



## CODE OF CONDUCT

### Welcome to our outreach event

### Please discuss with us anything that is unclear

- We are inviting the public to join our wider vegan family, providing information and support to help them transition to a vegan way of life
- While we challenge perspectives on animal abuse and exploitation, we avoid conflict or using shaming language
- As vegans we may at times feel frustrated with a conversation but need to remain calm, objective and avoid getting angry. This helps us to stay in control of the conversation and avoids reinforcing the stereotype of vegans being unreasonable and unapproachable. If a member of the public simply goes away with the idea that vegans are friendly, then that is a win as it may lower their defensiveness next time
- Even if not apparent at the time, a seed may be planted today. We do not have to take responsibility for others' life choices, but offer a safe space to explore them and encourage change
- While we believe in ending the exploitation of animals, we are also pragmatic and understand that for most people the journey to veganism is incremental
- We avoid overloading the public with facts - instead, we aim to have meaningful/educational conversations with them using food samples, leaflets and standard industry footage (taken by our investigation team)
- We should give out leaflets at every opportunity
- We observe body language - ours and theirs. We keep a casual space between the two of us and maintain normal eye-contact. If the conversation has become difficult or has gone completely off topic and can't be brought back, we politely close and say goodbye. Additionally, if someone does not appear approachable, we do not invite them into a discussion
- We request attendees supporting the outreach event to wear t-shirts provided by Viva! or a plain dark top
- We are representing Viva! and need to maintain a professional approach throughout the outreach event, both toward the public and between ourselves
- We will want to touch base with our outreach friends, but we request that everyone remains focused on the outreach to maximise our effect during the event

## Some good conversation starters are:

- Have you tried vegan cheese/chocolate before...what do you think?
- Have you thought about veganism yourself...what are your thoughts?
- Have you ever seen any footage of factory farming...how did you feel?
- Do you know someone who is vegan...what is their motivation?
- What do you know about the meat/dairy/egg/fish industry?
- If someone is vegetarian: what is your motivation for being vegetarian? What do you think the differences are between the meat and dairy industries?
- If they have been a vegan/vegetarian in the past: what was your motivation for being vegan/vegetarian...what changed...how do you feel about that?
- What do you think are the main advantages/disadvantages to being vegan?
- What is your main barrier to becoming vegan...what would help you?
- What would be a manageable first step for you? Can you make that change today?

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- We may encounter many objections as to why becoming vegan is too difficult. It is important we demonstrate that we have heard the objection and then be curious as to how they came to that conclusion. We can use our own experiences and appropriate resources to open up the conversation
- If showing footage, we need to be mindful of the age of the person watching it — we can ask parents to view the footage first
- If taking and sharing pictures (either of activists or the public), we need to ask permission beforehand or display a sign alerting people to this and asking them to inform the team if this isn't OK. Express permission needs to be sought if taking and sharing pictures of children

**Enjoy the outreach and know that we are making a  
valuable contribution in raising awareness of the  
oppression of billions of animals every year**