

2021 IMPACT AND ACCOUNTABILITY REPORT



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1. INTRODUCTION

WELCOME TO EQUALIA'S 2021 IMPACT AND ACCOUNTABILITY REPORT. DURING THIS YEAR, OUR TEAM HAS CONTINUED TO GROW THANKS TO THE GENEROSITY OF OUR DONORS AND MEMBERS

Your financial support has enabled us to start a much-needed new line of action: raising animal welfare standards in aquaculture. A significant fact to keep in mind is that today, more than 50% of the fish consumed globally comes from this [sector](#)¹. In 2018, 39 countries, home to almost half of the world's population, produced more fish through aquaculture than through [fishing](#)². This rapid growth towards a strongly industrialized model generates all kinds of problems from the point of view of animal welfare and sustainability.

Regarding sustainability, governments, public institutions, businesses and the civil sector now accept that the food chain is one of the main contributors to the climate crisis. The carbon footprint of industrial livestock is at the forefront of emitting sources in the food sector^{3,4,5,6}.

Aware of the fundamental role that animal welfare plays in the sustainability of the food system, food processing and production companies, distributors and certifying bodies have committed

to significantly raise the animal welfare standards of food. As a consequence, consumers, in the daily act of filling their shopping baskets, are surrounded by a variety of messages, seals, and certifications that guarantee the animal welfare of the food they buy. Seals such as 'animal welfare meat' or 'animal welfare fish' are already a common message in supermarkets.

However, can the consumer rely on these messages, seals, and certifications? Ultimately, both food companies and certifying bodies are for-profit entities, with the ultimate goal of generating the maximum profit margin, often at the expense of animal welfare. Equalia, as a non-profit entity acting as a representative of civil society, plays a fundamental role in applying state-of-the-art scientific knowledge in the assessment of the welfare of animals intended for human consumption and in proposing better standards.



Civil society is increasingly aware of greenwashing procedures, whereby companies show themselves as champions of [sustainability](#)⁷. Food companies also know these techniques. Perhaps the most notorious example is the reduction in the use of plastics in packaging, but it is not the only one. Animal welfare also plays a prominent role in corporate greenwashing. Aware of the key role that animal welfare plays in the sustainability of the [food system](#)⁸, companies are constantly sending messages to consumers about their 'high standards' of animal welfare. To this end, they also invest in the creation of seals and certifications supporting them.

Equalia evaluates these standards with scientific criteria regardless of any corporate interests, and it focuses on improving those with the worst results. To this end, we are part of interna-

tional alliances that standardize criteria to request the same standards in all countries from multinational food companies. This is how we ensure that we use in the most effective way every dollar we receive in the form of donations, private grants and contributions from our members (in this report you can see the source of all our income).

We hope that companies will be willing to take up the challenge posed by an active member of civil society without corporate interests. If Equalia did not exist, they could easily incur in putting corporate interests over animal welfare and thus sustainability.



Guillermo Moreno
Executive Director

1. United Nations Food and Agriculture Organization (FAO). (2019). Contribution of aquaculture to total fishery production: the 50-percent mark.
2. FAO. (2020). El Estado Mundial de la Pesca y la Acuicultura: Sostenibilidad en acción.
3. Eisen MB, Brown PO (2022) Rapid global phaseout of animal agriculture has the potential to stabilize greenhouse gas levels for 30 years and offset 68 percent of CO2 emissions this century. PLOS Clim 1(2): e0000010. <https://doi.org/10.1371/journal.pclm.0000010>
4. Springmann M, Clark M, Mason-D'Croz D, Wiebe K, Bodirsky BL, Lassaletta L, de Vries W, Vermeulen SJ, Herrero M, Carlson KM, Jonell M, Troell M, DeClerck F, Gordon LJ, Zurayk R, Scarborough P, Rayner M, Loken B, Fanzo J, Godfray HCJ, Tilman D, Rockström J, Willett W. Options for keeping the food system within environmental limits. Nature. 2018 Oct;562(7728):519-525. doi: 10.1038/s41586-018-0594-0. Epub 2018 Oct 10. PMID: 30305731.
5. Eat less meat: UN climate-change report calls for change to human diet. 08 August 2019. Nature. [Online](#).
6. Without Changing Diets, Agriculture Alone Could Produce Enough Emissions to Surpass 1.5°C of Global Warming. October 17, 2018. World Resources Institute. [Online](#).
7. Cuando las empresas son solo verdes de boquilla. El País. 02/05/2021.
8. European Citizens' Initiative: Commission to propose phasing out of cages for farm animals European Commission. Press release. 30/06/2021.

2. MISSION AND VISION

Equalia is a non-profit organization dedicated to improving the living conditions of the animals intended for human consumption with the lowest standards of animal welfare.

Our mission is to reach agreements with companies, institutions and stakeholders that positively affect as many animals intended for human consumption as possible.

Our vision is a world in which intensive animal farming gives way to food production models that respect animal welfare.



3. LINES OF ACTION

AWARENESS RAISING

We publish cutting-edge investigative reports, showing food companies, regulatory bodies and society as a whole the irregular or especially cruel practices in intensive animal farming.

CORPORATE OUTREACH

We ensure that food companies comply with current animal welfare regulations, and we negotiate with their departments of corporate social responsibility to implement better standards that reflect animal science findings and go hand in hand with the European sustainability agendas.

INSTITUTIONAL OUTREACH

We work with institutions and political groups, helping to develop regulations that integrate animal welfare advances into sustainability agendas.

MOVEMENT BUILDING / CAPACITY BUILDING

We invest part of our resources in sharing knowledge with other international organizations in the field of effective animal advocacy.

4. PROGRESS 2021

CAGE-FREE EGGS INITIATIVE

WORK DEVELOPED

IN 2021, WE WORKED ALONGSIDE FOOD COMPANIES AND INSTITUTIONS ON THE TRANSITION TO CAGE-FREE EGG PRODUCTION SYSTEM

In July 2021, Equalia developed [‘Better Cage Free’](#), a benchmarking online tool that, with the help of a traffic light color code, allows consumers to find out which retailers and manufacturers still use eggs from caged hens in Spain. This web page incentivized various cage-free commitments, such as top #2 and #4 in the retail sector, Carrefour and Eroski; Pascual and Reina Group holding 3rd and 7th positions in dairy and dessert companies; or Adam Foods, which is the 3rd cookie manufacturer of Spain by turnover. Companies reacted to an animal welfare comparison between them and their competitors. Two investigative reports were published in April and October to reinforce corporate and institutional advocacy as well as societal awareness.

Through our line of work 14 agreements were reached, in which retailers, manufacturers and produc-

ers have committed to exclusively source cage-free eggs. Furthermore, two regions passed non-legislative proposals. The parliamentary assemblies of the Balearic Islands and Valencian Region called on their government to include the requirement for public dining halls, such as hospitals, educational centers, prisons, or social service facilities to exclusively be supplied with cage-free eggs.

These corporate and institutional policies mean the end of cages for 6,755,000 hens, tripling the impact of 2020 in this area. Moreover, Equalia coordinated the participation of organizations in Western Europe on a corporate campaign towards Yum! Brands, the world’s largest restaurant chain. The resulting corporate policy has a positive impact on 22,390,000 hens.



ACHIEVEMENTS

- DIRECT IMPACT ON 6,755,000 HENS.
- INDIRECT IMPACT ON 22,390,000 HENS.
- FOURTEEN AGREEMENTS WITH COMPANIES.
- TWO NON-LEGISLATIVE PROPOSALS PASSED (BALEARIC ISLANDS AND VALENCIAN REGION).
- LAUNCH OF THE BENCHMARKING TOOL ‘BETTER CAGE FREE’.
- TWO INVESTIGATIVE REPORTS PUBLISHED WITH A POTENTIAL MEDIA REACH OF 29.8M.



EUROPEAN CHICKEN COMMITMENT INITIATIVE

WORK DEVELOPED

IN 2021, OUR FOCUS REGARDING THE EUROPEAN CHICKEN COMMITMENT WAS TO ACHIEVE SIGNIFICANT CORPORATE ADVANCES WITHIN THE TOP FOOD RETAILERS

Between November and December 2021, during the negotiations prior to a corporate campaign launch, the second-largest Spanish company within the entire Spanish retail sector, El Corte Inglés, committed to the ECC. ALDI, the ninth-largest supermarket chain globally, completed its policy extending to all own-brand products in fresh, frozen, and products with more than 50% of chicken ingredient in processed foods. ALDI and El Corte

Inglés are the first large retailers that have joined the ECC in Spain.

These pioneering policies have a positive impact on 8,572,000 chickens and pave the way towards more large food companies to join the ECC in Spain in the short and medium term. Lastly, Equalia presented nationally an investigative report created by L214 in order to keep the topic on the public agenda and support our corporate work

ACHIEVEMENTS

- IMPACT ON 12,093,000 CHICKENS.
- TWO AGREEMENTS WITH COMPANIES.

FARMED FISH WELFARE

WORK DEVELOPED

DURING THE FIRST SEMESTER OF 2021, WE FOCUSED ON DEVELOPING A BENCHMARKING TOOL CALLED FISH WELFARE TRACKER

This tool aims at assessing the farmed fish welfare policies of top fish producers and retailers in Spain. We did a thorough literature review, defined all relevant farmed fish welfare parameters, and classified them according to their relevance and urgency.

Our work was aligned with the few animal advocacy organizations dealing with fish welfare in aquaculture. We considered the wide variety of fish species, rearing systems, and fish farm locations of Spanish aquaculture. We also reviewed the existing legal framework at national, EU and international levels. Fish Welfare Tracker was built for corporate and institutional campaigning work and citizen awareness.

During the second semester of 2021, we began the Fish Welfare Tracker website design phase. We also strengthened our contacts with other animal advocacy organizations and the Spanish Aquaculture Business Association (Apromar) and we approached a few fish top producers as the first step of corporate campaigning in aquaculture. Additionally, we continued our work as part of two international coalitions: the Aquatic Animal Alliance and Eurogroup for Animals.



ACHIEVEMENTS

- **COLLABORATION WITH 15 DIFFERENT EFFECTIVE ALTRUISM ORGANIZATIONS AND ANIMAL ADVOCACY NGOS TO DEVELOP OUR BENCHMARKING TOOL, FISH WELFARE TRACKER.**
- **FUNDING SECURED TO HIRE TWO PEOPLE FOR CORPORATE AND INSTITUTIONAL OUTREACH CAMPAIGNING WORK IN 2022.**
- **REVIEW OF SPANISH AQUACULTURE BUSINESS ASSOCIATION'S 1ST SUSTAINABILITY REPORT.**



MANDATORY CCTV CAMERAS IN ALL SLAUGHTERHOUSES INITIATIVE

UPDATE

THE APPROVAL OF THE ROYAL DECREE THAT WILL MAKE CCTV MANDATORY IN ALL SPANISH SLAUGHTERHOUSES WILL COME INTO FORCE DURING 2022

Mercadona, Spain's largest retailer in terms of turnover, [announced](#) that all its fresh produce will come from slaughterhouses with CCTV from the beginning of 2022. This measure will affect more than 140 slaughterhouses.

This measure can help to reduce irregularities and non-compliance issues with animal welfare legislation

and is a first step towards adopting further measures to promote animal welfare in slaughterhouses.

With the approval of the royal decree, over 900 M terrestrial animals per year will be positively impacted by our work.

5. FINANCE AND ACCOUNTING

SOUND FINANCIAL AND ACCOUNTING MANAGEMENT IS ESSENTIAL FOR THE FULFILLMENT OF THE OBJECTIVES OF OUR INITIATIVES AND THE TRANSPARENCY OF OUR MANAGEMENT

Our initiatives depend on an effective and proportionate allocation of financial resources. We strive to maintain complete account transparency for the individuals who support us with their donations, for the philanthropic entities working in the area of effective altruism, as well as for the companies, institutions, and stakeholders with whom we work. We are always available for any comments, advice, or criticisms you may have.

The organization's accounts are reviewed and approved by the General Assembly each year, within four months following the closure of the

fiscal year. The General Assembly is composed of Equalia's members.

The accounts for the 2021 fiscal year, they were reviewed and approved by the General Assembly on March 18, 2022.

We encourage all members of Equalia to participate in the annual meetings, and to share any questions they may have via the following email address: david.herrero@equaliaong.org. They can also request the minutes of the latest meeting.

ACCOUNTING

We use the services of the Kinema Cooperative, a worker cooperative which brings together professionals from different areas, and that provides us with a complete package of legal, formal, tax, accounting, and labor advice.

This year, for greater transparency in our accounting, we will present two different figures. This is because our major source of funding comes from philanthropic effective altruist foundations. Grants from such entities cover expenses for a specific period of time, which frequently does not coincide

with the calendar year. Therefore, the first figure will reflect the total amount of donations received in 2021, and the second reflects the proportion of those donations charged to the fiscal year, as most of it will be allocated for use in 2022 and 2023.

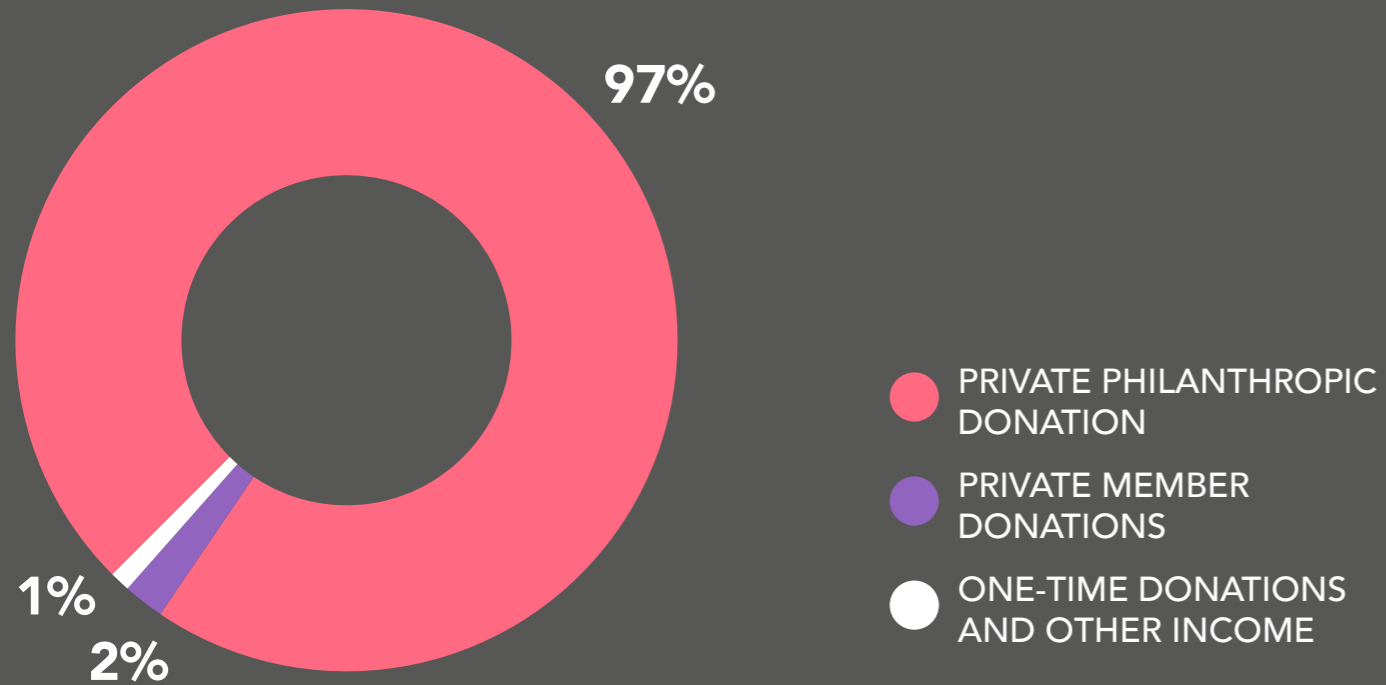
BALANCE SHEET

CHANGE TO DOLLARS AS OF DECEMBER 30, 2021.

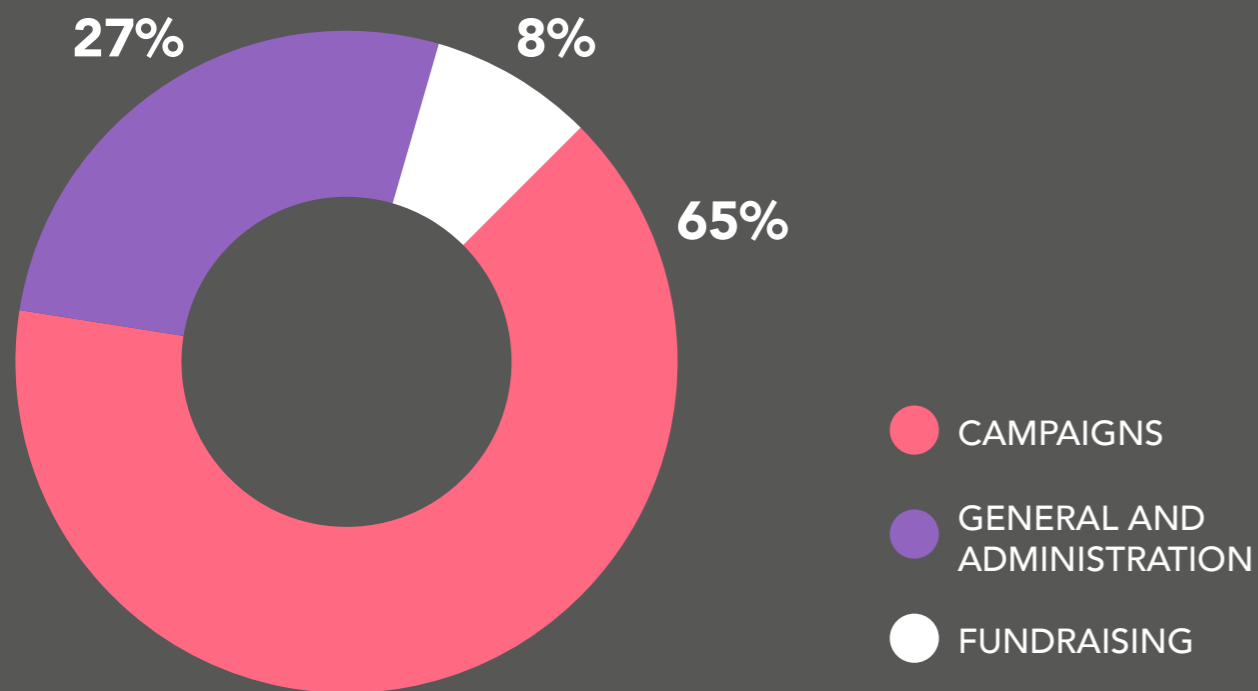
- **TOTAL DONATIONS:** **\$ 1,215,800**
- **DONATIONS FOR 2021:** **\$ 483,000**
- **TOTAL EXPENSES 2021:** **\$ 461,700**

INCOME AND EXPENSES

PROPORTION OF INCOME 2021

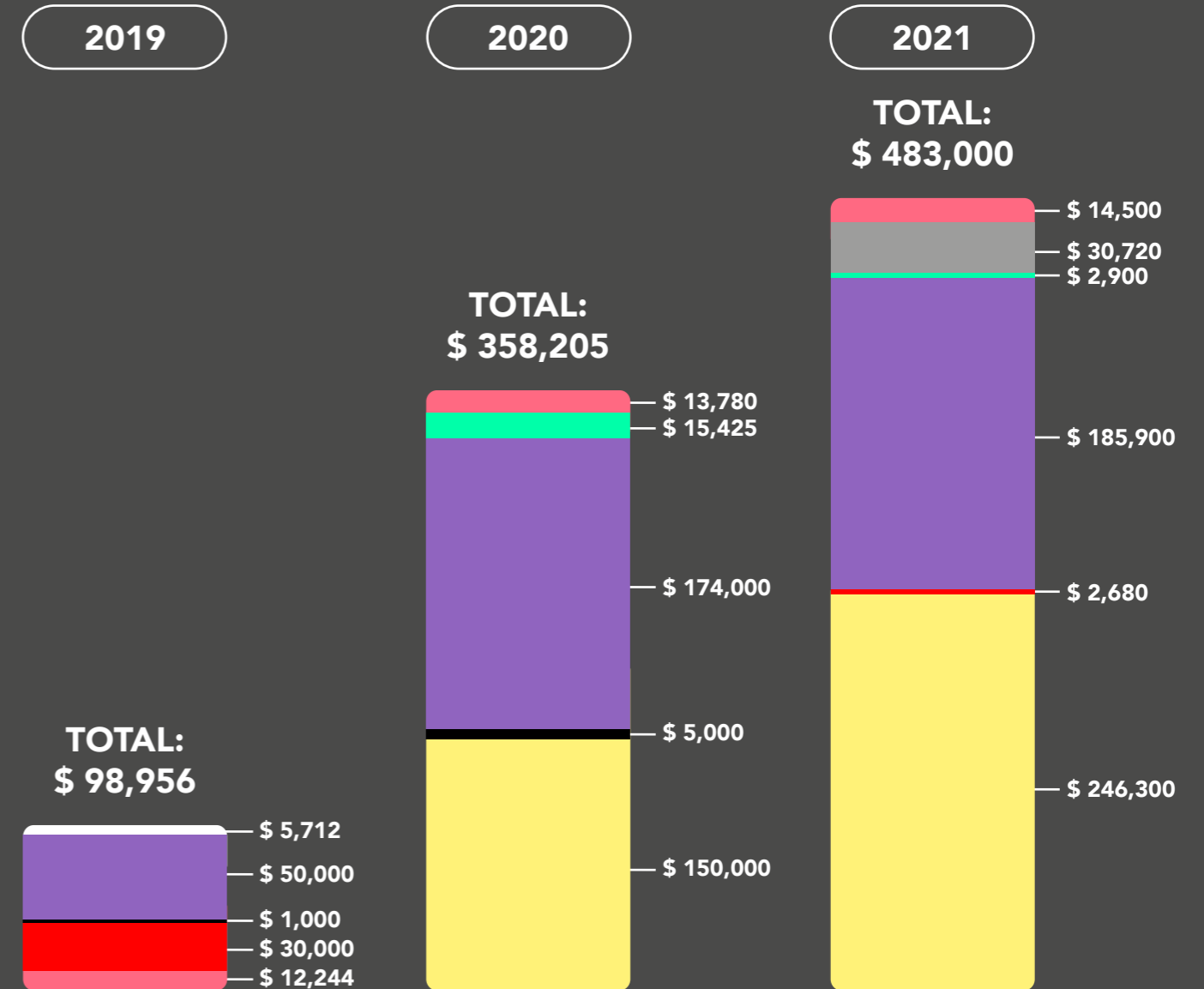


PROPORTION OF EXPENSES



ANNUAL GROWTH

CHANGE TO DOLLARS AS OF DECEMBER 30, 2021



- POLLINATION PROJECT
- ANIMAL CHARITY EVALUATORS
- DONATION FROM COMPANIES
- MEMBERS, ONE-TIME DONORS AND OTHER REVENUES
- OPEN WINGS ALLIANCE
- FARMED ANIMAL FUNDERS
- CENTER FOR EFFECTIVE ALTRUISM
- OPEN PHILANTHROPY FUND, AN ADVISED FUND OF SILICON VALLEY COMMUNITY FOUNDATION

6. STRUCTURE

INTRODUCTION TO OUR TEAM

EQUALIA TEAM AS OF MAY 25, 2022



Guillermo Moreno
Executive Director



José Ramón Mallén
Communications and
Fundraising Manager



David Herrero
Administration Manager



Julia Elizalde
Campaigns Manager



Itziar García
Content Creator



Adriana Evangelista
Corporate Outreach
Specialist



Blanca Ponce
Corporate & Institutional
Relations Specialist



Nicolás Giraldo
Recruitment and
Development Specialist



Claudia Millán
Fish Welfare Specialist



Meritxell Méndez
Video Editor



Álvaro Ruiz
Brand Manager



Michelle Veytia
Junior Digital Marketing
Manager



Nina Wine
Junior Project
Manager



Raquel Acosta
Institutional Outreach
Intern



Samir Sadrane
Campaigns Intern



Juan Ramos
Corporate Outreach
Specialist in Aquaculture



Hannah Ndempaawai
Institutional Relations
Specialist in Aquaculture



María Villaluenga
Press Officer

GOVERNANCE

Equalia is managed and represented by a board of directors comprised of a chairperson, a secretary, and a vice-chairperson. These positions are and will be unpaid, and they are appointed, extended and/or revoked by the General Assembly every two years. The General Assembly consists of all the members of the organization.

Once a year a regular meeting is held during which all the members of the General Assembly are convened to review and, where appropriate, approve the annual accounts.

7. GENERAL INFORMATION



EQUALIA 2018 (EQUALIA), HOLDER OF TAX ID NO. (CIF) G88148028 IS A NON-PROFIT ASSOCIATION LEGALLY REGISTERED IN THE NATIONAL REGISTER OF ASSOCIATIONS: SECTION 1 / NATIONAL NUMBER: 615639.

FOUNDATION: MAY 2018
CONTACT DETAILS: INFO@EQUALIAONG.ORG

8. ANNEXES

ANNEX 1

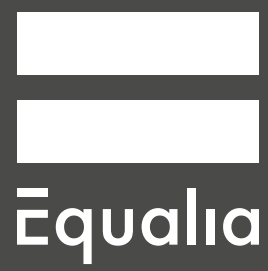
ANNUAL ACCOUNTS (BALANCE SHEET) SIMPLE MODE

EQUALIA 2018		Pág. 1	
Listado de cuentas anuales (Balance de Situación)			
Ejercicio: 2021, Periodo: Apertura-Diciembre (Euros)			
Activo		Pasivo	
A) ACTIVO NO CORRIENTE	2.171,90	A) PATRIMONIO NETO	913.711,27
III. Inmovilizado material	2.171,90	A-1) Fondos propios	913.711,27
B) ACTIVO CORRIENTE	930.787,04	III. Excedentes de ejercicios anteriores.	247.318,43
II. Existencias	32,67	IV. Excedentes del ejercicio.	666.392,84
VIII. Efectivo y otros activos líquidos equivalentes	930.754,37	B) PASIVO NO CORRIENTE	0,00
TOTAL ACTIVO (A+B)	932.958,94	C) PASIVO CORRIENTE	19.247,67
		II. Provisiones a corto plazo	2.160,00
		III. Deudas a corto plazo	210,62
		3. Otras deudas a corto plazo	210,62
		VI. Acreedores comerciales y otras cuentas	21.618,29
		2. Otros acreedores	21.618,29
		TOTAL PATRIMONIO NETO Y PASI	932.958,94

ANNEX 2

ANNUAL ACCOUNTS (PROFIT AND LOSS) SIMPLE MODE

EQUALIA 2018		Pág. 1	
Listado de cuentas anuales (Pérdidas y Ganancias)			
Ejercicio: 2021, Periodo: Enero-Diciembre (Euros)			
		(Debe)	Haber
A) Excedente del ejercicio			666.392,84
1. Ingresos de la actividad propia		1.074.309,21	
a) Cuotas de asociados y afiliados		9.828,50	
d) Subvenciones, donaciones y legados imputados al excedente del ejercicio		1.064.480,71	
6. Aprovisionamientos		17.170,59	
8. Gastos de personal		332.045,99	
9. Otros gastos de la actividad		57.802,15	
10. Amortización del inmovilizado		302,61	
A.1) EXCEDENTE DE LA ACTIVIDAD (A1+A2+A3+A4+A5+A6+A7+A8+A9+A10+A11+A12+A13)		666.987,87	
A.3) EXCEDENTE ANTES DE IMPUESTOS (A.1+A.2)		666.987,87	
19. Otros Resultados		595,03	
A.4) Variación de patrimonio neto reconocida en el excedente del ejercicio (A.3+A20)		666.392,84	
I) RESULTADO TOTAL, VARIACIÓN DE PATRIMONIO NETO EN EL EJERCICIO (A.4+D+E+F+G+H)		666.392,84	



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