



Brighter Green

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Brighter Green Proposal to the Open Philanthropy Project for Grassroots Training and Capacity Development in China

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Brighter Green proposes to undertake the following projects to build and support development of grassroots knowledge, skills and potential for action in China around animal agriculture, farmed animal welfare, and the ecological consequences of the production and consumption of meat and other animal-based foods, in China as well as globally. This work will draw upon the experiences of Brighter Green's What's For Dinner? Initiative, which has been active in China since 2014.

The program of work outlined here would span the 12 months between September 15, 2016 and September 15, 2017.

The two main projects are:

1. "A Good Food" Road Trip and Workshops

Budget for 12 months (U.S.): \$63,250

Compensation for a three-person advisory team responsible for designing the road trip strategy, the routes, the workshop program/curricula, the philosophy, etc.: 3 X \$2,000 = \$6,000

Compensation for a four-person road trip team (including two main speakers, a project manager/chef, and a marketing/liaison manager/Chinese speaker/translator): 4 X 6,000 = \$24,000

Travel (high speed trains/RV rental/local transport/food and accommodations): \$11,000

Travel for two international experts to China (round-trip airfare, local transport): \$4,000

Workshop materials and catering (including buying locally, ecologically produced food for all participants, designing and producing brochures and other materials): \$10,000

Overhead and project management costs @15% (office space, communications, accounting, reporting and contingency): \$8,250

Project Narrative:

A core team of Chinese activists – three people, or four for workshops with a film screening – joined by an international activist, will travel together on a road trip(s) across China's 20+

provinces, conducting “good food” workshops that will illuminate a range of critical food-related issues. In each workshop, participants will be served "good" food, i.e., ecologically produced and plant-based; watch and discuss short films, including What’s For Dinner? and the sequel, Six Years On, produced by Brighter Green; and learn about the true costs of food.

The intent is for the workshops to raise awareness of the social, environmental and ethical impacts of food and to connect the general public in China (e.g., school children, parents, professionals, and college students, among others) with local ecological farmers (helping popularize and encourage ecological agriculture and plant-based eating).

The road trip team will travel in an “RV”, a means of transport that will be efficient and, we anticipate, will bring greater attention to the tour from communities, organizations and regional media. The international activist, likely from the U.S. or Europe, will be a skilled trainer who is knowledgeable about a broad range of food issues (environmental, ethical and social). They will participate in as many of the workshops on the tour as possible. Realistically, we expect we will need to invite two different people to fill this role, since it is unlikely that one person will be able to stay in China for the full length of the road trip(s).

The workshop and social media strategy will build on: 1) the success of the grassroots screening tours for What's For Dinner? and Six Years On (begun in 2014 and continuing), and 2) the lively on-line WeChat network that emerged from people meeting through the screenings and wanting to stay in touch, become better informed, and have an opportunity to exchange ideas, ask questions, and learn from varied people and perspectives within China and internationally. In this first year, we plan to influence at least 2,000 families in 40+ communities and organizations across 20 (or more) of China's 32 mainland provinces.

Linking the “live” workshop with social media campaigning, we are confident that we can multiply our reach by at least a factor of 10. We would also seek to engage a number of partners, some working nationally in China (e.g., NGOs and researchers, including the food program of JUCCCE, an NGO based in Shanghai) and some very local (e.g., farmers and activists).

This “good food” road trip will be the first of its kind in China, and we expect it to be the beginning of many more innovative road trips to come, either organized or inspired by us. The only comparable “road trip” tour was carried out by an associate of the U.S.-based NGO PCRM (Physicians Committee for Responsible Medicine). He toured China in 2015 giving talks about veganism, and as a result became something of a "rock star" in Chinese (relatively small) vegan circles. This success is encouraging and demonstrates that large demands exist across China for information, resources, and a rationale for plant-based, ecological, and ethical eating.

Our “good food” road trip, however, will *not* be labeled "vegetarian" or "vegan" to avoid any potential defensiveness from potential attendees or a religious (Buddhist) connotation. Most importantly, we intend to reach beyond the vegan community to, in effect, “mainstream” ecological, ethical, and sustainable food production and consumption. Please note: we plan to charge a minimum fee for some of the workshops, so we can subsidize local activists to attend, and thereby make up for additional costs. We also believe that charging a fee increases the workshop’s value to potential participants.

The road trip will naturally link to our Good Food Popular Academy (funded separately), which mainly will be mainly an on-line, albeit interactive, initiative. Through the road trip, we will greatly enhance the visibility of the Academy, and in turn, people who attend the workshops will be able

to use the Academy's resources to further explore the issues they are exposed to. Therefore, we see the road trips as a "mobile classroom" of the "virtual" Academy. Participants in the workshops will also be linked through the What's For Dinner? WeChat, so that this on-line network can continue to expand in size, reach, influence and impact – and more effectively serve its growing constituency as a source of ideas, community and capacity development/mentoring. The WeChat group will also be integrated with the Academy platform.

In addition, since the road trip will take the core team to so many places throughout China, it will also help with the collection of data for our food atlas project, another complementary initiative. A "meat atlas", documenting the scope and scale of China's meat economy, is the first atlas we plan to complete. A member of the road trip team will also videotape parts of the tour for regular uploading to WeChat, as well as for possible use in the on-line Academy, in a future film or video project, or in additional training sessions. (Please see attached summary of the Academy and food atlas projects.)

It is likely that the road trip will be done in two parts, with the team traveling via two main routes: first east and south from Beijing; then west and north, returning to Beijing.

In between workshop sessions, we will arrange for the team to stay with organic or ecological farmers in local areas to encourage further exchanges and to save on accommodation costs.

2. Skills Training/Training of Trainers

Budget for 12 months (U.S.\$): \$36,110

Scholarship (travel subsidies) for 10 participants, three to four per workshop: $10 \times \$300 = \$3,000$

Compensation for trainers: $6 \times \$800 = \$4,800$

Travel expenses for trainers (to/from home city via high speed train, plus food and accommodations): $6 \times \$600 = \$3,600$

Round trip air fare and related travel expenses for two international trainers: $2 \times \$2,500 = \$5,000$

Rental of venues for workshops, catering and any equipment rental/charges: $2 \times 3,000 = \$6,000$

Workshop materials (printed materials, banners, others TBD): \$3,000

Management team compensation (coordinators, translators, interpreters and editors, including travel expenses for coordinators in the two cities): \$6,000

Overhead and project management costs/contingency @15%: \$4,710

Project Narrative:

We will organize two three-day-long skills-training/training of trainer workshops for 100+ activists in Beijing/Wuhan and Guangdong/Shanghai, which are central cities of northern,

central, and southern China. (Holding the training in Wuhan would save travel costs for many participants.) These training sessions would have two main aims:

- To teach practical skills to support advocacy on the true costs of food in China (in line with the ethos of the road trip workshops), with a focus on animal agriculture. Among the skills participants would receive training in are: social media campaigning; shooting and editing videos; new media production; researching and writing; public speaking; and mobilization/outreach; and
- To train participants in how to train others, specifically in how to organize “good food” workshops in their own city or province modeled on ours.

Through this set of trainings, we seek to multiply the successes and impact of the road trip workshops and the experiences gained through that process. The trainings also will be part of the “off-line” work of the Academy. We anticipate the Academy serving as a resource for participants’ continued learning and skills development, as well as their sharing of information and ideas with others. The trainees will be leading candidates to be “community lecturers” for the Academy, who would be recruited to continue to teach and raise awareness about food issues in their own communities.

Participants will receive certificates certifying their completion of the training (like those issued by Al Gore’s Climate Reality Project). Once participants have been through the training, they will be able to use our “brand” to run their own workshops and, in turn, train other workshop trainers. It is expected that workshop leaders would charge a small fee for the food served at the trainings they organize to help ensure financial sustainability.

We anticipate that trainees will be individual activists, or would-be activists, as well as members of Chinese civil society and university-based organizations or clubs. It is possible that journalists, university or government researchers, or “think tank” staff may also participate. But we also envision a set of follow-up trainings in 2017–18 designed and implemented for these specific stakeholders (e.g., journalists), as well as others.

We would recruit trainees through the Good Food Popular Academy, WeChat and the road trip itself. We would also reach out to civil society and activist groups working in China to identify participants and trainers, and to ensure follow up and mentoring for trainees.

These are likely to include: Green V (a Chinese association of veg*n activists/entrepreneurs in Shanghai); international organizations working in China like the Climate Reality Project, WildAid, Compassion in World Farming, Humane Society International, and Mercy for Animals; and emerging small activist teams of Chinese students studying in North America who liaise with peers in China and who are interested in sustainable food systems, animal welfare and rights, veganism, and climate change. We would expect Green V, which has been piloting a “Please go veggie on Monday” campaign, to participate in or be a partner for the Shanghai/Guangdong training.

Total Project Budget: \$99,360

Timeframe for this Plan of Work (anticipated; this may need to be adjusted):

September 15, 2016–January 31, 2017: workshop preparation, marketing and program development, travel planning

February 15, 2017 (after the Chinese New Year holiday)–June 30, 2017: road trip(s), first skills training/training of trainers

July 1, 2017–September 15, 2017: second skills training/training of trainers, extended social media sharing, project write up/analysis, planning for follow up initiatives.

About Brighter Green

Brighter Green is a non-profit public policy action tank that works to raise awareness of and encourage policy action on issues that span the environment, animals, and sustainability. Based in New York, Brighter Green works in the U.S. and internationally with a focus on the countries of the global South and a strong commitment to ensuring and expanding equity and rights.

Annex: Summary of Good Food Popular Academy and Food Atlas Projects

I. The “Good Food Popular Academy” (working title) will—both on- and off-line—educate people about and encourage action on the impacts of factory farming (e.g., environmental, climate, animal welfare, public health, livelihoods, food security/safety, and equity, among others); sustainable “good food”; veg*ism for use by researchers, policy-makers, journalists, activists/advocates, students, and young people.

Nothing like this currently exists in China and is sorely needed to provide a central source of accurate information combined with an active portal for sharing research, ideas, and perspectives.

This Chinese-language popular-education Academy would facilitate education and awareness, connections and collaboration, and action at institutional, community, and individual levels. The Academy website would feature curated resources and new content, such as original blog posts and videos, as well as relevant international materials translated and adapted for Chinese audiences. The Academy would eventually host all we (and partners) produce, such as: the food atlases (described below); videos, films, the WFD screening kit; an archive of WeChat posts and monthly global discussions; on-line “courses,” conference information; and additional research materials.

Over time, we expect the Academy to become:

- A knowledge hub for Chinese learners and activists;
- A systematic independent learning portal;
- A resource for groups and individuals to launch future campaigns on factory farming, farm animal welfare, meat reduction and plant-based eating in China, and a potential means of increasing their capacity, knowledge, and ability to have an impact;
- An educational tool for those who would like to teach, promote, or pass on sound information; and
- A lively, engaging, informative, and well-respected on-line forum.

The Academy would be managed by current members of the China team with additional freelance writers, editors, translators, and website developers/content managers.

II. Researching, designing, publishing, and popularizing two “food atlases” that would add an original research grounding to, and help create additional momentum for, our work in China.

Resources like these generated within China do not currently exist in a comprehensive form and are needed to build the knowledge base for, and credibility among, Chinese civil society, policy-makers, academics, and the media for addressing the realities of factory farming and rising consumption of meat and other animal products, and promoting sustainable food systems.

1. A “meat atlas”

The “meat atlas” would document the size, scope, reach, and impacts of the meat sector in China. This would be the first serious, comprehensive, indigenous research done on this topic. As such, it would be pioneering, and also would potentially help set future Chinese policy and

public agendas. We envision a publication that takes data and expresses it in engaging, powerful graphics and maps, with short introductory and explanatory text, similar to the global *Meat Atlas* published in 2014 by Friends of the Earth International and the Heinrich Böll Foundation.

2. A “veg atlas”

The “veg atlas” would be a demographic and practical assessment of the current state of vegetarian and plant-based China and resources to support the development of each. The atlas would establish a set of criteria to assess and then rank the “veg-friendliness” of key Chinese provinces and China as a whole, by, for example, determining the population of vegetarians or those “leaning” vegetarian, activist vegetarians, the availability of plant-based food, the number of veg*n restaurants and other plant-focused businesses, the number and location of farmers’ markets and community supported agriculture operations (where “safe food” could be purchased), as well as associations and community resources.

Nothing comprehensive like this exists yet in China, despite the growing community of ethical, climate or religiously inspired veg*ns. These groups and individuals represent a well-informed and often well-resourced constituency that has been receptive to WFD work to date, and that has the energy and commitment to take new projects forward.