



Albert Schweitzer Foundation

# Report on Effectiveness **2018**



*albert Schweitzer*  
Albert Schweitzer Foundation

# Welcome to Our Seventh SRS Report on Effectiveness!



This report comes far too late, which is due mainly to staff shortages with our tax accountant. This, in turn, significantly delayed work on preparing our annual financial statement.

We therefore decided to prepare only a short report, omitting the following chapters that are usually part of SRS reports:

- > Introduction
- > The Problem and Our Solution
- > Plans and Outlook
- > Organizational Structure and Team
- > Organization Profile

For information on these areas, please refer to our 2017 report and, when it's finished, our 2019 report.

In 2018, we invested a lot of resources into launching our work for broiler chickens. We had to wait until 2019 to reap most of the dividends. Because of that many of our outputs and outcomes have decreased in 2018 while 2019 looks a lot better.

We hope that you enjoy this – comparatively short – read!

Mahi Klosterhalfen | President

PS: We're proud that Animal Charity Evaluators (ACE) has, once again, selected us as one of for »Top Charities« worldwide.





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# 1. Impact

To improve the transparency of the path of effectiveness from input to outcome, the paths for our four spheres of action – corporate, legal, consumers and multipliers – are each presented separately.

Regarding the inputs: The personnel and material costs have been calculated with distribution formulas, which means that although they are not exact, they do very closely reflect the actual values.

## 1.1 Resources deployed (input): corporate

	2016	2017	2018
Welfare of land animals	€151,115	€148,541	€100,319
Welfare of broiler chickens	-	-	€148,343
Welfare in the aquaculture industry	-	€94,451	€179,385
Animal welfare in Poland <sup>1</sup>	-	€75,101	€119,518
(Expanded) plant-based offering	€129,912	€186,190	€185,974
<b>Total</b>	<b>€281,027</b>	<b>€529,316</b>	<b>€733,539</b>
of which personnel costs	€215,461	€293,277	€390,674

## 1.2 Activities performed (output): corporate

### Quantifiable

Activity	2016	2017	2018
Corporate contacts re animal welfare	103	146	125
Corporate contacts re (expanded) vegan offering	112	239 <sup>2</sup>	53
Vegan Guides distributed, ordered or downloaded (all for »caterers« target group)	439	1,029	714



### The Vegan Guide in detail

In 2017, we completely revised and expanded to 180 pages our practical guide for large-scale vegan catering, which was originally published in 2015.<sup>3</sup> The Vegan Guide offers recommendations regarding plant-based alternatives to animal products and more than 80 recipes specially designed for canteen kitchens. The Vegan Guide has received coverage in the trade press, and we have also directly contacted decision-makers in the gastronomic industry in order to distribute it. The Vegan Guide can be ordered from our website as a print version or downloaded. Every time the Vegan Guide is ordered or downloaded, we ask whether the person ordering/downloading it is employed in the gastronomic industry so that we can ascertain the precise level of demand within our core target group.

### Not quantifiable

#### Working toward a halfway animal-friendly end to beaking/searing

After businesses and politicians together resolved in 2015 – and largely in response to our efforts – to end the practice of beak searing laying hens in 2017, we documented the current state of research regarding beak searing in a 19-page paper in 2016. In this paper, we described the measures necessary for ensuring that laying hens do not develop behavioral disorders, thereby helping to prevent feather-pecking and cannibalism. Without these measures, the only option available to keepers of laying hens is to dim the barns as soon as

any problems occur. However, a life in darkness entails a whole new set of animal welfare problems. Since the research findings were not put into practice, we launched a project in 2018 aimed at raising animal welfare standards within the KAT («association for controlled alternative types of livestock husbandry») system via food retailers. Our first step was to formulate specific demands concerning the breeding of young hens. In Europe, 81 million hens – including almost all hens in Germany – live under the KAT system.

#### Launch of the Broiler Chicken campaign

Since the middle of May 2017, we have been working intensively on raising welfare standards for broiler chickens. We helped to not only formulate the EU Broiler Ask, but also target signatories for this campaign.<sup>4</sup> Toward the end of 2017, we also reached out to companies to discuss the fulfillment of the EU Broiler Ask.

#### Defining welfare standards in the aquaculture industry

Our goal is to raise welfare standards in the aquaculture industry, above all in the following five areas:

1. Water quality
2. Feed
3. Health and use of medicines
4. Transportation and handling
5. Stunning and slaughter





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To achieve this, we work hand in hand with stakeholders in the food retailing, production and research sectors and with official authorities. More food retailing companies joined the initiative during the course of 2018 and, by the end of 2018, almost all the most important food retailers were on board.

We are currently focusing on promoting the stunning of fish before slaughter, a procedure that is unfortunately not practised in most countries. This shows that we still have a mountain to climb when it comes to raising welfare standards for fish. You can find out more about our work in this area on our website.<sup>5</sup>

#### **Website and newsletter: Lebensmittel-Fortschritt (food progress)**

We run the lebensmittel-fortschritt.de website and publish the associated monthly newsletter. Both are aimed at decision-makers inside the food industry. In particular, we name companies that are taking important steps in the fields of animal welfare and veganism. We also present the latest developments and innovations in the highly dynamic area of vegan products and »functional ingredients« (i.e. ingredients that can be used either to develop vegan products or »veganize« existing recipes). The newsletter is sent to nearly all

large and most medium-sized food companies in Germany.

#### **Outputs in Poland**

Our sister foundation, Fundacja Alberta Schweitzera, which was founded in 2017, was highly successfully in its efforts over the course of 2018 to persuade companies to stop using/selling cage eggs. We provided the team with ongoing training and support to help them with this.



## 1.3 Impacts achieved (outcome/impact): corporate

### Quantifiable

Impact/indicator	2016	2017	2018
Companies switching to cage-free eggs	28	11	6 (implementation) 2 (commitment)
Impact points: companies switching to vegan <sup>6</sup>	66	74	6.6
Companies no longer using broiler chickens (commitment)	-	-	2

#### Companies switching to cage-free eggs

In Germany, our campaign to promote cage-free eggs is largely done: Most relevant companies have resolved not only to stop using cage eggs, but also to switch over to cage-free eggs and egg products. This puts Germany well ahead of most other countries in the world, which can be largely attributed to our Cage-Free campaign.

But before we end the Cage-Free campaign, we are still focusing on three key aspects:

- > Most wholesalers still carry cage-egg products (shell eggs were discontinued many years ago).
- > Some international companies headquartered in Germany have still not implemented an international cage-free policy.
- > We are helping the Open Wing Alliance, a global coalition campaigning to end the abuse of chickens worldwide, to bring about global cage-free commitments.

Our successes not only help to reduce animal suffering, but also raise the price of eggs, which both decreases demand in the food industry and makes plant-based egg alternatives more attractive.

#### Impact points for companies switching to vegan

We are restructuring our work in this area. In the future, we will be not only promoting vegan campaigns but also working together with companies to reduce

the amount of animal products they consume. This can be achieved through a more extensive vegan offering, although other strategies can be employed. Companies could also, for example, reduce the size of portions containing animal products or take steps to reduce the overall size of their purchases by actually using the animal products they buy and ensuring that less goes to waste.

We will also be discontinuing and replacing the »vegan impact points« system.

#### Broiler chickens: success stories

In 2018, we made only slow progress in our endeavors relating to broiler chickens. That said, we did manage to persuade two major companies – Nestlé and Dr. Oetker – to raise their welfare standards for broiler chickens. We achieved a lot more in this area in 2019.

### Not quantifiable

#### Impact of the Vegan Guide

While we cannot give precise impact figures for our Vegan Guide, we can report anecdotally that one wholesaler added the more than 80 recipes contained in the guide to its own recipe database and supplies its customers, upon request, with the necessary ingredients. It is perfectly possible that other wholesalers are doing the same. We would also like to take this opportunity to publish just one of the many excellent pieces of feedback we have received:

»We, too, believe that a regular offering of meat-free meals in the communal catering industry can make an important contribution to more sustainable eating habits. We would be happy to share your guide across our various information channels because it could be especially useful for the community representatives that we work with.«

### Impact of our efforts to stop beak searing

We successfully convinced the food retailing industry that animal welfare standards within the KAT system need to be raised. We engaged in numerous talks with the KAT, although, as at 2018, these are yet to yield any concrete outcomes. We will persevere!

### Impact of our work in the aquaculture industry

Our work in this area is still in its early days, so it will be some time before we achieve concrete results – i.e. less suffering – for fishes.

### Impact of Lebensmittel-Fortschritt

The impact of our website and newsletter cannot be measured directly, but we have every reason to assume that they are making a huge impact because it is extremely common in the German food industry for companies to strive to match their rivals when they imple-

ment important measures. It is therefore vital to ensure that any progress is publicized – and this is precisely the purpose of Lebensmittel-Fortschritt. There is also great interest among recipients: Our newsletters have an average opening rate of 30%.

### Impact of the foundation in Poland

Our Polish colleagues persuaded 32 companies to stop using cage eggs in the future. The switch to non-cage eggs will in most cases not take place until 2025, which is partly because most hens in Poland are still kept in cages and egg producers will be required to make a number of costly alterations to their facilities.





## 1.4 Resources deployed (input): consumers

	2016	2017	2018
»Even if you like meat...« brochures	€19,175	€10,798	€8,924
Content of the Vegan Taste Week (VTW)	€67,831	€76,069	€65,523
Acquisition of VTW participants	€81,142	€92,483	€174,044
Action groups and regional coaches	€63,045	€82,401	€736
Media work	€33,148	€38,349	€41,518
VTW in Poland	-	€25,034	€39,839
Other	€59,703	€92,674	€145,744
<b>Total</b>	<b>€324,044</b>	<b>€417,808</b>	<b>€476,328</b>
of which personnel costs	€240,221	€299,893	€307,988
Voluntary hours worked	13,400 hours	13,720 hours	11,062 hours

## 1.5 Activities performed (output): consumers

Activity	No. in 2016	No. in 2017	No. in 2018
No. of »Even if you like meat...« brochures printed	500,000	250,000	150,000
New Vegan Taste Week subscriptions	48,403	79,208	44,106
New members of the »Vegan-Tipps für alle« [vegan tips for all] Facebook group	-	14,004	20,660
Street campaigns for the acquisition of consumers	580	725	507
Articles published <sup>7</sup>	73	67	85
Visits to our websites	3.8 million	4.6 million	4.0 million
Reach of media reports	20.7 million	62.7 million	19.5 million print + 2 million TV
Facebook reach	49.0 million	20.7 million	8 million

### »Vegan-Tipps für alle« [vegan tips for all] Facebook group

The »Vegan-Tipps für alle« Facebook group, which we launched in 2017 and moderate ourselves, is an interactive addition to the Vegan Taste Week.<sup>8</sup> The members engage in discussions and share tips and recommendations on a range of vegan-related issues. We make sure – including with the assistance of voluntary moderators – that only properly researched and no pseudoscientific information is shared (the Internet and social media are awash with unsupported information, particularly on the subject of health). We also suggest topics for discussion ourselves and, if necessary, provide references to our own or other well-researched websites.

### Street campaigns for the acquisition of consumers

Our street campaigns include campaigns both with and without our Pig Mobile and those undertaken by our action groups. The majority of campaigns undertaken in 2018 involved the »offline« acquisition of participants for the Vegan Taste Week. We also organized events in the context of our Broiler Chicken and Cage-Free campaigns as well as in response to relevant political and legal developments and to mark various other occasions. We would also particularly like to highlight the introduction in 2018 of our new »silent line« campaign format, in which as many as 150 people have already taken part.

## 1.6 Impacts achieved (outcome/ impact): consumers

### Impact of our »Even if you like meat...« brochure

The most recent data concerning the impact of these brochures originates from 2015. Between May and October of that year, we conducted a non-representative online survey among the recipients of our newsletter and evaluated 207 full responses:

Asked whether the »Even if you like meat...« brochure motivated them to explore the issues raised in the brochure more in the future, 20% of non-vegan respondents said »to some extent« and 57% »generally yes« or »yes.« Furthermore, 34% of the non-vegan respondents stated that the »Even if you like meat...« brochure had motivated them to eat fewer animal products than before. Others even stated that they were motivated to follow a completely vegetarian (16%) or completely vegan (25%) diet.

A range of feedback – here from 2017 – underscores this:

»I found the brochure from the Albert Schweitzer Foundation to be thoroughly compelling [...]. I hope that more people turn their backs on this system.«

»Thank you! The brochure, which I received from you some years ago, convinced me to transition to a 100% plant-based diet.«

Gratifyingly, the results of the 2015 survey reveal that the impact goals aimed above all at bringing about the intention among respondents to make precisely the kinds of behavioral changes described in the brochure tended to be achieved, although it remains difficult to ascertain whether and to what extent such intentions are ultimately put into practice. Just one of the objectives of the »Even if you like meat...« brochure – to gain more knowledge – is not achieved, although this could be because the select group of respondents was already highly knowledgeable.

Regarding our Vegan Taste Week (VTW), which we also present in the »Even if you like meat...« brochure, 19% responded – just one year after the VTW was launched – to the question »Did the brochure inspire you to sign up to the Vegan Taste Week?« with »Yes« and 42% with »No« (38% stated that they had already taken part).



## Impact of the Vegan Taste Week

During the Vegan Taste Week (VTW), subscribers receive daily e-mails providing a condensed introduction to veganism and motivating them try out vegan foods over the course of this first, introductory week. Once they have completed the introductory week, we continue to send e-mails every month containing practical tips and encouraging subscribers to continue along their path and, ultimately, to switch to an all-vegan diet.

We assess the outcome of the VTW on the basis of the opening and click rate of our newsletters and of two separate surveys. The average figures for the period January–December 2018 are summarized below:

The opening rate of the first e-mail is around 75.5%. The rate decreases slightly up to the final e-mail, but remains around 58.5%. The average click rate is 19.4% (basis: all recipients). In the future, we plan to further increase click rates in particular (these are a key indicator of the extent to which people engage with our e-mails).

The results of an anonymous online survey conducted among VTW participants throughout 2018 provide further insights. The survey was sent as soon as the introductory week was over. We evaluated only the responses from people (427 in the end) who constituted the specific target group of the Vegan Taste Week – in other words, 20- to 60-year-old people who did not follow a vegan diet before participating in the Vegan Taste Week but had expressed an interest in vegan food:

- > 56% of respondents who were not vegan before embarking on the VTW stated that they had followed a »fully vegan« (21%) or »mostly vegan« (35%) diet over the course of the week.
- > 91% of respondents agreed that participating in the VTW had helped them to prepare more/better vegan dishes (50% »completely agree«; 41% »tend to agree«). 76% also stated that participating in the VTW had made it easier for them to find vegan food while shopping.
- > Regarding eating habits before and after the VTW, 55% of respondents stated that they had either stopped eating meat altogether (32%) or reduced the amount of meat they ate (23%) following the VTW. Regarding dairy products, as much as 88% of respondents stated that they had either stopped consuming dairy products altogether (36%) or reduced their consumption of dairy products (52%) following the VTW. A total of 83% of respondents stated that they had either stopped eating eggs altogether (39%) or reduced their consumption of eggs (44%) following the VTW.
- > Regarding general dietary habits, 48% of respondents who ate an omnivorous diet (i.e. one that includes meat) before the VTW stated that they would switch to a vegan diet in the future. The same applies to 45% of flexitarians, 74% of pescatarians and 83% of vegetarians.



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We have also received some very positive feedback. Here's a selection (from different years):

»We embarked on our 'vegan experiment' by taking part in the Vegan Taste Week – and two-and-a-half years on, we're still doing it. I value the dialog with others and the fantastic recipes.«

»I am more than happy to share these motivating words of advice and encouragement.«

»I would like to thank you and I look forward to a whole new way of cooking. I am 71 years old and will try it out.«

»I've been reading your blog and newsletter for some time now and regularly visit your homepage. I've been vegetarian since I was 14 – so that's 45 years now! – and have also been vegan at various points over the years. [...] But the information you provide – and above all the way you write – has really helped me to find my way back to a vegan lifestyle. I'm always really excited to receive the latest newsletter!«

#### **Impact of the »Vegan-Tipps für alle« [vegan tips for all] Facebook group**

While we cannot give precise impact figures, the growth of the group and the lively discussions among its members give us every reason to be confident that it is making a positive impact.

Our impression is underlined by feedback like this below:

»What I like best is the sense of collective spirit in the group, the fact that there are so many people here who think differently and that newbies are not made to feel inferior to those who have been vegan for a long time.«

»This group is extremely important to me because I don't personally know anyone who is vegan. Seeing so many people taking this path in life inspires me to stay strong and committed.«

»Reading 'Vegan-Tipps für alle' every morning when I wake up helps me to stay focused on my goals.«

#### **Impact of our Pig Mobile tours, street campaigns and action group campaigns**

We use our Pig Mobile tours, action group campaigns and other street campaigns as an opportunity to encourage people to take part in the Vegan Taste Week, distribute our »Even if you like meat...« brochures, give the public an insight into the lives of farmed animals through the iAnimal VR glasses and talk to people one on one. Three in four of the people we talk to about the Vegan Taste Week go on to enter their names in the subscriber list. We assume a similar take-up level among those we talk to about other topics and on other occasions, although we cannot always accurately quantify these results. The Pig Mobile and the text written on it are also real eye-catchers. Its presence in pedestrian zones is likely to have a promotional effect for the vegan lifestyle, although we cannot measure this. We also use eye-catching material for most of our other street campaigns. Below, Carsten Halmanseder talks about one particular campaign in Berlin that he took part in:

»During a signature-gathering event for the 'Veggie' public petition, a boy – aged around 12 – approached me with his parents and asked them to put their names down. His parents clearly had some reservations, including about their son's intention to go vegan. We had a fascinating and moving discussion about not only health-related concerns but also what each and every one of us can do to combat factory farming. As we talked, the boy's parents became increasingly persuaded by the arguments and the very specific questions that their son was asking, questions that I was always able to substantiate and respond to. The entire family then signed up for the Vegan Taste Week. Four weeks later, I met the family again at exactly the same spot. The mother said that she herself had become vegetarian and actively supported her son in his vegan diet. The father, too, was impressed and said: »As long as I don't notice it's vegan, that's fine by me!««

Nicolas Thun talks about the time he visited a school:

»On the very first day, a pupil asked me: »I'm a vegetarian myself and would like to go vegan, but that would be a real hassle with my siblings and parents. Can you give me any tips on how I could do this?« We replied: »We totally understand where you're coming from. You need a certain strength of character to assert yourself among your family and friends. But the ability to go through with things can actually give you that strength of character.« On the final day, we asked the pupils how they felt about the past week. The pupil who asked that question on the first day and with whom we had of course spoken to time and again over the course of the week raised her hand: »I've been vegan since Monday. It's actually really easy – and really delicious!««

We also experience time and again responses like the one described below when people immerse themselves in the lives of farmed animals by donning the iAnimal VR glasses:

One lady started to sob and shake. She reached for the hand of one of our staff, but insisted on continuing to watch the film: »I have to see this. I can't turn a blind eye to this any more.« After watching the video, she stays on for a long discussion. After some time, she leaves, seemingly with the feeling that she too has the power to change things.<sup>9</sup>



In 2018, we teamed up once again with the German Vegetarian Association (now ProVeg) and the animal rights group Berlin Vegan to organize the Vegan Summer Festival. Our combined efforts drew a record 65,000 visitors.<sup>10</sup> We believe that the Vegan Summer Festival helps to further anchor veganism in the mainstream consciousness, educate people – regardless of how they eat – about veganism and provide a wealth of positive and motivational experiences.

Our efforts are proving effective in another respect, too: Through the »silent line« campaign format in particular, we have created a low-threshold form of participation for activists that has enabled us to increase our number of activists and so expand and strengthen one of the most important foundations of our work on the street.

### Impact of our online articles

While we cannot give precise impact figures, we are noticing that arguments advocating animal welfare and veganism in debates are increasingly based on sound, properly researched information – an important development for the credibility of animal welfare and animal rights organizations. Since we are frequently cited as a source by consumers and other organizations, we can be confident of our contribution to this development as well as to the support for our animal welfare demands and the acceptance of the vegan diet. A certain proportion of readers also sign up for the Vegan Taste Week or subscribe to a newsletter.

### Impact of our (social) media reach

We do not have any data on the impact of our media reach or the reach of our Facebook page, nor, for cost reasons, have we calculated advertising equivalents and so on. However, we have every reason to believe that we are making a positive impact similar to that generated by our online messages because, in the traditional media too, our messages are nearly always transmitted in their intended form. We also frequently receive Facebook comments such as the one below in response to an article on the use of down:

»This is a topic that has never received the attention it deserves! Thank you for the article.«

## 1.7 Resources deployed (input): multipliers

	2016	2017	2018
Networking	€20,820	€45,242	€42,857
Knowledge management (including studies)	€79,003	€117,479	€118,821
Political lobbying	-	€47,492	€12,532
<b>Total</b>	<b>€99,823</b>	<b>€210,213</b>	<b>€174,210</b>
of which personnel costs	€69,839	€138,457	€155,294

## 1.8 Activities performed (output): multipliers

Activity	No. in 2016	No. in 2017	No. in 2018
Proposals for topics for research work / support for student placements, cooperation in B.A. and M.A. theses	15	10	11
Presentation and work group activities / visits to events / involvement in alliances / meetings with politicians	27	29	45
Press releases published	23	36	34
Petitions launched	3	8	6

### Information about our work with multipliers

#### Cooperation with students

Over the past few years, we have steadily increased our activities with students – for example, providing support with content, ideas for themes and topics, internships – and now maintain these at a manageable level. In addition to our own suggestions and offers for internships, we have received an increasing number of external inquiries regarding internships, the assignment

of dissertation topics and specialist information for student research projects. We attribute this to various factors including the rapidly growing reputation of our Scientific Foundation as a highly professional, hard-working point of contact primarily for junior researchers.



## Presentations, work groups and involvement in alliances and lobby groups

With our own speakers and work group activities (including presentations, involvement in expert and podium discussions, workshops), we have for many years been steadily, and to a small but highly targeted extent, nurturing interest among the public and, above all, industry professionals in issues relating to diet and animal welfare. We focus primarily on events attended exclusively or largely by multipliers relevant to our foundation in order to provide them with information, encourage them to undertake their own activities within our areas of action or provide additional support for these activities, acquire them as potential collaborative partners and as a way for us, too, to gain additional knowledge.



We have also steadily intensified our involvement in animal welfare and animal rights alliances over the years, with whom we act at a political and business level. In 2018 alone, multiple animal welfare demands were submitted to politicians in the form of open letters, statements and position papers through, for example, the »Bündnis für Tierschutzpolitik« [alliance for animal welfare policy].<sup>11</sup>



Members of the German Alliance for Animal Welfare Policy as of 2018

We also frequently work with key players to promote vegan agricultural approaches. In 2016, for example, we helped to formulate farming guidelines (now IFOAM-certified) specifically for biocyclic-vegan farming. Since 2017, we have been a member of the biocyclic-vegan guidelines and certification committee. In 2018, we supported the founding of the Biozyklisch-Veganer Anbau e. V support organization. And last but not least, we regularly publish articles and/or press releases informing the public about the latest news and developments in this area.<sup>12</sup>

## Further multiplier outputs

### Dissemination of our texts

In 2017, we dispensed with copyright and switched over to Creative Commons Attribution License 4.0 (CC BY 4.0) to allow anyone interested to disseminate our texts with as few obstacles as possible.<sup>13</sup> In practice, this means that anyone is permitted to duplicate and disseminate any of our texts in any format or medium. It also allows people to alter or build on our texts. Our texts are permitted to be used for any – even commercial – purposes. The only condition is that the Albert Schweitzer Foundation for Our Contemporaries is cited as a source and a note is added to indicate if a text has been altered.

### A diverse range of multiplier activities

During the Vegan Summer Festival in Berlin, we held a stress management workshop aimed specifically at activists during which we discussed the issue of burn-outs and provided a range of tips on how to cope with stress. To mark Albert Schweitzer Day on June 1, we teamed up with the Albert Schweitzer children's villages and family workshops association to organize a vegan theme day aimed at helping families and institutions to create animal-friendly meal plans.<sup>14</sup>

## 1.9 Impacts achieved (outcome/impact): multipliers

Impact/indicator	2016	2017	2018
Successful petitions	1	2 successes + 1 partial success	2
Book authors who use our articles (where known)	6	2	1

### Outcomes of the petitions

Thanks to a petition targeting Dr. Oetker, which we launched during our Broiler Chicken campaign and was signed by 170,000 people, and through further intensive dialogue, we motivated the company to announce that it would raise its broiler chicken welfare standards across Europe to meet the criteria of the EU Broiler Ask by 2026 at the latest.

We also collected a final total of 45,000 signatures in an online petition calling for the introduction of class action for charitable animal rights organisations in Berlin and handed it over to the Berlin Senator of Justice. It remains to be seen whether an effective law will actually be passed in 2019, but in the event that such a law is passed, our petition will have been an important factor contributing to this.



Campaign against Dr. Oetker in Bielefeld, Germany

### Impact regarding the dissemination of our texts

Since 2013, our publications of detailed and well-sourced online articles on animal production have led to an increase in the number of questions we have received about animal agriculture, in particular from journalists (print/TV).

And, also since 2013, an increasing number of book authors have been using our articles on factory farming in particular for their own work (we can measure this on the basis of, for example, references to our articles as sources). Ultimately, this interest among the media and authors in the information that we provide is likely to anchor the concept of animal welfare in public debate over the long term, bolstered with factually correct and verifiable content. In 2018, we were mentioned in the book »Hurra, wir sterben!: Zwischen Menschenwerk und Hoffnungsschimmer« (Weiss M, 2018).

### Further impact of our work with multipliers

#### Impact of our partnership with students

Overall, we can assume that our work in this area successfully promotes issues relevant to the foundation in students' bachelor and master studies and will also, over the medium to long term, permanently establish these issues at higher levels of science and research. So far, the precise extent to which we are helping to influence the intended impact across Germany can be established only to a limited degree.

Also of note is the increasing number of external experts in the fields of industry and research that we have successfully engaged to provide sound, fact-based support for our work. Here, too, it is almost impossible to measure the specific impact, but we fully expect this to lead to a steady further improvement in the quality of our work.

### Impact of presentations, work groups and involvement in alliances and lobby groups

It is, in most cases, difficult to measure the precise impact and outcomes of the work performed by our speakers and work groups. However, we do have indicators that suggest a demand for information, which we cover to a satisfactory degree, for information in various (expert) circles – for example, direct requests for more presentations, articles and partnerships as well as the number of press mentions of our activities. All in all, we are making a successful contribution of our own toward anchoring the issues important to our work among selected multiplier circles.

Regarding our involvement in animal welfare and animal rights alliances, we expect calls for greater animal welfare in animal agriculture to be advanced with greater determination and pressure at a political level, even though it has so far not been possible to verify any direct impact on the current animal welfare policy. In addition, based on our experience, greater leverage can be achieved in the world of business through the demands and recommendations put forward by alliances. For example, our priorities list for improving conditions for dairy cows motivated a number of food retailers to seek ways of raising animal welfare standards in this area.

Regarding the establishment of vegan agricultural approaches, our regular articles on the issue, our involvement in work groups and our financial support



mean that we make a valuable contribution to raising awareness of the possibilities and opportunities of animal-free agriculture (including the use of animal-free fertilizers such as liquid manure) and motivating more farmers (agriculture) and food retailers (listing of vegan products) to take an interest. Over the medium to long term, we also expect to anchor this issue at a political level, an area where this issue has so far received very little attention. The overall goal of these efforts is to further veganize the food production process starting from the cultivation phase and, ultimately, to make agricultural production at a national and global level increasingly less reliant on farmed animals.



Protest against castrating piglets without anesthetics



## Other impacts

We can evaluate the outcome of our stress management workshop at the Vegan Summer Festival in Berlin using the 20 feedback forms that we prepared before the event and distributed at the end of the workshop and that were then later all completed and returned to us. The forms reveal that we were successful in addressing our target group because all the participants describe themselves as activists. Other results:

- > Ten participants were »very satisfied« and nine »satisfied« with the workshop (nobody stated that they were unsatisfied)
- > Levels of approval/disapproval among the participants:
  - 95% of participants found the content of the workshop easy to understand (19 out of 20)
  - 95% felt that they had gained more knowledge (19 out of 20 »tended to agree« at minimum)
  - All participants stated that they were keen to apply what they had learned in the future (20 out of 20 »tended to agree« at minimum)
  - 90% think that they will be able to clearly communicate what they learned to others (18 out of 20 »tended to agree« at minimum)
- > Other aspects that were rated positively: Openness, relaxed atmosphere, interaction and discussion sessions, no obligation to talk, diverse, very well prepared, structured, useful tips (including among the participants)

We also received a few suggestions for improvement, most of which related to conditions within the environment of the Vegan Summer Festival itself, although some provided valuable input regarding content: Next time, less noise; schedule more time; enable more eye contact among the participants; more space; more specific instructions and guidelines; make the discussion about cause shorter and prevention longer; make the concluding section more concise.

Our vegan theme day, which we held in cooperation with the Albert Schweitzer children's villages and family workshops association, was a real success right from the off because ten families and institutions from Bavaria, Mecklenburg-Vorpommern, Lower Saxony, Saxony-Anhalt and Thuringia took part for the very first time. This is extremely gratifying in view of the prejudices that frequently still prevail when it comes to vegan diets for children and young people.



Workshop on managing stress at The Vegan Summer Festival in Berlin, Germany

In a questionnaire, which we dispatched at the end of the theme days and was completed by a total of six families and institutions, four stated that they had learned an incredible amount about how to prepare vegan food (1 response: »tend to agree,«; 1 response: »completely disagree«). In addition, two respondents stated that would be »very likely« to take part in future vegan project days, three »quite likely« and just one »quite unlikely«.

We will look at whether we can organize these theme days in the future and, if so, how we can make them even more successful.

## Outcome of the campaign against the »Minister for Factory Farming«

Following the publication in 2017 of horrific images from her family's pig fattening farm and our intensive efforts in response to have her dismissed from her post, Christina Schulze Föcking – the Minister for Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia – finally stepped down in 2018. Our campaign, which not only was designed to bring this issue repeatedly to public attention, but also enabled a lawsuit to be brought against the minister in 2018, something that we consider to have played a vital role in forcing her resignation, was therefore a tremendous success.

## 1.10 Resources deployed (input): legal

	2016	2017	2018
Total	€27,266	€29,572	€156,174

## 1.11 Activities performed (output): legal

Activity	No. in 2016	No. in 2017	No. in 2018
Lawsuits supported	2	2	3

### The 2018 lawsuits in detail

#### Lawsuit against the sale of live lobsters

Lobsters that are sold while still alive experience tremendous suffering. Many are kept in tiny crates with their claws bound. This causes a range of adverse responses such as stress because lobsters, when confronted with other lobsters, have a natural instinct to fight as a way of asserting territorial rights. While they are being transported – a process that can often last weeks – they are not given any food so that they do not excrete faecal matter.

Up until the point at which they are sold, the lobsters are kept in water tanks under similar conditions to the ones they suffered during transportation. They may have a little more space this time, but still nowhere near enough.



When the lobsters are later sold in, for example, Metro stores (the defendant in this case), they are (nearly) always subjected to an agonizing death in boiling water during which they spend several minutes fighting for their life.

The aim of the lawsuit is to obtain a verdict ruling that the live sale of lobsters is incompatible with German animal welfare law and must be stopped immediately.

#### Lawsuit against the conditions on Schulze Föcking's pig fattening farm

As described above, the shocking conditions on the pig fattening farm belonging to the family of the Minister for Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia prompted us to take action. We are supporting a class action suit aimed at enforcing a ban on the keeping of animals on this farm and, if possible, clarifying certain fundamental issues concerning the treatment of pigs in the factory farming industry.<sup>15</sup>

#### Constitutional appeal in Baden-Württemberg

To our dismay, the district court of Heilbronn ruled that animal welfare laws do not apply to the factory farming industry. The competent judge justified her decision by stating that the abuses are common knowledge and so »socially acceptable.« This, in turn, means that undercover farm investigations conducted by activists are illegal by default because the factory farms are not actually breaking any laws. To our further dismay, the Higher Regional Court chose not to overrule this verdict, which meant that a constitutional appeal was the only other option available to us.<sup>16</sup>

## 1.12 Impacts achieved (outcome/impact): legal

Impact	2016	2017	2018
Successful lawsuits	1	1	1

### Undercover farms investigations are legal

Our Board Member Hans-Georg Kluge has defended in court activists who have conducted undercover farm investigations and so were accused of unlawful entry. The activists were acquitted in all three instances, most recently by the Higher Regional Court of Naumburg (Saxony-Anhalt). This provided temporary legal certainty: Undercover farm investigations were considered legitimate where there are indications of breaches of law or a failure of the system of controls of the competent veterinary inspection offices. In such cases, undercover investigations are considered to be a last-resort measure for gathering evidence and prompting the relevant authorities to take action.<sup>17</sup>

We believe that the law in its current form is correct. Unfortunately, Baden-Württemberg reached a different conclusion to that of Saxony-Anhalt (see above). We hope that the constitutional appeal will finally bring some clarity.

### The discrepancy between lawsuits that we support and lawsuits that are successful

Most lawsuits take several years to reach a conclusion. We might not be able to promise to win all the lawsuits that we support, but we can say that we have so far not lost a single lawsuit.

We are currently fighting to ensure that the lawsuits in North Rhine-Westphalia can be brought to conclusion. The CDU/CSU- and FDP-led state government allowed the class action introduced for animal rights organizations by the SDP and Greens to expire. This has raised the complex legal question of what happens with lawsuits that have not been brought to conclusion. In the worst case, it will not be possible to conclude such lawsuits in the federal state in which they were initially brought. They would have to be filed again in another federal state, and this would mean that much of the hard work already done can be leveraged again. That said, we have every reason to believe that this will not happen with the lawsuits that are currently under way.



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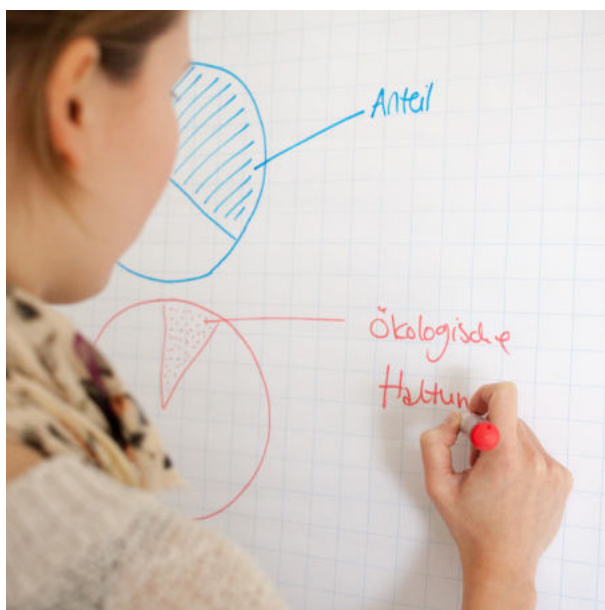


## 1.13 Ongoing evaluation and quality assurance measures

	2016	2017	2018
<b>Total</b>	<b>€36,279</b>	<b>€38,089</b>	<b>€44,616</b>

In 2018, we took initial steps to fundamentally restructure the foundation (see section 5.1.2 below) so that responsibilities and work priorities can be distributed to our staff and the different areas of the foundation more systematically and efficiently. We refined the vision and strategy of the foundation and began work on assigning the work of our foundation more visibly to our strategic pillars (corporate, legal, consumers, multipliers). The structure of the regular team protocol, for example, has been adapted in line with the strategic pillars. This is designed to make our work processes more transparent, targeted and effective overall.

Since the beginning of 2017, we have been holding foundation meetings at the beginning and in the middle of the year to improve the communication of information within the foundation. The meetings are an opportunity to present the current work priorities of all the different areas of the foundation and address any queries and questions from our employees. In 2018, the meetings were once again accompanied by in-house employee surveys as a means of improving the range of information available to us. No further surveys are currently planned for 2019 because the surveys conducted so far confirm that the new meetings have met with a positive response.



As planned, the first version of the project management manual has been completed and implemented within the foundation. We also gathered team feedback, which we plan to use when updating the manual in 2019. All the foundation's projects launched since we introduced the manual are now organized in line with the relevant project management standards. Older, ongoing projects and programs will be gradually adapted in line with the new standards. Some of the most important standards include the establishment of a fixed project team, including roles, responsibilities and communication guidelines; the formulation of a project concept including targets, target groups, measures, risks, resources and evaluations; and the documentation of project implementation and lessons learned.

Our Knowledge and Quality Management department provides ongoing support for the foundation's other areas and departments by assisting them with issues relating to knowledge management, quality management and evaluation. For example, meetings were held to discuss how to implement the project management manual and evaluate projects. To maintain the high level of quality of the information we provide, the »Lebensmittel-Fortschritt« area was supported in its work to create the »2018 bakery ranking« and feedback questionnaires for the evaluation of its workshops and presentations. To benefit from further training and networking opportunities, the Knowledge and Quality Management team attended the DeGEval conference on impact orientation and evaluation.

To make it easier to take advantage of the (advisory) services offered by our Knowledge and Quality Management team and the Animals and Animal Welfare area and provide a clearer overview of the amount of queries received, we have introduced an internal query system (JIRA). We have also started to look at which of the IT programs we currently use in the foundation and which new IT programs are suitable for meeting our current and future standards and requirements. By the end of 2019, we plan to have removed all the old and unsuitable programs and implemented a range of new IT systems.

Our knowledge database (Confluence) now also contains an overview of all the surveys that the ASS has conducted (internally or externally) to date. We plan to continuously update this database with all future surveys. The ability to document different features and characteristics of the surveys (e.g. aims, data collection methods, random sampling, number of participants) helps us to identify how we can optimize the process of creating surveys (project management) as well as conducting the surveys themselves and the method(s) used and so improve future surveys.

In 2018, we took initial steps to develop a comprehensive concept for consumer-related activities at the ASS; this work is scheduled to be continued through 2019. This involves, among other things, embedding the »Even if you like meat...« brochure and Vegan Taste Week in a coherent overall concept for the first time. The plans implemented so far for evaluating the VTW (especially the implementation of the revised VTW follow-up survey for measuring the long-term impact) will be put on hold for the time being and resumed only if they appear to harmonize with the new VTW concept.

The introduction of the two target-group-specific VTW newsletters was successfully completed. The main reason behind our decision to restructure our newsletter is that we expect to see differing information requirements among those who sign up for the VTW themselves online and those whom we acquire via campaigns organized by our street campaign team and the VTW action groups.

We spent a lot of time addressing the objectives of the ASS and formulated a rudimentary concept for these. We also started work on developing a holistic concept for all the foundation's websites that aims to ensure that they are planned and designed in a more coordinated manner within their overall context and to enhance both their individual and combined impact potential. Plans for an initial sub-project as part of this overall project have already been prepared, whereby the targets and target groups for all ASS websites are to be defined, revised and compared. We plan to complete the first stage of this project, which covers all the German ASS websites, by the end of 2019, with work on all the other websites scheduled for completion by the end of 2020.



## 2. Finances and Accounting

### 2.1 Bookkeeping and Accounting

Tax accountant Jens-Martin Müller (Berlin, external) is responsible for our bookkeeping.

He is also responsible for preparing our annual financial statement – including our balance sheet – in accordance with the German Commercial Code.

Our annual financial statement is audited by both the foundation supervisory authority of Berlin and the auditing company Hamann & Partner (Berlin, external). The balance sheet and income/expenditure figures were taken from the audit report prepared by Hamann & Partner.

### 2.2 Balance sheet

All figures are given in euros.

Assets	2016	2017	2018
I. Intangible assets (e.g. software)	3	3	3
II. Tangible assets	14,475	31,521	23,145
III. Financial assets	45,266	12,492	38,149
IV. Inventories, accounts receivables, other assets	28,453	37,899	30,517
V. Cash, bank	637,572	1,099,491	1,277,265
VI. Accruals and deferrals	4,566	13,140	12,220
<b>Total assets</b>	<b>730,335</b>	<b>1,194,546</b>	<b>1,381,299</b>

Liabilities	2016	2017	2018
I. Foundation capital	150,000	175,000	205,000
II. Revenue reserves	255,913	433,783	648,306
III. Revenue carried forward	258,467	258,468	258,467
IV. Special items: donated funds still to be used <sup>18</sup>	9,170	217,983	48,322
V. Accrued liabilities	17,751	25,561	28,025
VI. Accounts payable	39,034	83,751	193,179
<b>Total liabilities</b>	<b>730,335</b>	<b>1,194,546</b>	<b>1,381,299</b>

The foundation does not own any property and has not taken out any loans.

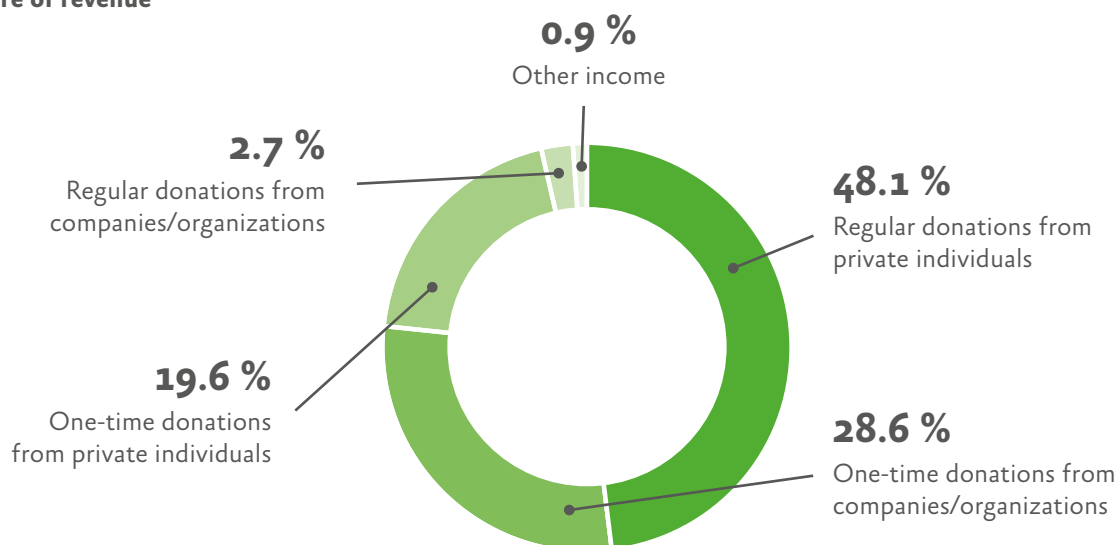
## 2.3 Income and expenditure

Income - All figures are given in euros.

Income	2016	2017	2018	Change between 2018 and previous year
Donations and sponsorships	949,336	1,751,056	1,923,341	+ 9.8 %
Inheritances	0	0	0	
Other income	37,137	40,827	17,268	- 58.1 %
Reduction (or increase) in special items: donated funds still to be used <sup>19</sup>	144,067	./. 208,814	169,661	
<b>Total income</b>	<b>1,130,540</b>	<b>1,583,069</b>	<b>2,110,270</b>	<b>+ 33.3 %</b>

We have also received donations amounting to €30,000 (2017: €25,000; 2016: €25,000). Legally, however, these do not constitute income but instead increase the balanced foundation capital.

### Share of revenue



### Notes on income

Our income from donations and sponsorships has been received from 10,032 private individuals and 292 companies/organizations. Private individuals donated a total of €1,315,227 (€131 each on average). The companies/organizations donated a total of €608,114 (€2,083 each on average). The largest share for the latter item is €466,506 from the Open Philanthropy Project (OPP), which means that the OPP's share constitutes 24.3% of our total income through donations.

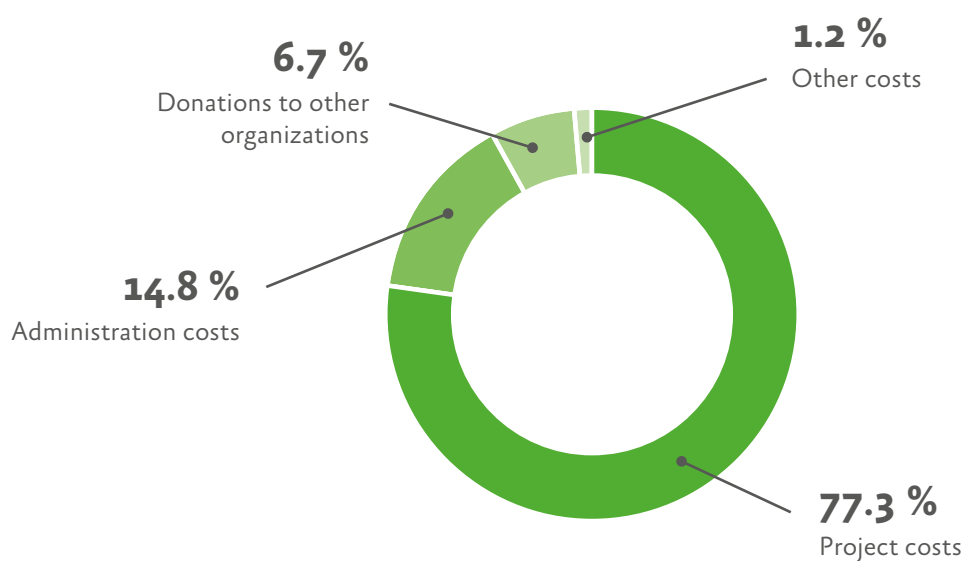
We accept donations from companies only if we can exclude any possibility of launching campaigns against them, so we are happy to accept donations from, say, software companies and tire dealers but not from supermarket chains or catering companies.



Expenditure - All figures are given in euros.

Expenditure	2016	2017	2018	Change between 2018 and previous year
Project costs	845,641	1,147,375	1,465,722	+ 27.7 %
of which personnel costs	610,883	775,505	910,154	+ 17.4 %
Administration cost	157,265	166,847	288,573	+ 67.8 %
of which personnel costs	92,307	109,160	163,653	+ 49.9%
Donations to other organizations	2,050	64,080	127,445	+ 98.9%
Other expenditure	28,493	26,897	14,007	- 16.0%
<b>Total expenditure</b>	<b>1,033,449</b>	<b>1,405,199</b>	<b>1,895,746</b>	<b>+ 34.9%</b>
<b>Year-end result</b>	<b>97,091</b>	<b>177,870</b>	<b>214,523</b>	<b>+ 20.6%</b>

#### Share of expenditure



#### Notes on liquidity

Our liquid funds amount to €1,072,265. The ratio to expenditure is 0.57 (previous year: 0.7). In other words, we have sufficient liquid funds to finance the work of our foundation for a good six months. This is slightly better than our target value, which is to have liquid reserves sufficient for around five months.

# 3. Imprint



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Cover photo: © Atlantios - unsplash.com

## 3.1 Our team in Germany (as at 2018)



**Aaron**  
Bangert



**Andrea**  
Broszio



**Andreas**  
Grabolle



**Anna**  
Stief



**Annalena**  
Haas



**Anne**  
Schäfer



**Carsten**  
Halmanseder



**Charlotte**  
Zodel



**Dirk**  
Reuter



**Doreen**  
Rothe



**Eva**  
Seifert



**Florian**  
Witkowski



**Henner**  
Brünjes



**Inken**  
Jakob



**Janika**  
Kleine



**Jennifer**  
Wilke



**Joanna**  
Parszutowicz



**Jonas**  
Becker



**Judith**  
Grob



**Julia**  
Diedrich



**Konstantinos**  
Tsilimekis



**Lena**  
Höhne



**Linda**  
Eickelau



**Lou**  
Reiter



**Luisa**  
Böhle



**Mahi**  
Klosterhalfen



**Marietheres**  
Reinke



**Martin**  
Brandenburg



**Michelle**  
Pliquet



**Nicolas**  
Thun



**Rieke**  
Petter



**Robin**  
Rader



**Sabrina**  
Grela



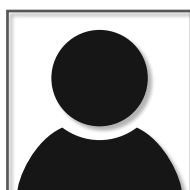
**Sabrina**  
Klein



**Silja**  
Kallsen-MacKenzie



**Sophie**  
Langner



**Tamuka**  
Nongera



**Tanja**  
Gerber



**Lanai**



**Lotti**



**Nanna**



**Nanni**

### 3.2 Our team in Poland (as at 2018)



**Beata**  
Cymerman



**Ewa**  
Prokopiak



**Karolina**  
Skowron



**Monika**  
von Engel



**Zuzanna**  
Genderka

## End notes

1. Includes primarily donations to the Fundacja Alberta Schweitzera.
2. The figure is this high because we have written to many companies about our vegan gastronomy guide.
3. <https://albert-schweitzer-stiftung.de/aktuell/praxisleitfaden-vegane-grossverpflegung>.
4. <http://welfarecommitments.com/europeletter/>.
5. <https://albert-schweitzer-stiftung.de/aktuell/tierschutzstandards-aquakulturen-erhoehen>.
6. In the past, we used to cite the number of companies that had expanded or improved their vegan offering. Since this figure is practically meaningless, however, we developed an impact points system instead. The calculation takes into account the size of the company (sales), the extent to which they have expanded/improved their vegan offering and their estimated influence on rivals.
7. Press releases are not counted here.
8. <https://www.facebook.com/groups/1142188022546915>.
9. <https://albert-schweitzer-stiftung.de/aktuell/virtual-reality-eindruecke-von-unserer-ianimal-tour>.
10. <http://www.veganes-sommerfest-berlin.de/rueckblick/>.
11. <https://albert-schweitzer-stiftung.de/aktuell/keine-tiertransporte-in-staaten-ausserhalb-der-eu>,  
<https://albert-schweitzer-stiftung.de/aktuell/tierwohlkennzeichen-keine-kompromisse>,  
<https://albert-schweitzer-stiftung.de/aktuell/ferkelkastrationsplaene-sind-verfassungswidrig> und  
<https://albert-schweitzer-stiftung.de/aktuell/otte-kinast-beenden-sie-lebendtierexporte>.
12. <https://biozyklisch-vegan.org/>,  
<https://albert-schweitzer-stiftung.de/aktuell/themenabend-biozyklisch-vegane-landwirtschaft>,  
<https://albert-schweitzer-stiftung.de/aktuell/vegane-landwirtschaft-standard-anerkannt> und  
<https://albert-schweitzer-stiftung.de/aktuell/erste-biozyklisch-vegane-betriebe-anerkannt>.
13. <https://albert-schweitzer-stiftung.de/aktuell/wechsel-copyright-creative-commons>.
14. <https://albert-schweitzer-stiftung.de/aktuell/vegan-test-der-albert-schweitzer-kinderdoerfer>.
15. <https://albert-schweitzer-stiftung.de/aktuell/klage-im-fall-schulze-foecking>.
16. <https://albert-schweitzer-stiftung.de/aktuell/verfassungsbeschwerde-steinhauser>.
17. <https://albert-schweitzer-stiftung.de/aktuell/urteil-filmen-in-staellen-ist-grundsuetzlich-legal>.
18. Balance sheet prepared in accordance with the IDW RS HFA 21 guidelines. These special items will be used in subsequent years.
19. According to the IDW guidelines, the special item from the previous year is to be added to the donations and the special item for year-end deducted. To represent the actual income through donations, we instead indicate the actual donations received (in row 1) and the difference with respect to the special item (in row 4) separately from each other.