

MEATLESS MONDAYS?

EVIDENCE-BASED WORK AND ACTION AGAINST ANIMAL SUFFERING

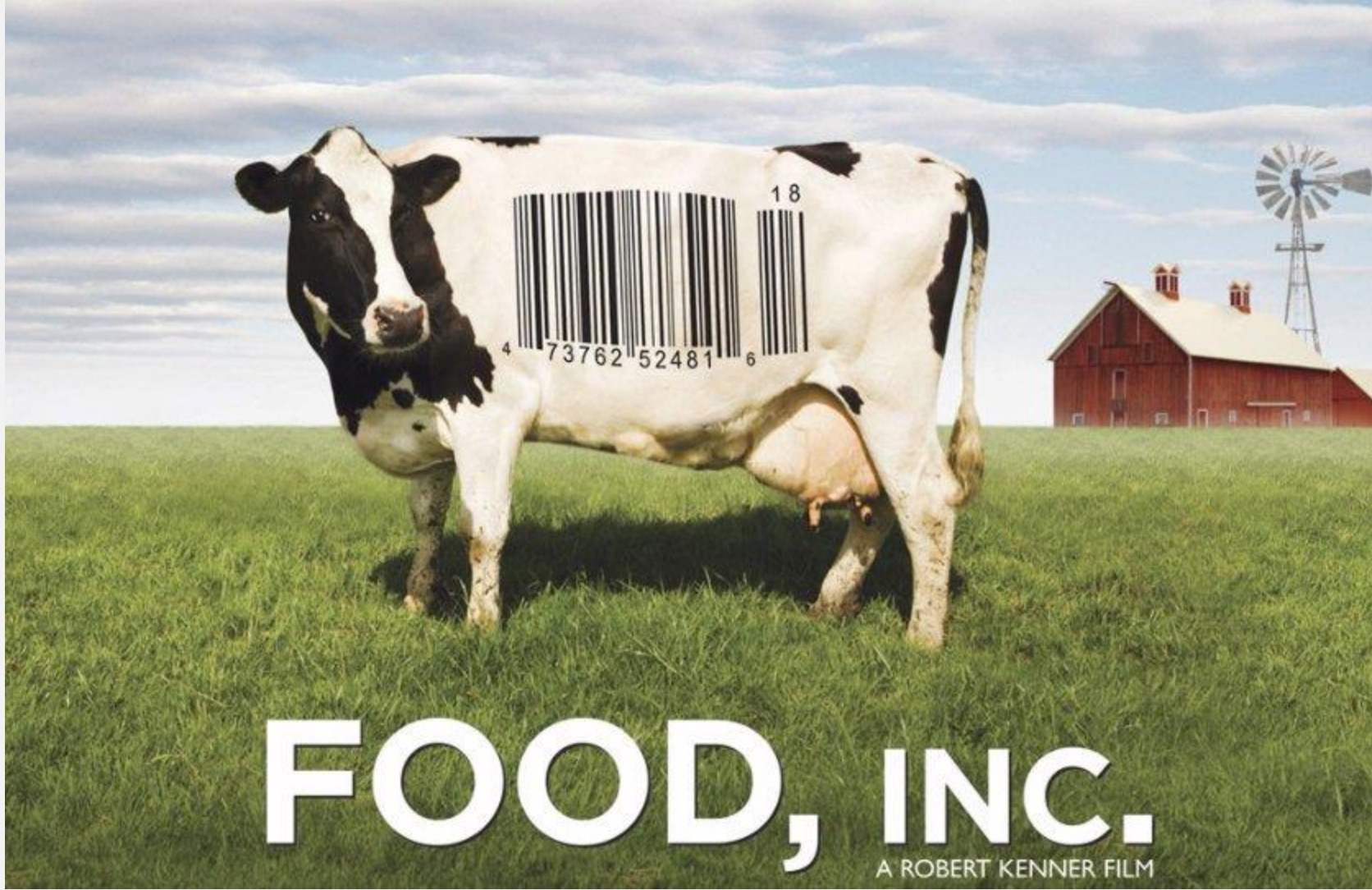
Lukas Gebhard <contact@lukasgebhard.de>

@ Hochschultage für Nachhaltigkeit

Freiburg im Breisgau | 13 June 2023

WHY ARE YOU HERE?

WHY I AM HERE



FOOD, INC.

A ROBERT KENNER FILM



Google Play

Spiele

Apps

Filme & Serien

Bücher

Kinder



VeggieTizer

FreeRunningApps

4,6★

16 Rezensionen

500+

Downloads



USK ab 0 Jahren



Installieren







openPetition



Region: Freiburg im Breisgau

Erfolg



Umwelt

FÜR EIN REICHHALTIGES VEGETARISCH-VEGANES ANGEBOT
AN DEN FREIBURGER MENSEN!

2.544 Unterstützende

Der Petition wurde entsprochen

life

FREIBURGER MENSEN WEITEN
VEGETARISCH-VEGANES ANGEBOT
DEUTLICH AUS

Badische Zeitung



Studierendenwerk

**Petition erfolgreich:
Vegetarisch-veganes Essen
wird an Uni-Mensen
ausgeweitet**



Source: Gemeinsam gegen die Tierindustrie



Effective Altruism

OUTLINE

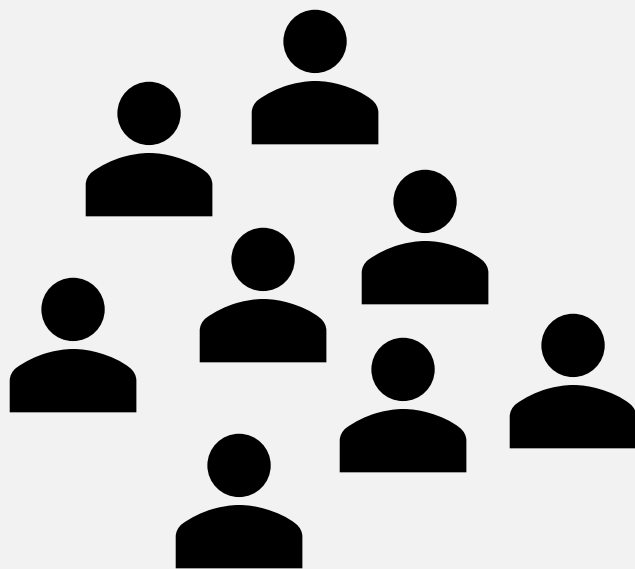
1. The Problem
2. The Goal
3. The Strategy

I. THE PROBLEM

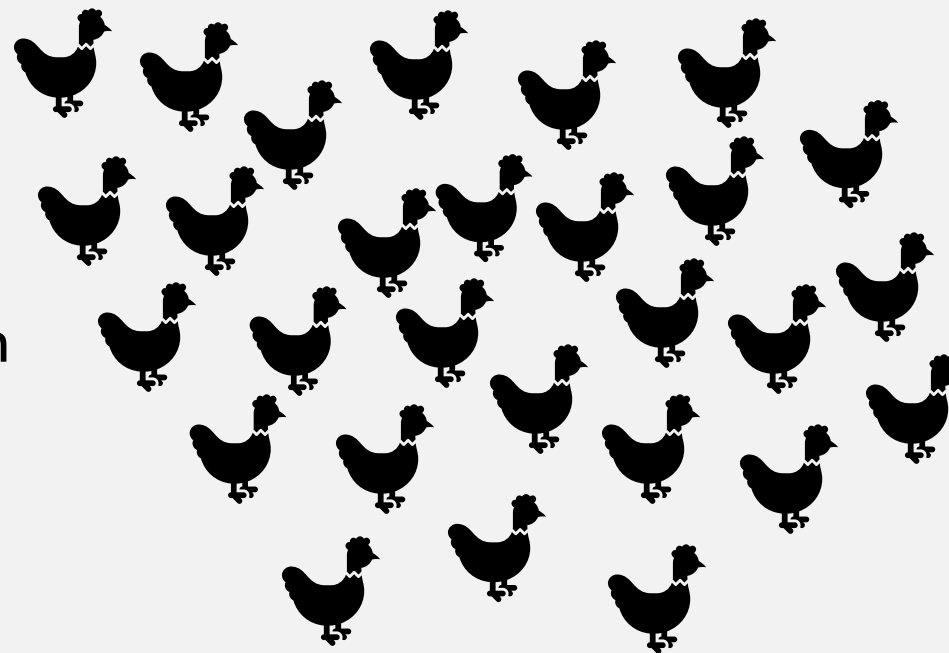
ANIMALS *SUFFER*



MANY ANIMALS SUFFER

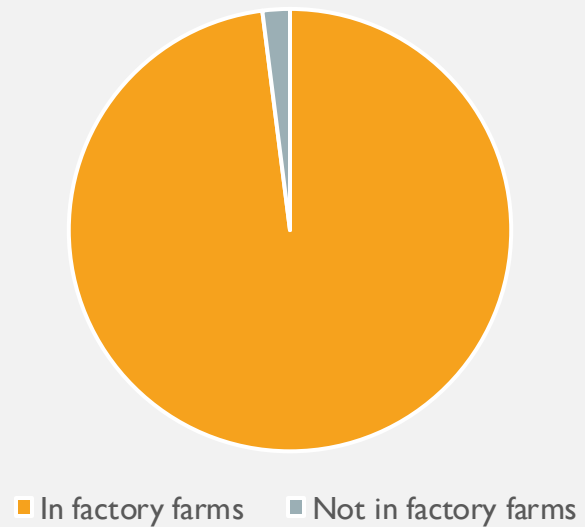


World
population
1 : 3



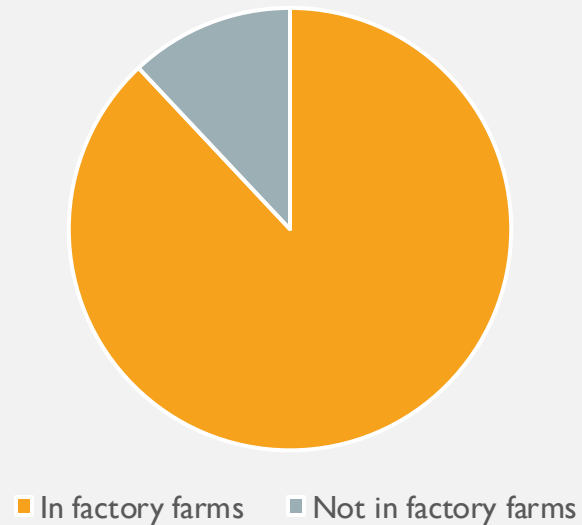
MANY ANIMALS SUFFER *IN FACTORIES*

Chickens in the US



MANY ANIMALS SUFFER *IN FACTORIES*

Farmed animals worldwide



***EVER MORE* ANIMALS SUFFER IN FACTORIES**



***EVER MORE* ANIMALS SUFFER IN FACTORIES**

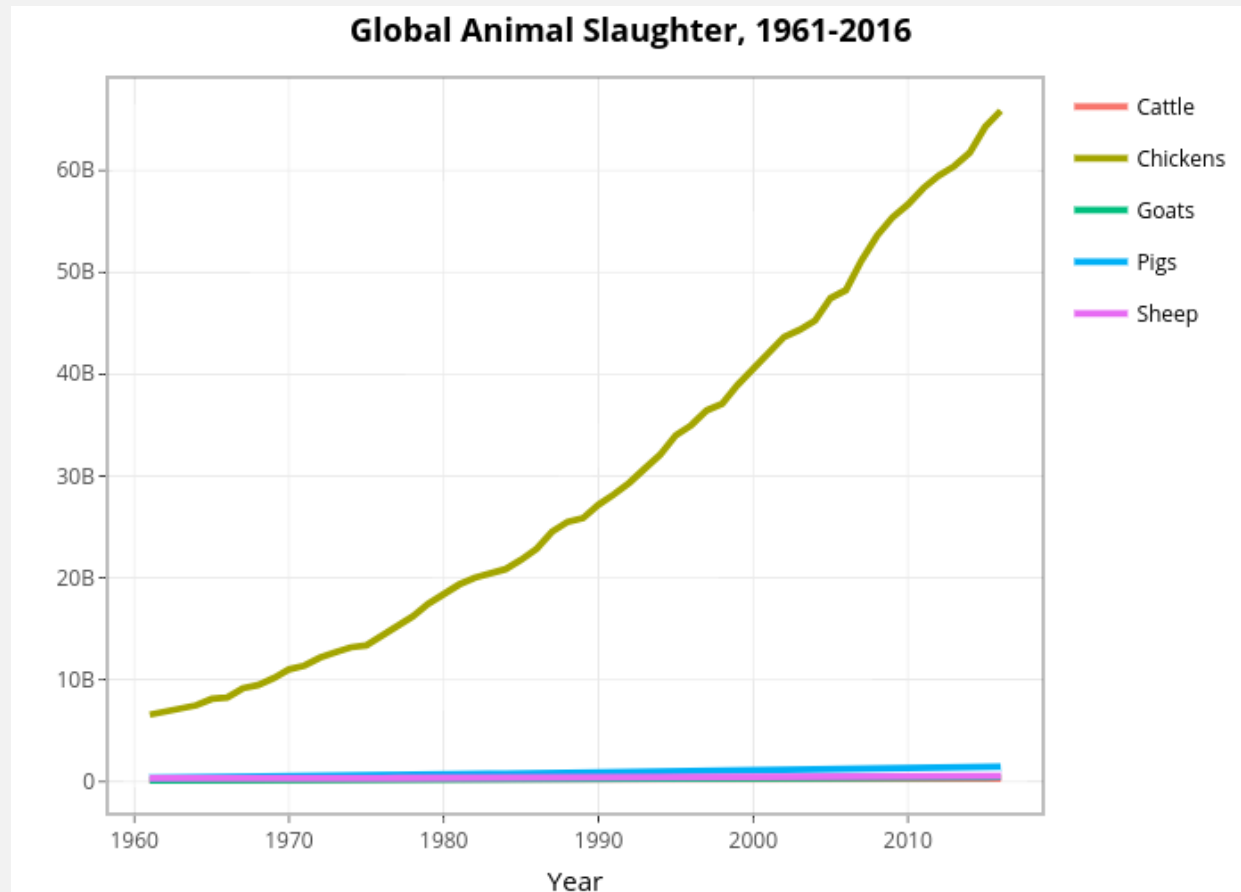


Figure by Sanders (2018),
based on FAO data

***EVER MORE* ANIMALS SUFFER IN FACTORIES**

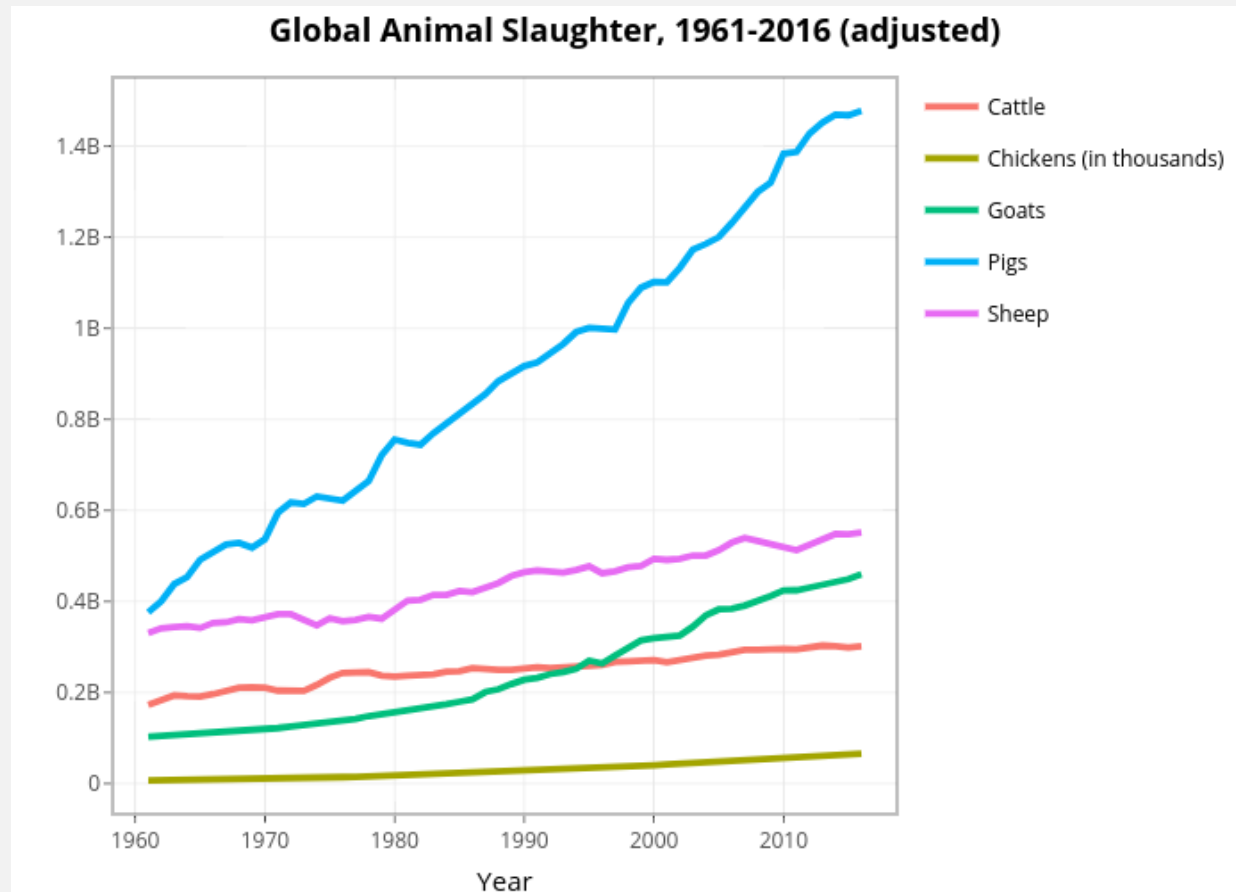


Figure by Sanders (2018),
based on FAO data

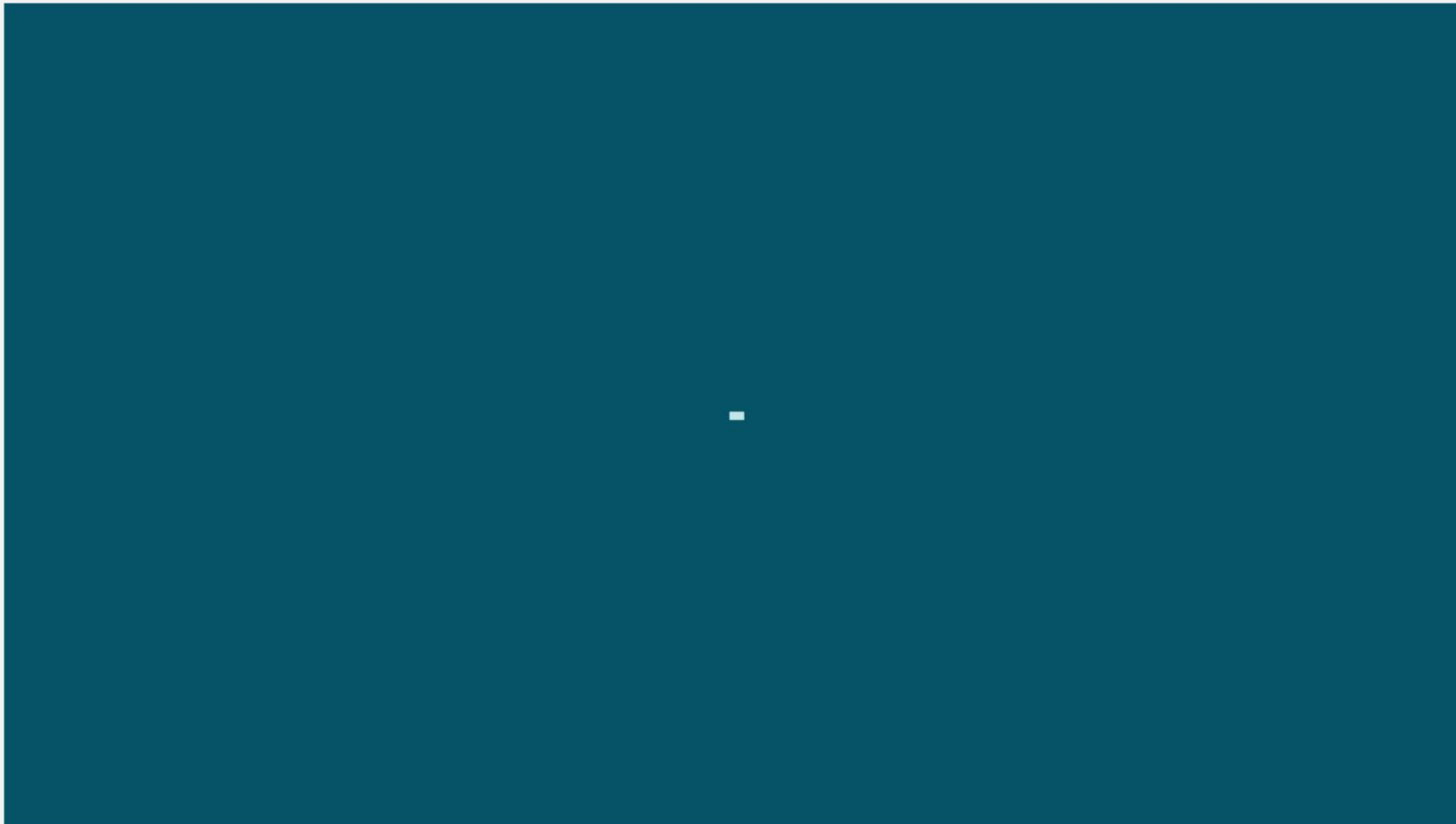
...NOT TO FORGET ***WILD-CAUGHT FISH***



Photo by [Pierre Gleizes](#) /
[Greenpeace](#)

...AND *WILD ANIMALS* GENERALLY

...AND *WILD ANIMALS* GENERALLY



Wild Animals 

Other animals



BESIDES...

- Greenhouse gas emissions
- Global poverty
- Biodiversity loss
- Resistant germs
- Land grabbing
- Human labor exploitation
- Water pollution
- Soil acidification
- ...

II. THE GOAL

NO MORE ANIMAL SUFFERING!
(BUT WHERE TO START?)

NO MORE ANIMAL SUFFERING!
(BUT WHERE TO START?)

	Farmed animal suffering	Wild animal suffering
Scale		
Neglectedness		
Tractability		

NO MORE ANIMAL SUFFERING!
(BUT WHERE TO START?)

	Farmed animal suffering	Wild animal suffering
Scale	Large	Very Large
Neglectedness		
Tractability		

NO MORE ANIMAL SUFFERING!
(BUT WHERE TO START?)

	Farmed animal suffering	Wild animal suffering
Scale	Large	Very Large
Neglectedness	High	Very High
Tractability		

NO MORE ANIMAL SUFFERING!
(BUT WHERE TO START?)

	Farmed animal suffering	Wild animal suffering
Scale	Large	Very Large
Neglectedness	High	Very High
Tractability	Moderate	Very Low

NO MORE **FARMED** ANIMAL SUFFERING!
(BUT WHAT DOES THAT MEAN?)

NO MORE **FARMED** ANIMAL SUFFERING!
(*BUT WHAT DOES THAT MEAN?*)

Farmed animal
welfare?

No more animal
farming?



III. THE STRATEGY

STRATEGY (A): "**GO VEGAN!**"

STRATEGY (A): "GO VEGAN!"

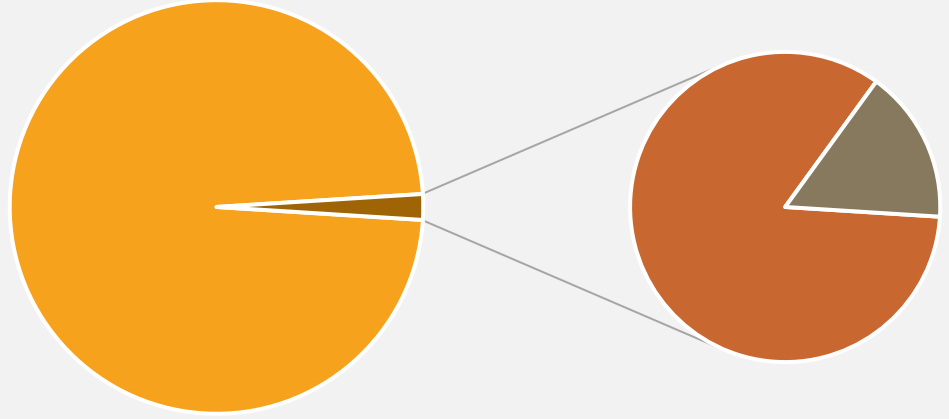
Present moral
arguments

Everyone becomes
vegan



STRATEGY (A) – *REALITY CHECK*

USA, 2014



■ Non-Veg*ns ■ Will abandon their diet ■ Will keep up their diet




STRATEGY (A) – *WHAT'S THE PROBLEM?*



TOO MANY *STEAK*-HOLDERS



STRATEGY (A) REVISITED



Present moral
arguments

Everyone becomes
vegan

STRATEGY (A) REVISITED

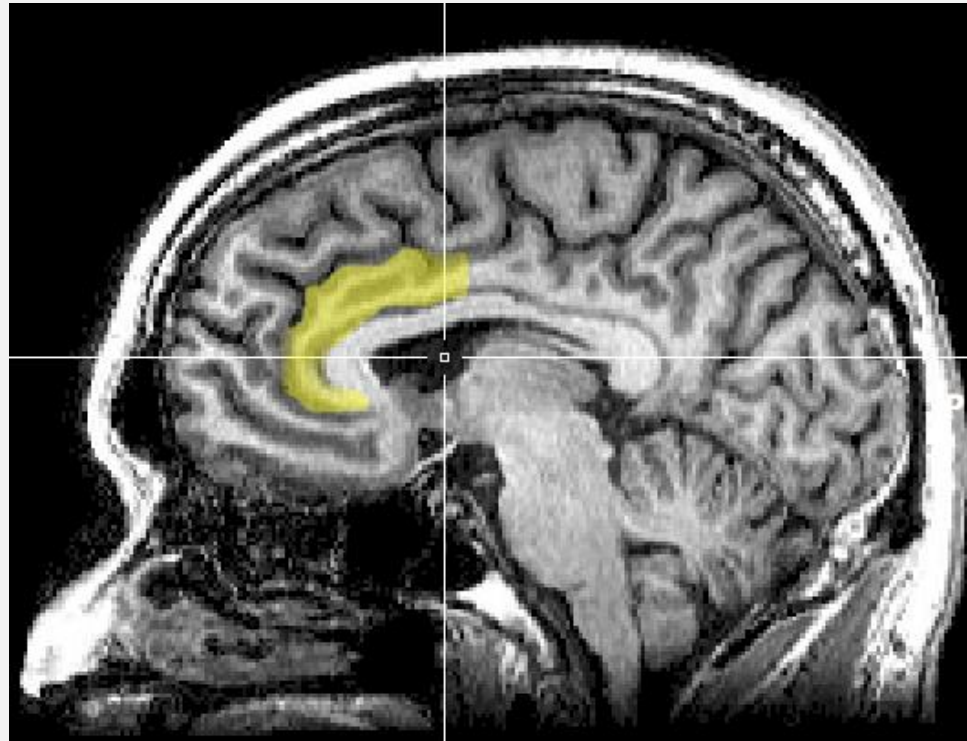


Attitude change

The diagram consists of two chevron-shaped arrows pointing to the right. The first arrow is dark grey and contains the text 'Attitude change'. The second arrow is orange and contains the text 'Behavior change'. The arrows are connected at their tips, suggesting a sequential process.

Behavior change

COGNITIVE DISSONANCE



STRATEGY (A)

Attitude change

Behavior change



STRATEGY (B)

Behavior change

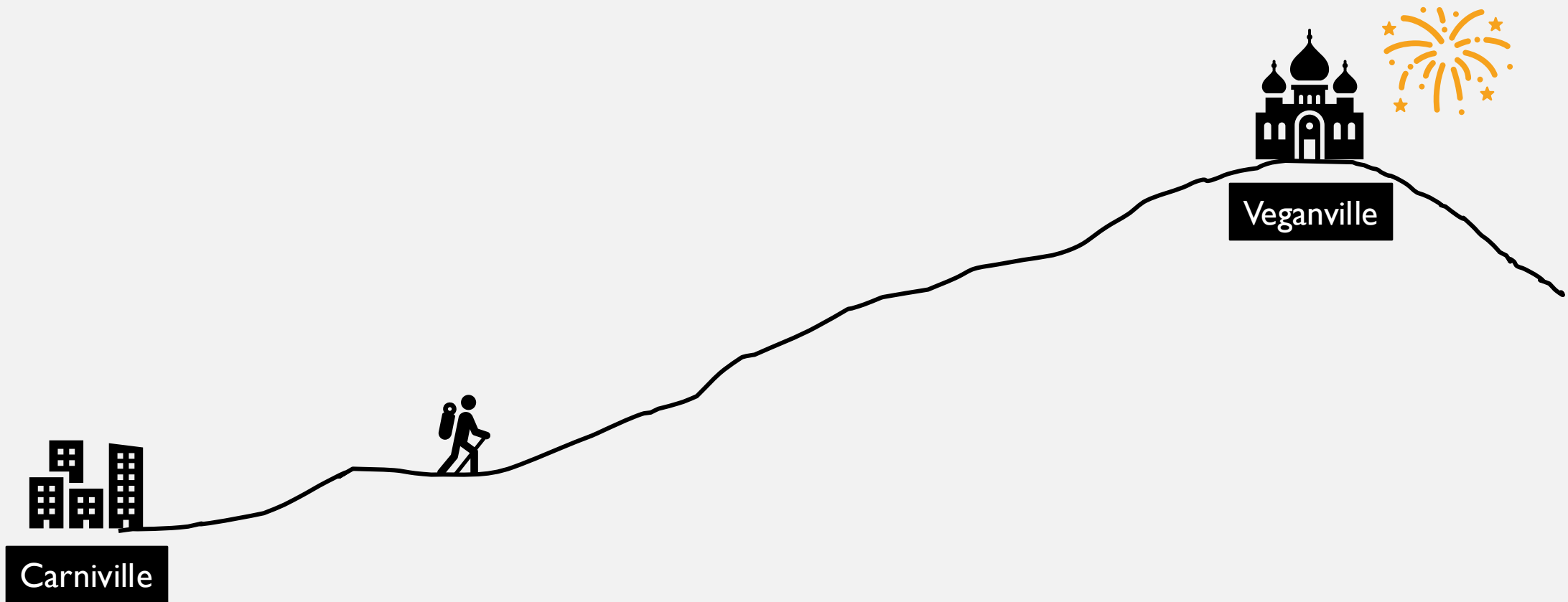
Attitude change



STRATEGY (B) – *A METAPHOR*



MAKE VEGANVILLE MORE ATTRACTIVE



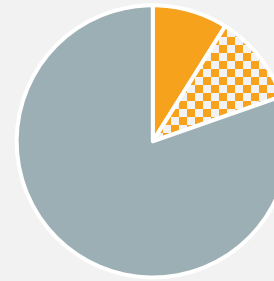
GLOBAL MARKET PROJECTION

2020



- Animal-free proteins
- Animal-based proteins

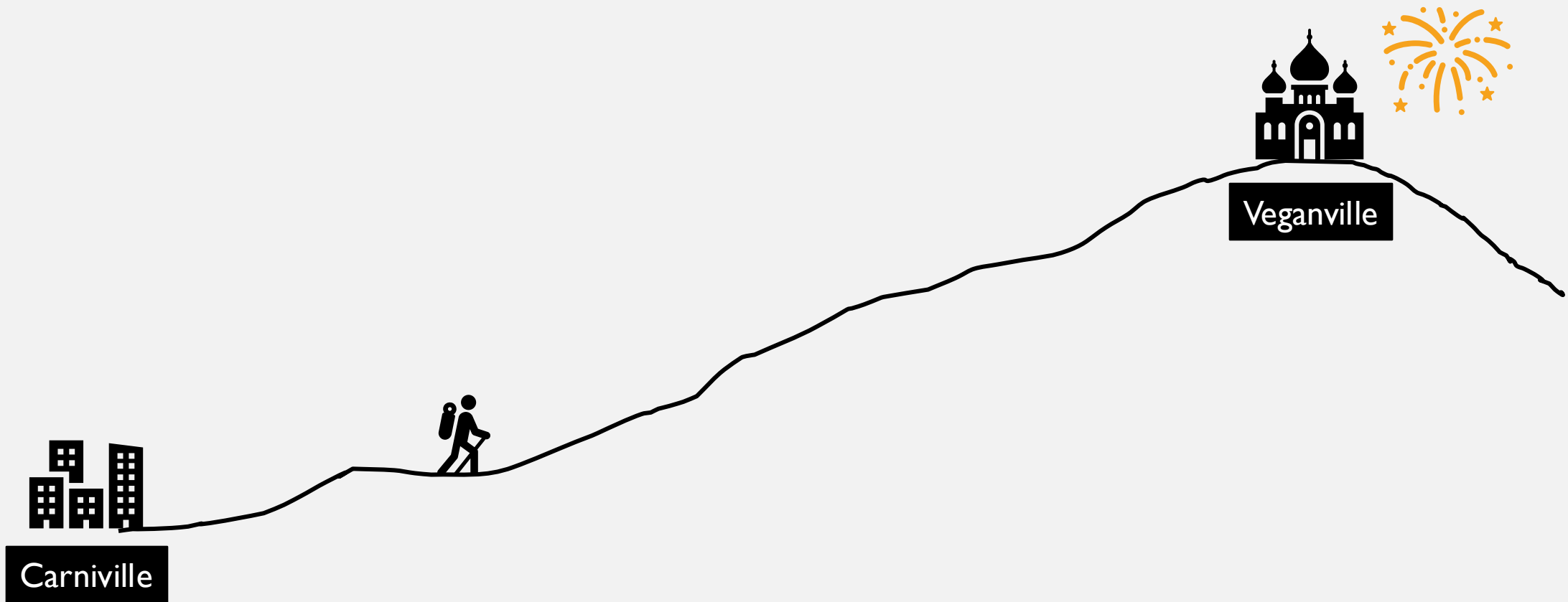
2035



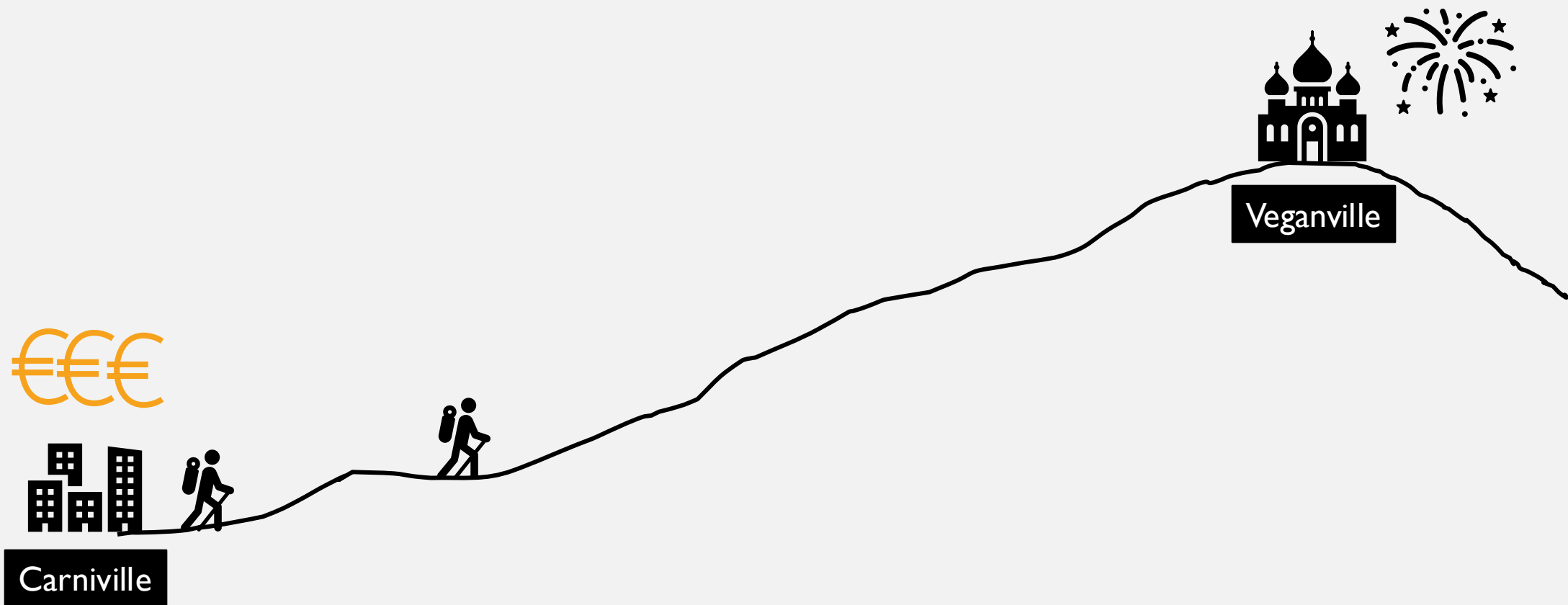
- Animal-free proteins
- Animal-free proteins: potential
- Animal-based proteins



MAKE VEGANVILLE MORE ATTRACTIVE



MAKE CARNIVILLE LESS ATTRACTIVE



LOBBYING & CAMPAIGNING =>
GERMANY CAGE-FREE AFTER 2025



[Image source: Albert-Schweitzer-Stiftung für unsere Mitwelt](#)

CAMPAIGNING =>
100+ CAGE-FREE PLEDGES 2014-2016



INVITE PEOPLE FOR A SHORT VISIT



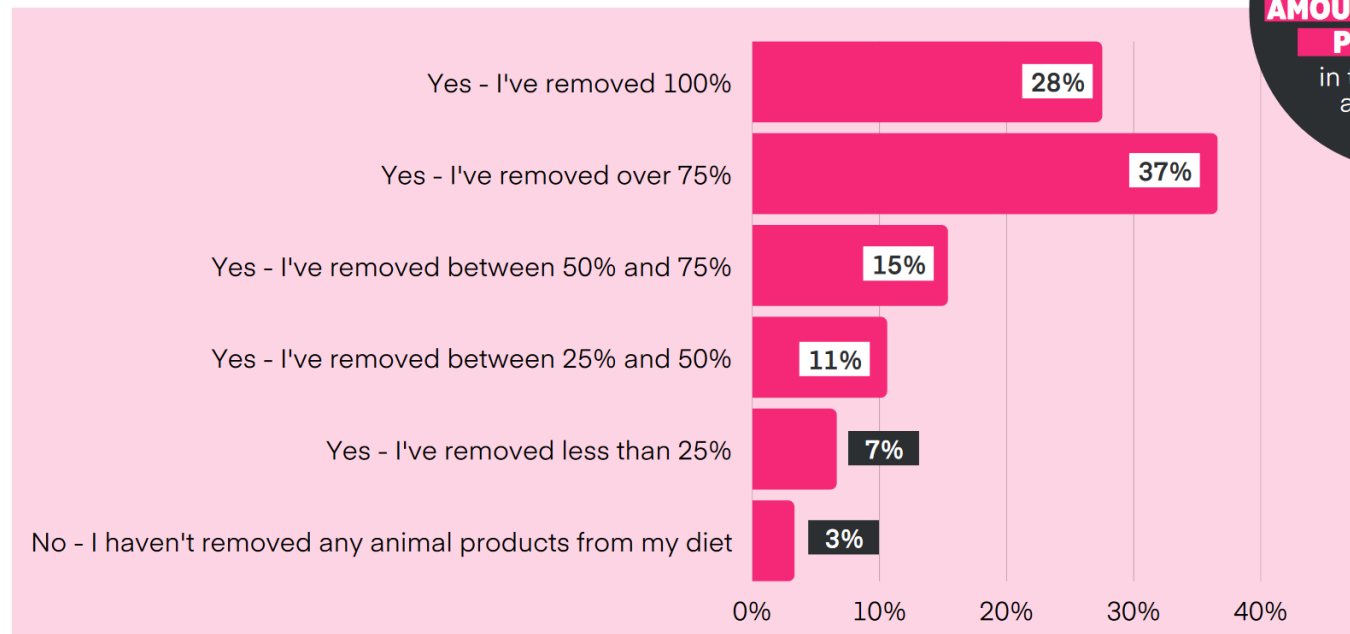
VEGANUARY 



VEGANUARY

(2022)

OVER THE LAST SIX MONTHS, HAS THEIR CONSUMPTION OF ANIMAL PRODUCTS CHANGED?



80% say they have **REDUCED THE AMOUNT OF ANIMAL PRODUCTS** in their diets by at least half.

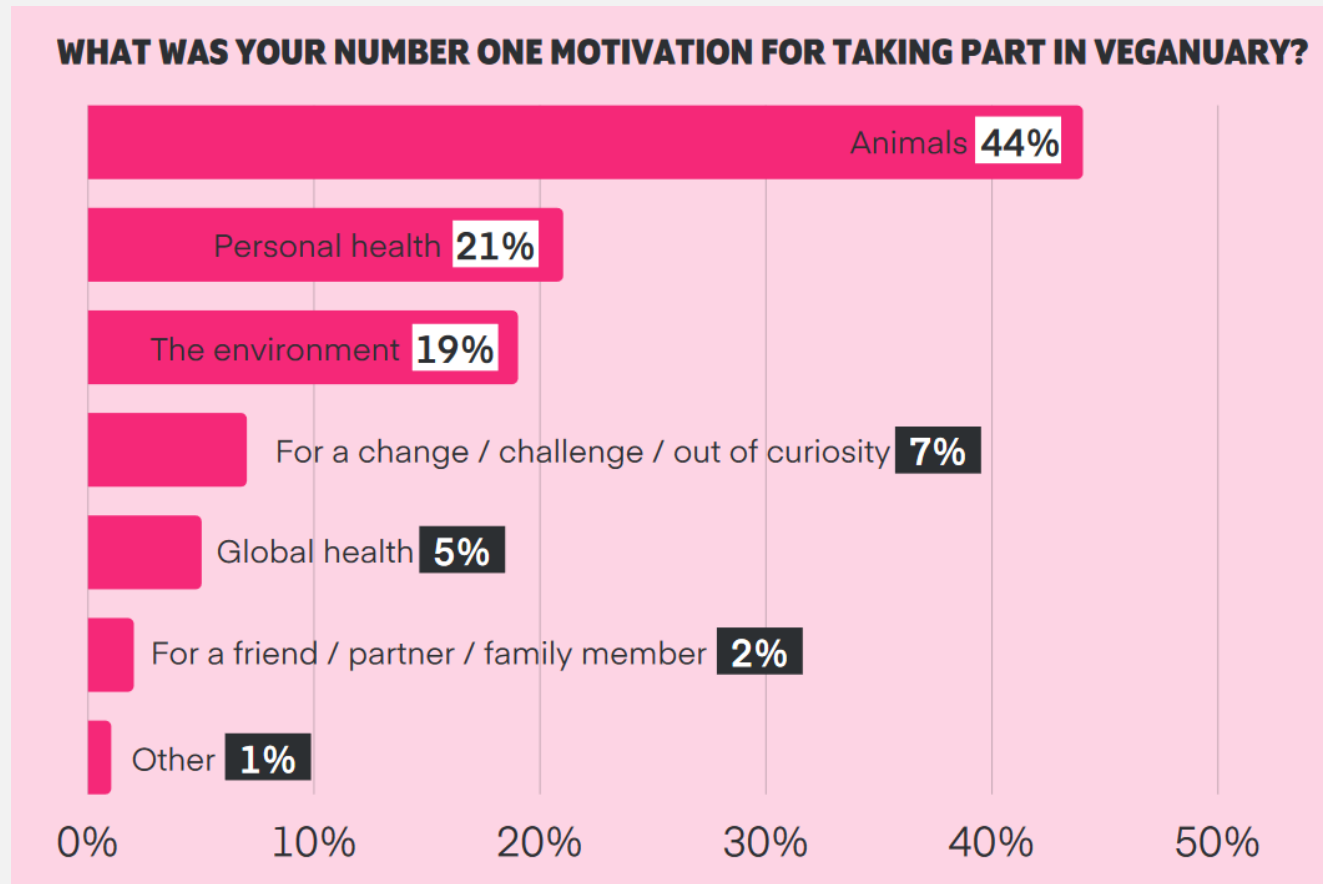


GET PEOPLE MOVING INTO THE RIGHT DIRECTION

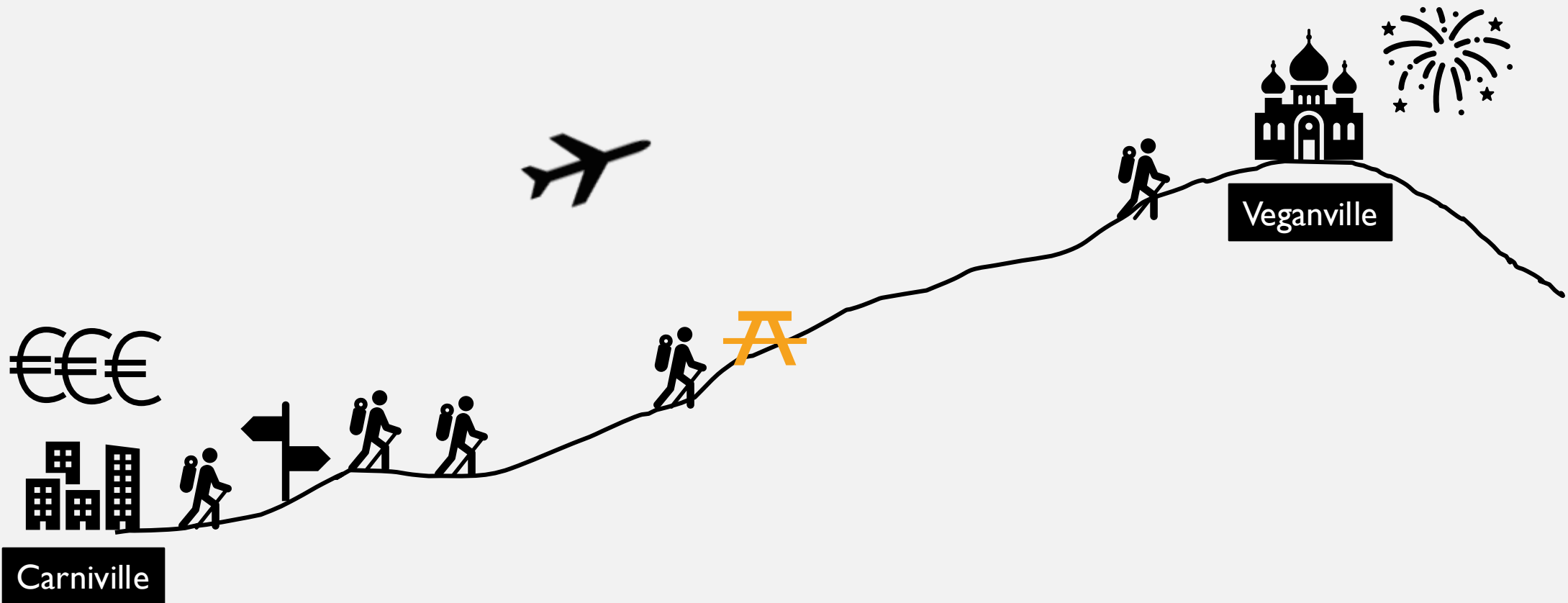


Based on Leenaert (2017): How to create a vegan world

MOTIVATIONS VARY



ALLOW PEOPLE TO TAKE THE TRIP IN STAGES



FLEXITARIAN => VEGETARIAN => VEGAN

Former veg*ns USA, 2014 Current veg*ns



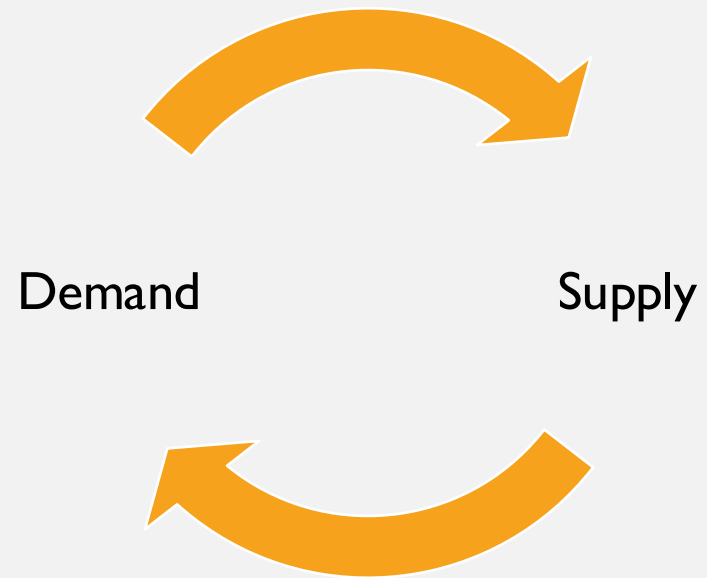
- Fast diet change
- Slow diet change



- Fast diet change
- Slow diet change



A SELF-REINFORCING LOOP



SUMMARY

SUMMARY

- I. **We tend to underestimate animal suffering.**

SUMMARY

1. We tend to underestimate animal suffering.
2. **The world is not ready yet to "go vegan".**

SUMMARY

1. We tend to underestimate animal suffering.
2. The world is not ready yet to "go vegan".
3. **We can have a large impact if we accept detours.**



WHAT NEXT?

 [AnimalAdvocacyCareers.org](https://www.AnimalAdvocacyCareers.org) 

WHAT NEXT?

 [AnimalAdvocacyCareers.org](https://www.animaladvocacycareers.org) 

 [AnimalCharityEvaluators.org](https://www.animalcharityevaluators.org) 

WHAT NEXT?

👉 [AnimalAdvocacyCareers.org](https://www.animaladvocacycareers.org) 👉

💰 [AnimalCharityEvaluators.org](https://www.animalcharityevaluators.org) 💰


🧐 **New reading group** 🧐



THANK YOU!

SUPPLEMENTARY CONTENT

AN *UNPRECEDENTED* CHALLENGE

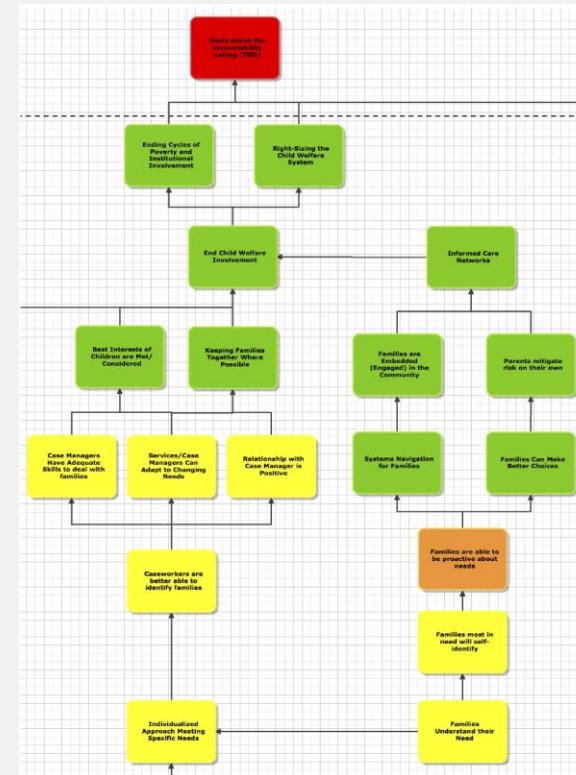
1. Humans and non-humans look different.
2. Humans have been eating non-humans throughout history.
3. Non-humans won't speak up for themselves. 

THEORIES OF CHANGE (TOC)

"A Theory of Change is a high order, or macro, If-Then statement"

[https://en.wikipedia.org/wiki/Theory_of_Change]

Simplification!



STRATEGY (A) – *REALITY CHECK*

