



Annual Report
2024



Dear Friends,

2024 has been a transformative year—a year of courageous beginnings and powerful momentum:

We opened the doors to our very own offices, creating a vibrant hub for training, networking, and community building. This physical space reflects the spirit of our mission: connection, collaboration, and compassion in action.

Alongside this milestone, our team grew—with dedicated staff and an extraordinary circle of volunteers whose energy and commitment brought our vision to life across every action and campaign.

With the generous support of international organizations, we proudly hired our first permanent staff member—marking a new chapter of stability and expansion for our work.

We were honored to bring global movements like Veganuary and National Animal Rights Day (NARD) to Greece for the first time.

Through events, campaigns, interviews, and public talks, we reached thousands of young people and amplified the message of a kinder, more sustainable world.

We close this year with deep pride, heartfelt gratitude, and renewed hope—for a future where animals are respected, communities are empowered, and our planet is protected.

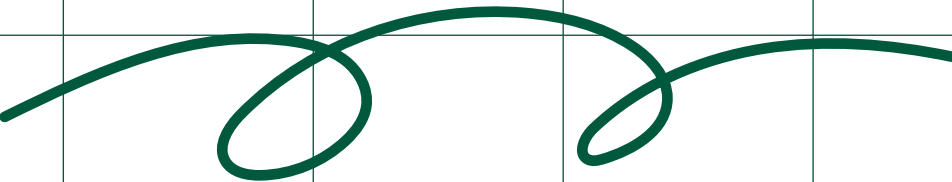
With you by our side, we know this future is not only possible—it is already beginning.

Elli Stourna

*Co-Founder Vegan Life NGO
& Communications Manager*

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Mission & vision



Mission:

Vegan Life is a non-profit organization committed to promoting veganism in Greece and beyond.

Through events, campaigns, and educational actions, we work to defend animal rights, raise awareness about environmental and social justice issues, and make scientifically grounded, accessible information on veganism available to all.

Our goal is to empower individuals and communities to make compassionate, informed choices for a better world.

Vision:

We envision a world free from violence and exploitation - where all animals, human and non-human, live with dignity and respect.

We strive for a future in which no being is treated as property or a tool for another's gain, and where empathy, environmental stewardship, and social inclusion are foundational values of our shared society.





Our values

01 *Veganism:*

Based on the definition by the Vegan Society, veganism is a way of life that seeks to exclude, as far as possible and feasible, all forms of exploitation and violence against animals for the production of food, clothing, or for any other purpose.

Thus, veganism leads to a diet free of ingredients derived from animals, but also more broadly to the avoidance of any product or service that requires the use of animals, such as animal experimentation or the use of animals for entertainment.

The purpose of veganism is the practical application of the idea that humans are not superior to other animals, and thus have no right to exploit them and treat them as if they belong to them.



02 *Equality & inclusion:*

At Vegan Life, we recognise the inherent right of all sentient beings- whether human or non human, regardless of gender, age, ability, appearance or origin- not to be treated as property or used as a means to someone else's ends.



Our values

03 Environmental Protection :

At Vegan Life, we believe that protecting the planet is inseparable from living compassionately and sustainably. By promoting plant-based choices, reducing waste, and supporting eco-friendly practices, we strive to minimize our collective impact on the Earth.

As part of our work we raise public awareness about how everyday decisions - from what we eat to what we consume - affect the environment, from deforestation to water depletion.

Together, we envision a future where respect for all life and the preservation of natural ecosystems are guiding principles for a thriving, shared world.

04 Solidarity:

Vegan Life advocates for solidarity towards every human and non-human animal in need.

We stand with all who are vulnerable and actively support individuals, groups, and initiatives that work to protect them. In all our collaborations, we remain grounded in our vegan values, aligning with those who strive for a more compassionate and just world.

05 Compassion:

Compassion is the heart of our mission. It compels us to challenge violence and injustice, and to advocate for a world where kindness, dignity, respect and care are extended to all sentient beings - without exception.





The Pillars of our Work



*At Vegan Life, everything we do is grounded in four **core principles**. These guide our actions, shape our strategy, and ensure that our work remains effective, ethical, and impactful.*

01

Education and Information

We believe that informed choices lead to meaningful change. That's why we are dedicated to sharing evidence-based, scientifically grounded knowledge about veganism and its wider impact. Through workshops, interviews, public talks, and multimedia resources, we collaborate with experts in medicine, nutrition, environmental science, and culinary arts to provide accurate, accessible information that empowers people to take action.





The Pillars of our Work



02

Networking

Vegan Life serves as a vibrant hub for connection - bringing together individuals who share a passion for compassion, sustainability, and ethical living. We foster meaningful interaction between like-minded people, and build bridges between businesses offering vegan products and services and ever-growing consumer audience eager to make conscious choices.

VEGAN LIFE NGO





The Pillars of our Work



03

Awareness-raising

Our actions aim to awaken empathy and critical thinking. By approaching veganism through the lens of justice, solidarity, and sustainability, we empower people to reflect, connect, and act - toward a more ethical world for all.





The Pillars of our Work



04

Fun

Our events are not only informative - they're joyful, inclusive, and full of energy. We create vibrant spaces where people connect over shared values, explore new ideas, and celebrate a kinder way of living.





2024 In numbers

Active Volunteer Team



Our Staff's Position

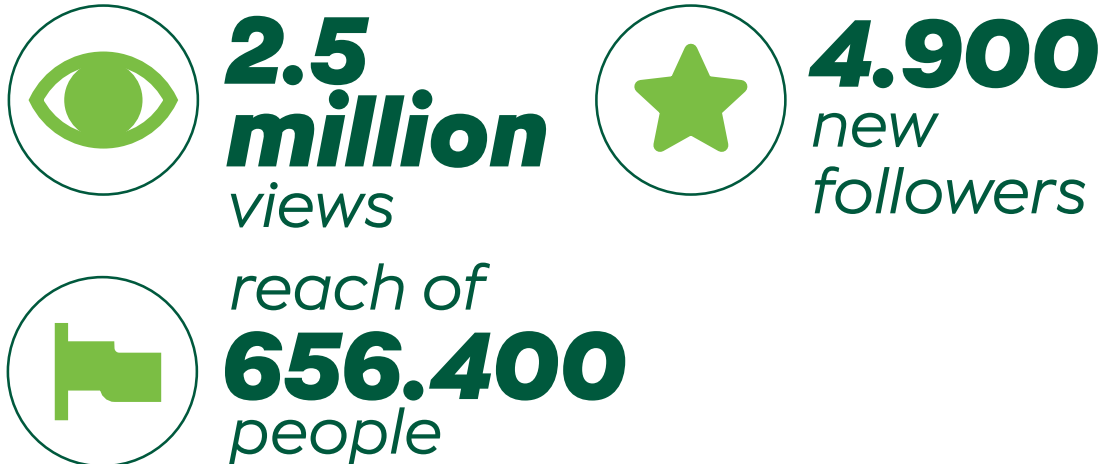


Educational activities



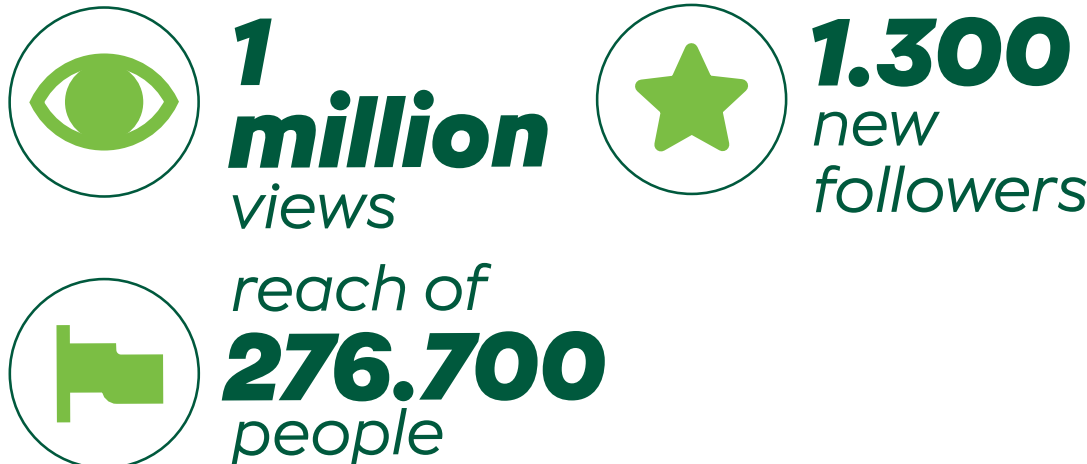
Instagram

Statistics



Facebook

Statistics



Youtube

Statistics



150
activists
in two major
demonstrations



partnered
with
42
organizations



50,000
visitors across
all our festivals
and actions

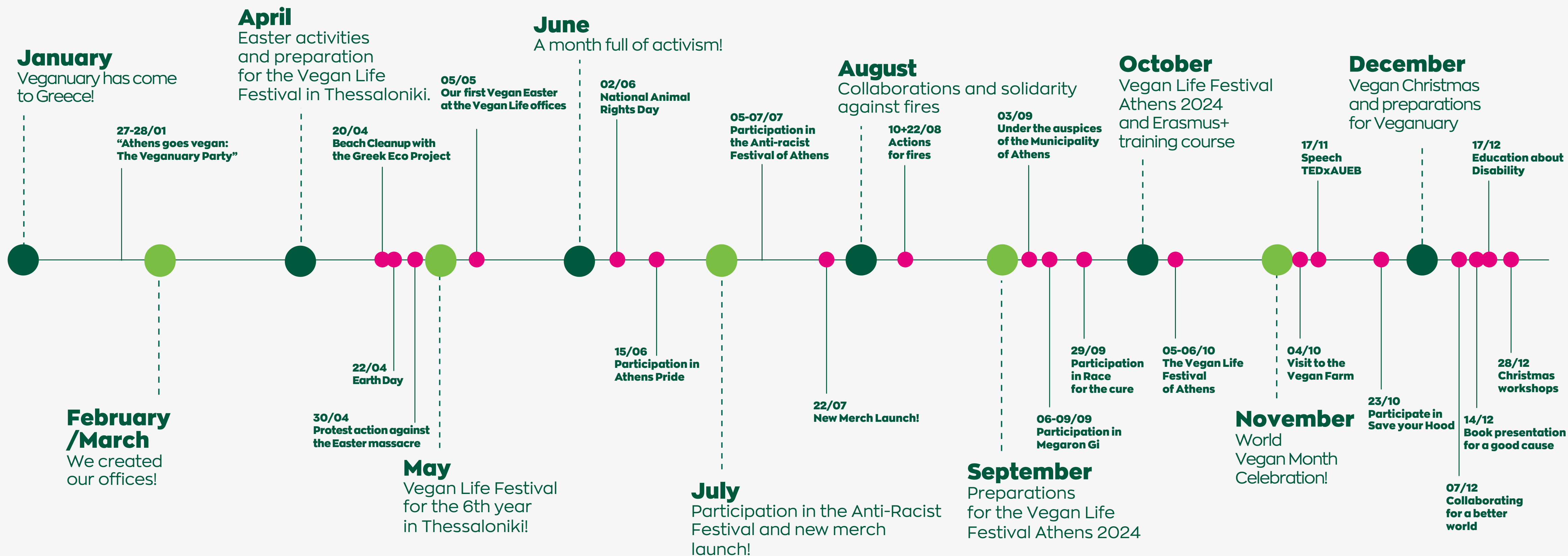
Newsletter

Statistics





2024 *A year full of activities!*



Flipping through 2024...



Veganuary

**has come
to Greece!**

International Campaign



In 2024,

Vegan Life NGO proudly introduced the Veganuary campaign to Greece for the first time in partnership with the international Veganuary organization.

The campaign featured a daily Greek-language newsletter offering guidance for an easy transition to veganism, a Facebook support group, impactful street actions by our volunteer team, and a Veganuary Info Point that operated throughout January in the Kypseli Municipal Market in Athens.

VEGAN LIFE NGO

We launched the online “Break the Myths – Veganuary Edition” online campaign, distributed printed educational materials, and partnered with dozens of businesses to add vegan dishes to their menus. We also hosted “Athens Goes Vegan: The Veganuary Party” - a vibrant two-day celebration featuring food and product exhibitions, cooking workshops, and information booths. Admission was free to all.

The campaign in Greece was made possible with the support of **Proveg International**.





Veganuary

on Social Media

Η ΥΠΕΡΒΟΛΙΚΗ ΧΡΗΣΗ ΤΩΝ ΑΝΤΙΒΙΩΤΙΚΩΝ ΣΤΙΣ ΦΑΡΜΕΣ ΠΥΡΟΔΟΤΕΙ ΜΙΑ ΥΓΕΙΟΝΟΜΙΚΗ ΚΡΙΣΗ

Οι αβίες συνήθως στις φάρμες διασπάζονται για να δώσουν περφόρμανς για την εξέλιξη νέων στελεχών αντιβιοτικών.

Το αντιβιοτικό προστίθεται στην τροφή, ανεξάρτητα από το αν το ζώο είναι άρρωστο.

Η κακή μεταχείριση των ζώων αποδυναμώνει το ανοσοποιητικό τους σύστημα, καθιστώντας το ευάλωτο σε νέες αβίες.

Εκπαιδεύονται υπαρκτοί κτηνοτρόφοι στην Ευρώπη, παρέχοντας τους με απευθείας βοήθεια από το αγρότικό σύστημα.

Οι υπαρκτοί κτηνοτρόφοι επιτρέπουν την χρήση αντιβιοτικών με μέτρο, με στόχο να μην βλάψουν το ζώο και να μην προκαλέσουν αντίδραση.

VEGANUARY

“Ο ΒΙΓΚΑΝΙΣΜΟΣ ΔΕΝ ΕΧΕΙ ΝΑ ΚΑΝΕΙ ΜΕ ΤΟ ΤΙ ΤΡΩΜΕ Ή ΤΙ ΦΟΡΑΜΕ ΣΤΗΝ ΠΡΑΓΜΑΤΙΚΟΤΗΤΑ. ΕΧΕΙ ΝΑ ΚΑΝΕΙ ΜΕ ΤΗΝ ΙΚΑΝΟΤΗΤΑ ΜΑΣ ΝΑ ΑΓΑΠΑΜΕ ΚΑΙ ΝΑ ΤΟ ΑΠΟΔΕΙΚΝΟΥΜΕ ΜΕ ΤΙΣ ΠΡΑΞΕΙΣ ΜΑΣ ΚΑΙ ΤΙΣ ΕΠΙΛΟΓΕΣ ΜΑΣ.

A Shiny Day

VEGANUARY

ΓΙΝΕ VEGAN ΑΥΤΟ ΤΟΝ ΙΑΝΟΥΑΡΙΟ ΜΕ ΤΗΝ ΠΡΟΚΛΗΣΗ VEGANUARY!

Τσιρπας Κωνσταντίνος

OFFICIAL VEGANUARY AMBASSADOR

VEGANUARY

Ο ΓΙΩΡΓΟΣ ΧΡΑΝΙΩΤΗΣ ΘΑ ΛΑΒΕΙ ΜΕΡΟΣ ΣΤΟ VEGANUARY. ΕΣΥ;

VEGANUARY

ΓΙΝΕ VEGAN ΑΥΤΟ ΤΟΝ ΙΑΝΟΥΑΡΙΟ ΜΕ ΤΗΝ ΠΡΟΚΛΗΣΗ VEGANUARY!

VEGANUARY

“ΓΙΝΕ VEGAN ΓΙΑ ΕΝΑ ΜΗΝΑ! ΟΚ ΣΤΟ ΤΕΛΟΣ ΤΟΥ ΜΗΝΑ ΘΑ ΣΟΥ ΣΤΕΙΛΟΥΜΕ ΝΑ ΞΑΝΑΓΙΝΕΙΣ. ΕΙΜΑΣΤΕ ΕΠΙΧΕΙΡΗΣΗ ΠΥΡΑΜΙΔΑ.

Marky Schmitz

VEGANUARY

ΓΙΝΕ VEGAN ΑΥΤΟ ΤΟΝ ΙΑΝΟΥΑΡΙΟ ΜΕ ΤΗΝ ΠΡΟΚΛΗΣΗ VEGANUARY!

Τάγια Τρίτη

OFFICIAL VEGANUARY AMBASSADOR

VEGANUARY

“ΕΓΙΝΑ VEGAN ΟΤΑΝ ΓΕΝΝΗΘΗΚΕ ΤΟ ΠΑΙΔΙ ΜΟΥ. ΔΕΝ ΜΠΟΡΟΥΣΑ ΝΑ ΣΚΕΦΤΩ ΠΩΣ ΑΛΛΙΩΣ ΝΑ ΤΟΥ ΕΜΠΝΕΥΣΩ ΔΕΙΞΕΙΣ ΟΠΩΣ Ο ΣΕΒΑΣΜΟΣ ΚΑΙ Η ΑΛΛΗΛΕΓΓΥΗ, ΟΤΑΝ ΔΕΝ ΤΙΣ ΕΦΑΡΜΟΖΑ ΑΠΕΝΑΝΤΙ ΣΤΑ ΖΩΑ.

Κρίστη Τσιρανή

VEGANUARY

ΓΙΝΕ VEGAN ΑΥΤΟ ΤΟΝ ΙΑΝΟΥΑΡΙΟ ΜΕ ΤΗΝ ΠΡΟΚΛΗΣΗ VEGANUARY!

Τσιρπας Κωνσταντίνος

OFFICIAL VEGANUARY AMBASSADOR

VEGANUARY

Η ΑΝΝΙΤΑ ΣΠΙΘΑΚΗ ΘΑ ΛΑΒΕΙ ΜΕΡΟΣ ΣΤΟ VEGANUARY. ΕΣΥ;

VEGANUARY

“ΔΙΚΑΙΩΜΑΤΑ ΕΧΟΥΝ ΟΛΑ ΤΑ ΖΩΑ, ΟΧΙ ΜΟΝΟ ΤΑ ΑΝΘΡΩΠΙΝΑ. ΤΟ ΝΑ ΕΚΜΕΤΑΛΛΕΥΤΕΙΣ Ή ΝΑ ΣΚΟΤΩΣΕΙΣ ΜΙΑ ΖΩΗ ΕΝΩ ΔΕΝ ΤΙΘΕΤΑΙ ΘΕΜΑ ΕΠΙΒΙΩΣΗΣ ΕΙΝΑΙ ΟΧΙ ΜΟΝΟ ΑΦΥΣΙΚΟ ΑΛΛΑ ΚΑΙ ΑΝΗΘΙΚΟ.

Στέφανος Χαραμπίδης

VEGANUARY

Η ΓΕΩΡΓΙΑ ΠΑΡΑΣΧΟΥ ΘΑ ΛΑΒΕΙ ΜΕΡΟΣ ΣΤΟ VEGANUARY. ΕΣΥ;

VEGANUARY

“VEGAN ΕΠΕΙΔΗ ΜΟΝΟ ΕΤΣΙ ΜΠΟΡΩ ΝΑ ΕΧΩ ΤΗ ΣΥΝΕΙΔΗΣΗ ΜΟΥ ΚΑΘΑΡΗ ΚΑΙ ΝΑ ΣΩΜΕ ΑΓΑΠΗ, ΕΙΡΗΝΗ & ΣΥΝΔΕΣΗ! VEGAN ΕΠΕΙΔΗ... ΑΓΑΠΩ ΟΛΑ ΤΑ ΖΩΑ, ΟΧΙ ΜΟΝΟ ΤΑ ΚΑΤΟΙΚΙΔΙΑ! ΓΙΑ ΣΚΕΦΟΥ ΤΟ ΛΙΓΟ.

Χρυσή Ζαφειρίδου

VEGANUARY

ATHENS GOES VEGAN!
THE VEGANUARY PARTY

#COOKING WORKSHOP
ΣΑΒΒΑΤΟ 27/01 18:00-19:00

ΟΣΠΡΙΑ: ΜΙΑ ΟΜΑΔΑ ΤΡΟΦΙΜΩΝ ΠΟΥ ΔΕΝ ΠΡΕΠΕΙ ΝΑ ΛΕΙΠΕΙ ΑΠΟ ΤΟ ΠΙΑΤΟ ΣΟΥ

Αναστασία Σατόλη
Διατροφολόγος - Διατροφολόγος | @anastasiasatoli

VEGANUARY

“ΩΣ VEGAN, Η ΖΩΗ ΜΟΥ ΑΛΛΑΞΕ ΓΙΑ ΠΑΝΤΑ. ΠΛΕΟΝ ΕΠΙΛΕΓΩ ΣΥΝΕΙΔΗΤΑ ΝΑ ΣΕΒΟΜΑΙ ΤΑ ΖΩΑ ΚΑΙ ΝΑ ΠΑΛΕΥΩ ΓΙΑ ΤΑ ΔΙΚΑΙΩΜΑΤΑ ΤΟΥΣ.

Missy Merida

VEGANUARY

VEGANUARY DEALS

TRY VEGAN THIS JANUARY
-AND BEYOND-

VEGANUARY

ΖΑΧΑΡΟΠΛΑΣΤΙΚΗ ΧΩΡΙΣ ΖΩΙΚΑ!

VEGANUARY

Ο ΤΣΑΧ ΘΑ ΛΑΒΕΙ ΜΕΡΟΣ ΣΤΟ VEGANUARY. ΕΣΥ;

VEGANUARY

“ΕΓΙΝΑ VEGAN ΓΙΑ ΗΘΙΚΟΥΣ ΛΟΓΟΥΣ. ΑΥΤΟ ΔΕ ΜΕ ΕΜΠΟΔΙΣΕ ΝΑ ΧΤΙΣΩ ΜΥΪΚΗ ΜΑΖΑ ΚΑΙ ΝΑ ΚΕΡΔΙΣΩ ΤΙΤΛΟΥΣ ΣΕ ΑΓΩΝΕΣ ΔΥΝΑΜΗΣ! ΑΦΟΥ ΜΠΟΡΩ ΕΓΩ, ΜΠΟΡΕΙΣ ΚΑΙ ΕΣΥ!

Αλέξανδρος Παναγιώτης

VEGANUARY

ΓΙΝΕ VEGAN ΑΥΤΟ ΤΟΝ ΙΑΝΟΥΑΡΙΟ ΜΕ ΤΗΝ ΠΡΟΚΛΗΣΗ VEGANUARY!

Κωνσταντίνος Τσιρανή

OFFICIAL VEGANUARY AMBASSADOR

VEGANUARY

VEGANUARY DEALS

Η ΒΑΛΕΡΙΑ ΚΟΥΡΟΥΠΗ ΘΑ ΛΑΒΕΙ ΜΕΡΟΣ ΣΤΟ VEGANUARY. ΕΣΥ;

VEGANUARY

Η ΑΛΙΕΙΑ ΚΑΤΑΣΤΡΕΦΕΙ ΤΟΥΣ ΩΚΕΑΝΟΥΣ ΜΑΣ

1. Η κατανάλωση ψαριών έχει **ΑΥΞΗΝΗΣΕΙ** από το 1960.

2. Το 80% των κύριων αλιευτικών αποθεμάτων παγκοσμίως έχουν υπερβεί τα βιολογικά τους όρια.

3. Εκτιμάται ότι **ΠΕΡΙΣΣΟΤΕΡΕΣ ΑΠΟ 300.000** μικρές φάλαινες, δελφίνια, φώκιες, καρχαρίες, χελώνες, θαλάσσια πουλιά πεθαίνουν από αλιευτικά δίχτυα σκοτώνονται επίσης από δίχτυα. Η αλιευτική βιομηχανία τα ονομάζει “απόβλητα αλιείας”.

VEGANUARY

VEGANUARY

ΕΚΠΟΜΠΕΣ ΑΕΡΙΩΝ ΤΟΥ ΘΕΡΜΟΚΗΠΙΟΥ



Original 31-days Newsletter

with all the information for an easy transition to a vegan lifestyle, adapted to the needs and specificities of the Greek public.





Veganuary

in numbers:



872

people

subscribed and received
the newsletter



30

informative posts

"busted the myths" around veganism
throughout the month

20

influencers

collaborated with us
to promote the campaign

58

companies

participated by introducing vegan options
or promoting Veganuary through offers
and discount codes

14

cooking workshops

were executed

23

media

promoted the campaign

3500

people

visited the
Veganuary Party





Cultivating Tomorrow

Erasmus+ training course

We held our first Erasmus+ training course in Megara, Attica, in which 30 people from five countries (Italy, Spain, Portugal, France, Greece) participated.

During the 12-day program, we learned about permaculture and regenerative agriculture, discussed veganism and biodiversity, and looked for vegan ways to make fertilizer from olive pits.

Together we created a new community of people who learned from each other, supported each other and worked together with a shared vision of creating a better world for all creatures.

The Cultivating Tomorrow project was co-funded by the **Erasmus+ Programme of the European Union**.



VEGAN LIFE NGO







Our events



01

Athens Goes Vegan

The Veganuary Party





***Vegan Life NGO,
in the context of the first
Veganuary campaign
in Greece,***

***organized the unique Veganuary
party to celebrate the end
of a month full of veganism!***

The Party entitled "Athens goes vegan" gave people the opportunity to learn more about veganism, network, discover new products, try unique flavors and enjoy refreshing drinks accompanied by uplifting music!

VEGAN LIFE NGO







02

Vegan Life Festival Thessaloniki 2024

25 - 26 / 5



*The Vegan Life Festival
returned to Thessaloniki
City Hall,*

*in collaboration
with Thessaloniki City
of Gastronomy and the UNESCO
Creative Cities Network.*

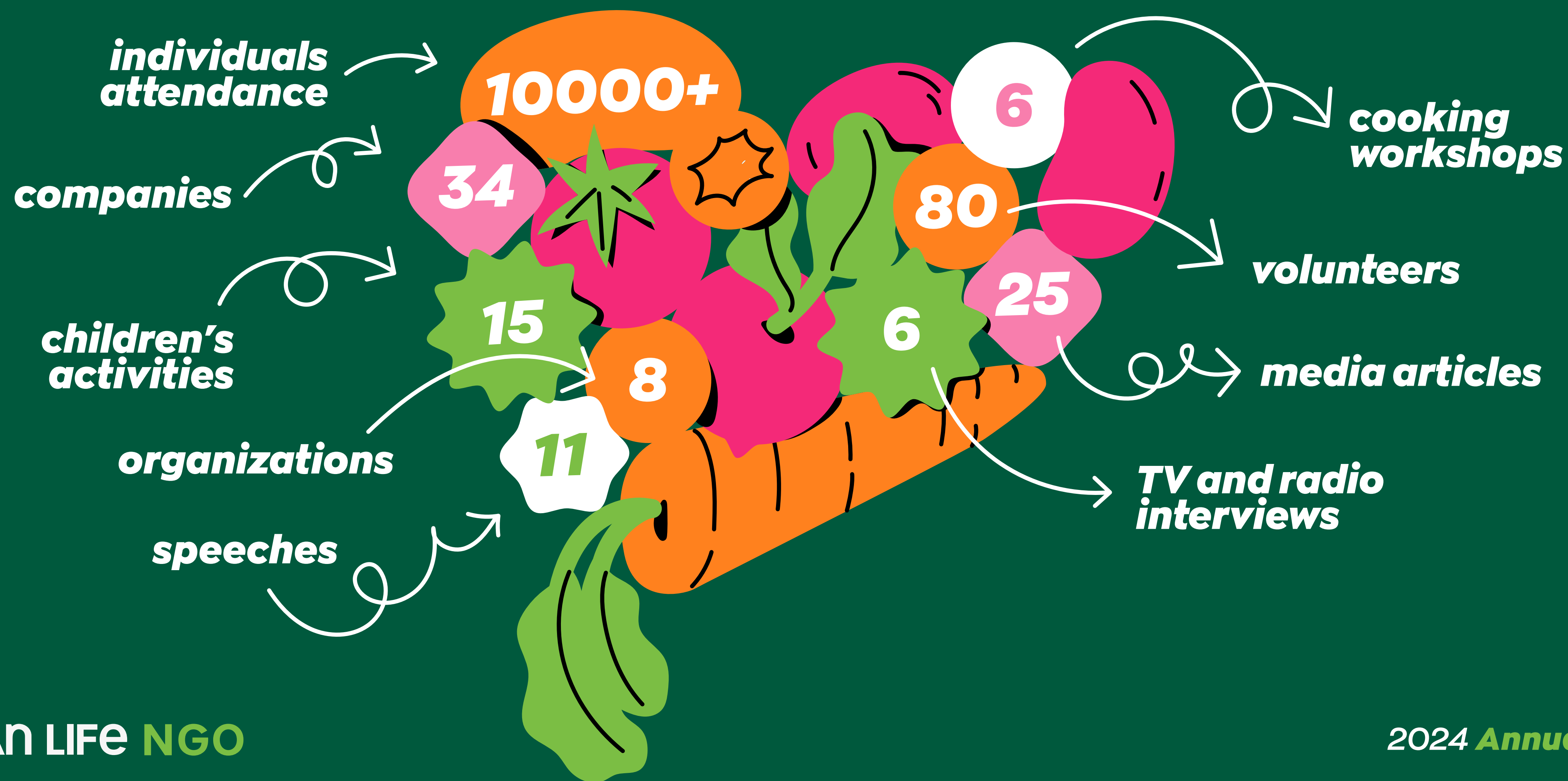
A two-day event full of flavors,
knowledge, networking and fun!
Among other activities, the Vegan
Life Festival Thessaloniki 2024
featured a voluntary blood
donation in collaboration
with AHEPA University Hospital,
a clothing exchange bazaar
with Fabric Republic NGO,
film screenings, presentations
by civil society organisations,
and much more.





Vegan Life Festival Thessaloniki 2024

in numbers:





The audience

at the **Vegan Life Festival**
Thessaloniki 2024

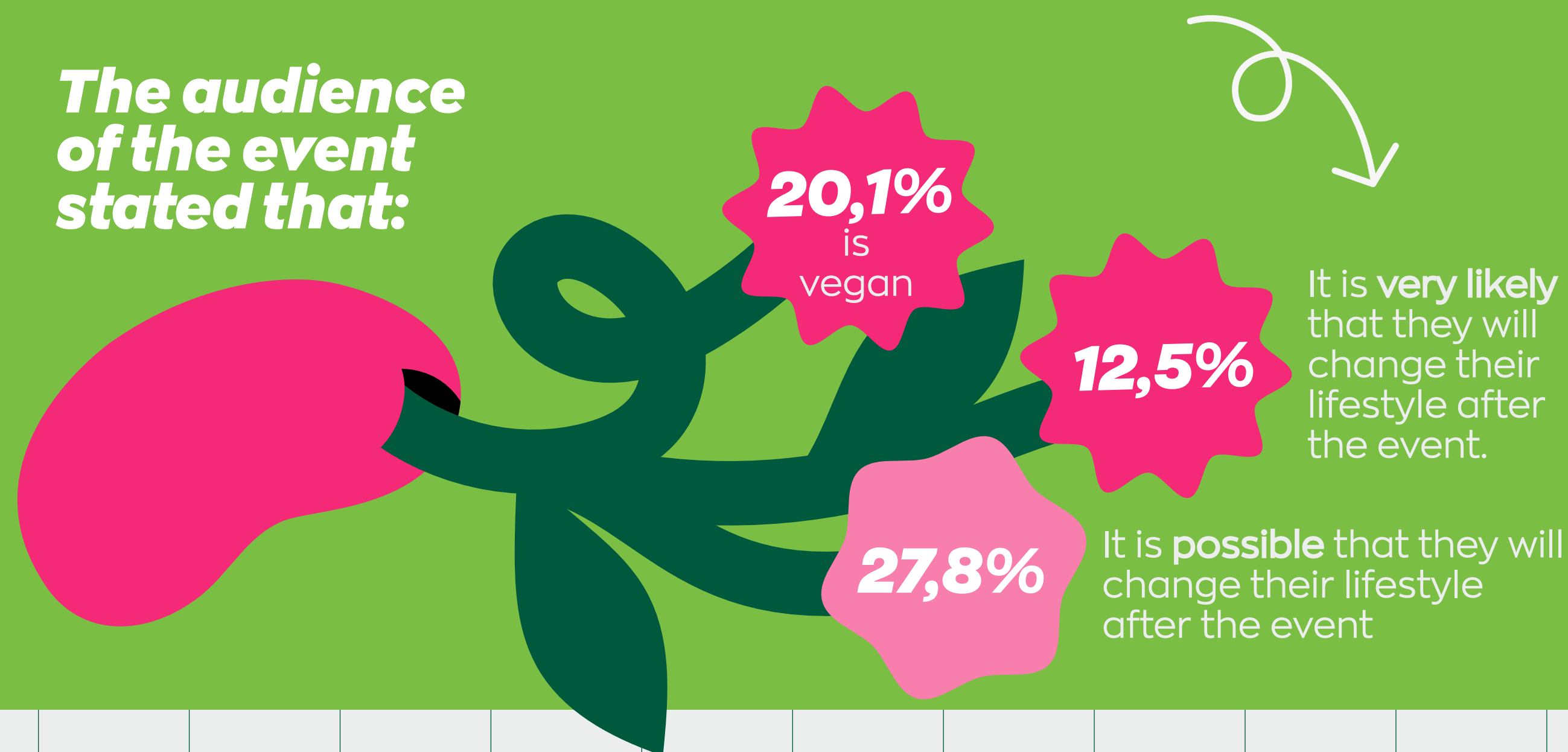
How would you characterize the event?



- **32,5%**
Flawless
- **42,6%**
Very good
- **21,6%**
Good
- **2%**
moderate

Research on a random sample of visitors.

**The audience
of the event
stated that:**



Audience feedback after the Vegan Life Festival:

**It was very nice that it had
everything: food, information,
speeches and trade stands.**

- Christina, visitor

**I learned the definition of veganism
and information regarding the vegan
lifestyle in general** - Danae, visitor

**Keep doing what you're doing because
it's a wonderful act of love and awareness
in the most amazing way!**

- K, visitor



03

Vegan Life Festival Athens 2024

05 - 06 / 10





The Vegan Life Festival was held for the eighth time in Athens, at the Technopolis City of Athens, under the auspices of the Municipality.

Like every year, the entrance to the festival was free. The seven buildings and three outdoor spaces of Technopolis were filled with educational and creative activities aiming to raise awareness and informing the public about veganism and animal rights.





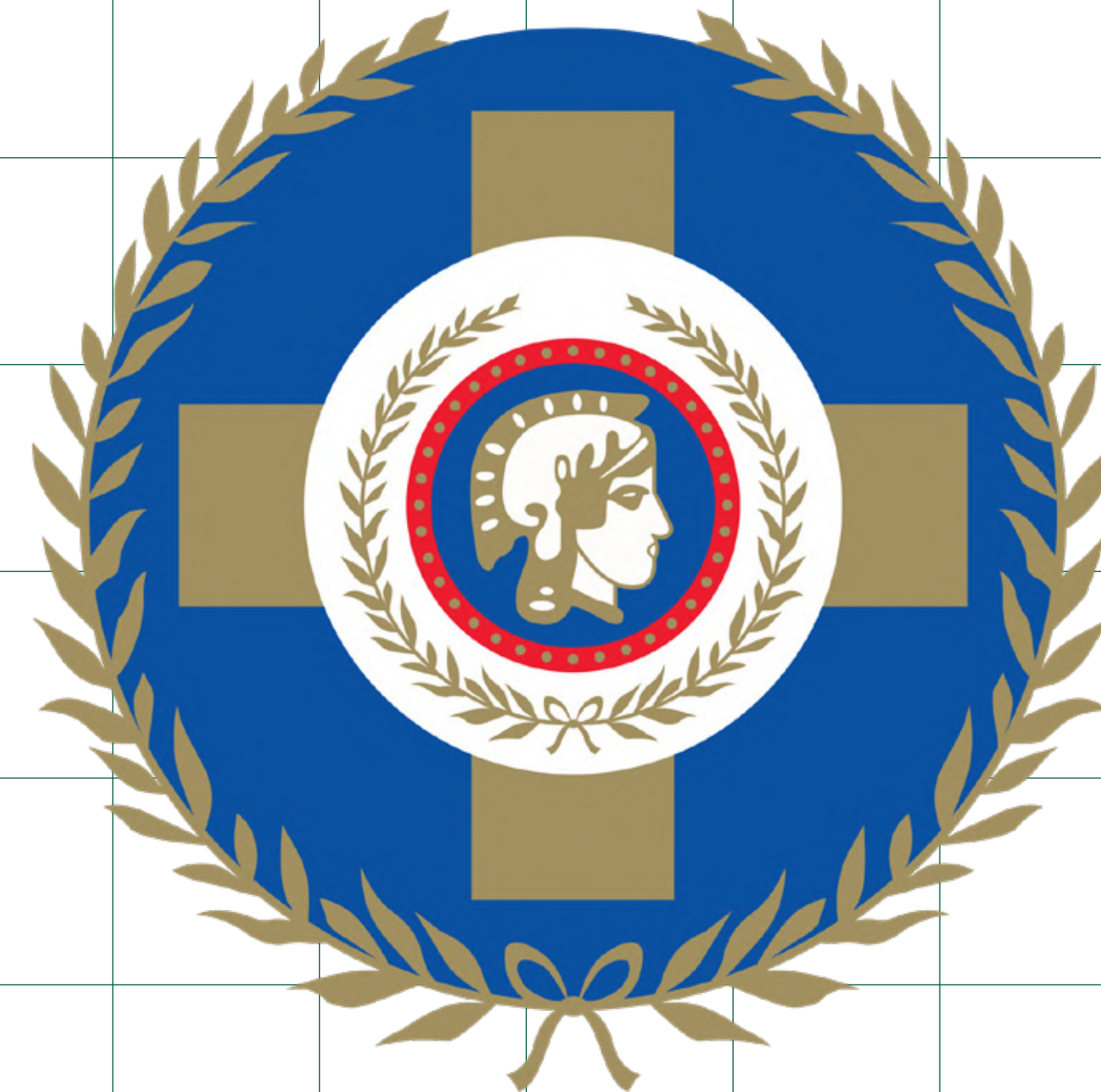




We received the auspices of the
***Municipality
of Athens***

*Eight years after the first Vegan Life
Festival in Athens, our festival received the
auspices of the Municipality of Athens!*

*This recognition was an additional step
of visibility for our organization, veganism
and the protection of animal rights.*



CITY OF ATHENS



Among other things the Vegan Life Festival Athens 2024 included:

**Expert speeches
and thematic panels**

with simultaneous interpretation
into Greek Sign Language

**Cooking
workshops**

with simultaneous interpretation
into Greek sign language

**Presentations by civil
society organizations**

with simultaneous interpretation
into Greek sign language

Speed dating/friendship

Film screenings

Art exhibition
on the theme of violence

Photo exhibition

in collaboration with **We Animals Media**

Strongman competition

By the **Circus Strongman Experience** initiative

**Hair collection
for donation**

Voluntary blood donation

from the **National Blood Donation Center**
and **educational material**
on plant-based nutrition and healthy
hematological indicators

**Yoga and
self-defense classes**

Activities for children

Vegan Info Point with a trained
volunteer team to inform the public

Tattoo to raise money for shelters
«An ethical farm - 5 pinscher family»
and «Vegan Farm»

Raffle to raise money
for the shelter «**Vrouva Farm**»

Pet corner

Trade stands

with all kinds of vegan foods (packaged and ready-to-eat),
cosmetics, cleaning products, clothing, accessories,
jewelry, artwork

**Vegan organizations,
animal shelters and
civil society bodies**

Food collection

for fire-affected populations and other people
in need in collaboration with **Humanity Greece**

Clothing exchange bazaar

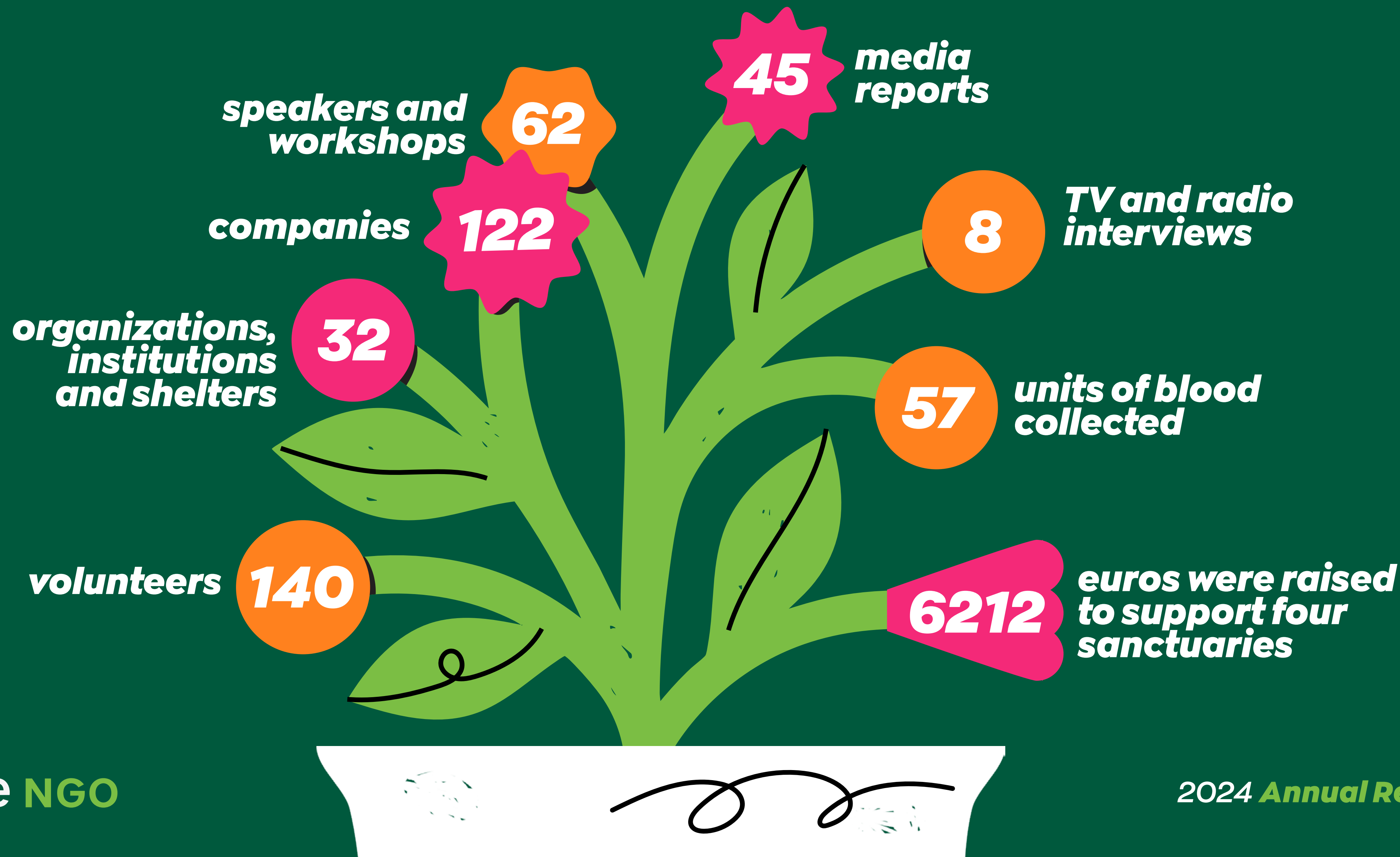
and clothing donation in collaboration
with the **NGO Fabric Republic**

And much more



Vegan Life Festival Athens 2024

in numbers:





Volunteering

at the Vegan Life Festival

Athens 2024



- **58,8%**
of volunteers declared that they **were vegan** before the event
- **13,2%**
of volunteers said they **were trying to go vegan** after the event
- **8,8%**
of volunteers said they **were considering going vegan** after the event
- **4,4%**
of volunteers said they **became vegan** after the event

Volunteer feedback after the Vegan Life Festival:

What is your stance on veganism after the festival?

«After the festival I stopped eating eggs and cheese, which were the only animal products I had in my diet.»

D., volunteer

« I'm trying to cut down on meat and learn to cook more vegetarian food.»

X., volunteer

What did you like about the festival?

« I enjoyed meeting new people with the same values for animals and the planet, as well as the free delicious meals and the generally happy and pleasant atmosphere! »

Z., volunteer

« I really liked seeing people, not related to veganism, entering the space and learning, even a little, about the vegan lifestyle. Even the smallest stimulus can sometimes be enough. I really liked feeling like I was contributing to this cause.» - D, volunteer



The audience

at the Vegan Life Festival Athens 2024



- **48,6%** omnivores
- **23,3%** vegan
- **13,7%** vegetarians
- **4,4%** pesceterian
- **4,4%** people who are in transition towards a vegan lifestyle
- **2,2%** plant-based nutrition



- **84,8%** of visitors stated that they are very likely to come to our next event.

Based on a relevant survey conducted during the event on a sample of 463 visitors.

Is it possible that you will change your habits after your visit to the festival?



Audience feedback after the Vegan Life Festival:

« During my visit to the festival, I realized that animal ingredients are not needed for food to be delicious»

- X., visitor

« I learned how much plant-based products help our health»

D, visitor

« I learned about the exact impact of livestock farming on the environment and people and a lot of nutritional information that will help me with my diet»

- K, visitor

Our team





01

We have established a dedicated volunteer team with passionate new members who believe in our goals and values, and together we are now co-organizing actions, campaigns and events.



02

We rolled up our sleeves and got to work to create our very own space for the first time, which will now be able to host educational activities, screenings and meetings, while being at the same time a point of fermentation and teamwork for the development of the group's actions.





03

**We launched our new merch!
Its sale is essential to support
our purpose and actions.**

**After months of work
we created a multitude
of new products, from unique
porcelain plates and frames
with vegan messages,
to t-shirts made
of certified organic cotton
with original designs.**





Volunteer group trainings

In the context of the preparation for the Vegan Life Festival Athens 2024, we received support from 140 people, 86 of whom helped for the first time in an action of the organization. The volunteer team went through two detailed trainings on veganism and volunteering, learning, among other things, about the correlation of animal agriculture with the destruction of the environment and the conditions inside slaughterhouses.

Participation in

Informational spots

We accepted the invitation of the media outlet pride.gr and created two informative spots about the action of Vegan Life as well as the myths surrounding veganism.



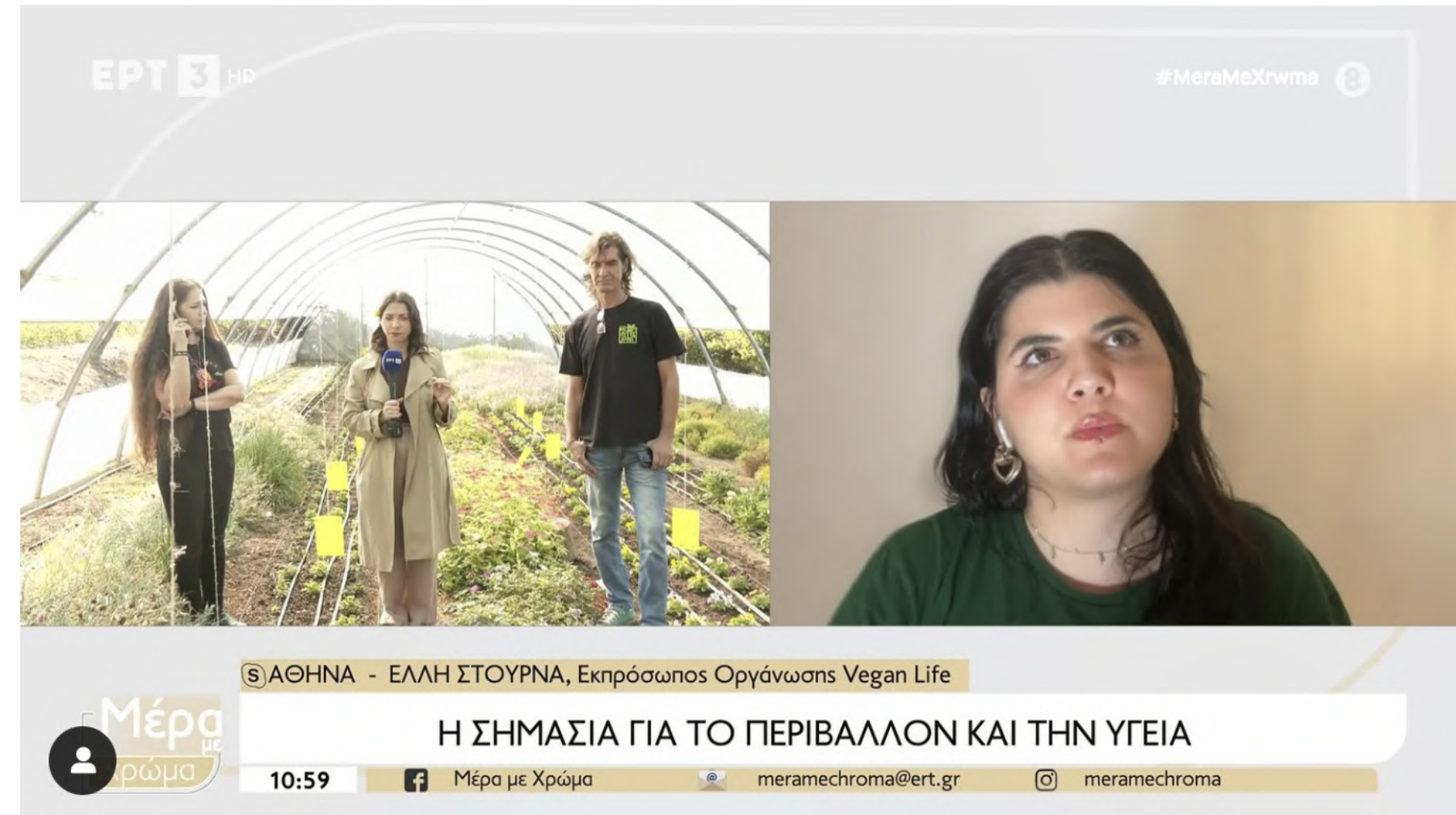


World Vegan Day



On the occasion of World Vegan Day, Elli Stourna, communications manager for Vegan Life, spoke to nationwide TV channel Ert3 and the show “Μέρα με χρώμα”. In the interview, she pointed out that, contrary to common belief, “The vegan lifestyle is an ethical stance and the concept of veganism began in 1944, so it is not something new, nor a fad or trend.”

Furthermore, the nationwide TV show “Πρωίαν σε είδον” hosted us to talk about veganism as well as the Veganuary campaign, to invite more people to take part in it. Finally, we spoke on radio Pride.gr about the values and importance of veganism.



Snapshot from the show «Μέρα με χρώμα» της Ερτ3



Snapshot from the show «Πρωίαν σε είδον» of Ert1

Vegan Life:

Σήμερα είναι για εμάς μία **γιορτή** και παράλληλα μία σημαντική **υπενθύμηση** για τους λόγους που είμαστε **vegan**. Δεν ξεχνάμε ότι στον πυρήνα της συζήτησης πρέπει πάντοτε να βρίσκονται **τα δικαιώματα των ζώων** και πως ο βιγκανισμός **δεν είναι ούτε μία μόδα** αλλά ούτε μία **διατροφική τάση**: Είναι ένας συνολικός **τρόπος ζωής** ενάντια στην εκμετάλλευση των ζώων!

PRIDE GR

Post by the online media pride.gr





Collaborating for a better world

The "Collaborating for a better world" program began with a seminar for representatives of institutions and organizations.

We had the pleasure of welcoming 14 representatives of civil society organizations and bodies, people with important work in different areas of human rights, environmental protection and the rights of non-human animals. Through a three-hour pilot seminar, we had the opportunity to talk about veganism and to present in detail all the available scientific evidence on the connection between animal agriculture and the destruction of the natural environment and the violation of human rights.

The relevant data provided a unique opportunity for fruitful discussion and our meeting is only the beginning of establishing new partnerships with people who share the same vision with us: The creation of a better world.

The program is implemented with the support of *Proveg International*.

VEGAN LIFE NGO

Collaborating for a better world

Δωρεάν Σεμινάριο για Φορείς και Οργανώσεις:

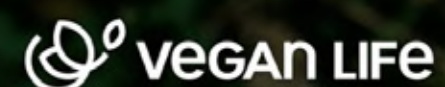
Κτηνοτροφία, περιβάλλον, άνθρωποι:

Πώς η εκμετάλλευση των ζώων συνδέεται με την καταπάτηση των ανθρωπίνων δικαιωμάτων και την καταστροφή της φύσης;

Σάββατο 7/12 | 12:00 - 15:00

Καλλιθέα

Παρέχεται βεβαίωση συμμετοχής



Πληροφορίες: ☎ 6951972208
Κράτηση θέσης: ngo@veganlife.gr





Book launch for a good cause

Presentation of the poetry collection "Poppies of January" by Dimitris Roggitis and a bazaar to provide financial support for the 180 rescued animals of Vegan Farm.



Education about Disability



We were trained by the Cool Crips team, an organization that redefines the public narrative around disability through activism, humor, and creative expression, promoting visibility, rights, and self-representation for disabled individuals.

vegan LIFE NGO





**Veganuary
activism
on the
street**

**Vegan
Christmas
at our offices**



**Workshop
for
Christmas
ornaments**



**Cooking for
the homeless**



**Office
decoration**

**Christmas
at Vegan Life**

Our activist actions



“Slaughter is not love”:

Protest action about the Easter massacre.

For the second year, we organized an activist action entitled “Slaughter is not love” within the framework of the Holy Week and spoke about the millions of animals that are slaughtered every year in our country for Easter Sunday.

The action received great media coverage and made an impression on the general public.



VEGAN LIFE NGO





100+
activists





16 articles in media

≡  **NEWSBEAST** 

ΕΛΛΑΔΑ #vegan #Διαμαρτυρία #Πάσχα #Σύνταγ

Διαμαρτυρία στο Σύνταγμα κατά της θανάτωσης των ζώων για το Πάσχα: «Για σένα ένα γεύμα, για μένα όλη μου η ζωή»

Δείτε το φωτορεπορτάζ του Newsbeast



Διαμαρτυρία πραγματοποιήσαν νωρίτερα σήμερα, Μεγάλη Τετάρτη, vegan ακτιβιστές, οι οποίοι συγκεντρώθηκαν στην **πλατεία Συντάγματος**, στο κέντρο της Αθήνας.

Οι περισσότεροι εκ των συμμετεχόντων, ντυμένοι στα μαύρα, εξέφρασαν την αντίθεσή τους στη **θανάτωση των ζώων** ενόψει και των διατροφικών εθίμων του Πάσχα στη χώρα μας, κρατούσαν πλακάτ με συνθήματα όπως: «Don't choose animal abuse», «ου φονεύσεις», «η σφαγή δεν είναι αγάπη» «για σένα ένα γεύμα, για μένα όλη μου η ζωή», κ.ο.κ..

≡  **ΘΕΜΑ** 🔍

ΕΛΛΑΔΑ

#Vegan #Πάσχα #Σύνταγμα

Αυτό το Πάσχα γιόρτασε χωρίς θύματα, είπαν δεκάδες vegan στο Σύνταγμα - Δείτε βίντεο και φωτογραφίες

«Η σφαγή δεν είναι αγάπη», «η αθωότητα δεν είναι φαγητό», «τα ζώα θέλουν αγάπη όπως εσύ», ήταν μερικά από τα μηνύματα

f d x i <



ΚΟΣΜΟΔΡΟΜΙΟ

ΑΘΗΝΑ 14:32 | 12.03.2025

ΚΙΝΗΜΑΤΑ ΚΟΙΝΩΝΙΕΣ ΠΕΡΙΒΑΛΛΟΝ

Διαμαρτυρία vegans στο Σύνταγμα: «Η σφαγή δεν είναι αγάπη»

≡ **NEWS24/7** ⌚

Ελλάδα | Vegan

“Η σφαγή δεν είναι αγάπη”: Διαμαρτυρία vegans το απόγευμα στο Σύνταγμα

Διαβάζεται σε 2'



Διαμαρτυρία για τη σφαγή ζώων 📷 Aris Oikonomou / SOOC

Συγκέντρωση διαμαρτυρίας κατά της σφαγής ζώων που πραγματοποιείται ενόψει της Κυριακής του Πάσχα οργανώνεται σήμερα, Μ. Τρίτη στην Πλατεία Συντάγματος.

NEWSROOM
30 Απριλίου 2024 08:33

≡ **iefimerida** 🔍

ΕΛΛΑΔΑ

Διαμαρτυρία vegans το απόγευμα στο Σύνταγμα ενάντια στη σφαγή αρνιών το Πάσχα



Διαμαρτυρία vegan στο Σύνταγμα για τη σφαγή αρνιών το Πάσχα / Φωτογραφία αρχείου SOOC

NEWSROOM IEFIMERIDA.GR
30/04/2024 06:57

Η **Vegan Life** NGO διοργανώνει για δεύτερη χρονιά διαμαρτυρία «ενάντια στην σφαγή 2 εκατομμυρίων και πλέον αρνιών και κατσικιών» για τον εορτασμό της Κυριακής του Πάσχα.

Όπως αναφέρει η ανακοίνωση της Vegan Life NGO, η διαμαρτυρία, υπό τον τίτλο «Η σφαγή δεν είναι αγάπη», θα έχει ειρηνικό και στατικό χαρακτήρα και θα λάβει χώρα στην πλατεία συντάγματος, σήμερα Μεγάλη Τρίτη και ώρες 18:30 με 20:30.



≡ f x v

ΟΤΑ ΔΗΜΟΣΙΟ ΠΡΟΣΛΗΨΗ



ΚΟΙΝΩΝΙΑ | 30.04.2024 | 09:25

Διαμαρτυρία vegans το α

 Δημήτρης Κασσιμάτης

Η **Vegan** Life NGO διοργανώνει για δεύτερη χρονιά διαμαρτυρία εορτασμό της Κυριακής του Πάσχα.

Όπως αναφέρει η... είναι αγάπη», θα έ...



2 television interviews





National Animal Rights Day

for the first time in Athens!

In collaboration with Athens Animal Save and the Panhellenic Federation for the Environment, Animals, and Hunting "Nemesis", we organized for the first time the international NARD action in the Greek capital.

The event was organized under the supervision and with the support of the international organization "Our Planet, Theirs Too". As part of NARD, a chalk challenge and other art activities were held, while vegan food portions were distributed to the passers-by public, kindly sponsored by the Greek company ovegán269.

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50+
activists





3
hour



200 portions
of vegan food shared





Collaborations and volunteering



Visit to the Vegan Farm

The Vegan Life team visited the Vegan Farm shelter, which it consistently supports through its activities, in order to get to know the dozens of rescued animals who live there. We had a picnic on the farm and then fed the rescued goats, sheep, pigs and geese.

Earth Day:

Beach Cleanup with the Greek Eco Project

Our team participated in a beach cleanup in Aretsou, Thessaloniki, together with the Greek Eco Project team to celebrate Earth Day together.

During our action, we managed to collect two large bags of garbage, a discarded suitcase, and hundreds of cigarette butts that were polluting the natural coastal environment. The cigarette butts were delivered by the Greek Eco Project to the Environment Office of the Aristotle University of Thessaloniki for recycling.





TEDxAUEB

The TEDx AUEB organizing committee invited Vegan Life to present an interactive workshop for the event audience.

The Vegan Life team designed an activity called “human barometer”, in the scope of which participants were invited to question their beliefs and rethink their relationship with animals.





Athens Pride

Vegan Life NGO proudly participated for yet another edition in the yearly Athens Pride, using this important space to highlight the intersections between animal rights and other social justice movements.

Our volunteers engaged with the public, shared informative leaflets, and offered a powerful virtual reality experience to reveal the hidden realities of animal agriculture.





Anti-Racist Athens Festival

The Vegan Life volunteer team attended the three-day Anti-Racist Festival, which took place at Goudi Park. Using informational materials and virtual reality glasses, we informed the festival audience about veganism, animal rights, and the multidimensional relationship between animal agriculture and violence and exploitation against people.

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Megaron Land

We left Athens for a while to participate in the biggest event in Megara promoting veganism and animal rights. The vegan shelter "An Ethical Farm" was also with us.



Solidarity against fires

Every year, Greece is severely affected by fires that burn the natural environment, kill thousands of animals and threaten the lives and safety of people living in the fire-stricken areas. For this reason, the Vegan Life team collaborated with other organizations operating in the field and fighting for the rescue and protection of fire-stricken animals as well as the distribution of food and essential items to people in need.

Members of our team participated in search activities for fire-stricken animals organized by the Wildlife Protection and Care Association Anima, helping the Vegan Farm shelter project through volunteer work and offering old materials (e.g. banners) that were used as protection, and participated in Humanity Greece cooking events, preparing hundreds of portions of nutritious vegan food that were distributed to our fire-stricken fellow humans as well as the fire department personnel who fought the flames for many consecutive days.

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Connected we stand festival

On Friday, September 20, we flew to Thessaloniki to participate with a presentation in the scientific conference "Local self-government and civil society" co-organized by AMKE IASIS and the Municipality of Thessaloniki at the city's City Hall. Representing the organization, Elli Stourna participated in the thematic session "Sustainable development and social responsibility for the environment" where she had the opportunity to speak about the consequences of livestock farming on human rights and the natural environment.

On Saturday, September 21st, we set up an information booth at the Connected We Stand festival where we had the opportunity to meet dozens of other civil society organizations and set the foundations for new creative collaborations.



Race for the cure

Our team took part in the “Race for the Cure” running event, supporting the vital work of the Alma Zois Organization in offering psychosocial support to women with breast cancer, while also offering a reminder of the benefits of a plant-based diet for human health.





Birthday Party

of Save your hood

We celebrated Save your hood's birthday at a wonderful party with meaningful discussions, vegan community kitchen and food distribution to people in need, neighborhood cleanups, speeches and a fantastic vegan cake from the vegan restaurant "Vegan Beat".

VEGAN LIFE NGO



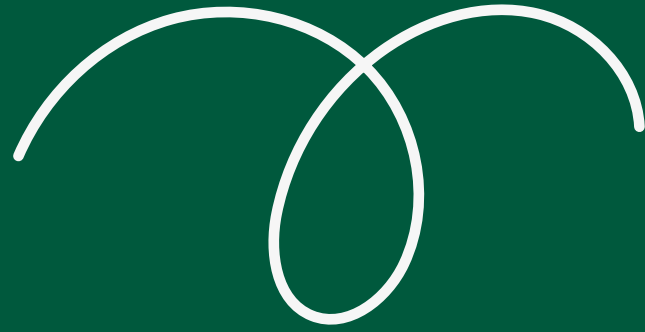
Our Goals for 2025





**Strengthening
our presence and
impact.**

Through more actions on the streets, participation in events organized by other groups, production of educational articles and videos, and maintaining an active presence on social media with modern and user-friendly content.



**Continuing
and expanding
our activist actions.**

Aiming to establish and strengthen campaigns such as NARD, the Easter slaughter action, and other international and local initiatives.



**Developing
our educational
activities.**

Through workshops, screenings, collaborations with professionals and organizations, as well as live discussions with experts on health, nutrition, and rights-related topics.



**Empowering
and expanding
our collaborations.**

Both with other organizations and with collectives, festivals, and institutions that share our common vision.



**Strengthening
our financial foundation.**

Our goal is to increase available funding sources so that we can offer more actions to the general public, create more comprehensive educational programs, and reinforce our collaborations and the working conditions of our team.





***To reach all these achievements
we have been supported by:***



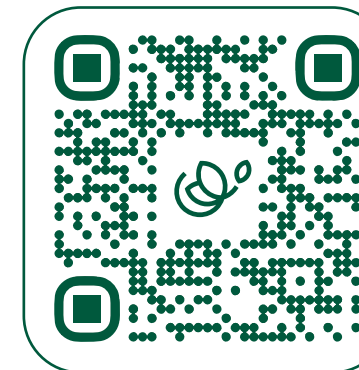
Erasmus+
Enriching lives, opening minds.



Co-funded by
the European Union



If you want
to support us,
follow this QR:





Thank you for helping us build a kinder,
fairer, and more sustainable world - for all animals, human and non-human alike.
Your continued support inspires us to push forward, dream bigger, and do more.



➡ www.veganlife.gr

✉ ngo@veganlife.gr

📷 [veganlifengo](#)

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SCAN
for more
info

