



2023 **Mid-Year** **Progress** **Report**



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Highlights

REDUCING SUFFERING IN THE EGG INDUSTRY

Nine corporate commitments in Asia and Latin America.

REDUCING SUFFERING IN PIG PRODUCTION

Two major commitments from companies banning the continuous use of gestation crates and some mutilation practices in Brazil.

FINANCIAL INSTITUTIONS

Second edition of the Bank for Animals initiative was launched. Five new institutions entered the ranking and 13 commercial institutions improved their policies.

Our executive director, Carolina Galvani, spoke at the Civil Society Policy Forum, a World Bank event, and called for the end of investments in factory farming.

VEGAN CHALLENGES

More than 19,000 new signups in Asia and Latin America.

INSTITUTIONAL MEAT REDUCTION

Eight new institutions committed to implementing our program, with the potential to serve 1.1 million plant-based meals per year.

MOVEMENT BUILDING

Petitions were supported by over 3.1 million people.

INFLUENCING PUBLIC OPINION

442 media hits globally.

ACADEMIC OUTREACH

Latin American workshop on animal welfare had over 1,300 participants.

Reducing suffering in the egg industry

CAGE-FREE EGG CORPORATE POLICIES

We helped secure nine cage-free egg commitments by major food companies.



LATIN AMERICA



EL DESEMBARCO

Argentinian bar with more than 28 locations in Argentina, Uruguay, and Chile.



ARGENTINA



CHUNGO

Artisanal ice cream company with 32 locations.



TEMPLE BAR

Brewery and bar with 30 locations.



DÍA ARGENTINA

One of the country's largest retailers with more than 1,000 locations. Policy only applies to own brands and is still being negotiated.

SINERGIA ANIMAL



COLOMBIA



**HACIENDA
SAN ALONSO**
Hotel with two
restaurants and
catering services.



LA RECETA S.A.
Restaurant group with
two brands and more
than 40 locations in the
country.



**HOTEL
LANCASTER HOUSE**
Bakery products
company with more
than 100 locations.



SELINA COLOMBIA
Hotel chain with eight
units.



THAILAND

**SUKISHI
INTERGROUP**
Restaurant group with
more than 30 stores.



ADDITIONAL PROGRESS

- After dialogue with Sinergia Animal since 2021, **Gourmet Market**, a premium Thai supermarket chain with 30 locations, has started using in-store materials to advertise cage-free eggs.
- After eight months of campaigning by Sinergia Animal, **Siam Makro**, one of Thailand's largest retailers with more than 150 locations, has launched its cage-free brand.
- After a year-long campaign, **Subway Indonesia** announced that they are sourcing cage-free eggs at 21 stores, out of a total of 78.
- After dialogue since 2021, **Hero Supermarket**, an Indonesian chain with 34 stores, declared they will start selling cage-free eggs in four stores.

CAMPAIGN ACTIONS

- More than 16 campaigns run in Latin America including a regional one coordinated with other partner groups, targeting [Cencosud](#), one of Latin America's largest supermarket chains.
- Running five campaigns in Asia, including two targeting leading retailers **Ahold Delhaize** in Indonesia and **Siam Makro** in Thailand
- Participated in global campaigns run by the Open Wing Alliance, including the first global campaign targeting a company headquartered in a southeast Asian country, **Jollibee**.

Campaign Actions

Country: Chile
Month: January
Campaign: Mil Sabores

Ads placed on 50 buses that stopped near the company's restaurants.



Country: Colombia
Month: February
Campaign: Cencosud

Activists were at multiple Cencosud locations with a banner and a real battery cage full of stuffed hens. One activist was wearing an elephant costume, which is one of the company's symbols, representing their brand Jumbo.



2023 MID-YEAR PROGRESS REPORT

Country: Chile
Month: March
Campaign: Mil Sabores

Activists held giant eggs outside several Mil Sabores restaurants.



Country: Argentina
Month: May
Campaign: Cencosud

Shopping cart and a giant bloody egg placed at Plaza de Mayo, an emblematic place in Buenos Aires.



Country: Argentina
Month: April
Campaign: Cencosud

Actions at two locations and the main avenue in Buenos Aires.



Country: Colombia
Month: May
Campaign: Cencosud

With a 50-meter long warning tape, our activists demonstrated in front of a Jumbo location.



Country: Uruguay
Month: April
Campaign: Ta-Ta, Disco and Tienda Inglesa

Actions at three supermarkets.



Country: Chile
Month: May
Campaign: Mil Sabores

At Plaza de Armas, one of the most iconic places in Santiago, activists assembled a scene with a giant plate containing 5 bloody eggs.



Country: Peru
Month: June
Campaign: Cencosud

Giant billboard next to one of the oldest Cencosud locations in the country.



Country: The Netherlands
Month: February
Campaign: Ahold Delhaize

Partnered with Dutch NGO Milieudefensie Jong, and held a protest in front of an Albert Heijn in Amsterdam.



Country: Thailand
Month: January
Campaign: Siam Makro

Delivered a symbolic new year “gift basket” at the company’s head office.



Country: Thailand
Month: February
Campaign: Gourmet Market

Delivered a Valentine card written from the perspective of a hen trapped in a cage at the company’s head office.



Country: Thailand
Month: January
Campaign: Siam Makro

Advertisements on two minibuses commuting through main streets, one of the most common modes of transportation in Bangkok.



Country: Thailand
Month: March

On World Consumer Rights Day, we held an artistic performance at one of the busiest weekend markets in Bangkok. The art piece, “Hen’s Dream,” encouraged people to seek to learn the reality of caged hens.



Country: Thailand
Month: April
Campaign: Gourmet Market

Protest in front of a location of Gourmet Market.



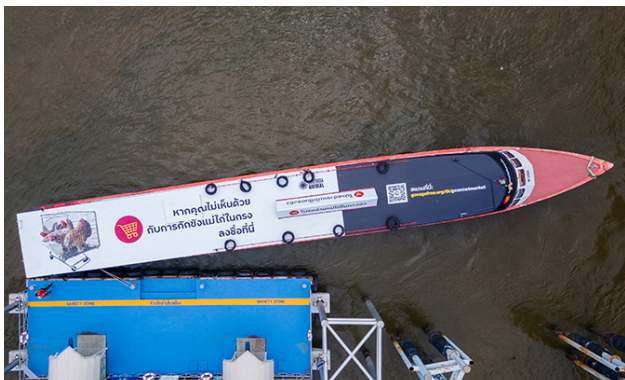
Country: Thailand
Month: June
Campaign: Siam Makro

Protest at head office to deliver 32,000 petition signatures.



Country: Thailand
Month: June
Campaign: Gourmet Market

Three-month advertisements on an express boat with potential to reach more than 200,000 commuters daily.



Country: Indonesia
Month: January
Campaign: Subway

Train advertisements with 145 spots, including on wall panels, ceiling panels, hanging alley, handgrip, and inside doors. Potential to reach more than 117,386 commuters daily.



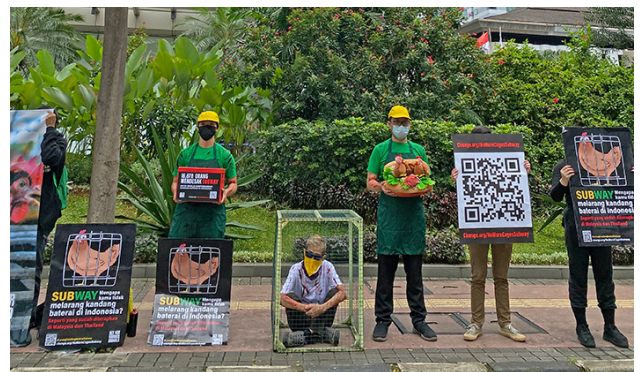
Country: Indonesia
Month: February
Campaign: A&W

Protest at headquarters to deliver 35,000 petition signatures.



Country: Indonesia
Month: February
Campaign: Subway

Action to deliver 16,000 petition signatures.



Country: Indonesia
Month: March
Campaign: A&W and Subway

Action on World Consumer Rights Day in South Jakarta.



Country: Indonesia
Month: May
Campaign: Subway

Three-day strike in front of headquarters playing sounds of caged hens.



Country: Indonesia
Month: April
Campaign: Subway

Delivered a flower board to Subway's flagship store.



Country: June
Month: Indonesia
Campaign: Subway

Protest in front of headquarters.



Country: Indonesia
Month: April
Campaign: Metro

Movie screening followed by discussion with an animal welfare expert.



Reducing suffering in the pig industry

POLICIES

Our team helped secure two major commitments for pigs.



HABIB'S

Gestation-crate-free commitment with a 2026 deadline from fast food company with over 300 restaurants across the country.



DÍA

Gestation-crate-free commitment with a 2028 deadline from one of the biggest supermarkets in Brazil with 800 stores in the country. Dia also committed to sourcing at least 50% of all pork products from suppliers that use immunocastration, do not use ractopamine, and do not practice teeth grinding and tail docking.





Reducing suffering in the dairy industry

Running a campaign asking Danone in Brazil to phase out veal crates and mutilations and end the practice of discarding of male calves.

CAMPAIGN ACTIONS

Country: Brazil
Month: March
Campaign: Danone

Launch of investigation in front of the company's corporate office.



Country: Brazil
Month: June
Campaign: Danone

Set up a "crime scene" related to the killing of male calves in front of the company's office.



Financial Institutions

BANKS FOR ANIMALS

- May 2023: launching of the second edition of the Bank for Animals ranking initiative: www.banksforanimals.org
- Five new institutions (from Chile, Ecuador, and Peru) entered the ranking.
- Policies of 74 private banks related to animal welfare were updated.
- 13 commercial institutions improved their policies and seven weakened them.
- Most achieved criterion was the transition to more sustainable food systems.

STOP FUNDING FACTORY FARMING

- Participated in the Stop Financing Factory Farming coalition campaign against the million-dollar loan from the International Finance Corporation (IFC) to the giant Brazilian dairy company Alvoar Lacteos, with the launching of an investigation.
- Executive director Carolina Galvani presented at the Civil Society Policy Forum, a World Bank event, asking for the end of investments in factory farming.
- Sponsored an event at the Bonn Climate Change Conference in June 2023.

Legislative Efforts

IN BRAZIL

- In April 2023, participated in a public hearing in the Legislative Assembly of the State of São Paulo regarding the ratification of the free trade agreement (FTA) between Mercosur and the European Union and its impact on animals and the environment.
- In May 2023, participated in an in-person meeting with representatives of the European Union to talk about the FTA. In partnership with Animals Equality and Mercy For Animals, Sinergia Animal demanded the inclusion of animal welfare conditions in the Agreement, and the protection of biomes of Brazil and the Mercosur countries.

IN ARGENTINA

- Entering the second year of work with politicians in Argentina to approve a bill that requires egg labeling to disclose production systems.
- New bill presented in 2023, with a two-year deadline for approval.

Investigations

Published two investigations showing the cruel reality of dairy farms in Brazil:

1. DANONE'S DAIRY SUPPLIERS IN BRAZIL

- Exposed for the first time: the inadequate handling of animals, the possibly illegal transportation and slaughter of newborn calves, and painful mutilations performed without pain relief.
- Requested an investigation by the Brazilian Public Prosecutor's Office. [Learn more](#)

2. ALVOAR LACTEOS'S DAIRY SUPPLIERS IN BRAZIL

- Revealed newborn calves being starved for up to 18 hours and sent to slaughter within only hours or days of life.
- Farmers admitted newborn calves are given to people who can kill them outside of legal slaughterhouses, which can constitute crimes of public health and animal cruelty under Brazilian legislation.
- This investigation was used to ask the World Bank not to give a loan to the company. [Learn more](#)



Vegan Challenges

Over 19,181 consumers signed up in Asia and Latin America.

LATIN AMERICA



DESAFÍO 21 DÍAS VEG
desafio21diasveg.com

New signups: 10,131

Paid impressions on Facebook: 5.8M

Media hits: 64

Main media hit: [PERFIL](#)

Other info: We were interviewed about veganism by IP Noticias, an Argentinian TV channel.

INDONESIA



21 HARI VEG
21hariveg.org

New signups: 2,727

Paid impressions on Facebook: 1.3M

Media hits: 11

Main media hit: [Media Indonesia](#)

Other info: Participated in United Nations Live, hosted at the Museum of the UN.

THAILAND



DESAFÍO 21 DÍAS VEG
thaichallenge22.org

New signups: 6,313

Paid impressions on Facebook: 2.1M

Media hits: 16

Main media hit: [Naewna](#)

Other info: Partnership with Mahidol University to promote the campaign to students and collaboration with Let's Plant Meat, a well-known brand in the Thai plant-based food industry.



Nourishing Tomorrow

Institutional Meat Reduction

Achieved new commitments from eight institutions that are willing to reduce their consumption of animal products by at least 20%. Together, they have the potential to replace animal products with plant-based options in more than 1.1 million meals each year.

NEW COMMITMENTS

Country	Institution	#PB meals
ARGENTINA	Coordinación de Comedores-Gualeguaychú	855,000
	Universidad Nacional de San Martín	78,850
	Canteen of the Bromatology Faculty - Universidad Nacional de Entre Ríos	20,330
	Punto Digital Salto Encantado, Misiones - Escuela 319 Salto Encantado	11,970
COLOMBIA	El Nido en el Roble Escuela alternativa y popular	8,000
	Tierractiva Turismo Consciente	87,360
	Fundación Colombia Chiquita	20,800
	Fundación Proyecto de Vida	41,680
INDONESIA	Sekolah Citra Berkat Taman Dayu	27,740



IMPLEMENTATIONS

Provided training and advice to 13 previously committed institutions to implement the project. Together, they have the potential to remove animal products from 537,612. meals per year.

Country	Institution	#PB meals
ARGENTINA	Escuela Quintaesencia - Amartya	48,640
	Coordinación de Comedores-Gualeguaychú	22,500
	Universidad Nacional de San Martín	78,850
	Canteen of the Bromatology Faculty - Universidad Nacional de Entre Ríos	20,330
	Catering Gourmet	64,480
	EAT - Saint Mary School	15,732
COLOMBIA	Tierractiva Turismo Consciente	87,360
	Liceo pedagógico Santa Ana	29,520
	El Nido en el Roble Escuela alternativa y popular	8,000
	Institución Educativa Comercial del Norte	14,000
	Fundación Colombia Chiquita	20,800
	Fundación La Gracia de Vivir - FUNGRACIA	89,400
INDONESIA	Empathy School	38,000



PLANT-BASED DIET COURSE FOR HEALTH PROFESSIONALS

Launching of the first edition of our free training course “Plant-Based Food - Health, Culture, and Sustainability,” targeting healthcare professionals and graduates in Latin America in order to enhance their knowledge about plant-based diets.

This year, for the first time, we also allowed students in the last year of any Health Sciences degree to take the medical classes of the course and the general public to take the non-healthcare specific classes.

We achieved a record-breaking number of 2,890 sign-ups (1979 from all areas and 911 health professionals).

The satisfaction survey for the participants who finished the course revealed that 84% expressed complete satisfaction with their expectations being met, and 96% of would recommend the course to their colleagues.

OTHER ACTIONS

In Latin America, organized virtual talks entitled “Plant-based food: food for the future” in partnership with the University of Antioquia (Colombia), the Latin American Institute of Critical Animal Studies (international entity), and Nourishing Tomorrow.

Thanks to the new commitment we secured in Argentina with “Punto Digital Salto Encantado,” we will host a virtual plant-based cooking workshop for families. The workshop will be livestreamed nationwide, and is likely to reach a wide audience through Punto Digital’s extensive national network of 629 points.

We were invited for an interview on “Tu presencia Radio,” a Colombian radio program, where we discussed the health benefits of plant-based food.

Influencing Public Opinion

We sent 20 press releases to media outlets in Latin America and Southeast Asia, which resulted in 442 media hits.

INDONESIA

Number of media hits: 44

Press release subject: "NGOs celebrate World Consumer Rights Day with action at the Tebet Eco Park"

Featured on: [Antara](#)

Size of the outlet: Major



THAILAND

Number of media hits: 28

Press release subject: "Banks improve policies on animal welfare, says NGO's just-released report"

Featured on: [Market Think](#)

Size of the outlet: Medium



ARGENTINA

Number of media hits: 34

Press release subject: "The environmental impact of meat production: What should we know?"

Featured on: [Filo News](#)

Size of the outlet: Major



COLOMBIA

Number of media hits: 116

Press release subject: "Vegan food market is predicted to be more than double what it is today by 2028"

Featured on: [La Opinión](#)

Size of the outlet: Major



CHILE

Number of media hits: 45

Press release subject: "Vegan food market is predicted to be more than double what it is today by 2028"

Featured on: [El Mostrador](#)

Size of the outlet: Major



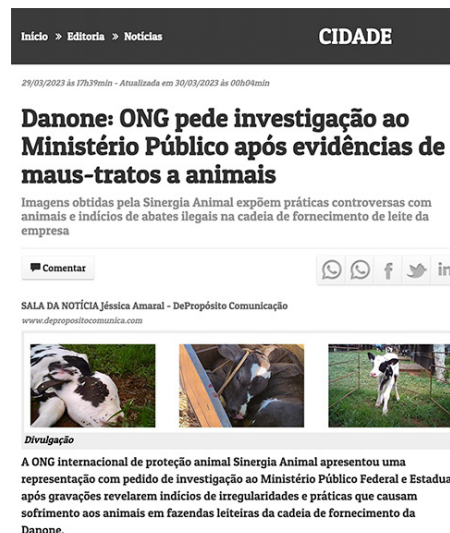
BRAZIL

Number of media hits: 176

Press release subject: "Danone: NGO finds evidence of animal abuse and asks Public Prosecutor's Office to investigate"

Featured on: [Gazeta da Semana](#)

Size of the outlet: Medium



Academic Outreach

WORKSHOP ON ANIMAL WELFARE (LATIN AMERICA)

We conducted the second edition of the Latin American [Workshop](#) on Animal Welfare. The event gathered leading specialists from Argentina, Brazil, Canada, Chile, Colombia, and the United States. More than 1,300 people joined the workshop throughout the day, and many expressed an interest in working on academic studies related to animal welfare, public health, or the production of cage-free systems in the future.



Development and Movement Building

- **Creation of Movement Building Department:** Established a dedicated department to enhance community-building activities exploring new possibilities to engage volunteers, activists, and donors.
- **Telefundraising Program:** Launched a Telefundraising program engaging and training collaborators to actively reach out to potential individual supporters.

People Management, Organizational Culture, and Governance

ORGANIZATIONAL CHANGES

Under the guiding principle of our “Empowering” Cultural Pillar, Sinergia Animal embarked on a transformative journey by nationalizing our team structure. We introduced three National Managing Director positions, combining internal promotions, external hires, and lateral movements.

DEVELOPING OUR LEADERS

- **Leadership Development Week:** Our directors came together with Mission Realization to define the organization’s Realization Map, align goals, and establish a comprehensive understanding of the decision-making processes.
- **Leader of the Future:** Recognizing the pivotal role of supervisors, we organized a six-module leadership training program for all our supervisors. This initiative aimed to enhance their abilities in effectively managing and inspiring their respective teams, fostering a culture of mentorship and growth within our organization.
- **Cascading Goals and Metrics:** We ensured that the organization’s overarching goals were effectively communicated and translated into departmental goals and metrics, which will be followed monthly.

DIVERSITY, EQUITY AND INCLUSION

Launching of the Diversity Talent Bank - Animal Welfare initiative, which has witnessed remarkable achievements:

- **Engaging Potential Candidates:** Our initiative garnered significant attention, resulting in an impressive pool of hundreds of potential candidates who are passionate about animal welfare.
- **Expanding Our Reach:** The success of the Diversity Talent Bank - Animal Welfare has resonated with other organizations, leading to two additional organizations expressing interest in joining as participating partners.



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