

VEDDAS

Activity Report

2010

VEDDAS is a prominent Non-Governmental Organization (NGO) in the animal rights movement in Brazil. Relying exclusively in the work of volunteers and small spontaneous donations, VEDDAS carries out pioneering projects of national and international repercussion, such as BAR VEDDAS, VEDDAS-MÓVEL, VEDDDAS-CARRTE, and ENDA (National Animal Rights Gathering).

VEDDAS works to promote the arguments in favor a lifestyle free from the exploitation of sentient beings based on the ethical acceptance that non-human animals are entitled to having respected their rights and interests. VEDDAS activities range from the production of informative materials and the direct distribution of these materials to the public, all the way to promoting campaigns, events, seminars, protests and other educational activities, most of them based on public outreach. VEDDAS also works in the legislative process when its skills are considered relevant for collaborating in this process.

The following pages report on the group's activities in 2010.

We hope this report can be useful for the purpose of outlining and presenting the scope of our activities and to inspire other groups and individuals to do even more in their struggle for having recognized the rights of animals and the urgent need for a shift to a vegan diet and lifestyle.

Sincerely,

George Guimarães
President

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Permanent Projects

BAR VEDDAS

BAR VEDDAS is an awareness-raising project that outreaches to the public on the streets, inviting them to a reflection on the issue of animal rights and veganism. It happens weekly every Sunday and has been active since August 2007, on Paulista Avenue (the main avenue on the Financial and Arts district of Sao Paulo, which is Brazil's largest city – Pop.= 12 million).

Armed with a table, a few posters and a lot of energy to talk to passers-by, VEDDAS volunteers outreach to the public, inviting them for a talk about animal rights and veganism in a friendly, non-invasive manner. VEDDAS volunteers are trained in our Training Seminars and *in loco* by our veteran volunteers. The aim is to convey the message in a way that fits the profile of the person being approached. Each interaction lasts an average 8 minutes, but some may extend for over an hour.

Operating since 2007, BAR VEDDAS has become a reference point in the city of Sao Paulo on the topic and so far has brought awareness about animal rights veganism to thousands of people who may not otherwise had thought about these issues.

VEDDAS-MÓVEL (VEDDAS-MOBILE)

VEDDAS-MÓVEL (VEDDAS-MOBILE) is a multimedia vehicle equipped with a large TV screen and sound system used to bring information to the public through the exhibition of videos depicting what goes on behind the closed doors of the animal exploitation industry, from food production to clothing manufacturing and all the way to the entertainment and animal experimentation industries.

VEDDAS-MOBILE was released in April 2008 and operates weekly on Paulista Avenue (the main avenue on the Financial and Arts district of Sao Paulo, which is Brazil's largest city – Population = 12 million).

VEDDAS-MÓVEL also offers support at protests and other public interaction events.

All the investment necessary to bring the VEDDAS-MÓVEL project to life was obtained through the donations of activists countrywide, and complemented by the personal resources of VEDDAS President.



VEDDAS-CARTE

VEDDAS-CARTE is a new project, which started in September 2010. It is small cargo cart with two pneumatic wheels that allows for the transport of the necessary multimedia equipment that was built into it for performing to the exhibition of videos in public places.

It was custom designed to receive a sound system, a DVD player, a 19' monitor, two regular car batteries and a few compartments to transport literature and signs.

With the same objective as the VEDDAS-MÓVEL, which is to raise the awareness of the population through the exhibition of videos showing behind the scenes footage of the animal exploitation industry, VEDDAS-CARTE comes to complement the project as a more economic alternative and meeting the necessity of following activists in places where the vehicle is not allowed to be parked.

VEDDAS-CARTE is used on our weekly outreach work and also offers support at protests and other public interaction events.



All the investment necessary to the bring VEDDAS-CARTE into operation was obtained by donations made by activists from all over the country.

Rain or shine, VEDDAS activists do not retreat from the activities to which they have committed.

ENDA – National Animal Rights Gathering

Every two years, the **Encontro Nacional de Direitos Animais** [National Animal Rights Gathering] brings together in a single place the people that conducts the animal rights movement in Brazil. It is the largest meeting of Brazilian activists, that come from all over the country to learn, debate, interact and share with those who make the history of animal rights in our country, making this encounter a forum to report progresses, discuss tactics, create networks, as well as being an important inspirational moment to recharge the spirits and advance the fight for animal rights. In this way, **ENDA** has been the birthplace of important initiatives that become reality in the hands of those to whom this encounter motivates, capacitates and inspire.

The 2nd edition of ENDA took place in October 2010. Gathering 130 activists from 13 Brazilian states (from places as far as Acre and Pará, in the Amazonian region) who were determined to capacitate themselves as activists, to discuss the movement and to share their ideas and points of view. Counting with renowned national and international lecturers and with the contribution of experienced activists (such as two crew members of the Antarctic missions of the Sea Shepherd Conservation Society) and the all activists who are contributing to transforming their communities, the event had an incredibly positive result among the participants, who not only participated on the lectures, but also enjoyed a rare opportunity to interact with like-minded activists while camping, eating delicious vegan meals or talking around the bonfire.



Animal Rights National Conference

The **Animal Rights National Conference** takes place annually in the USA since the 1980's. Being the largest and oldest in the world, this huge gathering of activists has served as an inspiration to our Brazilian version, ENDA (above mentioned), for its main objective is the exchange of experiences shared by the activists. The event brings together 90 speakers in over 100 lectures during the four days of the event, on which nearly 900 activists participate. Over the past six consecutive years, VEDDAS has collaborated with 12 lectures presented by its president George Guimaraes, ranging from discussions on foreign law to vivisection campaigns all the way to vegan outreach projects and campaigns, therefore presenting our work and discussing our strategies with the international activist community.



All travel, food and lodging expenses were financed by personal resources of VEDDAS President, George Guimaraes, therefore not costing the organization.

McUnhappy Day Protest

Every year VEDDAS carries out a protest against the "McHappy Day," a date in which the fast food chain launches a national disinformation campaign through which it tries to associate its image with the fight against cancer, what is in truth an enormous hypocrisy, since this company promotes a diet with characteristics that propitiate the development of the disease.



The protest has the objective of denouncing the company's hypocritical stand, that while it promotes a diet that encourages the development of cancer, shows itself opportunistically interested in helping entities that do legitimate work to support cancer patients, trying in this way to deviate public attention from the reality of its commercial activities, as well as promoting the consumption of a diet rich in fats, refined carbohydrates and poor in fibers and protective substances, also fomenting an industry that every year exploits billions of sentient animals.



This year, the traditional São Paulo protest against the "McHappy Day" expanded its reach and gained concomitant support in Salvador (paralleling the 2nd World Conference on Bioethics and Animal Rights), gathering dozens of activists from all 5 regions of the country. The expectations generated by the protest were such that we were able to count with the unlikely logistic support from the **Brazilian Army** as

obtained by the Federal University of Bahia to help transport the activists from the University to the distant protest site.

Other Activities

Petition to the full preservation of article 32 of the Law 9.605/98 (Environmental Crimes Law)

February 2010

Currently, the article 32 of the Environmental Crimes Law (Law 9.605/98) says:
Art. 32. The practice of abuse, maltreatment, injury or mutilation of wild animals, domestic or domesticated, natives or exotic. Penalty; Detention, from three months to a year, and fine.

A new Bill proposed by Congressman José Thomaz Nonô intends to give a new reading to the text, **excluding** the terms "domestics or domesticated." If that happens, domestic animals will be **excluded** from article 32, which is today the main legal instrument in defense of animals from abuse in rodeos, circuses and throughout the streets where animals are abandoned and suffer great pain as they try and struggle to find food and shelter.

This new Bill is ready to be voted anytime by the National Congress and VEDDAS is collecting signatures nationwide to prevent that this Bill sis passed. As the voting date is determined, VEDDAS will work individually with as many Congress representatives as possible. So far, 50,000 (fifty thousand) signatures have been collected.

VEDDAS Volunteers Training Workshop

March 2010

In March 2010, VEDDAS carried out its 4th Volunteer Training Workshop. The program counted with lecturers on four areas (Law, Nutrition, Philosophy and Environment), as well as the exchange of experiences with veteran volunteers who shared their knowledge and techniques. Aside from lectures, there was also a training on approaching techniques and argumentation strategy to be applied with the public on the streets or within everyone's social circle.

Additionally, with the sponsorship of Surya Brasil, there was an auction of products donated by the company. The value collected was equivalent to 50 US dollars. 48 people participated in the training workshop.



Live debate on TV Cultura and live interview on the program Happy Hour from the GNT TV Channel

April 2010

VEDDAS president, dietitian George Guimarães, participated on a live debate on *Login* program, broadcasted by TV Cultura, which had as a counterpart a dietitian representing Serviço de Informação da Carne (SIC) [Meat Information Service]. The theme was "Is meat harmful after all?" The program was aired live and reaches mainly for a young audience.



Coincidentally, on the same day and at the same time, another live interview request was directed to VEDDAS, which was trusted to the coordinator of the VEDDAS-MÓVEL, lawyer Hugo Chusyd, who appeared live on *Happy Hour* program broadcasted by GNT TV, where he discussed the issue of veganism.

Sea Shepherd in New York, USA

May 2010

VEDDAS President George Guimarães accompanied by another VEDDAS volunteer dedicated one week of their volunteer work to Sea Shepherd Conservation Society as they boarded Sea Shepherd's flagship the Steve Irwin as it docked in New York City.

The activity in which VEDDAS participated on this occasion was in preparing the ship to set sail towards the Mediterranean Sea to fight the illegal fishing of the Bluefin Tuna, a species currently threatened of extinction. The presence of VEDDAS volunteers was also important to strengthen the ties with activists from other countries. George Guimaraes has applied two years ago and currently waits for an opportunity to join the crew on its next Antarctic campaign.

Sea Shepherd is an international nonprofit organization that works for the conservation of marine wildlife. Its mission is to end the destruction of habitats and the massacre of wildlife in the world's oceans, preserving and protecting species and ecosystems. Sea Shepherd is considered to be the most active marine protection NGO in the world and it counts with the effective participation of thousands of volunteers all over the world.



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Protest in front of the Japanese Consulate in New York, USA May 2010

In New York City, VEDDAS participated on a protest organized by local activists in front of the Japanese Consulate demanding for an end to whale hunting. In 1986, the International Whaling Commission (IWC) ordered a moratorium on the hunting of whales for commercial purposes. Although adhering to the moratorium, Japan, continues to hunt hundreds of whales every year by utilizing a breach on the IWC legislation, which authorizes the hunt for scientific research with limited quotas. In the end the meat of these animals is sold to be consumed. Aside from never having published one single research originated from this supposed scientific activity, several complaints have already proven that the interest is purely commercial. About 30 activists participated on the protest.



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Vegan Bazar in partnership with Surya Solidária May 2010

Surya Brasil e VEDDAS convidam para o **BAZAR VEGANO** 02/05

Venha conhecer os produtos sem crueldade do Surya Brasil – sendo a linha promocional – e tratamento de higienização facial com a linha orgânica AMAZONIA PRECIDA.

A renda será doada para a realização do ENDA 2010 – Encontro Nacional de Direitos Animais em outubro deste ano.

PARTICIPE! APROVEITE O DIA DAS MÃES E DÊ A ELA UM PRESENTE LIVRE DE CRUELDADES!

Presença de ONGs e empresas comprometidas com a proteção e defesa animal que estarão expondo os seus produtos e também se beneficiarão da venda com as vendas.

Dir: 2 de maio das 13h às 18h
Local: 05070-000 Maracanã (oposto à Estação do Metrô) - Av. Brasil, 1567 - 20941-210
*Informe de venda: 05070-000
Info: 0800 770 7611 | info@surya.org.br | www.surya.org.br | www.veddas.org.br



With the intent of gathering resources to be destined to the initial expenses with ENDA, VEDDAS organized, in partnership with Surya Brasil and VEGETHUS Vegan Restaurant, a vegan bazaar. Many



animal protection NGOs were among the exhibitors. The event was visited by over 250 people and resulted in a net profit equivalent to 120 US dollars to VEDDAS (other exhibiting NGOs were also benefited with the profits).

VEDDAS Crafts Workshop May 2010

VEDDAS organized a crafts workshop with the intent of creating pieces utilizing recycled material to be used the group's activities.

The workshop was coordinated by the architect and plastic artist Susana Priz, which initiated the work with a lecture on "The Relationship between Creativity and the Environment: Sustainability Concepts in a Consumerist Society."



The workshop took place in a space provided by the VEGETHUS Vegan Restaurant where 35 people participated.

Interaction between Moby and VEDDAS activists

May 2010

DJ and music producer Moby, who is a vegan, was in Brazil on tour in April 2010. On the day of his concert in São Paulo, Moby met with VEDDAS activists to talk about the animal rights movement in Brazil and in the world. Moby was extremely open and friendly with those who share his ideals. Moby always uses his notoriety to promote the cause of animal rights, as seen in 1996 album entitled "Animal Rights."



Feira 100% Animal in Sorocaba, SP

May 2010

VEDDAS participated of the first fair in favor of animals that took place the small city of Sorocaba, organized by the Movimento em Defesa dos Direitos dos Animais (MDDA) [Animal Rights Defense Movement] with the support of the City Hall of Sorocaba. The fair's program counted an adoption fair, educational activities, veterinary care for street animals and a photographic exhibition of the activities the NGO performs in the field of animal protection.

2nd World Conference on Bioethics and Animal Rights

August 2010

The World Conference on Bioethics and Animal Rights is a biannual event that takes place at the Federal University of Bahia. This year it had the objective of promoting a debate on the environmental future of the planet. Issues such as climate change, stem cell research, abortion, vivisection, environmental education, animal rights, veganism, and other themes were discussed during the four days of the event, gathering lecturers from several Brazilian states, along with professors from Australia, Europe and the USA.

VEDDAS was represented by its President George Guimarães, who delivered a lecture on animal rights activism and participated actively on the event's discussions. He was also trusted the task of mediating the videoconference with philosopher Peter Singer. The same task was performed with philosopher Gary Francione in his collaboration to the event's previous edition.



All travel expenses were financed by the President of VEDDAS with his private resources, in this way not burdening the NGO.

Vegetarian Burger King Chain

September 2010

VEDDAS President, George Guimaraes, wrote an open letter to businessman Jorge Paulo Lemann (a Brazilian billionaire who in September 2010 acquired the Burger King restaurant chain) proposing he adopts a 100% vegan menu on all of Burger King's restaurants. The letter based the proposal on environmental preservation, the promotion of human health and the respect for the lives of animals. The letter also exalted the businessman history of innovation and pointed out why he would be the perfect candidate to take this daring challenge. The main objective with of the action was to bring a public discussion on the issue of veganism as it received media attention.

SHAC Protest (Stop Huntingdon Animal Cruelty)

September 2010

On the 24th of September, Brazil joined the *Action Week* of the controversial international campaign SHAC (*Stop Huntingdon Animal Cruelty*), which battles to shut down the largest vivisection laboratory in the world, Huntingdon Life Sciences, which kills over 500 animals a day and tortures thousands at every minute. The campaign to shut down HLS relies on more than 10 weekly protests around the world and now, for the first time, Brazil participates officially on this world campaign which is considered to be the most successful worldwide campaign to end vivisection.

This first SHAC protest in Brazil relied on 30 animal rights activists who gathered on a main Avenue in front of Nomura's office (a shareholder of on Fortress Investment Group) to protest both companies which serve as a lifeline for HLS' crippled financial health.

In this upscale region of the city of Sao Paulo, activists very vocally exposed to passers-by and Nomura's neighbors just where this company chooses to invest its money: animal torture and fraudulent science. To better illustrate where this money is invested, the VEDDAS-CARTE (a multimedia apparatus) was set up on the sidewalk and showed images of the pain and torture that goes on inside HLS' closed doors, and for which laboratories and for which Nomura and Fortress have direct responsibility over.



Billboard

October 2010



During the month of October of 2010, whoever passed by Manoel de Nóbrega street, in Santo André (an industrial city on the state of Sao Paulo), came across an impacting image exposed on a billboard which showing several pig heads hanging on hooks, demonstrating how animals are slaughtered for their meat. Posted on the September 27th and initially scheduled to stay up for two weeks, the repercussion of the billboard was such amongst the local media (making the news in the local paper) and the population that its exhibition was extended for two more weeks.

An initiative of the NGOs Mountarat and VEDDAS, both active in the defense of animal rights, the objective of the outdoor was to awaken the public to the reality of what they eat. "The billboard shows the reality of animal exploitation and, as shocking as it may seem, it's nothing beyond raw reality. Our objective is to create an interest so people will want to learn more about the issue of animal exploitation, over which consumers have a direct responsibility" stated VEDDAS President George Guimarães to the media. VEDDAS is currently working on a new billboard which will be placed in the same region.

Protesto na Bienal de Artes de São Paulo

Outubro 2010

Over 40 activists gathered on the October 2nd to protest the confinement of three vultures that "composed" the "artwork" of the world renowned "artist" Nuno Ramos. Afflicted by an enormous lack of creativity, he had to resort to using animals to adorn his artwork and thus guarantee his presence at the Bienal of Arts (the most important art event in the country). Using handcuffs and chains (which, by the way, were not detected by the security system and metal detectors that the Bienal set up), 2 VEDDAS activists chained themselves to the structure adjacent to where the vultures were confined. The four hours during which they remained chained, all activists on site were very loud to inform the public of the atrocity been witnessed, emphasizing that it was not just about polemics or a mere art critique, but a matter of environmental crime and extreme animal cruelty. **Five days after the protest, the birds were released by order of the Environmental Authority and were returned to the Sanctuary where they belong!** The incident gained national attention and VEDDAS is currently studying the path to file a suit against the artist on environmental criminal charges.



Answer to Nuno Ramos

October 2010

On October 17th 2010, VEDDAS published a response to Nuno Ramos's article "Bandeira branca, amor: Em defesa da soberba e do arbítrio da arte" [White Flag, my Love: In defense of the superb and of the will of art], published on the newspaper Folha de São Paulo on the same date. In the response, VEDDAS confronts the victimization tone of the pseudo-artist and reinforces the idea that animal exploitation, be it in art works or elsewhere, will not be tolerated by animal rights activists.



Activity on World Vegan Day

November 2010

Created by The Vegan Society of the UK, World Vegan Day is celebrated every year on November 1st, coinciding with the month of its foundation in 1944. The objective is to convey the message of veganism to the public.



VEDDAS activists went to the streets with signs, leaflets and the audiovisual aid of VEDDAS-MÓVEL and VEDDAS-CARTE to talk to the public about veganism and animal rights. To help start the conversation, a delicious vegan cake was distributed to passers-by. Two media TV crew were present to cover the event.

Meeting with North-American musician Moby

November 2010

Visiting Brazil once again, musician and producer Moby, who is also an animal rights activist, met with VEDDAS President George Guimarães as they talked about the animal rights movement in Brazil and abroad, and also about Moby's new book "Gristle," which discusses the topic of animal rights. On the occasion, Moby was introduced to and very much appreciated the VEDDAS-CARTE, a multimedia mobile station that takes the message of animal rights to the streets using images and sound, including one piece of soundtrack composed by the artist.



Whenever Moby is visiting Brazil, he stops by VEGETHUS Vegan Restaurant, where he makes all of his meals and offers some form of support to VEDDAS – this time, the artist, who has sold over 20 million albums around the world, autographed a guitar which had just been donated to VEDDAS and will now be taken to auction among his fans.

II Encontro Carioca de Direito dos Animais

November 2010

Hosted at the Federal University of Rio de Janeiro, in the historical building where the law that ended slavery in Brazil was signed, the 2nd Encontro Carioca de Direitos dos Animais [Rio de Janeiro's Animal Rights Meeting] aimed to further the academic debate about animal rights within the state of Rio de Janeiro. VEDDAS was present, represented by its President George Guimarães, who delivered two lectures, entitled "Para Sermos Melhores Ativistas" [Becoming Better Activists] and "VEDDAS Activity Report: Inspiring local activists". George also participated of all the event's discussions, at the end of which he was invited by the University to spend 5 days in Rio de Janeiro during the first semester of 2011 to discuss the topic of animal rights with professors, students and the public interested on the subject.

Over the two days that followed the end of the event, George participated on protests in Rio de Janeiro organized by the international organization *Divers for Sharks*. Both protests aimed to raise public awareness on the topic of the slaughtering of sharks, a practice known as *finning*.

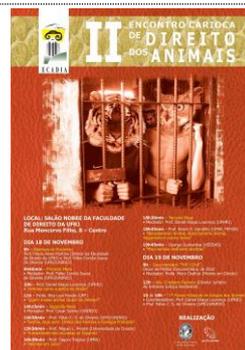
All travel expenses were financed by the President of VEDDAS with his private resources, in this way not burdening the NGO.

Pennywise wears the VEDDAS t-shirt on stage in Sao Paulo

December 2010

Pennywise, a hardcore music band, performed in front of a 3,000 people crowd in Sao Paulo as the band's lead singer Zoli Teglas, who is a vegetarian, dressed the VEDDAS t-shirt while singing the highly politicized lyrics the band is known for. Born in California 22 years ago, the band is one of the most expressive bands in the international hardcore music scene.

At the concert lobby, VEDDAS exhibited posters and videos to the public, and also distributed hundreds of leaflets to those who entered the venue. As the show came to an end, many people flied to our booth to learn more about our campaign issues since the vocalist was wearing the group's t-shirt.



Protest in observation of the International Animal Rights Day

December 2010

Every year, since 1998, the 10th of December is remembered around the world as the International Animal Rights Day (IARD). VEDDAS has organized protests on that date since 2006 (pioneer in observing the date in Brazil), being constantly considered the largest and most impacting protests of its kind in the country, having gathered 300 people in the streets of Sao Paulo. Many media groups usually cover the event.

This year, VEDDAS carried out a polemic and innovative protest downtown of Sao Paulo, just 100 meters from the Mayor's building. Activists were positioned in a respectful manner holding the dead bodies of animals exploited for their meat or fur, and also of those victimized by science and other forms of animal exploitation. The bodies were obtained from the industry's discharge and animal sanctuaries where they eventually died. Naturally, no animal was bought or otherwise did their deaths make a profit for the animal exploitation industry. As these activists held their bodies, others were using the megaphone to explain the reason of the protest to passers-by on this very crowded part of the city. Other activists were available to talk to the public. VEDDAS-CARTE was present showing videos that expose the reality of animal exploitation. Two television crews were present to document the protest.

It is estimated that 15.000 (fifteen thousand) people passed by during the four hours of the protest and many thousand stopped and talked to the volunteers about animal rights and veganism. The population was called to face their responsibility as consumers and therefore stop contributing with these industries that use animals as mere commodities. Some people were interviewed by the TV crew and declared that they had no choice but to become vegetarians.

