



2022
Year in
Review



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Executive Director letter

Dear friends,

Once again, we are immensely proud of everything we achieved together for animals this year. Thank you. It is truly humbling and sometimes even hard to believe that we have gained the recognition and support of so many people and institutions in such a short period of time.

We are now celebrating our fifth year of existence. Yes, it's been only five years, but they were full of prosperity, growth, and the diversification of our activities. When Sinergia Animal was founded at the end of 2017, we were just a team of four (with three only part-time), working in four countries with one single program. Today, five years later, we have a team of more than 50 people, working in nine countries, across eight different programs. Many of us also work internationally to convince institutions and multinational companies to commit to creating a world with more respect and rights for farmed animals—so we can surely say our impact is also global.

The Sinergia Animal team inspires me. We are building a diverse organization that has, as one of its most solid foundations, a commitment to being an inclusive, safe, and prosperous environment for all. In 2022, as you can see in the last section of this report, we started expanding that impulse by creating a collaborative diversity, equity, and inclusion (DEI) project with other organizations. We want to inspire positive change—and be an active part of it. We do this with the conviction that it is the right thing to do for people and societies, and is a crucial step towards establishing a more plural and representative animal rights movement.

I would like to draw your attention to the success of our Nourishing Tomorrow program. This year, it became one of the areas with the greatest impact within Sinergia Animal. Over the past 12 months, we had 25 educational and government institutions

agree to implement one day a week serving only plant-based meals in their restaurants, which totals more than 580,000 meals annually. This represents a huge 300–400% increase in impact compared to previous years, when we established agreements with nine and six institutions respectively.

Another incredible achievement that I would like to highlight is the launch of our Cage-Free Tracker in Asia, which had the participation of 35 companies in its first edition. This program, which encourages and tracks corporate commitments, has the potential to free millions of chickens from a miserable life of confinement in cages. This year's results fill me with pride and gratitude for our team's great effort and give me hope that our work will truly change the lives of millions of animals within the next few years.

These are just a few highlights of an amazing 2022. I invite you to read our entire report and celebrate with us all our achievements this year, which certainly were not few. And please don't forget—without your support, none of this would be possible. You are a fundamental part of all of this, and we hope you will continue to dream and accomplish big things with us. Together we are paving the way to a world where farmed animals will no longer be so cruelly exploited and neglected by our societies.

With deep hope,



Carolina Galvani
Executive Director

Highlights Achievements in 2022

RECOGNITION

We entered our fifth year with Animal Charity Evaluators Standout Charity status. Carolina Galvani, our founder and Executive Director, was featured on Vox Future 50 and the Unbound Project.

CORPORATE CAMPAIGNS

We helped secure 27 commitments covering 32 countries.

CAGE-FREE TRACKING PROGRAM

In Asia, we launched the first report with a more than 70% participation rate. In Latin America, we released our third edition with over 30 companies reporting progress.

PIG WELFARE IN BRAZIL

Two major producers and three restaurant chains committed to phasing out the continuous use of gestation crates. We launched the Brazilian Pork Industry Monitor, a new ranking for animal welfare commitments.

INVESTIGATIONS

We shed light, for the first time, on how fish are farmed in Thailand and Indonesia. We released our first battery cage investigation in Uruguay and supply chain investigations in Argentina, exposing how eggs sold by major supermarkets are produced.

FINANCIAL INSTITUTIONS

After our public campaign, IDB Invest (the private arm of the InterAmerican Development Bank) dropped its proposed loan to the Brazilian meat giant Marfrig. We also co-organized an event during COP27.

VEGAN CHALLENGES

More than 50,000 new signups in Latin America, Indonesia, and Thailand.

INSTITUTIONAL REDUCTION PROGRAM

25 new institutions committed to implementing the program and 22 implementation projects were started.

EDUCATING HEALTHCARE AND OTHER PROFESSIONALS

342 participants completed our free course on plant-based nutrition in Latin America.

INFLUENCING PUBLIC OPINION

591 media hits globally to support our campaigns, promote plant-based diets, and raise awareness about the harm caused by factory farming in the Global South.

RESEARCH

We supported three academic studies related to egg production, public health, and animal welfare, as well as three market research analyses. We carried out a Latin American workshop on Animal Welfare with over 470 participants.

CULTURE AND EMPOWERMENT

Creation of our Team Guidebook. Policies were reviewed and important new ones created. We led more than 20 group trainings and created the Diversity Talent Bank - Animal Protection.

Recognition

Credit: Francesco Pistilli / #unboundproject / We Animals Media

For the fifth consecutive year, we have been named a “Standout Charity” by Animal Charity Evaluators (ACE). This means we are recognized as one of the most effective animal protection organizations in the world and we conduct strong work that could potentially positively impact large numbers of animals.



2022 STANDOUT CHARITY
ANIMAL CHARITY EVALUATORS

Here is what ACE said about our work in the 2022 evaluation:

- “Because most of Sinergia Animal’s spending on programs goes toward animal groups, countries, outcomes, and/or interventions that we consider high priority, overall, we assessed the expected effectiveness of Sinergia Animal’s programs as ‘high.’”
- “Overall, we assess Sinergia Animal’s cost effectiveness as ‘high.’”
- “The main interventions used by Sinergia Animal International—corporate outreach, policy work, and producer outreach—are likely to be very effective in improving welfare standards for farmed animals. Additionally, their work on institutional vegan outreach is likely to be very effective in increasing the availability of animal-free products, which can lead to a decrease in the consumption of animal products.”

- “We find Sinergia Animal International to be an excellent giving opportunity and recommend them as a Standout Charity.”

Carolina Galvani, our Founder and Executive Director, has been featured by the [Unbound Project](#), a We Animals Media initiative that celebrates women at the forefront of animal advocacy. We feel honored to see Carolina’s life story and how she started Sinergia Animal being highlighted alongside many other groups and women changing the world for animals.

Carolina Galvani was also featured as one of Vox’s “[Future Perfect 50](#)”, a list of scientists, thinkers, scholars, writers, and activists building a more perfect future.

“Over the last five years, the Brazilian animal welfare activist Carolina Galvani has quietly built an organization, Sinergia Animal, that has swiftly become an influential player in the future of animal agriculture across the Global South”, wrote Vox.

Vox also mentions the importance of Carolina deciding to use her previous experience as an investigative journalist for Sinergia’s benefit. “Exposing and changing those conditions is daunting work—and perhaps the most important in the animal welfare movement. The future of animal welfare will be determined in the Global South, and it’s people like Galvani who are at the forefront of shaping it,” the profile stated.

Corporate Animal Welfare Policies

Our campaigns and negotiations helped secure 27 corporate commitments from major food companies that apply locally, regionally, and even globally, covering at least 32 different countries.

Three of these policies—from Food Delivery Brands, Bloomin' Brands, and Toridoll—were a result of Open Wing Alliance campaigns and other initiatives led by partner groups, which were strongly supported and promoted by our teams.



CAGE-FREE EGGS GLOBAL AND INTERNATIONAL



FOOD DELIVERY BRANDS

Owner of brands Telepizza, Pizza Hut, Jeno's Pizza, and Apache, with more than 2,300 locations globally.



BLOOMIN' BRANDS

One of the world's largest casual dining companies, with more than 1,450 restaurants worldwide.



CAGE-FREE EGGS ARGENTINA



CACHAFAZ

One of the biggest biscuit and cookie producers in the country.



CAGE-FREE EGGS LATAM



ALMACÉN DE PIZZAS

Argentinian pizza chain, with over 20 locations in Argentina, Uruguay, Peru, and Paraguay.

TORIDOLL →

TORIDOLL Holdings Corporation

TORIDOLL

One of the largest food service companies in the Asia Pacific region, operating in 27 countries, with more than 2,300 outlets worldwide.



GATE GROUP

Leading airline catering and food service, serving more than 700 million passengers annually.



CAGE-FREE EGGS COLOMBIA



HOTEL VILAR AMÉRICA

Hotel located in the city of Bogotá. It owns two restaurants, a catering service, and its own farm.



GELATO HELADERÍA

Artisanal ice cream parlor and mini supermarket with one location.



CAGE-FREE EGGS CHILE



BUFFALO WAFFLES

Waffle store chain with over 40 locations in Chile.

Transition completed in February 2022.



MORITZ EIS

MORITZ EIS

Ice cream parlor and coffee shop with seven stores in the country.



CENCOSUD

Chilean retailer group with more than 80 locations in Colombia. Partial commitment for own brands only.



FRUTOS DE PAZ

Veterans' restaurant and craft brewery with one location in Bogotá.



CAGE-FREE EGGS PERU



ACURIO RESTAURANTS

Renowned restaurant chain of chef Gastón Acurio, with nine brands and more than 20 locations in Peru.



CENCOSUD PERÚ

Retail company, owner of Metro and Wong brands. They announced a partial commitment, which needs to be improved.



PRODUCTOS LA LOCURA

Well-known bakery production and distribution company, with more than 100 locations in Colombia.



MYRIAM CAMHI

— DESDE 1982 —

MYRIAM CAMHI

Renowned gourmet pastry shop with 15 locations in Bogotá.



CAGE-FREE EGGS URUGUAY



EL TRIGAL

Traditional cookie and gourmet products company. It is the first Uruguayan company to commit.



CAGE-FREE EGGS THAILAND



CHATRIUM HOTELS & RESIDENCES

A hospitality company with seven locations across three countries. The commitment will cover all owned and franchised operations.



LEMON FARM

A retailer with 17 locations covering the Bangkok Metropolitan area.



CAGE-FREE EGGS INDONESIA



HOKKAIDO BABY

A premium bakery of Franco-Japanese desserts, with four locations around Jakarta.



ISMAYA GROUP

A hospitality and lifestyle experience company that has over 60 establishments in Asia.



POTATO HEAD

A hospitality company that owns a resort, high-end restaurants, and a beach club in Bali, Indonesia.



GESTATION CRATE PHASE OUTS BRAZIL - PIGS



PAMPLONA

The fifth largest pork producer in Brazil. Their policy includes: mixing sows right after insemination; banning surgical castration without pain control or adopting immunocastration; and banning ear notching.



PIF PAF

One of the ten largest Brazilian pig producers. Committed to transitioning to group-housed systems by 2029, ban surgical castration without pain control by 2022, ban ear notching by 2024, and implement environmental enrichment by 2023.



BLOOMIN BRANDS

One of the world's largest casual dining companies with three brands and more than 110 restaurants in Brazil. Crate-free commitment.



Casa do Pão de Queijo

CASA DO PAO DE QUEIJO

One of the biggest Brazilian coffee store franchises, with over 1,000 sale points in 22 states. Crate-free commitment.

EXPANDING OUR CAGE-FREE TRACKER PROGRAM

We launched the first edition of our [cage-free tracker report in Asia](#), covering India, Indonesia, Japan, Malaysia, and Thailand. It features more than 50 companies with 70% of companies reporting their progress worldwide and 16% reporting their progress in Asia. The launch garnered 12 media hits. Our goal for the next edition is to encourage more companies to make progress specifically in Asia.

We continue efforts with the cage-free tracker report for Latin America. The third edition was launched in December, 2022, with the participation of 32 companies—a 23% increase compared to 2021.

OTHER ACHIEVEMENTS

In Argentina, the supermarket group ChangoMa, which bought Walmart stores in the country, started selling cage-free (free-range) eggs in 46 of their branches throughout the country. This comes after a campaign launched by Sinergia Animal. We continue to push for a cage-free commitment from the company in Argentina.

In Indonesia, Ragawi Chicken Farm, a caged egg farm with 1,678 hens, started transitioning to the cage-free barn system after communication with Animal Friends Jogja and Sinergia Animal. As of December this year, the construction is in progress, and is planned to be completed in January 2023.

After the investigation of duck egg farms in Indonesia was released, our partner organization Animal Friends Jogja (AFJ) met with the Head of the Department of Agriculture and Food Security of the Special Region of Yogyakarta. AFJ presented the problems of battery cages and proposed that cage-free egg production be on the agenda. This official meeting led to the agreement to discuss a move away from battery cages and to improve animal welfare in 2023. Furthermore, AFJ has contacted Indonesia's Ministry of Agriculture to discuss the possibility of adopting national standards for cage-free systems and improved welfare monitoring.



PIG WELFARE BRAZIL

We helped secure five pig welfare commitments in total—three were from big restaurant chains (Bloomin' Brands, Madero, and Casa do Pão de Queijo) and two were from producers (Pamplona and Pif Paf).

In addition, we launched the [Brazilian Pork Industry Monitor](#), a ranking that categorizes the nine largest influential companies in the national pork industry according to their animal welfare commitments. This is a new accountability tool, encompassing a website and a report. The evaluation criteria were:

1. Gestation crates: total ban or partial ban;
2. Banning painful mutilations such as surgical castration, teeth clipping, tail docking, and ear notching;
3. Banning non-therapeutic use of antibiotics.

So far, two producers stated that they want to publish better animal welfare commitments soon, in order to be in a better position in the next edition of the ranking. Moreover, Pif Paf announced a pig welfare commitment just before the launch.

CORPORATE CAMPAIGNS

In 2022, we ran 24 campaigns—five in Argentina, three in Brazil, three in Chile, four in Colombia, one in Peru, three in Uruguay, two in Thailand, and three in Indonesia. We also performed pre-campaign actions and sent campaign notices to companies. Nine of these initiatives resulted in policies.

We continue to target large supply chains to positively impact a substantial number of animals. In Latin America, we have five cage-free campaigns for some of the region's largest supermarket chains,

such as Walmart in Chile, Changomás in Argentina, and Grupo Éxito (part of the Casino Group) in Colombia.

In collaboration with partner groups in Latin America, we are also running a regional campaign targeting retail giant Cencosud. As a result, the company announced cage-free commitments in Chile, Colombia, and Peru. We are still pressuring for better commitments in Colombia and Peru, and for a full commitment in Argentina.

We also launched our first campaign in Uruguay to help ban the cruelest practices in the national egg industry. We are targeting the largest supermarket chains in the country: Ta-Ta, Disco, and Tienda Inglesa.

In Thailand, we are campaigning to ask Siam Makro, one of the biggest and most well-known retailers, with more than 100 locations in the country, to adjust its current stated commitment and announce a full phase-out of caged eggs.

Our participation in campaigns run by the Open Wing Alliance also helped secure a global commitment from Toridoll Holding Corporations and cage-free progress reports from Four Seasons, Norwegian Cruise Lines, and Langham Hospitality Group. The accountability campaign is still ongoing, now aiming for a progress report from Millenium Hotels.

In Brazil, we are focusing our efforts on two neglected animal groups in the farming industry: we are pressuring Nestlé for better welfare conditions for cows and male calves in the dairy industry and urging Habib's, one of the country's largest fast food chains, to completely phase out cruel gestation crates for sows from its supply chain.



High-Impact Campaign Actions

We continued to organize demonstrations and advertisements to strengthen public awareness about companies that are refusing to announce commitments. Our teams worked creatively with high-impact advertisements on public transportation, billboards, newsstands, and murals. These tactics were used alongside street demonstrations with our volunteers. In total, we conducted more than 50 offline actions and advertisements this year.

Highlights

ASIA

TRAIN ADS

Indonesia / April / A&W

Act for Farmed Animals (AFFA), our coalition with Animal Friends Jogja, placed an advertisement inside a carriage of a train line in Jakarta, asking A&W to announce a cage-free policy in Indonesia. This piece had a potential to reach 120,000 commuters per day.



BOAT ADS

Thailand / April-June / McDonald's

We placed an advertisement on the Saen Saab Express boat, asking McDonald's to go cage-free in Thailand. This piece had a potential to reach 170,000 commuters per day.



ASIA-WIDE STREET ACTIONS

Thailand, Indonesia and other countries / May / McDonald's

Activists stood in front of McDonald's branches with a three-meter-long banner. We asked people to sign the banner to show their support.



LOCAL SONGTHAEW ADS

Thailand / October (ongoing) / Siam Makro

Two converted pick-up trucks for passengers had advertisements in them asking Siam Makro to announce a cage-free commitment. They circulated in busy streets, including multiple locations of Siam Makro.



STORE-FRONT PROTEST

Indonesia / October / Subway

AFFA stood in front of a Subway restaurant, with posters and a big banner, informing consumers.



CAGE-FREE LATAM

STICKERS

Colombia / January / Cencosud

Our activists pasted stickers on egg boxes, in order to inform supermarket consumers of the suffering of egg-laying hens in battery cage systems.



DEMONSTRATION

Colombia / March / Éxito

We took a gigantic globe to the headquarters of Grupo Éxito, where their Annual Meeting of Shareholders was taking place.



BILLBOARD

Colombia / March / Cencosud

We installed a big billboard in Bogota calling on Cencosud to extend its cage-free commitment to Colombia.



STICKERS

Argentina / March / AGD

Our activists put stickers on products made by AGD, a major food manufacturer, across various supermarkets in several cities.



BILLBOARDS

Chile / April / Walmart

We installed two billboards asking Lider (Walmart's most well-known brand in the country) to announce a cage-free policy. Lider means "leader" in Spanish, and thus we asked the public: "Is this something you would expect from a leader?"



DEMONSTRATION

Chile / June / Walmart

Along with our volunteers, we were in different Lider and Walmart stores with banners and leaflets asking the company for a cage-free commitment.



ARTISTIC INTERVENTION

Argentina / May / Mostaza

In front of a Mostaza location in Puerto Madero, one of the most visited sites in Buenos Aires, a local artist did a live painting portraying the suffering of hens in cages, while our activists held pictures of this reality.



BILLBOARD

Uruguay / July / Ta-Ta, Disco, Tienda Inglesa

With a big billboard on Avenida Italia in Montevideo, we asked the largest supermarkets in the country to heed our call and stop selling eggs from battery cage systems.



BANNER INTERVENTION

Colombia / June / Ramo

We went to the streets with a big banner and asked the public to leave messages to Ramo. The testimonials of the public were recorded on video and the banner was later delivered to the company's office.



DEMONSTRATION

Peru / August / Cencosud

Our activists protested in the streets of Lima, asking Cencosud's brands Wong and Metro to extend to Peru the cage-free commitment they already have in other countries.



FLOWER FAIR

Colombia / August / Éxito

We were present at one of the most important celebrations in Colombia, the Medellín flower fair, to ask Grupo Éxito for a complete cage-free policy. A local artist created this piece portraying a caged hen with flowers.



ADS IN THE STREETS

Colombia / November / Pizzas Piccolo

Pizzas Piccolo was deleting comments from the public about the campaign from its social media pages, so we printed all of them as signs and put them up in the busiest areas of Bogota.



FLASH MOB

Chile / November / Walmart

Dancing through the streets of Santiago, we asked Walmart to announce a cage-free commitment for Chile. The intervention was organized along with a group of dancers.



BILLBOARD AND DEMONSTRATION

Colombia / November / Cencosud

We installed a billboard for Cencosud in Bogota, close to one of the largest stores of the company in the city, asking them for a better commitment for hens in Colombia.



BRAZIL

STICKERS

Brazil / April / Nestlé

Taking advantage of the Easter season, our activists put stickers on Nestlé's products in supermarkets in São Paulo to inform consumers about the killing of male calves.



EGG DELIVERY

Brazil / April / Nestlé

We delivered a giant Easter egg to Nestlé's office in São Paulo, while our team made a demonstration with plush calves and fake blood.



BILLBOARDS AND BUS DOORS

Brazil / May / Nestlé

We installed billboards and bus door ads in busy areas of Rio de Janeiro, asking Nestlé to prohibit the killing of male calves in its supply chain.



DEMONSTRATION AND CINEMA TRUCK

Brazil / October / Habib's

On Halloween, our activists wore masks of famous horror movie characters and went to Habib's stores in São Paulo, asking the company to stop the horror of cages for pregnant sows. We also had a cinema truck driving around the company's locations showing the reality of cages.



OTHER INITIATIVES

WORLD DAY FOR THE END OF FISHING

In Latin America, our teams took part in the World Day for the End of Fishing in March, demonstrating and raising awareness among the public about the impacts of industrial fishing. The actions took place at important sites, such as Puente de la Mujer and Casa Rosada in Buenos Aires, **Argentina**; Paseo Bandera in Santiago, **Chile**; and Casa de Nariño in Bogotá, **Colombia**.



We also created a one-week online campaign, raising awareness to over a million people about crustaceans' sentience and the impacts of aquaculture—the themes of this year's End of Fishing campaign.

Across all countries, we achieved:

- 998,467 users reached on Facebook
- 263,337 accounts reached on Instagram
- 15 media hits

BAN LIVE EXPORTS

In May, our teams took part in the Ban Live Exports: International Awareness Day. With large banners and animal masks, we demonstrated at Palacio de La Moneda in Santiago, Chile; Casa Rosada in Buenos Aires, Argentina; and the Parque de La Independencia in Bogotá, Colombia.



In Indonesia, our team collaborated with activists from Extinction Rebellion Indonesia and demonstrated at Tebet Eco Park in Jakarta. The activists held posters of illustrations by Ade, an Indonesian artist and activist.



LEGISLATIVE EFFORTS IN BRAZIL

In 2022, Bill 1.293/2021 was approved by a Senate's commission and was ready to be sent for presidential approval. This bill aims to transfer food industry companies' supervision capacity from state to private agents. This would allow companies in the food sector to self-regulate, which brings consequences not only for the animals but also for consumers, workers, and the environment. Alongside other NGOs, we signed two open letters asking the Senate to evaluate and vote against this bill since it was approved only by a commission, not the whole Senate.

We are supporting Bill 633/2022, from the state of São Paulo, aiming to make transparency about animal welfare compulsory in the labeling of animal products for consumers.

We supported Bill 356/2021, which aims to prohibit the slaughter of dairy calves by any cruel means in the state of São Paulo. The congressman who introduced the bill was reelected in 2022 and we will continue the conversation with him.

In 2021, the government published a regulation allowing the slaughter of pregnant cows. Following that, this year we co-signed a civil action alongside other NGOs aiming to prohibit the slaughter of pregnant cows.

In 2022, we also co-signed a bill to stop the killing of male chicks in the state of São Paulo.

Investigations

This year we resumed and intensified our investigations across Latin America and Asia, publishing four investigations, which were seen by 2.8 million people.

FISH FARMS AND MARKETS INDONESIA

An investigation conducted by our coalition with Act For Farmed Animals and We Animals Media revealed, for the first time, the poor animal welfare and sanitary conditions of fish farms and markets in the country.

Animals were found being raised in ponds that had plastic bags floating in them, showing signs of disease, floating dead in pens, and being transported on ice to grocery stores—a practice that can keep fish alive and suffering for many hours. At local markets, they are skinned and cut open while still fully conscious. Indonesian retailers keep fish alive in tiny tanks in their stores, where they can barely swim and may suffer from pain, fear, and stress.

Thruplays: 1,700,000

Impressions: 3,400,000

FISH FARMS AND MARKETS THAILAND

This investigation, published with We Animals Media, revealed animal suffering and unsanitary conditions in the farming and trade of tilapia, the most farmed fish in Thailand. Fish were found living in visibly dirty water, some of them with signs of diseases, with dead fish left in the pond. During the catch and slaughter, some died slowly from suffocation. Others had their heads smashed with a cleaver, were butchered while conscious in traditional markets, or packed alive into plastic bags, slowly dying while gasping for air. In Siam Makro, one of Thailand's largest retailers, live tilapia were being displayed for sale in crowded and murky tanks.

Thruplays: 570,000

Impressions: 2,400,000



EGG FARMS URUGUAY

This investigation marks the beginning of our work in Uruguay, a country where we've recently started campaigning for cage-free corporate policies. This is the first time an investigation shows how eggs are produced in the country. Narrated by actress and rapper Clipper (Josefina Tomás), the footage shows hens living in cramped metal cages amidst their excrement and the corpses of other hens. Sinergia Animal is also organizing an initiative called "Uruguay Sin Jaulas", asking Uruguayan supermarkets Ta-ta, Disco, and Tienda Inglesa to ban this practice within their supply chains.

Thruplays: 113,000

Impressions: 332,000



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EGG FARMS ARGENTINA

A new investigation, released in November, exposed unsanitary and poor welfare conditions in egg farms from which retail giant Cencosud—owner of supermarket chains Jumbo, Disco, and Veja—sources its eggs. Cencosud has committed to end the use of cages among its suppliers in Chile and Brazil, but not in Argentina. In the images collected, hens were crammed together in tiny cages, left to die on the floor or trapped in piles of excrement, drawing their last breaths in deep suffering.

Thruplays: 6,100

Impressions: 13,000



More information on our investigations:
www.media.sinergiaanimal.org

Financial Institutions

The Stop Financing Factory Farming campaign, of which Sinergia Animal is a co-founder, had its first big success this year with the denial of a \$43 million loan to Marfrig. The world's second-biggest beef producer was declined by IDB Invest, the private arm of the InterAmerican Development Bank, after an intense campaign led by our coalition.

To further our efforts, we consolidated a partnership with the Early Warning System and developed a mechanism to monitor, throughout the year, new projects that will be proposed related to livestock, aquaculture, or intensive agriculture.

We also sent letters to several banks questioning loans to agribusiness giant Louis Dreyfus (International Finance Corporation), swine farmer Mavin in Vietnam (IFC), Chilean meat producer Aritzia (IDB Invest), Ecuadorian aquaculture company Santa Priscila (IFC), and the insect producer InnoVaFeed in Indonesia (IFC).

Furthermore, we had meetings with the Inter-Europa Bank, multiple development banks, and an IFC technical team. We also contributed to a paper with feedback from the NewClimate Institute about the alignment of development banks with the Paris Agreement, and participated in a dialogue with NGOs on the same theme, which was organized by the InterAmerican Development Bank in September.

We used the annual meeting of the World Bank Group as an opportunity to organize a side event. In November, at COP27, together with Global Feedback, we also organized an event on the role of development banks, and participated in the launch of the [End.it](#) campaign—which aims to obtain a resolution from the General Assembly of the United Nations for the end of intensive livestock.

Vegan Challenges

We closed the year with more than 50,000 new signups in our vegan challenges, which provide free nutritional advice, recipes, and social support for consumers interested in trying a plant-based diet. In total, since we started running challenges in 2019, we have secured more than 170,000 signups in Asia and Latin America.

LATIN AMERICA



DESAFÍO 21 DÍAS VEG

desafio21diasveg.com

Signups 2022: 19,000+

Media hits: 112

Main media hit: [LUN](#)

Highlights:

- Organically reached over 3500 followers on [Instagram](#) within a year and a half.
- Incorporated a [recipe blog](#) with 50+ vegan recipes for participants to consult.
- Achieved 80 social media mentions by different vegan businesses, nutritionists, and/or influencers, including a partnership with [Mica Quiroga](#), a vegan instagrammer with +12k followers.



INDONESIA



21 HARI VEG

21hariveg.org

Signups 2022: 7,000+

Media hits: 30

Main media hit: [Line Today](#)

Highlights:

- Created a seven-day version of the challenge to run on WhatsApp groups.
- Participated in the International Ubud Vegan Festival, one of the largest vegan festivals in Indonesia, and in [Pasar Wiguna](#), an artisan market.
- Seven celebrities, businesses, and influencers supported the challenge, including [Melanie Subono](#), with +350k followers.



THAILAND



THAI CHALLENGE 22

thaichallenge22.org

Signups 2022: 22,000+

Media hits: 30

Main media hit: [NaewNa](#)

Highlights:

- We were part of [Run The Future - marathon and running club](#), providing [vegan recipes](#) to club members, and were featured in the [newsletter](#) and website of our partner, Root The Future.
- 13 social media pages and influencers supported the challenge, including [Environman](#), a page with more than 570k followers.





Nourishing Tomorrow Institutional Meat Reduction Program

We had great results in Argentina, Colombia, Indonesia, and Thailand. We achieved commitments from 25 new institutions that are willing to reduce their consumption of animal products by at least 20%. Altogether, they have the potential to replace animal products with plant-based options in more than 580,000 meals yearly.

NEW COMMITMENTS AND IMPLEMENTATIONS

ARGENTINA

Asociación Promover Conin

Potential plant-based meals served per year: **28,860**

Municipality of Gualeguaychú, Entre Rios Province

Potential plant-based meals served per year: **17,100**

Granja Penal N°9 El Potrero

Potential plant-based meals served per year: **12,896**

Educación Alimentaria Transformadora (EAT)

Potential plant-based meals served per year: **25,232**

Amartya

Potential plant-based meals served per year: **48,640**

Fundación Huerta Niño

Potential plant-based meals served per year: **50,000**

Clinica del Sol

Potential plant-based meals served per year: **6,000**

Catering Gourmet

Potential plant-based meals served per year: **64,480**



COLOMBIA

Colegio Unidad Pedagógica

Potential plant-based meals served per year: **44,400**

Fundación La Gracia de Vivir

Potential plant-based meals served per year: **83,400**

Secretaría Distrital de Salud de Bogotá

Potential plant-based meals served per year: **65,000**

Colegio Inmaculado Corazón de María

Potential plant-based meals served per year: **5,800**

Liceo Pedagógico Santa Ana

Potential plant-based meals served per year: **29,520**

Corporación Ambiental y Comunitaria barrio Calima + Amicomunidad

Potential plant-based meals served per year: **6,240**

José María Cabal Educational Institute & Huerta Madre Jamaca Community Collective + Fundación Granja Tarapaca + Amicomunidad

Potential plant-based meals served per year: **5,200**

Huerta Alimentando el Futuro Community Collective + Fundación Granja Tarapaca + Amicomunidad

Potential plant-based meals served per year: **5,200**

Uniautonóma del Cauca

Potential plant-based meals served per year: **26,500**

Fundación Universitaria de Popayán

Potential plant-based meals served per year: **68,400**

Gimnasio Ángeles

Potential plant-based meals served per year: **3,480**

INDONESIA

SDS Islam Fatimah Azzahra Sumedang

Potential plant-based meals served per year: **10,450**

TK Islam Fatimah Azzahra Sumedang

Potential plant-based meals served per year: **1,216**

Pondok Diakonia

Potential plant-based meals served per year: **13,248**

Berbagi Sarapan

Potential plant-based meals served per year: **4,800**

SMK Bakti Karya Parigi

Potential plant-based meals served per year: **7,296**

THAILAND

Wattossatis School

Potential plant-based meals served per year: **11,960**

Lekkomes Anusorn School

Potential plant-based meals served per year: **41,400**

Trang Ruampattana School

Potential plant-based meals served per year: **26,160**

Prasitthichai Temple

Potential plant-based meals served per year: **14,040**

Attaphiwat School

Potential plant-based meals served per year: **15,600**

Baan Hauy Duan School

Potential plant-based meals served per year: **15,400**



OTHER INITIATIVES

- In Argentina, we launched the Nourishing Tomorrow institutional video with two major influencers.

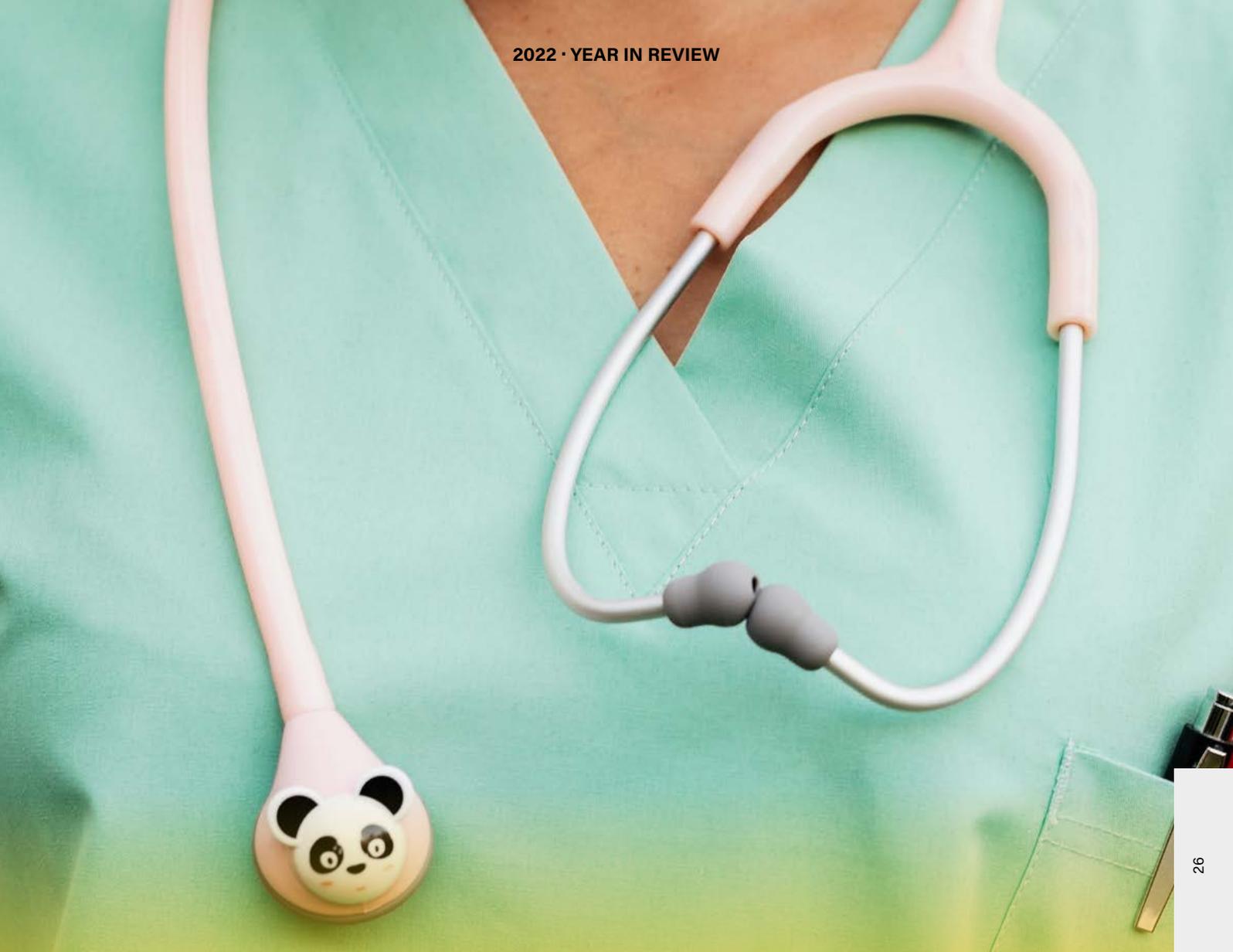


Sabemos que nuestros hábitos afectan al planeta,

- In Indonesia, we presented the Nourishing Tomorrow program during the International Ubud Vegan Festival, one of the most important vegan events in the country.

- In Indonesia, we held the first Student Conference on Food, Health, and Environment. Around a hundred participants registered. We had speakers from Asia Research & Engagement, Good Food Institute Asia Pacific, and the Global Food Partners and we collaborated with six national organizations focused on sustainable food systems.
- In Thailand, we coordinated eight culinary events collaborating with Dharma Voices for Animals, an international Buddhist animal advocacy organization. These events aimed to promote a healthy plant-based lifestyle among Buddhist monks, teach the monasteries plant-based cooking techniques, and encourage them to serve plant-based meals.





Plant-based diet course for professionals

We carried out the second and third editions of our course “Plant-Based Diets: Health, Culture, and Sustainability” to 342 healthcare and other professionals in Latin America. Made possible due to a VegFund grant, the free-of-charge training aimed to prevent misconceptions and to help plant-based diets thrive in the region. 97% participants considered that the content developed will be helpful to them in their professional practice and, overall, there was a high satisfaction rate (99%).

We are thrilled to have obtained endorsement of this course from UNESCO Argentina, Made in Hackney (UK), the International Vegetarian Union, the Chilean Association of Vegetarian Nutritionists, the Latin American Institute for Critical Animal Studies-ILECA, the Caribbean Medical Association, the Latin American Vegan Union, the Plant-Based Health Professionals (UK), the Fuegian Association of Nutrition Graduates (Argentina), the La Plata Medical Society (Argentina), and the University of Concepción del Uruguay (Argentina). ProVeg also supported the course’s promotion.

Influencing Public Opinion

In 2022, we secured 591 media hits globally and many of our press releases were featured in mainstream media outlets, such as Nat Geo, Vox, and Jakarta Post. This strengthens our identity and capacity to influence a wider audience, while also strongly supporting all our campaigns and programs.

INDONESIA

Number of media hits: 90+

Highlighted mention: [Jakarta Post](#) (Major), [Kompas](#) (Major), [Tribunnews](#) (Major).



Act for Farmed Animals (AFFA) rallies in front of a McDonald's outlet in Jakarta on March 10, 2022. (AFP/—)

THAILAND

Number of media hits: 50+

Highlighted mention: [Naewna](#) (Major), [NatGeo](#) (Major), [NationThailand](#) (Major).



นักวิจัยเผย การบริโภคอาหารแพลนต์เบส ช่วยลดความเสี่ยงของการเสียชีวิตและอาการ

ARGENTINA

Number of media hits: 40+

Highlighted mention: C5N TV (Major), [Filo News](#) (Major), [Minuto Uno](#) (Major).



COLOMBIA

Number of media hits: 150+

Highlighted mention: [Pulzo](#) (Major), [Canal RCN](#) (Major), [Revista Semana](#) (Major).



CHILE

Number of media hits: 120+

Highlighted mention: LUN, (Major), Publimetro (Major), El Mostrador (Major).



Desafío 21 días Veg es una iniciativa gratuita de la ONG Sinergia Animal

En este programa ofrecen tips y recetas para una dieta basada en plantas

Desafío 21 días Veg es una iniciativa gratuita de la ONG Sinergia Animal que busca promover una alimentación basada en plantas. El programa ofrece consejos y recetas para una dieta saludable y sostenible. Durante el desafío, los participantes reciben apoyo y recursos para hacer el transición a una dieta basada en plantas.

¿Y cuál ha sido el impacto que han podido percibir gracias a esta iniciativa?

BRAZIL

Number of media hits: 90+

Highlighted mention: Catraca Livre (Major), Neo Mundo - Estadão (Major), Um Só Planeta - Globo (Major).



ESTADÃO Opinião • Política • Economia & Negócios • Brasil

Especismo: você conhece esse conceito?

Escrito por Neo Mundo | 27 de agosto de 2022

Imagem - Divulgação

POR - REDAÇÃO NEO MONDO

Grupos de proteção animal aproveitam celebração global para promover a ideia de tratamento igual a diferentes espécies de animais

URUGUAY

Number of media hits: 3

Highlighted mention: Diario Uruguay (Medium).



Diario Uruguay NO ESTÁ ESCRITO

Inicio » Actriz y rapera, revela pobres estándares de bienestar animal en la industria del huevo de Uruguay

AHORITA Destacada

Actriz y rapera, revela pobres estándares de bienestar animal en la industria del huevo de Uruguay

por Eduardo Merica | 11 junio, 2022

COMPARTIR



[Montevideo, 8 de junio 2022] – Una investigación llevada a cabo por la organización internacional de protección animal, Sinergia Animal, ha puesto al descubierto por primera vez cómo se producen los huevos en Uruguay. Con la narración de la actriz y

INTERNATIONAL

Number of media hits: 2

Highlighted mentions: Vox (Major) and Plant Based News (Medium).



Vox

Rebecca Clarke for Vox

Carolina Galvani wants to make factory farming in the Global South more humane

The future of animal welfare will be decided in Asia and Latin America, home to more than two-thirds of the world's farmed animals.

By Kenny Torrella | @KennyTorrella | Oct 20, 2022, 5:56am EDT

SHARE

FUTURE PERFECT

Finding the best ways to do good.

Part of **The Future Perfect 50**

Over the last five years, the Brazilian animal welfare activist Carolina Galvani has quietly built an organization, Sinergia

Online Education and Engagement

In 2022, we increased our online following by over 185,000 people, 57% more than the previous year.

Besides our institutional channels in five languages, we also worked on strengthening our channels for vegan challenges and meat reduction programs. This allows us to develop more focused communication and to engage more people in our campaigns. For example, our vegan challenge channels promote veganism and animal rights messaging, while the Nourishing Tomorrow channels have a more pragmatic approach, working with health and environmental messaging to reach and sensitize new audiences.

CHANNELS     	AUDIENCE IN 2021	AUDIENCE IN 2022
Facebook Latin America	89,707	119,472
Facebook International	16,240	33,978
Facebook Brazil	31,888	43,835
Facebook Thailand	34,430	61,416
Facebook Indonesia	29,837	60,521
Whatsapp Vegan Challenge groups Indonesia	0	373
Facebook Vegan Challenge group Indonesia	994	4,154
Facebook Vegan Challenge groups Thailand	15,111	34,307
Facebook Nourishing Tomorrow Latin America	16,064	23,472
Facebook Nourishing Tomorrow Indonesia	6,529	12,000
Facebook Nourishing Tomorrow Thailand	0	14,446
Instagram Latin America	43,600	49,411
Instagram International	1,426	2,556
Instagram Brazil	3,972	5,707
Instagram Thailand	4,472	7,122
Instagram Indonesia	9,291	10,510
Instagram Vegan Challenge Latin America	835	3,706
Instagram Vegan Challenge Indonesia	8,825	8,396

CHANNELS     	AUDIENCE IN 2021	AUDIENCE IN 2022
Instagram Vegan Challenge Thailand	0	285
Instagram Nourishing Tomorrow Latin America	4,071	8,963
Instagram Nourishing Tomorrow Indonesia	0	554
Twitter Latin America	784	871
Twitter International	129	209
Twitter Brazil	27	47
Twitter Thailand	583	615
Twitter Indonesia	679	630
Tiktok Latin America	0	23
Youtube Latin America	756	1,075
Youtube International	110	335
Youtube Brazil	44	284
Youtube Thailand	44	199
Youtube Indonesia	18	36
LinkedIn	686	2315
Total	325,892	511,823
GROWTH		57%

Joint Efforts With Other Organizations

Our name Sinergia (Synergy) was chosen due to our strong belief in collaboration with other animal protection organizations and social causes. Below are some examples of how we work via coalitions and partnerships and invest in synergies by supporting initiatives led by other organizations.

- Partnerships with Indonesian NGOs:** In Indonesia, all our programs are carried out in partnership with local NGOs. We work with Animal Friends Jogja in cage-free campaigns, negotiations, and investigations. In our food policy program, we work in partnership with Bentara Papua, Green Welfare Indonesia, and Sustainable Indonesia for Nourishing Tomorrow. Our Vegan Challenge is supported by three local organizations and businesses.
- Open Wing Alliance:** We participate in all OWA global campaigns and are a member of their Advisory Board.
- We Animals Media:** We released two investigations on fish farms in Thailand in Indonesia in partnership with We Animals Media.
- Animals Asia:** Coalition that focuses on improving animal welfare in Asia by sharing information, strategies, and knowledge.
- 50by40:** Coalition of several multi-stakeholder organizations dedicated to cutting the global production and consumption of animal products by 50% by 2040.
- Aquatic Animal Alliance:** A coalition of advocacy organizations who believe aquatic animals should have lives free of suffering.
- Coalition for Aquatic Conservation:** International group that “unites conservation experts and organizations sharing a common goal: A world in which all aquatic animals live meaningful lives.”
- Open letters and other initiatives:** This year, we have also supported seven open letters and initiatives from other groups.



Research

In 2022, our team was engaged with the following research and academic outreach activities:

- **Research on Salmonella and antibiotic-resistant bacteria in eggs produced in different systems in Indonesia, Chile, and Colombia.** The results of this study were presented at the 3rd International Symposium for Global Physiology 2022, and a manuscript is under review for publication in an indexed, peer-reviewed scientific journal. Two other studies are being carried out in Chile and Colombia, and we expect to get the results published in 2023.
- **Surveys on consumers' knowledge, perceptions, and behavior around animal welfare and animal food products.** We worked with the market research company Ipsos Group S.A., with the goal of improving public engagement and support of our campaigns.
 - In Argentina, the survey found that 60% of participants agreed with labeling egg products according to their production system, and 64% were against using battery cages after being informed about it.
 - In Indonesia and Thailand, consumers reported being willing to support organizations that seek to improve animal welfare and human health. However, they found veganism too challenging and needed more clarification about cage-free egg production.
- **Organization and participation in scientific events to network and build relationships with academic researchers and scientific institutions.**
 - In Latin America, we held an [online workshop](#) on animal welfare to animal scientists, veterinarians, and academics. More than 470 participants attended it. A final survey was conducted. Out of 381 participants who responded, 351 expressed an interest in working with us on research projects about animal welfare, public health, or the production/ economics of cage-free systems.
 - We strengthened ties with academics in Indonesia and Thailand and participated in animal welfare and food events, intending to identify more academic researchers interested in working with us.



People Management, Organizational Culture, and Governance

With the rapid growth of the organization, the People and Operations department has been working on several actions to establish an effective and compassionate work environment, constantly improving our processes and policies and shaping our organizational culture.

CULTURE

In 2022, we launched the Sinergia Animal Team Guidebook, which provides an overview of who we are, our mission, vision, and values, and our expected standards of professional conduct.

REVIEW OF POLICIES

All of Sinergia Animal's policies were reviewed by the whole team, including new ones such as Public Communications, Social Media, and the improved version of Respect in the Workplace.

CULTURE SURVEY

As in 2021, we had a new round of the Culture Survey with the team to assess how they perceived our organization, leadership, and Cultural Pillars: Safe, Inclusive, Nonviolent, Empowering, Results-Oriented, Global-South, Innovative, and Amicable.

- Every team member had to rate from 0 to 7 how Sinergia Animal is performing at this moment in different topics as perceived by the team:
 - Sinergia Animal's performance in each of the seven cultural pillars was rated with an average of 6.50 or higher;
 - Opportunities to grow and develop in the organization scored an average of 6.71;
 - Satisfaction with compensation scored an average of 6.28
 - Work environment safety for the team, volunteers, and third parties scored an average of 6.90.

- Words used to describe Sinergia’s internal communication style included “friendly”, “supportive”, and “respectful”.
- All action plans to maintain and further improve our culture and work environment will be discussed with the team.

TRAINING AND DEVELOPMENT

As a way to empower our team, the organization implemented some development actions.

We now use a Learning Management System (LMS) that includes a two-day onboarding and 17 training sessions available for the team on soft and hard skills.

The Feedback Committee created our Feedback Cycle, a year-long evaluation and feedback process for the whole organization that started in March 2022. The actions contain short training on Conscious Culture, Feedback, Non-Violent Communication, and our Feedback Cycle process, all of which are framed by the organization’s cultural pillars.

We have continued our Training and Development program, which consists in offering an individual yearly allowance for every team member for training and development actions. Throughout 2022, there were more than 40 individual trainings. To the team as a whole, we also offered several technical training sessions, including a professional Media Training.

To maintain a safe working environment, we adopted a new Respect in the Workplace policy. Counting on the support of a well-known and respected consultant, three trainings were given to ensure understanding of the new guidelines among designated persons, supervisors, and the whole team.

DIVERSITY, EQUITY, AND INCLUSION

In our continuous work on raising awareness of Diversity, Equity, and Inclusion, we continue to take affirmative action to hire Black, Indigenous, and trans people, and people with disabilities.

We also started the implementation of the Diversity Talent Bank. In partnership with ten other animal protection NGOs, our goal is to build a Global Majority talent database in Latin America. It connects professionals of less represented groups within animal advocacy.

GOVERNANCE BOARD

In 2022, Sinergia Animal established a Governance Board, responsible for overseeing the organization’s work, strategy, mission, and sustainable growth, and for promoting trust and transparency. More information can be found [here](#).

ADVISORY BOARD

With the formation of a Governance Board, the work of the Advisory Board was restructured. The Board Members answered an anonymous survey with suggestions for improvements. They identified the need to act more directly as coaches and now are in contact with the team members they want to help guide.





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