

# Annual Impact Report



2023  
2024



It is with great enthusiasm that we present the **Annual Impact Report** of the NGO Compromiso Verde. In this report, we are pleased to share a detailed overview of our operations and achievements to date.

We have made significant advances in our mission to promote more **ethical and sustainable food** in Peru. Throughout this document, you will find an in-depth analysis of our actions, the positive **impact** we have had on the community, and the **challenges** and **successes**.

Dive into our Annual Impact Report to witness the dedication of our team, the significance of your support, and our transformative journey towards sustainability.

Sincerely,

**Compromiso Verde Team**



**Sandra Lopes**  
*Executive Director*







## Summary

Who we are .....	04
Why Peru?.....	04
Campaign .....	05
Media Achievements .....	07
Commitments .....	08
International Commitment Follow-up and Other Campaigns .....	09
Producer Training.....	10
Volunteer Engagement .....	11
Foundation and People.....	12
Our staff .....	12
Finances and Donation Allocation .....	13
Shaping the Future .....	14

## Who we are

Compromiso Verde is an organization committed to **promoting more ethical and sustainable food** through partnerships with companies, institutions, and government. We face one of the greatest challenges of our era: climate change. This global phenomenon will impact every living being, ecosystem, and the health and well-being of billions of people, posing a threat to our survival. The current food system is unsustainable and devastating. Animal production alone accounts for approximately 20% of greenhouse gas emissions from human activities, utilizes 8% of global water consumption, and occupies one-third of the world's available land, leading to deforestation, pollution, and loss of biodiversity.

**Our Mission:** To **inspire** new practices and behaviors that eliminate cruelty to farm animals in Peru, allowing them to live freely and express their natural behaviors.

**Our Vision:** To **transform** poultry production in Peru by promoting the adoption of cage-free practices through collaboration with local organizations, working towards a future free from animal violence.



## Why Peru?

About 29 million laying hens are raised in industrial conditions in Peru, with a per capita consumption of 304 eggs per year. The lack of adequate public policies for animal welfare is a significant concern. Peru represents a major poultry market, providing a robust foundation for positively impacting animal welfare.

Our campaign, aligned with effective altruism principles, seeks to enhance conditions for hens and promote a more ethical food system.



## Campaign

# 29 Million in Cages

In 2023, we initiated a campaign with a prominent hotel chain in Peru - Tierra Viva Hoteles, which operates 6 hotels in Lima and Cusco.

At the onset of 2024, we redefined our strategy, optimizing resources and minimizing vulnerability to attacks. Consequently, we launched the “29 Million in Cages” campaign, with a renewed emphasis on engaging other hotel chains across Peru.



We focused on three leading hotels in Peru, a global tourist destination, with the goal of increasing awareness and urging them to enhance animal welfare practices. Our aim is to involve both local residents and foreign tourists in this effort.

**Through this campaign, we are catalyzing systemic change within the hotel industry by advocating for ethical consumption practices.**





## Media Achievements

The #29MillionInCages campaign has greatly enhanced Compromiso Verde's reputation in Trujillo and Lima, reaching an estimated 2.28 million people across both cities and initiating awareness efforts in Cusco, with a reach of 320 thousand individuals.


In Trujillo, 65 media publications exceeded the average PR reach by 40%. Lima witnessed coverage from 33 publications spanning various topics, including engagement with Congresswoman Sigrid Bazán.

Furthermore, in Cusco, 30 media publications directly referenced target hotels, representing a notable milestone as the campaign's inaugural direct media action.

**128**  
media outlets



**2.28**  
millions  
of people  
impacted



We secured a meeting with Congresswoman Sigrid Bazán, who introduced a bill in November 2023 advocating for consumer rights. This bill aims to provide consumers with access to information about egg production systems through labeling, utilizing our Compromiso Verde's survey as a resource.

## Commitments

Alongside our primary campaign **#29MillionInCages**, Compromiso Verde has successfully obtained commitments from five key stakeholders, including one leading hotel chain with three locations in Lima. This has resulted in the transition of approximately **260,000 eggs per year** to cage-free alternatives.

This notable accomplishment represents a milestone in our endeavors, involving outreach to over 150 companies and holding 25 meetings to advocate for ethical and sustainable practices in the egg sector, thereby reducing animal suffering.



**260k**  
eggs per year  
to cage-free  
alternatives



**150**  
companies  
contacted



**25**  
meetings



**05**  
commitments





## International Commitment Follow-up and Other Campaigns

Compromiso Verde collaborates with the Corporate Animal Commitment Monitor (MICA), an initiative led by Mercy For Animals. **Our goal is ensuring policy compliance, achieving desired food system change.** MICA evaluates 58 influential food and hospitality companies in the region. Our Corporate Relations department supports and advises companies with commitments, encouraging public progress reporting. **We monitor 10 key regional companies:** Arcor, Alicorp, Arcos Dorados, Best Western, Cencosud S.A., Nestlé, Puratos, Sodexo, Unilever and Latam Airlines.

Additionally, we support campaigns by the Open Wing Alliance (OWA) and other organizations, such as recent initiatives pressuring hotels, and the “They are not furniture” project by Fundacion veg.

To strengthen our work and accelerate commitments in Peru, at the initiative of Compromiso Verde, we hold monthly meetings with the organizations Sinergia Animal, Fundacion Veg, and ARBA. We have also **implemented a collaborative spreadsheet to track** the progress of negotiations with companies to support us strategically.





## Producer Training

Through targeted initiatives, Compromiso Verde has empowered 71 stakeholders with comprehensive training in best practices for animal welfare and cage-free system production. Our experts, including specialized zotechnicians and lawyers, have developed a robust curriculum covering various aspects of animal well-being and optimal living conditions.

By equipping producers with the necessary knowledge and skills, we are fostering a culture of compassion and responsibility towards animals through hands-on and interactive training programs.

By investing in the education and capacity building of producers, Compromiso Verde is driving positive change and improving welfare standards across the agricultural sector, paving the way for a more compassionate and sustainable food system.





## Volunteer Engagement

We successfully expanded our volunteer network, capturing 2,356 leads interested in volunteering or digital activism, and establishing groups in six Peruvian cities. We have engaged 232 volunteers nationally and enhanced their skills through five training sessions. This development is crucial for increasing our impact and reach across the region.

**+2300**

leads interested  
in volunteering



**+230**

engaged  
volunteers



**06**

volunteer  
groups in  
strategic  
cities





## Foundation and People

At Compromiso Verde, we recognize that our success hinges on the dedication of our team members. This year, we prioritized bolstering our organizational culture and nurturing our staff to amplify our impact on animal welfare. To achieve this, we crafted our organizational guide for clarity and alignment, **enforced our sexual harassment policy** to foster a workplace founded on **dignity**, respect, **and equality**, and established our training platform, with the invaluable support of Sinergia Animal, to provide educational resources.

Furthermore, we implemented a recognition tool to foster collaboration and adherence to our values and objectives. This tool offers valuable insights for enhancing our work culture and team engagement. These initiatives have empowered us to cultivate a more cohesive and committed team, poised to address challenges in animal welfare and realize our organizational objectives.

### Our staff



**Sandra Lopes**  
*Executive Director*



**Gilberto Sayegh**  
*People and Operations Director*



**Carol Destro**  
*International Development  
Consultant*



**Patricia Suarez**  
*Corporate Relations Manager*



**Denisse Takamura**  
*Public Policy Manager*



**Alexandra Galarza**  
*Volunteer Coordinator*



**Luis Chupillon**  
*Communication Manager*



**Flávio Cardamone**  
*Designer*

## Finances and Donation Allocation

At Compromiso Verde, we recognize the significance of **transparency and accountability** in handling the contributions we receive. **The trust of our donors and partners is vital for the sustained progress of our efforts in animal welfare, sustainability, and ethical food practices.**

By providing transparent and easily accessible financial information, we aim to uphold open communication with our supporters, allowing them to witness the positive outcomes of their contributions. Our commitment lies in upholding top-tier financial transparency standards to cultivate enduring partnerships and create a substantial impact in the causes we advocate for.

### WHERE YOUR DONATION GOES

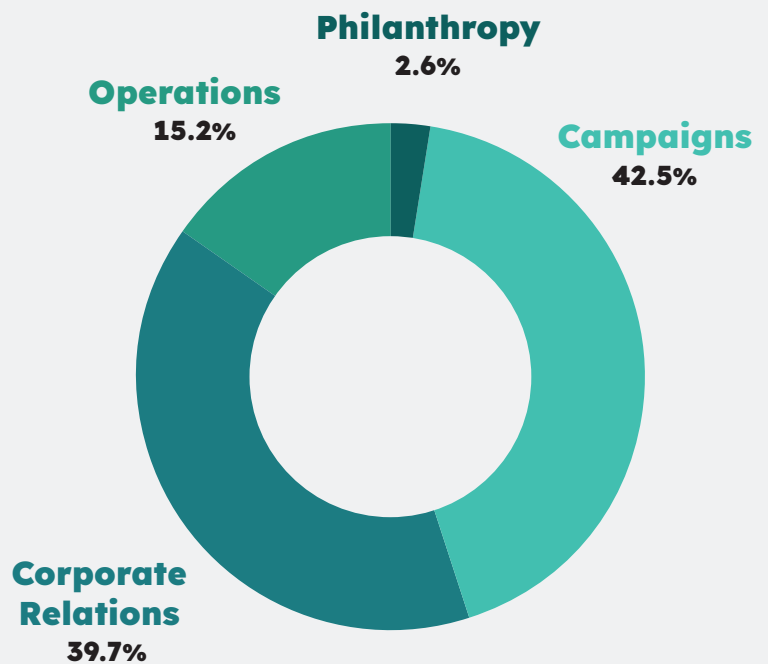
**Donations:**

**Mar 23 - Feb 25**

**\$420,665.97**

**Total spending to date**

**\$187,528.22**



**When you donate to Compromiso Verde, you can rest assured that your investments are being allocated towards effective altruism practices aimed at the welfare of animals.**

Your contribution enables corporate and legislative campaigns, capacity building, and various development initiatives to take place, bringing high standards of animal welfare.



## Shaping the Future

# Compromiso Verde's Achievements and Future Initiatives

In 2024, Compromiso Verde envisions catalyzing a paradigm shift in Peru's poultry industry by transitioning to cage-free farming. Our objectives include facilitating sustainable farm transitions, conducting producer seminars, and forging partnerships with industry stakeholders. Through targeted campaigns, we aim to secure commitments from Peru's hotel network to exclusively purchase cage-free eggs. The year 2024 heralds a significant milestone in ethical farming history, underscoring sustainability and ethics as integral aspects of food production through collective commitment.

Over the next two years, Compromiso Verde is committed to alleviating farm animal suffering in South America, with a specific emphasis on laying hens. Our primary goals encompass expanding initiatives to additional countries in Latin America, encouraging regional companies to adopt cage-free farming practices, and enhancing awareness through volunteer involvement.

By adhering to the principles of effective altruism and advocating for small producer certification, we endeavor to ignite transformative change within the agricultural sector, thereby safeguarding farm animal welfare and promoting the development of an ethical food system.











compromiso  
**VERDE**

[www.compromisoverde.org](http://www.compromisoverde.org)

 [compromisoverde.org](https://www.instagram.com/compromisoverde.org)