



Vegetarianismo Ético, Defesa dos
Direitos Animais e Sociedade

2011

Annual Activity Report



VEDDAS is a prominent NGO in the animal rights movement in Brazil, being the most active organization with the largest number of permanent projects and periodic events. Relying solely on volunteers and spontaneous donations VEDDAS accomplishes pioneer projects of national and international repercussions such as BAR VEDDAS, VEDDAS-MOBILE, VEDDAS-CARTE, the Animal Rights National Gathering (ENDA), lawsuits against animal exploiters and conducting protests that have brought thousands of people into the streets.

VEDDAS exists as a group since September 2006 and it was incorporated in April 2009 as an official Non-Governmental Organization (NGO) registered with the Brazilian government under the number CNPJ 10.843.061/0001-74.

VEDDAS works to promote animal rights defense and disseminate the arguments in favor of a diet and lifestyle which are free of the exploitation of sentient beings. Its activities range from the production and distribution of literature to the conducting campaigns, events, seminars, protests and other educational activities. VEDDAS also works lobbying on legislation that have an abolitionist proposal (such as the end of use of animals in circuses) and articulates with other groups and social movements expanding its field of action.

The following pages are a report on our main achievements in 2011. Other reports can be found at <http://veddas.org.br> under the "Relatorios" section of the website and also under the "Fotos and Videos" section featuring hundreds of images portraying each action we have conducted.

We hope this report to be useful to outline and present our scope of action, and also to inspire other groups and individuals to do even more on their struggle to promote animal rights.

George Guimaraes, President

VEDDAS – Ethical Vegetarianism, Animal Rights Defense and Society

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INDEX for the 2011 Annual Activity Report

PERMANENT PROJECTS

BAR VEDDAS

VEDDAS-MOBILE

VEDDAS-CARTE

PROTESTS AND INTERVENTIONS IN BRAZIL AND ABROAD

Protest against animals in circuses
(USA)

Protest at the Japanese Consulate
against the Dolphin slaughter in Taiji

WEEAC Protest Against Animal
Cruelty

Vegan World Day Activity

Observance of the International
Animal Rights Day

PROTESTS AND INTERVENTIONS AGAINST THE NEW FOREST CODE AND THE BELO MONTE DAM

1) First Protest on Avenida Paulista,
Sao Paulo

2) Second Protest on Avenida
Paulista, Sao Paulo

3) Protest against the New Forest
Code Amendments and the
construction of the Belo Monte dam
in Los Angeles, California, USA

4) Third Protest on Avenida Paulista,
Sao Paulo

5) Intervention at a lecture about the
construction of the Belo Monte dam

6) Intervention in the Seminar "The
Forest Code Amendments" with the
presence of Congress Representative
Aldo Rebello and Senator Katia Abreu

7) Fourth Protest on Avenida
Paulista, Sao Paulo

8) Foreign protests against the Belo
Monte dam

9) Lecture and interview with Chiefs
Megaron and Yabuti

10) Brazilian Day in New York (USA)

11) Intervention during Aldo
Rebello's lecture about the New
Forest Code at Mackenzie University

12) Occupy Sao Paulo

13) Act in front of the Federal District
Court (TRF-3) in Sao Paulo during the
trial of attorney Felicio Pontes
lawsuit against the Belo Monte dam

14) New act in front of the Federal
District Court (TRF-3) in Sao Paulo
during the trial of attorney Felicio
Pontes lawsuit against the Belo
Monte dam

15) Public Lawsuit Against Belo
Monte

16) Fifth Protest on Avenida Paulista
against the Forest Code amendments
in Senate

17) Sixth Protest on Avenida Paulista,
Sao Paulo

WORKSHOPS AND MEETINGS, ETC.

Crewing on Sea Shepherd
Conservation Society's Antarctic
Campaign

Campaign against the weakening of
the animal cruelty law (Article 32 of
Federal Law 9.605/98)

Meeting with Congress
Representative Janete Pieta

VEDDAS Volunteer Training
Workshop

ENVOLVE (VEDDAS Volunteers
Meeting)

Guidance to university student
opposing vivisection

ENVOLVE (VEDDAS Volunteers
Meeting)

Audience with Marco Maia, President
of the National Congress

Meeting with Environmental
Secretary Eduardo Jorge

VEDDAS Volunteer Training
Workshop

LECTURES AND EVENTS

Lecture about the participation on
Sea Shepherd Conservation Society's
Antarctic Campaign

Benefit Raw Food Dinner

Exhibit at "Viva a Mata 2011"
environmental fair

Sustainability Marathon 2011

6th UNESP Animal Rights Seminar

Winter Vegan Bazaar

Animal Rights National Conference
(USA)

Animal Rights Conference in New
Zealand

Exhibit at the Environmental
Congress of Public Attorneys

Rally Vegan Adventure

Lecture at the World Congress on
Bioethics and Animal Rights

Meeting with activists in
Florianopolis

Exhibit at the ABC Vegetarian Festival

Workshop at the Amazonian Animal
Rights Seminar

6th Christmas Vegan Bazaar

Exhibit at the "ONG Brasil" Fair

PERMANENT PROJECTS



ANIMAIS VEDDAS

BAR VEDDAS



ATIVISMO Puro, Simples e Persistente!

BAR VEDDAS

BAR VEDDAS is an awareness outreach project that brings information to the public on the streets, inviting people to reflect on their habits. It happens every week since August 2007 on Avenida Paulista (Sao Paulo, Brazil).



It is a regular tabling event equipped with posters and leaflets where VEDDAS volunteers talk to the public, inviting them to reflect about animal rights and veganismo in a polite and non-invasive way. Our volunteers are trained our Training Workshops or on site by a veteran volunteer to better transmit the message properly.



Each interaction lasts an average of eight minutes, sometimes extending to over an hour. For more than four consecutive years BAR VEDDAS has become a reference point for information on the topic having reached thousands of people over the years.





VEDDAS-MOBILE

The VEDDAS-MOBILE is a multimedia vehicle (small van) that brings information to the public in the streets using a large video screen and sound system that exhibits behind the scenes footage of from the animal exploitation industry. This multimedia vehicle is used in protests, workshops and other actions where the use of images is necessary.

But the VEDDAS-MOBILE main use is at a fixed location operating since April 2008 on a weekly basis having reached thousands of individuals who were able to awaken their awareness about animal rights issues and from that could make informed and compassionate lifestyle choices.





Viva a Mata Fair



World Vegan Day



Food distribution to indigenous people during protests against the New Forest Code and the construction of the Belo Monte



ABC Vegetarian Festival



VEDDAS-CARTE



The VEDDAS-CARTE has been operating on a weekly basis since September 2010. It consists of a cargo cart with pneumatic wheels which allows the transport and street set up of multimedia equipment used to display videos in public places. It has been built in a customized fashion to accommodate a speaker, DVD player, TV screen, battery and compartments used to carry posters and literature.



It is basically a non-motorized version of the VEDDAS-MOBILE and likewise aims to spark public awareness by displaying videos in public spaces. It complements our multimedia activities with a multimedia apparatus that is easier to operate and also can be set up on locations to which the VEDDAS-MOBILE may be inaccessible due to traffic and parking restrictions.



Protest against animals in circuses (USA)

July 20th, 2011



Ringling Bros. Circus was presenting in Los Angeles on a period coinciding with the Animal Rights National Conference being held in town making it an easy target for activists resulting in one of the largest circus protests in history. Around 200 activists gathered to educate the visiting public about what happens behind

the curtains on circuses that still use animals as entertainment. VEDDAS president George Guimaraes was present at the protest.

Protests against vivisection in Los Angeles (USA)

July 23rd and 25th, 2011

A protest at UCLA in Los Angeles, California, gathered more than 100 activists who marched through the campus chanting about the fallacy of animal experiments. Two nights before the around 50 activists visited the residences of vivisectors that work at the same university and also the residences of two executives that maintain contracts with *Huntingdon Life Sciences*, the world's largest vivisection lab where 500 animals are killed every day. The activists chanted and exposed to the neighborhood the atrocities perpetrated by the vivisectors.



VEDDAS was present on both protests which were ostensibly witnessed by the police.



Protest at the Japanese Consulate against the Dolphin slaughter in Taiji

September 1st, 2011

VEDDAS held a protest in front of the Japanese consulate in São Paulo to protest against the beginning of the dolphin slaughter season in Taiji, Japan. As a result we were able to inform hundreds of pedestrians about this practice endorsed by the Japanese government including the Consulate's neighbors who share the same office building. The protest was so efficient that the Cultural Assistant to the Japanese Consul proposed to have a meeting if we agreed to stop the protest, which we did (since it was already time for the protest to be over anyway). During the meeting we were able to personally express our protests and indignation towards the practice of dolphin slaughter in Taiji to which he responded with the usual cultural justifications. He assured that the Japanese government would be informed of the protest that took place in Sao Paulo.



WEEAC Protest against Animal Cruelty

October 8th, 2011

VEDDAS coordinated the WEEAC protest (World Event to End Cruelty to Animals) that took place on October 8th in Sao Paulo, bringing together people from different paths of the animal rights movement.



Vegan World Day Activity

November 2nd, 2011

Vegan World Day is celebrated every year on November 1st which coincides with the founding of the Vegan Society of the United Kingdom in November 1944. The goal of observing the date is to promote the benefits of a vegan lifestyle to all beings.

The event held by VEDDAS took place in the afternoon that followed our 6th Volunteer Training Workshop and all participants headed to the street with banners, pamphlets and multimedia resources VEDDAS-CARTE and VEDDAS-MOBILE in an expanded version of our regular weekly activity. The activity lasted for 6 hours and a delicious vegan cake (along with the recipe) was distributed to all passers-by.



Observance of the International Animal Rights Day

December 9th – 10th, 2011

Since 1998 the date of December 10th is observed worldwide as the International Animal Rights Day and VEDDAS has been organizing protests on this day since 2006 pioneering with the first protests held in Brazil on the date. With many cities following, our International Animal Rights Day protests remain as the most numerous and impacting in the country on the occasion.



This year VEDDAS repeated the polemical protest occurred in 2010, only this time with double the polemic since it occurred during two consecutive days. Only 100 meters from the City Hall of Sao Paulo which is a very crowded location VEDDAS activists protested by holding in their arms, for about 3 hours, the carcasses of 20 animals exploited for their meat, skin and secretions or even of those victimized by science and other forms of animal exploitation which were hold in their arms.



The same scene was repeated the following day on Avenida Paulista, the city's financial center, where 30 volunteers performed the act only this time it lasted for about 6 hours. On both occasions the protest was enriched by the multimedia resources provided by the VEDDAS-CARTE and VEDDAS-MOBILE which

allowed to better illustrate the issues been exposed. On the second occasion the multimedia exhibit lasted up until 02 AM the next morning, totaling a 12 hour rally in the same day on this avenue that remained crowded due to Christmas attractions happening in the street.

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allowed to better illustrate the issues been exposed. On the second occasion the multimedia exhibit lasted up until 02 AM the next morning, totaling a 12 hour rally in the same day on this avenue that remained crowded due to Christmas attractions happening in the street. The impact generated by such an approach is always very intense and the most diverse signs of perplexity can be observed.

*All carcasses used during the protest were obtained from industry "discard".
No animal exploiter profited from the carcasses being exhibited.*

Protests and interventions against the New Forest Code and the Belo Monte dam

1) First Protest on Avenida Paulista, Sao Paulo

June 5th, 2011

Over 2,000 people gathered in Sao Paulo on June 5th to protest against the approval by the National Congress of the first instance of the New Forest Code and the construction of the Monte dam. The march called in conjunction with other social movements and the protest lasted for 4 hours. Many social movements, including the environmental, indigenous, student's and animal rights movement joined in.



2) Second Protest on Avenida Paulista, Sao Paulo

June 19th, 2011

Another protest against the construction of the Belo Monte dam was organized in Sao Paulo along with other social movements. VEDDAS has a central role in the planning and execution of the act that demanded two full weeks dedicated exclusively to organizing this protest.



Representatives of several indigenous ethnicities including Kalapalo and Xavante from Mato Grosso state, Surui from Roraima state, Guarani and Guajajaras Sao Paulo state took the lead on this march that gathered around 3,000 people.



3) Protest against the New Forest Code Amendments and the construction of the Belo Monte dam in Los Angeles, California, USA

July 25th, 2011

50 people gathered in front of the Brazilian Consulate in Los Angeles (California, USA) on July 25th to protest against the New Forest Code and the construction of Belo Monte dam. The group



was composed of mostly US citizens who expressed their indignation about these two issues that severely threaten the environment on a global level and cause severe social damage to those living in the affected areas.

This international protest was conducted by VEDDAS and integrates with the national protests that are taking thousands of people in Brazil into the streets.



4) Third Protest on Avenida Paulista, Sao Paulo

July 17th, 2011

Gathering 3,000 protesters, a sit-in was staged against the construction of Belo Monte and the attempts to change the current Forest Code.



5) Intervention at a lecture about the construction of the Belo Monte dam

August 9th, 2011

During a lecture of the Norte Energia electrical company (responsible for the construction and operation of the Belo Monte dam) held on August 11th



during the Construction Expo fair in Sao Paulo, 8 activists interrupted, for consecutive times, the presentation being delivered by Engineer Luiz Rufato about the challenges of this multi-billion US dollars construction work.

In a coordinated manner the protesters raised their bodies and their voices, one at a time at scheduled intervals, to expose the company by asking tough questions about the social and environmental impacts of this construction or by directly making statements about it. The lasting of



each intervention was limited only by the time each activist could resist before being forcefully dragged out of the room filled with more than 150 people. The speaker showed clear signs of discomfort as he never knew which person in the audience would be the next one to rise.

6) Intervention in the Seminar "The Forest Code Amendments" with the presence of Congress Representative Aldo Rebello and Senator Katia Abreu

August 15th, 2011

During the seminar "The Forest Code Amendments" held at the powerful Federation of Industries of Sao Paulo State on August 15th, Congress Representative Aldo Rebello (responsible for the Congressional text that rapes the current Forest Code transforming it into what should be called the "Forest Destruction Code") and Senator Katia Abreu (President of the National Agricultural Confederation, also for the destruction of the current Forest Code), had their speeches interrupted by 2 activists who questioned them about the nonsense of the New Forest Code proposal which had been recently approved in the first instance of the National Congress and had just been passed along to Senate.

The activists exposed many questions until they were dragged out of the room by security. 3 other activists stayed silently so they could ask questions at the end of the lecture. The entire lecture, including the interventions and the questioning, was being broadcasted live through a web channel and media outlets were present to cover the story.



7) Fourth Protest on Avenida Paulista, Sao Paulo

August 20th, 2011

For the first time in the history of protests on Avenida Paulista, the most valued financial district in the country, 2 bonfires were lit in the middle of the avenue (on the car lanes), being one at a major crossing and the other in front of IBAMA, the Brazilian Institute of Environment and Renewable Natural Resources. 2,000 protesters, including more than a hundred indigenous representatives marched for 2 hours under rainy weather.



VEDDAS had a major role in organizing the march and also facilitating the transport of Chiefs Megaron Txucarramae and Yabuti Metyktire, both of whom are the nephews of legendary Chief Raoni who has been the major spokesperson for the Indian struggle in Brazil for several decades. The presence of these important leaderships coming from the Xingu region coming from Xingu along with other 100 indigenous people from the surrounding of Sao Paulo were key to strengthening the protest by bringing more media attention. In partnership with VEGETHUS Vegan Restaurant, the Foods Stock and the Slow Food Movement, VEDDAS was able distribute meals to the indigenous representatives that participated and whose presence was only made possible thanks to a donation made by an international NGO that provided for their transportation.

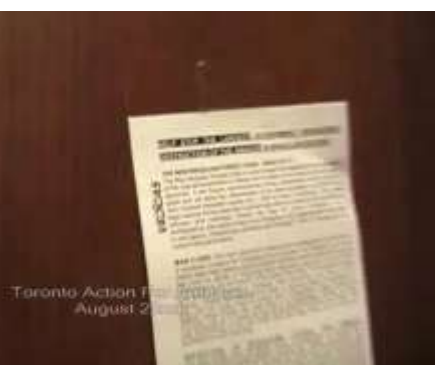


8) Foreign protests against the Belo Monte dam

August 20th, 2011

VEDDAS was represented in the foreign protests against Belo Monte construction that occurred in Toronto (Canada), Los Angeles (USA) and New York (USA). It also articulated so that other groups carried

out protests in other cities around the world and in Brazil. The Los Angeles protest was broadcast by a local TV network with the participation of VEDDAS President, George Guimaraes, who was interviewed through a videoconference.



9) Lecture and interview with Chiefs Megaron and Yabuti

August 21st, 2011



In partnership with VEGETV and Nesh Productions, VEDDAS recorded an interview with Chiefs Megaron Txucarramae and Yabuti Metyktire, nephews of the legendary Chief Raoni, all of them icons of the Indian struggle in Brazil. These formidable men also delivered a lecture at VEGETHUS Vegan Restaurant on which they exposed the struggle being faced by their people in Xingu for the past decades. Chief Megaron Txucarramae was dismissed from his post at FUNAI (National Indian Foundation) a few weeks after giving this interview in which he harshly criticized the government, FUNAI and IBAMA for their omission regarding the indigenous people during the licensing process which authorized the construction of the Belo Monte dam.

10) Brazilian Day in New York (USA)

September 3rd - 4th, 2011

An educational act about the Belo Monte dam was held in New York by US partner groups WAR and FAUNN during the event Brazilian Day (an annual event that



gathered 1.5 million people this year. Thousands of leaflets in both Portuguese and English were distributed and posters were displayed attracting visitors to learn more about the threat that the construction of the Belo Monte dam represents.

11) Intervention during Aldo Rebello's lecture about the New Forest Code at Mackenzie University

October 7th, 2011

Three VEDDAS members and three additional members of the *Brazil for Forests Movement* intervened during Congress Representative Aldo Rebello's lecture at Mackenzie University. Expulsion and truculence marked the reaction of Aldo Rebello's three personal bodyguards, who this time acted instead of the local security personnel. The intervention aimed to denounce the consequences of the proposed legislation bill, highlighting his personal responsibility in having written the bill's content.



12) Occupy Sao Paulo

October 15th, 2011

VEDDAS took an active role in organizing the beginning days of Occupy Sao Paulo starting on October 15th and lasting for 45 days underneath the Viaduto do Cha passageway in downtown in Sao Paulo. Some of demands of the occupation are the trial of standstill lawsuits against Belo Monte, the rights of indigenous people, the rights of nature, 10% of the GDP to be destined for education, direct democracy, among other demands.



The food provided during the first days of the Occupy was made possible thanks to food donations received and the preparation of meals made by VEGETHUS Vegan Restaurant which were distributed to the first occupants until a communitarian kitchen was set up on location. Initial logistics, dry restrooms and other basic infrastructure were planned and built by the Brazil for Forests Movement, on which VEDDAS has been actively participating since its beginning.

The first days of the occupation were marked by negotiation and threats from the police and several difficulties imposed by the city administration. All decisions in the occupation were taken by common consent in daily meetings at which point Occupy Sao Paulo drafted its own path guided by consensual group decisions.

13) Act in front of the Federal District Court (TRF-3) in Sao Paulo during the trial of attorney Felicio Pontes lawsuit against the Belo Monte dam

October 17th, 2011



VEDDAS members protested in front of the Federal District Court in Sao Paulo (TRF-3) demanding that the constitutional rights of indigenous people who inhabit the Xingu River region are be respected during the trial of a lawsuit moved by public attorney Felicio Pontes on October 17th, 2011. This is merely one of 13 total lawsuits moved by the same attorney, all of which are being constantly postponed in an attempt to let the construction works advance before it is trialed.

14) New act in front of the Federal District Court (TRF-3) in Sao Paulo during the trial of attorney Felicio Pontes lawsuit against the Belo Monte dam

October 26th, 2011

About 90 activists, including VEDDAS volunteers, representatives of the Brazil for the Forests Movement and Occupy Sao Paulo campers protested in front of the Federal District Court in Sao Paulo (TRF-3) during the trial of a lawsuit moved by public attorney Felicio Pontes against the construction of the Belo Monte dam. The



protesters demanded a favorable decision so that indigenous communities would have a voice in the licensing process that allows for the construction. Another demand was the removal of Federal Judge Sebastiao Fagundes de Deus because he is an ex-employee of the electrical company (Eletronorte / Norte Energia) that was granted the right to build the dam.



15) Public Lawsuit against Belo Monte

November 2011

VEDDAS and the *Institute for Environmental Justice* in partnership with the *Brazil for the Forests Movement* started a campaign to put into effect the Brazilian environmental legislation through the encouragement of (legal) people actions against the Belo Monte dam construction. A Popular Action is a legal tool available to any citizen wishing to activate the judiciary system when there is an incident that threatens a property that belongs to the Union, in this case, the environment (as the law understands it is a "property"). Volunteer lawyers prepared the lawsuit text and VEDDAS is gathering the necessary signatures and individual documentation for each signee interested in being included in this Popular Action against the construction of the Belo Monte dam.

16) Fifth Protest on Avenida Paulista against the Forest Code amendments in Senate

December 3rd, 2011

Organized and conducted in partnership with the *Brazil for the Forests Movement*, this act was called with only three days in advance after Senate announced the date on which the bill would be voted. The act partially occupied Avenida Paulista in Sao Paulo. A few days later, thanks to the pressure put exerted by organized civil society, Senate announced the vote was to be postponed one more time, having set the new deadline for March 2012.



17) Sixth Protest on Avenida Paulista, Sao Paulo

December 17th, 2011

VEDDAS held in yet another partnership with the *Brazil for the Forests Movement* the last protest of the year against the construction of the Belo Monte dam and the amendments to the current Forest Code. VEDDAS devoted much of its energy during the last semester of this year to campaigns addressing these two forest issues.





Once again, indigenous groups were invited to attend the protest and they joined in along with more than 2,000 protesters that marched from Avenida Paulista into downtown Sao Paulo.

Unannounced by the organizers before it was time due to security issues, the protesters were instructed to stage a die-in at one of Sao Paulo's major intersections during which the activists laid on the floor and had their silhouettes painted on the asphalt symbolizing the death of the forest, people and the animals that inhabit.



The intersection remained closed for 10 minutes and a large symbolic dam was built and then destroyed as the march proceeded.





Protesto contra Belo Monte e o Novo Código Florestal
São Paulo, SP - 17 de novembro de 2011



Protesto contra Belo Monte e o Novo Código Florestal
São Paulo, SP - 17 de novembro de 2011



Protesto contra Belo Monte e o Novo Código Florestal
São Paulo, SP - 17 de novembro de 2011



Protesto contra Belo Monte e o Novo Código Florestal
São Paulo, SP - 17 de novembro de 2011

WORKSHOPS, MEETINGS, ETC.



Exmo. Sr.
 Deputado Marco Maia
 Presidente da Câmara dos Deputados
 Brasília - DF

Senhor Presidente,

Apresento meus cumprimentos a V. Exa., gostaria de encaminhar, em anexo, manifesto e abaixo-assinado que recebi dos Institutos Olhar Animal e VEDDAS - Vegetarianismo Ético, Defesa dos Direitos Animais e Sociedade, referente ao PL 4.548/1998, que dispõe sobre a exclusão das sanções penais a prática de atividade com animal doméstico ou doméstico.

Tratam-se de documentos assinados por diversas Lideranças do País, que são contra maus-tratos aos animais, tendo por objetivo a não inclusão do PL 4.548/1998 na Pauta de votação desta Casa. Faço este encaminhamento, por ser totalmente contra qualquer tipo de maus-tratos contra os animais.

Aproveito o ensejo para renovar a V. Exa. protestos de elevado apreço e distinta consideração.

Atenciosamente,

Janeira Rocha Prieta
 Janeira Rocha Prieta
 Deputada Federal - PT/SP

111 988 8
 GAB 1/2008

Câmara dos Deputados, Anexo II, Complemento 276, Ala B - CEP 70160-900 - Brasília - DF
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 www.camara.gov.br

Crewing on Sea Shepherd Conservation Society's Antarctic Campaign

December 22nd, 2010 – February 5th, 2011

In 2009 VEDDAS President George Guimaraes enlisted to take part of the crew on Sea Shepherd's Antarctic anti-whaling campaign. In April 2010 George volunteered to assist on the preparations of the ship Steve Irwin for the Blue Rage campaign in the Mediterranean which would oppose illegal bluefin tuna operations in the region. The ship was prepared in New York for this first edition of the campaign and George Guimaraes and another member of VEDDAS worked on the ship for five days during which they were able to familiarize in part with the ships work routine.



Sea Shepherd launched operation No Compromise to oppose whaling in Antarctica on December 2010 with three ships, one helicopter, three small boats and a crew composed by 88 brave and determined activists from 22 countries. The 2010-2011 campaign was the most efficient of all to date and



VEDDAS President George Guimaraes was honored to be part of it serving as a crew member for 46 days aboard the ship Steve Irwin which led the fleet commanded by Captain Paul Watson to face the Japanese poachers.

During the first few days George Guimaraes worked on the deck in cleaning and maintenance activities. He was then transferred to the bridge where he served as a quartermaster.



The list of adversities faced and achievements conquered by the campaign is extensive, the end result being that the Japanese government ordered the whaling fleet to return weeks before the date scheduled declaring they were unable to hunt while the Sea Shepherd fleet was present. The whaling fleet did not hunt earlier in the season when it was located by Sea Shepherd, hunted at a reduced rate during the weeks that followed and 40 days after being located it had no option but stop whaling and return home. This translates into 850 whales being saved as they were only able to achieve 15% of their self-established quota.



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The full report on George's experience in this Antarctic campaign can be read (and seen on images) on his onboard diary: <http://guerragelida.blogspot.com>



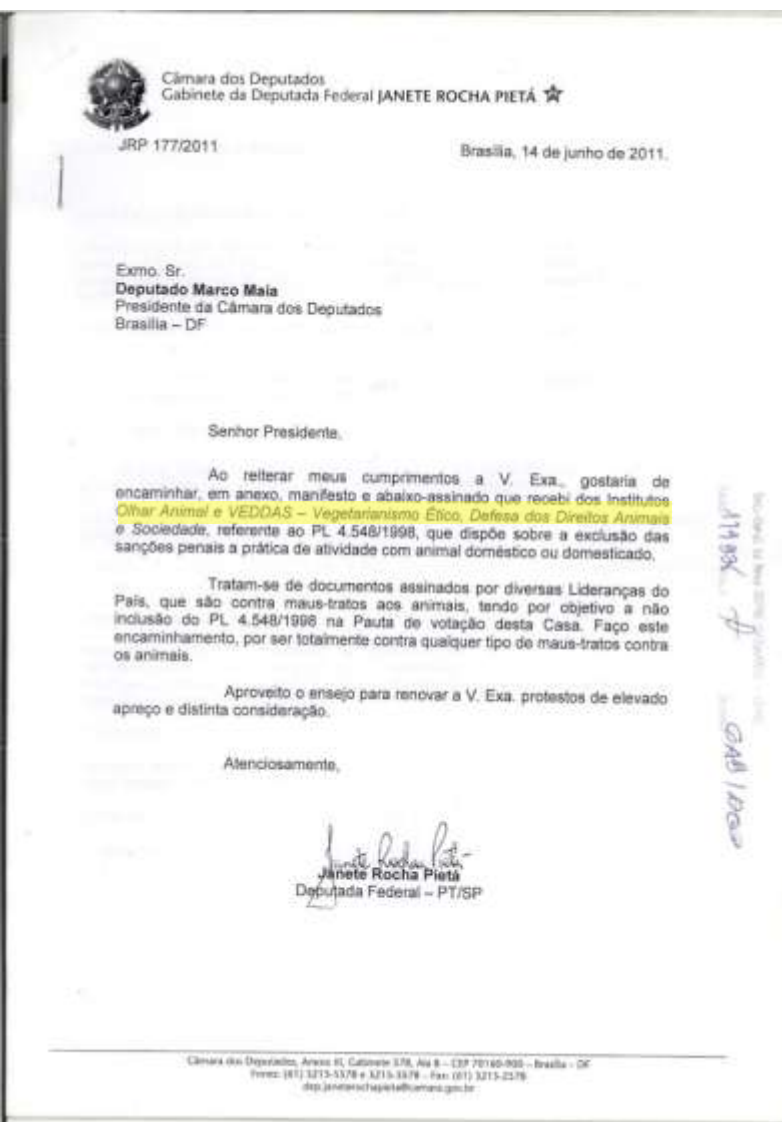
Campaign against the weakening of the animal cruelty law (Article 32 of Federal Law 9.605/98)

June 2011

For years the National Congress has been trying to push a bill that weakens the law that establishes penalties to animal abusers and determines what animal species are considered. The initiative is supported by those who exploit animals for entertainment. In short, this is an attempt to exclude domestic and domesticated animals from their current protection meaning bovines, equines and other animals used in rodeos and other displays of animal cruelty would be left without any legal protection. Also, by excluding all domestic and domesticated animals, dogs and cats would lose their current protection. VEDDAS along with the group *Olhar Animal* has gathered 90,000 physical and electronic signatures on petitions that reject the proposed bill.

Because it is in its final stage, the bill only needs to be brought into Plenary and the chances of passing are extremely high. Through its campaigns in 2011 VEDDAS was able to remove the bill from being on two different

occasions. Congress Representative Janete Rocha Pieta with whom VEDDAS has maintained a close relation due to this campaign has been particularly helpful in pressuring Congress to keep the bill out of the voting sessions.



Meeting with Congress Representative Janete Pieta

August 8th, 2011

VEDDAS President George Guimaraes along with Mauricio Varallo of the group *Olhar Animal* met with congress Representative Janete Rocha Pieta who recently became vegetarian and is willing to act on behalf of animals in the National Congress. The two representatives of the animal rights movement stated their visions of the current legislation regarding animals and its flaws. Mrs. Pieta is active in other social movements and reinforced her willingness to propose and defend bills that will further protect animals in our society.



VEDDAS Volunteer Training Workshop

April 3rd, 2011

In April 2011 VEDDAS held its 5th Volunteer Training Workshop which the objective to bring in new volunteers and to improve the skills of our dedicated volunteers. The program began with a general presentation of the work being done in the last few years, approach techniques and argumentation strategies when dealing with the public in the streets. The training workshop ended with a practical activity using the VEDDAS-CARTE on the sidewalk to approach the passing public while being supervised by our senior volunteers.



ENVOLVE (VEDDAS Volunteers Meeting)

July 2nd, 2011

The first VEDDAS Volunteers Meeting of the year was held to provide greater integration between the volunteers so they could express their expectations, satisfactions and dissatisfactions. It was also an opportunity to plan for the second semester activities. The meeting included group dynamics conducted by a volunteer who specializes on the field of human resources.



Guidance to university student opposing vivisection

August 2011

VEDDAS provided guidance to a student from PUC-SP University who is opposing to take classes involving vivisection for her psychology degree. After being advised and monitored during several weeks Luis Martini, Director for Academic Affairs for VEDDAS along with George Guimaraes, the NGO's President on the legal and academic aspects of her objection the student was granted the right to perform alternative assignments for her vivisection classes. Many other students have been guided by VEDDAS but this is the first case that a student obtains success on the plight.

ENVOLVE (VEDDAS Volunteers Meeting)

October 1st, 2011

The second edition of ENVOLVE (VEDDAS Volunteers Meeting) received 20 participants and had the objective of evaluating the activities underway and plan for the next months.



Audience with Marco Maia, President of the National Congress

October 4th, 2011



On October 4th (International Animals Day, VEDDAS President George Guimaraes and five other representatives of the animal rights movement visited Brasília, the nation's capital, for a meeting with Congress Representative Marco Maia and other congress members who currently presides the National Congress. They requested the inclusion of the bill that prohibits the exhibition of animals in circuses which has

been transiting for almost ten years and for two years is only waiting to be brought into Plenary so it can be voted. George Guimaraes requested Congress Representative Marco Maia, who has the power to decide on the voting agenda, to assure that the bill that weakens the legislation regarding animal cruelty (discussed above) will not be put into vote.

VEDDAS President delivered a document to Mr. Marco Maia attesting for more than 130,000 signatures collected by various national NGOs which called for the prohibition of animals being used in circuses. George Guimaraes also delivered another document with nearly 90,000 signatures collected by VEDDAS and the group *Olhar Animal* requesting the legislation regarding cruelty to animals remains unaffected by the bill that threatens to be put into vote. A copy of all referred documents was registered in the Presidency Secretariat right after the meeting.



Our presence in this rare and distinguished meeting was made possible thanks to Congress Representative Janete Rocha Pieta who made the invitation.

Meeting with Environmental Secretary Eduardo Jorge

October 20th, 2011



A Commission of Occupy Sao Paulo was formed to solve the issue of the city's prohibition to raise the camping tents under the threat of a police intervention and Environmental Secretary of Sao Paulo Eduardo Jorge was willing to mediate

negotiations with the mayor. VEDDAS president was part of this commission along with four other social activists.

VEDDAS Volunteer Training Workshop

November 2nd, 2011

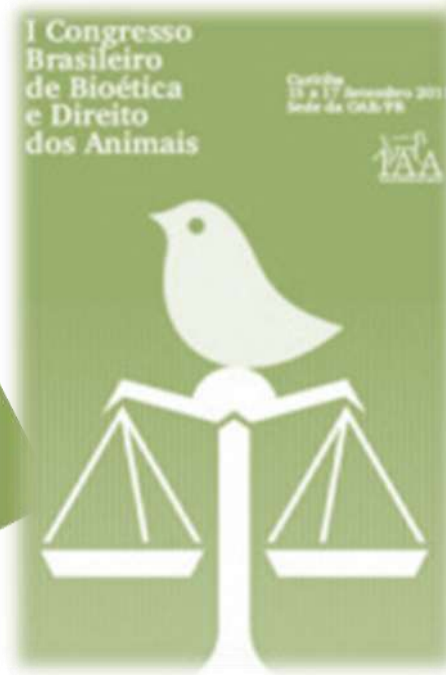
The 6th VEDDAS Volunteer Training Workshop was held on November 2nd and had 35 new volunteers and a dozen senior volunteers participating. After four hours of theory and discussions, the volunteers went to the streets for a practical training which coincided with the Vegan World Day activity. Using the VEDDAS-CARTE and VEDDAS-MOBILE the new volunteers were able to have direct contact with the passing public and



learn from the experience of the senior volunteers.



LECTURES AND EVENTS



Lecture about the participation on Sea Shepherd Conservation Society's Antarctic Campaign

April 16th, 2011

VEDDAS president, George Guimaraes, volunteered from December 2010 to February 2011 in the No Compromise campaign in Antarctica aboard Sea Shepherd Conservation Society's ship Steve Irwin. In this lecture over 80



activists has the opportunity to hear first-hand about his experience.

Benefit Raw Food Dinner

May 10th, 2011

Organized by a VEDDAS volunteer at VEGETHUS Vegan Restaurant this event benefited 4 NGOs: VEDDAS, SAVA, ANDA and Ranch of Gnomes Animal Sanctuary. Some TV and music personalities such as Joao Gordo (from the Ratos de Porao rock band), Mari Moon (MTV VJ), Japinha (from the CPM 22 rock band), Patricia Max (Singer), Gabriela Veiga (Actress) and Luisa Mell (TV Host) were present and expressed their public support to animal causes.





Exhibit at "Viva a Mata 2011" environmental fair

May 20th-22nd, 2011

In its 7th edition, Viva a Mata (a display of initiatives and projects in favor of Brazilian rainforests) received 90,000 visitors at Ibirapuera Park in Sao Paulo. It was celebrated the NGO SOS Mata Atlantica, the event organizer, 25th anniversary. Viva a Mata assembled more than 100 exhibitors and promoted debates and attractions related to the environment and sustainability. VEDDAS was present introducing visitors to the issue of animal rights through the VEDDAS-MOBILE and VEDDAS-CARTE which were distributed in different locations throughout the event. A 20 large banners exhibit on animal exploitation issues was also displayed during the three days of the event. VEDDAS President George Guimaraes delivered two lectures during this event. Our goal at this event reaching tens of thousands of people was to promote the debate on the relationship between animal exploitation and environmental issues with this public who is interested on environmental issues but rarely makes the relationship between the environment and their food habits. From over 100 exhibitors in this which is the largest environmental fair in the country VEDDAS was the only organization to address the issue of animal rights and veganism.



Sustainability Marathon 2011

June 4th and 5th, 2011

VEDDAS had an exhibit at Sao Paulo Municipal Market (largest and oldest food market in this 450 years old city) during the Sustainability Marathon with BAR VEDDAS (tabling). Also, VEDDAS President, George Guimaraes, delivered two lectures about vegetarian nutrition and the relationship between our food choices and the environment.



During the event there were more than 300 activities across town from film displays, workshops, games and, arts and music. VEDDAS was the only organization present addressing the issue of veganism and animal rights.



6th UNESP Animal Rights Seminar

June 14th - 16th, 2011

VEDDAS delivered a lecture at the federal university at Rio Claro city (UNESP) during the sixth edition of their animal rights seminar, been the third year to do so. VEDDAS President, George Guimaraes, delivered two lectures: one on animal rights and the other on his experience aboard Sea Shepherd's No Compromise campaign in Antarctica during the previous season.



Winter Vegan Bazaar

July 10th, 2011

Aiming to raise funds and to expand its contact with the vegan public (since our actions relate to the regular population and not the vegan community) VEDDAS had a table at the Winter Vegan Bazaar on July 2011. The event was visited by 250 people and raised 450 US dollars.



Animal Rights National Conference (USA)

July 21st – 25th, 2011

The Animal Rights National Conference has been held annually in the U.S. for almost three decades. This conference is the oldest and largest in the world and serves as inspiration to ENDA (Animal Rights National Gathering, organized every other year by VEDDAS) and to hundreds of initiatives in the USA. Held between July 21st and 25th, 2011 in Los Angeles, California, VEDDAS was present for the seventh consecutive year with lectures by its president George Guimaraes about our outreach projects in Brazil and also on vegetarian nutrition.



Animal Rights Conference in New Zealand

July 22nd – 24th, 2011

VEDDAS participated in the Animal Rights National Conference in New Zealand between July 22nd and July 24th through a videoconference lecture about its work in Brazil along with Marianne Thieme who is member of Animal Party in the Netherlands.





Exhibit at the Environmental Congress of Public Attorneys

August 04th and 05th, 2011

VEDDAS had an exhibit at the 11th Environmental Congress of Public Attorney's in Sao Paulo, Brazil. The event was organized by the Brazilian Association of the Environment Public Ministry (AMBRAPA) under the theme "Challenges of the environmental legislation in contemporary society" the event aimed to promote dialogue amongst Brazilian public attorneys and society. The event received over 800 hundred participants in the law field. VEDDAS role was to educate the distinct public on the issue of animal rights and the legislation referring to animal law in Brazil.

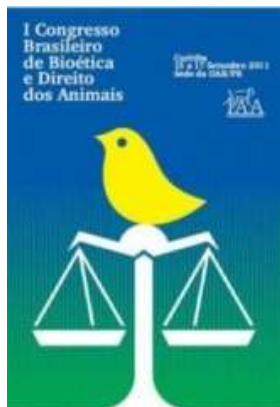


Rally Vegan Adventure

August 28th, 2011

The Rally Vegan Adventure formed teams of five people each to compete in an outdoor setting at a State Park in Sao Paulo to raise funds for the organization. The objective was to bring awareness about animal rights issues and to raise funds for the NGO. A total of 120 US dollars were raised at the event and dozens of people were reached with the animal rights message during the completion of the assigned tasks.





Lecture at the World Congress on Bioethics and Animal Rights

September 15th-17th, 2011



This event was held in Curitiba city by the Animal Abolitionist Institute (IAA), an organization which was started by public attorneys and of which VEDDAS President is a council member. Over 300 people crowded the auditorium at the Brazilian Lawyers Headquarters in Parana state (OAB-PR). Gathering in the same site the main

personalities on animal law (including lawyers, state prosecutors and public attorneys), academics and animal rights activists, the event was a great opportunity to learn and exchange experiences.

VEDDAS delivered three lectures: one by VEDDAS President George Guimaraes on "Animalistic Philosophies" under the panel "Environmental Philosophy: Fundamental Currents of Animal Debate" on which VEDDAS legal director was also a speaker. The first lecture discussed several paths to the animal liberation including a critique of animal welfare, an explanation of the



abolitionist approach and to the surprise of lawyers and attorneys present the arguments that explain the efficacy of non-violent direct action were also exposed (and well received). Renata Martins talked about lawsuits that favor animals and the third lecture was on the panel "Animal Rights Activism".

Meeting with activists in Florianopolis

September 19th, 2011

Taking advantage of the geographical proximity to the World Congress on Bioethics and Animal Rights held in Curitiba, VEDDAS responded to a request to speak to the local activists in Florianopolis, just 3 hours away by bus. The meeting was held at a federal university campus (UFSC) and lasted for a few hours. After discussing some of the interventions VEDDAS has performed over the last years the local group expressed the interest in enhancing their activities as to further spread the message of animal rights and a plan to step up animal rights activities in this state capital for the following years started to be drafted.



Exhibit at the ABC Vegetarian Festival

October 30th, 2011



VEDDAS exhibited at the 1st ABC Vegetarian Festival featuring the VEDDAS-CARTE multimedia outreach. The event was useful to further spread the message of animal rights and veganism.

Workshop at the Amazonian Animal Rights Seminar

October 30th, 2011

Organized by local activists in the state of Para, in the heart of the Amazon, George Guimaraes was invited to deliver an activist training workshop and a lecture on vegetarian nutrition during the Amazonian Animal Rights Seminar held at the Federal University of Para lasting two full days.



6th Christmas Vegan Bazaar

December 11th, 2011

For another consecutive year VEDDAS exhibited at the Christmas Vegan Bazaar as an opportunity to sell its products and to further expand its outreach within the vegan community bringing new volunteers to the organization.

Exhibit at the "ONG Brasil" Fair

December 15th - 17th, 2011



VEDDAS exhibited at the "ONG Brasil" Fair in Sao Paulo, Brazil. The event gathered 500 NGOs from several areas which came from 21 Brazilian states and 6 Latin America countries to showcase their work to the public and seek partnerships.

Amongst 500 NGOs VEDDAS was the only organization

addressing the broader animal rights issue (not specific to a single campaign or to a single animal species) allowing the topic to be inserted into the fair for the appreciation of visitors as well as other exhibitors.



The following pages bring the

2010 Annual Activity Report

showing some more of our activities and putting into perspective how much we were able to grow in a single year... and we will keep doing that for the following years!

INDEX for the 2010 Annual Report

- ENDA – National Animal Rights Gathering
- Animal Rights National Conference
- McUnhappy Day Protest
- Petition to the full preservation of article 32 of the Law 9.605/98 (Environmental Crimes Law)
- VEDDAS Volunteer Training Workshop
- Live debate on TV Cultura and live interview on the program Happy Hour from the GNT TV Channel
- Sea Shepherd in New York, USA
- Protest in front of the Japanese Consulate in New York, USA
- Vegan Bazar in partnership with Surya Solidaria
- VEDDAS Crafts Workshop
- Interaction between Moby and VEDDAS activists
- Feira 100% Animal in Sorocaba, SP
- 2nd World Conference on Bioethics and Animal Rights
- Vegetarian Burger King Chain
- SHAC Protest (Stop Huntingdon Animal Cruelty)
- Billboard
- Protest at the Sao Paulo Arts Fair
- Answer to Nuno Ramos
- Activity on World Vegan Day
- Meeting with North-American musician Moby
- II Encontro Carioca de Direitos dos Animais
- Pennywise vocalist wears VEDDAS T-shirt on stage
- Protest in observation of the International Animal Rights Day

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 (USA)

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 is 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 Volunteer 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 Guimaraes, 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 Guimaraes along with 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.

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

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.



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

Vegan Bazar in partnership with Surya Solidaria

May 2010



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 the 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 Guimaraes, 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 Guimaraes to the media. VEDDAS is currently working on a new billboard which will be placed in the same region.

Protest at the Sao Paulo Arts Fair

Outubro 2010



Approximately 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 Guimaraes 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 Guimaraes, 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 vocalist wears 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.





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- Our budget for the entire 2011 report was less than US\$ 2,000 / month.
 - That means more than 120 actions in one year (including the weekly permanent activities) at a US\$ 24,000 per year budget.
- We currently waitlisted projects that are ready to be put into action right now but require a US\$ 6,000 / month budget.

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