes Carulla.



Mural

🇨🇴 Colombia / December / Grupo Éxito campaign

Colombia's capital Bogotá is known for its unique graffiti that became part of local culture. Taking advantage of that, our team reached out to local artists to work on a giant piece of nine square meters in one of the largest avenues of Bogotá. The graffiti sends a clear message to the company: "Life is not to be spent in a cage."

DIVESTMENT CAMPAIGN

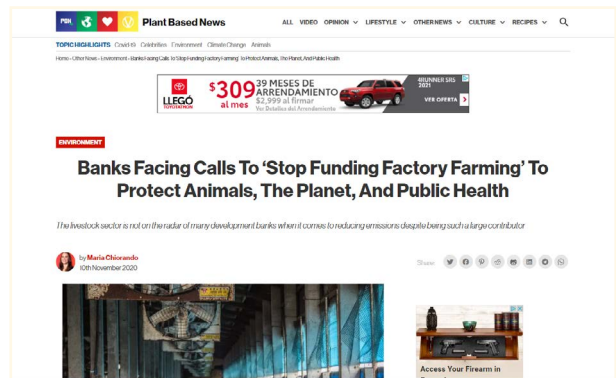
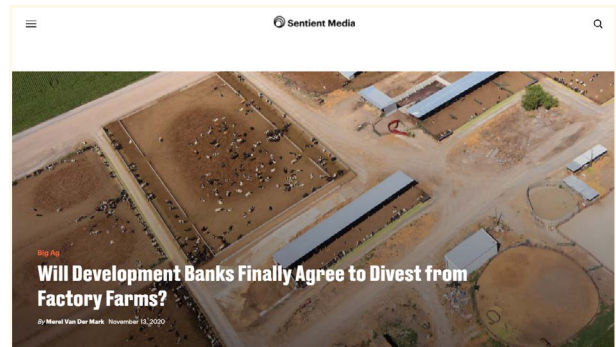
Building societies that are less dependent on animal products is a long-term challenge and requires working strategically with various stakeholders. Sinergia Animal sees that the work with financial institutions is relatively neglected by the international animal rights movement.

In 2019, we worked in the early stages of a research project to identify which financial institutions were the most significant financiers of animal production in Latin America.

We secured eleven meetings with major private and public financial institutions (national and international) that finance livestock operations in Latin America to engage with them on the adoption of animal welfare policies. As part of this process, we have started to do a baseline study on the animal welfare policies of a number of financial institutions, which will be published in 2021.

We also launched a [petition](#) with Feedback and the Global Forest Coalition asking major development banks, such as the World Bank, the IFC, and the EBRD, to stop funding all forms of industrial livestock.

One of the main actions of this campaign so far was during the Finance in Common Summit that took place in November in Paris. As all of the main development banks got together in the meeting, we delivered to them a [letter](#) signed by 35 organizations, organized a Twitterstorm, and published videos on social media that had more than 32,000 views. By working with press outreach, we managed to be featured on [Sentient Media](#), [Plant-Based News](#) and [The Guardian](#).



INVESTIGATIONS

This year we published six undercover investigations in Latin American and Asian countries, which reached over 3.46 million people through our social media.



🇨🇴 COLOMBIA

Colombia's first supply chain investigation

[See more](#)

Released in February 2020, this investigation shows hens living in dirty battery cages in a supplier of Grupo Éxito, Colombia's largest food retailer, which is owned by the giant French company Groupe Casino. Investigators also documented hens being loaded into trucks and dying before reaching the slaughterhouse.

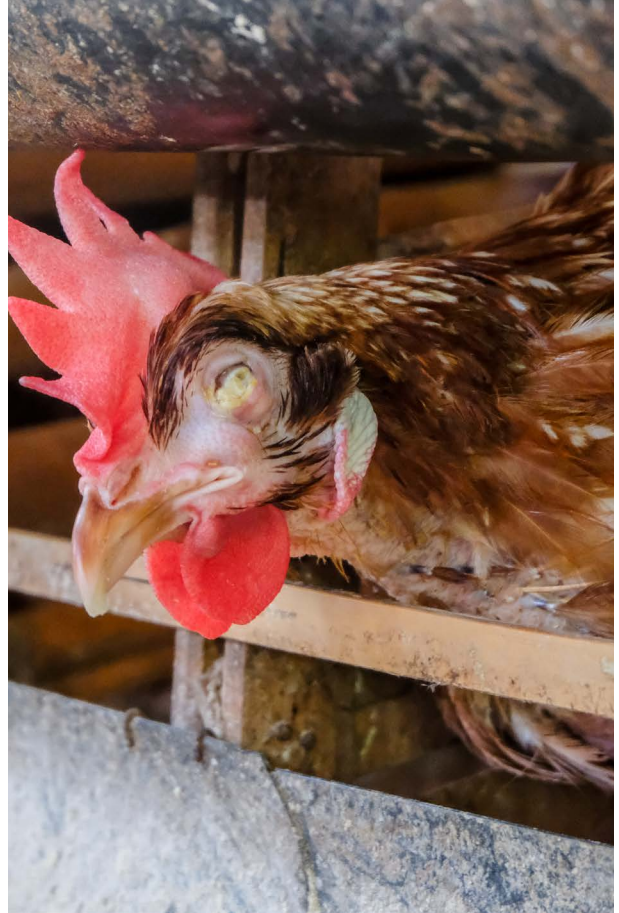
Month February

Views FB 317,666

Impressions IG 14,390

Media hits 01

Main media hit [Melodía Stereo](#)



🇮🇩 INDONESIA

Indonesia's first media exposé of egg farms

[See more](#)

Images captured from thirteen different farms showed hens living in cramped and dirty battery cages in the Indonesian egg industry. Some facilities used metal cages, while smaller ones used bamboo enclosures. Around 88% of egg production in Indonesia is produced in this type of system, in which each cage can have up to twelve hens. Investigators found that some hens developed an illness called infectious coryza, which made many of them lose their sight.

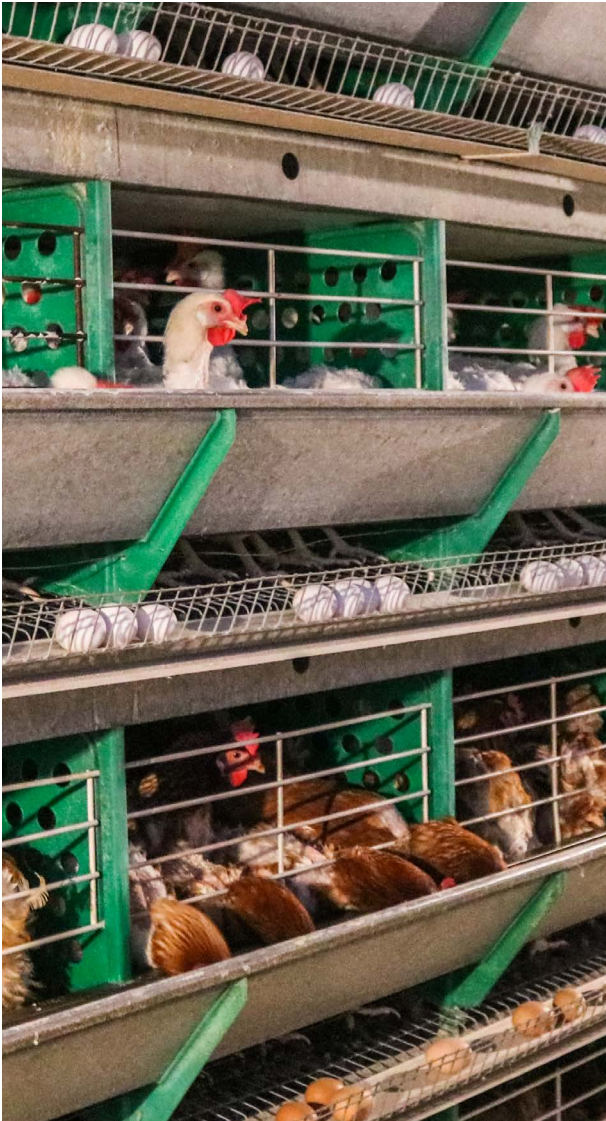
Month April

Views FB 1,657,897

Impressions IG 3,345

Media hits 13

Main media hit [Tribunnews](#)



CHILE

Chile's first supply chain investigation of egg farms

[See more](#)

Footage disclosed the reality behind an egg supplier of Carozzi, one of Chile's largest food manufacturers. Hens were found confined in dirty cages, and the company carried out the culling of 30,000 birds due to a farm's closure after social and environmental problems. This investigation was covered by one of Chile's most popular media outlets, [El Ciudadano](#).

Month July

Views FB 459,760

Impressions IG 12,384

Media hits 06

Main media hit [El Ciudadano](#)



ECUADOR

Ecuador's first exposé of industrial egg farms

[See more](#)

In the first months of 2020, Sinergia Animal provided free training and carried out the first undercover investigation showing the sad reality of the egg industry in three provinces of Ecuador, in partnership with the NGO Protección Animal Ecuador (PAE). The [video was released in July 2020](#) and narrated by Ecuadorian actress Maria Teresa Guerrero.

Month July

Views FB 1,580,259

Impressions IG 28,916



THAILAND

Thailand's first documentary exposing cages

[See more](#)

In early August we released Thailand's first documentary exposing the reality of the egg industry in the country. The video was made in partnership with Anima International and the acclaimed photographer Andrew Skowron. Until the beginning of December, we had over 282,000 impressions on social media, and a major media outlet, MGR Online, also covered our story.

Month August

Views FB 281,000

Impressions IG 781

Media hits 1

Main media hit [Manager online](#)



INDIA

Illegal slaughter of buffalo calves

[See more](#)

Undercover footage revealed the cruel conditions in which many buffalo calves are illegally slaughtered in India as a result of the growing buffalo dairy industry in the country. The video, which was narrated by actress Richa Chadda and published on her [Instagram account](#) (1.9 million followers), has had 103,720 views.

Month October

Impressions IG 103,720 views on Richa Chadda's IG profile

MEDIA CENTER

In August, we launched our new Media Center: www.media.sinergiaanimal.org.

This website compiles pictures, footage and other information about our investigations under a CC 0 1.0 Universal License, the least restrictive one in terms of credits and copyrights. We want to make resources freely available to journalists, organizations and activists to use without making credit mandatory.

VEGAN CHALLENGES

With **three vegan challenges** fully operating, 2020 was the year to expand the number of participants in Latin America, Indonesia, and Thailand. We closed the year, totaling more than **43,000 new signups**.

DESAFÍO 21 DÍAS VEG

Latin America
desafio21diasveg.com



Signups in 2020 18,977

Reach on social media: More than 2.5 million people reached through the paid ads on Facebook (from July to early December).

Media hits 179

Main media hit [El Nuevo Siglo](#)

Other information. The video, in partnership with Chilean actress [Eliana Albasetti](#) who has more than 320,000 followers on Instagram, had more than 22,000 views.

THAI CHALLENGE 22

Thailand
thaichallenge22.org



Signups in 2020 13,273

Reach on social media: Since we started keeping track of the results of ads (from July 2020 to the date), we have reached more than 640,000 people through the paid efforts on Facebook.

Media hits 16

Main media hit [Post Today](#)

Other information. Interviews with a local channel on Facebook, Youtube and a cable [TV CH 13 Siam Thai](#). One of our team's members was featured in a lifestyle, and fashion magazine called [Oui Oui Magazine](#).

Ten local organizations and influencers supported the challenge on their social media.

21 HARI VEG

Indonesia
21hariveg.org



Signups in 2020 11,327

Reach on social media: Since we started keeping track of the results of ads (from July 2020 to the date), we have reached more than 2.2 million people through the paid efforts on Facebook.

Media hits 26

Main media hit [Line Today](#)

Other information. Within less than a year, we have organically reached over 8,000 followers on [Instagram](#)

Two famous celebrities have supported the challenge in the country. One of them, [Andovi da Lopez](#), is an actor with more than 1.4 million followers on Instagram. The other is [Nino Fernandez](#), a famous actor with over 118,000 followers.

Twenty-five influencers and/or businesses supported the challenge on their social media.



FEEDING TOMORROW

Institutional meat reduction program

Alimentando
el **mañana**

In 2019, we started a pilot project called “Feeding Tomorrow” (“Alimentando El Mañana” in Spanish) in Colombia. The goal is to ask educational and other private and public institutions to commit to having at least one plant-based day per week in their restaurants. In 2020, we had amazing results.

We achieved commitments with nine institutions, with the potential to replace animal products with plant-based options in 1.1 million meals each year.

We achieved commitments with nine institutions, with the potential to replace animal products with plant-based options in 1.1 million meals each year.

Unfortunately, the pandemic led universities and schools to put classes on hold, which forced us to postpone the implementation of this project. However, these institutions have received our virtual support via online workshops and training events to keep them connected to the program and receive technical support from our team in Colombia. We have also focused our efforts on getting more institutions committed to implementing the program in their restaurants. So far, we are in advanced negotiations with 13 new institutions.

Even though the plans have slightly changed, the Feeding Tomorrow program was considered a success given the high level of interest from institutions, and we have secured funds to expand to three other countries in 2021: Argentina, Indonesia, and Thailand.

Feeding Tomorrow’s social media channels (Facebook and Instagram) serve as platforms for promoting flexitarian and reductionist diets. The idea is to focus less on animal ethics and more on health, nutrition, and the environment for consumers who are more likely to reduce than eliminate consumption.



MOVEMENT BUILDING

Sinergia Animal believes that, in the long run, an effective and sustainable movement to protect farmed animals depends on cooperative and united efforts at present. Therefore, we are investing in building and empowering communities of activists, as well as establishing partnerships and providing support and training programs to other NGOs. This is what we have accomplished this year:

VOLUNTEER ACTIVISTS

In 2020, we expanded our network of volunteers in both action groups and newsletters, reaching more than 20,000 people worldwide. In addition to the groups we had already established, we have initiated a group in Peru and an international group for English speakers. These volunteer activists are at the forefront, taking weekly online actions. In 2020, we also started sending out international actions so any activist in any of our groups can get a chance to help out with campaigns in other countries and regions.

WEBINARS IN PERU

In the second semester of 2020, we organized a series of four webinars to start building a community of activists in Peru. We have invited some of the most well-known and inspiring activists in the country to speak about their experiences and share their vision with activists who are new to the movement. The initiative did so well that we are considering holding other series and also extending the idea to other countries.

FIRST WEBINAR IN BRAZIL

In November, we held the first webinar for the Brazilian activists. In this session, we explained how the milk industry works in the country and some of the worst practices that are still inflicted on animals. Along with this, we presented our first campaign in this area—targeting Nestlé.

INVESTIGATIONS TRAINING IN ECUADOR

We have flown members from our team to Ecuador to support Protección Animal Ecuador (PAE) with an investigation training that led to the first battery cage investigation into the country's egg industry.



REGIONAL CAMPAIGNS

In Latin America, 2020 was a year of collaboration with other local groups. Along with several groups, we run a successful regional campaign directed at Papa John's, a well-known company from the US. The partnership did so well that in a short time, we saw a cage-free egg commitment for the whole Latin American region.

ACT FOR FARMED ANIMALS (INDONESIA)

Since 2019, we've been working in collaboration with Animal Friends Jogja (AFJ) in Indonesia. This year we strengthened our partnership to also include engagement with companies along with the already established campaign actions with the local activist group.

FINANCE IN COMMON ACTION

Along with Feedback and the Global Forest Coalition, we have organized a series of actions to demand development banks to divest factory farming. One of the main actions took place during the Finance in Common (FiC) summit in Paris and included a webpage (www.divestfactoryfarming.org), a tweetstorm using the hashtag #divestfactoryfarming, as well as other actions on social media.

INTERNATIONAL ANIMAL RIGHTS DAY IN BRAZIL

Along with other NGOs in Brazil, we joined a webinar for the International Animal Rights Day organized by Animal Equality. In the webinar, each organization appeared on a panel and shared more about their work. We were able to present Sinergia Animal, our presence in the Global South, and our overall programs and talk more about our initiative with the financial sector and our campaign to divest from factory farms.

PROVEG GRANTS ADVISORY GROUP

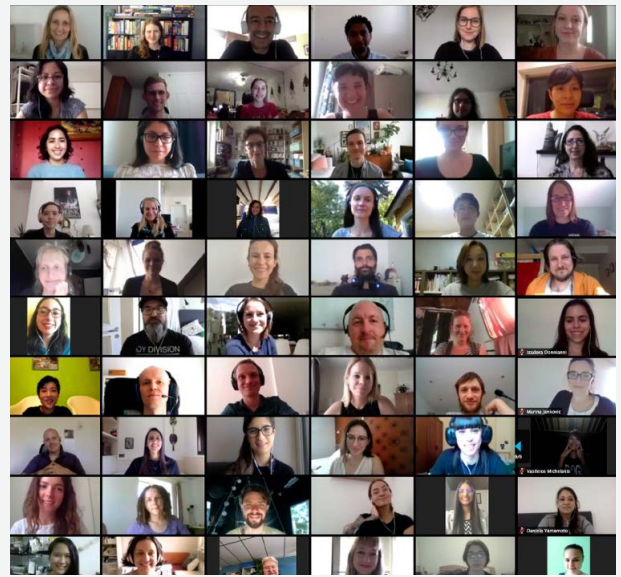
Sinergia Animal was invited to join the ProVeg Grants Advisory Group. ProVeg International is an organization with a mission to reduce the global consumption of animals by 50% by the year 2040. They hope our regional experience will be useful in strengthening their South & Central America applicant decision.

COALITIONS

During 2020, we have been active members of four coalitions:

Open Wing Alliance

We are part of the Open Wing Alliance, a coalition of more than 70 organizations around the world that joined forces to create a unified front to free egg-laying hens from cruel cages. Since 2020, we have also been part of the coalition's Advisory Committee, a selected group of representatives to help evaluate and advance the work.



50by40

We are members of 50by40, a coalition of several multi-stakeholder organizations dedicated to cutting the global production and consumption of animal products by 50% by 2040.

Asia for Animals (AfA)

We are one of the 23 animal protection organizations that are part of Asia for Animals, a coalition that focuses on improving animal welfare in Asia by sharing information, strategies, and knowledge.

Coalition for Aquatic Conservation (CAC)

We are part of the Coalition for Aquatic Conservation, an international group that unites conservation experts and organizations sharing a common goal—a world in which all aquatic animals live meaningful lives.

INFLUENCING PUBLIC OPINION

The media outreach work is part of our strategy to strengthen our welfare campaigns and vegan challenges and also to influence public opinion in countries where environmental and animal welfare issues related to livestock have not yet gained much attention and relevance in the media.

In 2020, we have written and sent 20 press releases to media outlets in Latin America and Southeast Asia, with the goal of sending at least one press release per month in each country. Aside from that, we have also worked closely with specific journalists from the United States and the United Kingdom for the divestment campaign. This led us to have 443 media mentions, 22 of them about our investigations, 266 about our vegan challenges, 87 about our cage-free campaigns, 42 about our divestment campaigns, and 140 about our pandemic campaign (please note some of the press releases talk about more than one campaign, since they are often related).

HIGHLIGHTED MEDIA MENTIONS

Indonesia

Our press release about cage-free commitments was featured on [Media Indonesia](#), the second-largest newspaper in the country

Thailand

Our investigation about egg production in Thailand was featured on [MGR Online](#).

Argentina

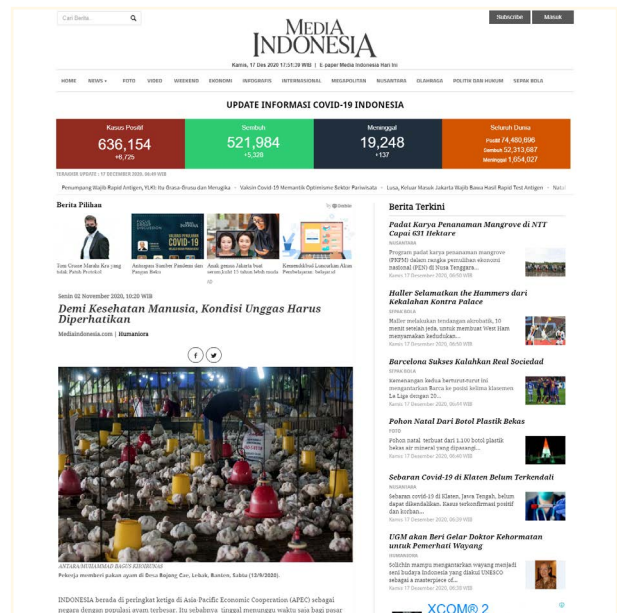
Our press release about the link between pandemics and animal agriculture was published in [El Intransigente](#).

Colombia

Our campaigner in Colombia gave an interview about the impacts of meat consumption to [Noticias Caracol Ahora](#), the news show on the biggest TV channel in the country.

Chile

Our investigation in Chile was featured in [El Ciudadano](#), one of the most important media outlets in the country.



WORLD DAY FOR THE END OF FISHING

In March, we joined a global campaign organized by the association Pour l'Égalité Animale (PEA), called World Day for the End of Fishing. For this day, we launched a video and worked with 5 celebrities and 16 influencers (together, accounting for more than 1 million followers) to spread the message about industrial fishing's hazards and fish sentience.

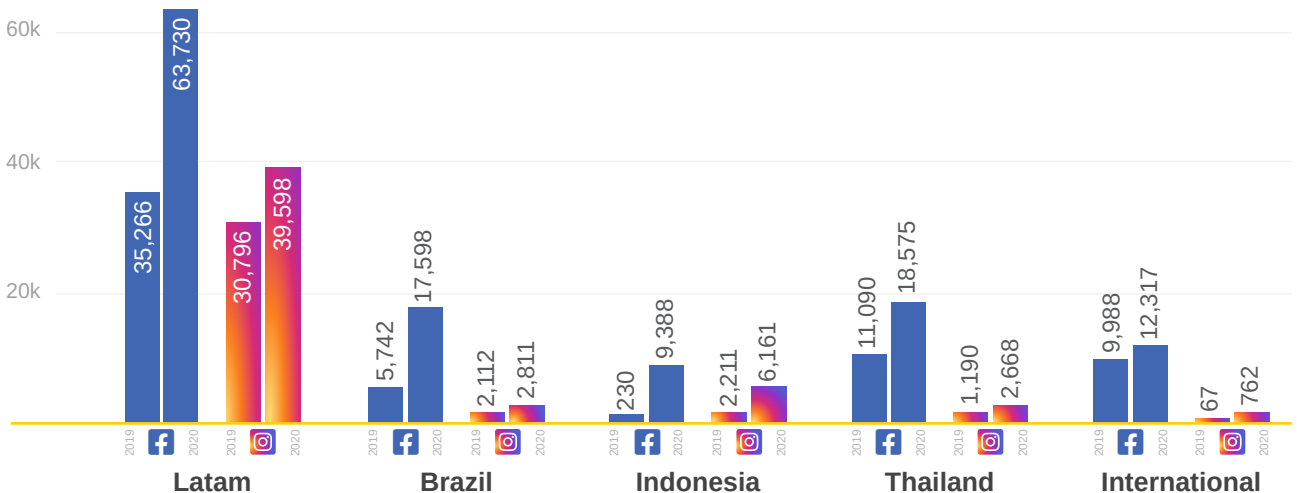
ONLINE EDUCATION AND DEVELOPMENT



Last year, our social media presence expanded from two to five languages. In 2020, the goal was to create content consistently and to reach sustainable followership growth throughout all the profiles. This year alone, our audience has grown from 98,000 to over 173,000 followers worldwide.

We have created a communications department with journalists, copywriters, designers, and video editors to effectively support our programs and communication efforts.

OUR SOCIAL MEDIA FOLLOWERSHIP



ORGANIZATIONAL CULTURE AND GOVERNANCE

Sinergia's mission is to promote a culture of well-being, respect, peace, empowerment, and appreciation among its team members. We want our staff to understand the importance of working professionally and effectively to help animals, but we also want them to do it in a way that is healthy and balanced mentally. We want to encourage all to recognize the need for self-care and self-compassion.

These are values that have to be constantly cultivated, and this is why in 2020:

- Sinergia Animal's CEO and communications director participated in Encompass' DEI Institute to discuss further issues such as diversity, equity and inclusion, and how we can appropriately fight racism within the animal rights movement.
- The whole team also had an internal training with Encompass.
- In order to improve the diversity within our organization, we have hired the services of Indique uma Preta (Recommend a Black Woman), a recruitment agency specializing in black professionals. As a result of this partnership, we have hired a new communications manager, and we intend to keep working with them on new contracts.
- In order to prevent conflict and create a healthy workplace environment, the team had a one-week training in nonviolent communication (NVC) with a certified instructor, which is an instrument to build an empathic and compassionate culture in our work relationships.
- As Sinergia Animal understands a healthy work environment starts with attentive and empathetic leadership, Sinergia Animal's directors and CEO have been going through a training program with a coach/psychologist in which subjects such as feedback, assertive communication, and effective management are discussed. There were a total of five meetings during the year 2020, plus two individual meetings between each director and the coach.

- CEO Carolina Galvani also completed the Animal Advocacy Careers mentoring and coaching program.
- We conducted our first 360-degree feedback process, in which all levels of the organization were assessed, and we could listen to the teams and gather suggestions for improving our processes and relationships.
- The whole team has been trained, by a specialized lawyer, on how to identify and report cases of harassment, discrimination, and bullying and/or retaliation.
- We have invested heavily in training the team, not only regarding internal culture but also technical and scientific issues, expecting this will give everyone more empowerment and precision to accomplish their tasks. We have been working with leading specialists who can give our global team a two-hour training on topics such as antibiotic resistance, animal welfare certification schemes, the relationship between intensive livestock and future pandemics, and how to write effective petitions and campaign materials.



GOVERNANCE

Our [Advisory Board](#) was composed and started working in 2020, with 12 members of different backgrounds. The meetings happen every four months, so the group got together three times this year. During the gatherings, the members discuss our programs and strategies, offering inputs and assessing their effectiveness, and help to resolve governance issues.



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