

 **VEGAN LIFE** **FESTIVAL 2025**

ATHENS

REPORT





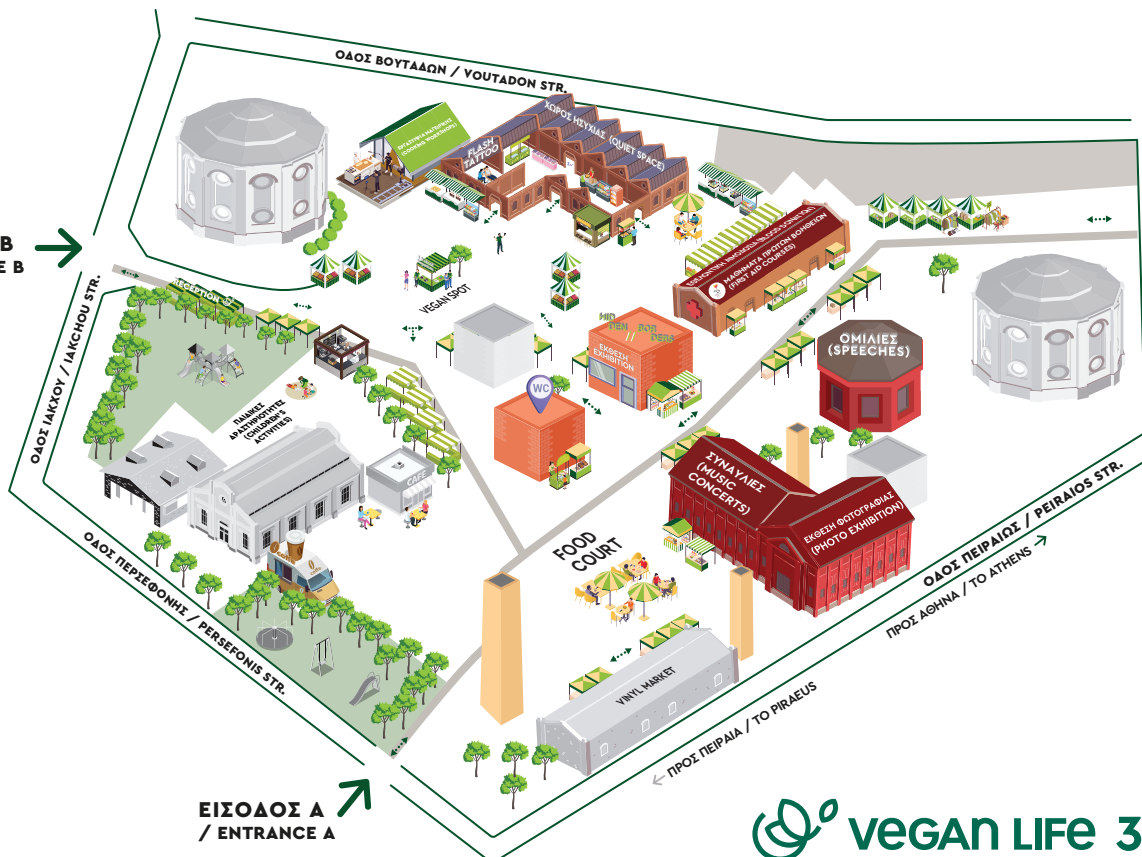
more than
28 000 visitors

3400 m² outdoor space

5 buildings



ΕΙΣΟΔΟΣ Β
/ ENTRANCE B



ΕΙΣΟΔΟΣ Α
/ ENTRANCE A

VEGAN LIFE 3

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



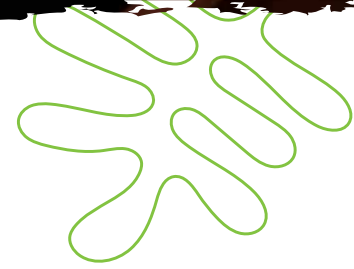
**CITY OF
ATHENS**



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.



114 exhibitors
with products & services



10 food vendors



4 animal shelters



Animal shelters' testimonial

«For us, the **Vegan Life Festival** is not just a festival. It is a space where ethics find a voice—a space where respect for every form of life is not theory, but practice. Over the past two years, the presence of the Ethical Farm there has not been accidental. It is a deep necessity. Because behind every one of our appearances, there are dozens of lives—animals of all kinds who have been rescued from difficult, often unimaginable conditions, and for whom we now strive every day to provide what they deserve: safety, care, and dignity. The Vegan Life Festival, for us, is a breath of fresh air. It is the moment when we come close to people who understand, who feel, who want to become part of this change. It is not just a celebration. It is a reminder that when people come together with respect and empathy, something far greater than all of us can be created.»

*Alexandros,
Ethical Farm*



Animal shelters' testimonial

«Vegan Farm had the opportunity to experience the support of the antispeciesist community that attended the festival—people who supported us by getting tattoos, purchasing merchandise, and speaking with us about the immense effort of rescuing and caring for more than 250 animals who now live freely and safely with us. We are grateful for Vegan Life's support»

Nikoletta Bitouni
Vegan Farm



21

civil society organizations

Greenpeace

Greek eco project

Adopt a Bunny

Dog's voice

Humanity Greece

Hellenic Association of Women with Breast Cancer "Alma Zois"

Sea Shepherd

HellasVeg

UNHCR, the UN Refugee Agency

The Soula Project

Nemesis - Panhellenic Federation for the Environment, Animals, and Anti-Hunting

Adespotoulia Xanthis

Athens Animal Save

Zwes (Animal Welfare School Awareness Programs)

Positive Voice

Ref checkpoint

VegArtAct

Greek Forum of Migrants

Open farm

Pediatric Trauma Care

Diavazontas Megalono

ADOPT A BUNNY



Κουνελάκια
προς υιοθεσία



ADOPTABUNNYGR

Civil society organizations' testimonial

«Our participation in the **Vegan Life Festival** was once again a meaningful and rewarding experience, filled with positive energy and a strong spirit of volunteerism. Engaging with the public and the festival's volunteers reminded us how powerful a community can be when it shares common values.



Through our work, we support vulnerable populations, and through our social kitchen—where the menu is exclusively vegan—we actively promote a more sustainable and inclusive model of nutrition. Our consistent presence at the festival over the years has made this collaboration even stronger, creating new opportunities each time for connection, awareness, and contribution. We warmly thank our fellow collaborators for their hospitality and trust.»

*Petros Soukeras
Humanity Greece*



16 expert talks across scientific disciplines



Speaker's testimonial



« My participation in the two-day **Vegan Life Festival Athens 2025** was a truly enjoyable experience, and it would not be an exaggeration to say that the discussion that followed my talk was among the most meaningful and enriching I have ever taken part in. It made me realize even more that there are people who genuinely, selflessly, and sincerely care about the issue of animals.

The **Vegan Life Festival Athens** is vibrant, democratic, and above all open to society. This is perhaps what makes it even more essential: it is not confined to conversations among like-minded individuals or within the walls of a room, but instead invites everyone to actively participate and engage in thoughtful reflection.»

Panagiotis Tsiamouras
PhD in Philosophy, University of Ioannina

Speaker's testimonial

« It was a great honor and a real joy—truly a great joy—for me to participate, especially in the capacity of a speaker, in this major celebration of compassion for animals, the **Vegan Life Festival**. As a legal professional who teaches Animal Law, I am constantly seeking new audiences of people interested in animal welfare, in order to share my views on the current legal status of our fellow animals. The VLF provided me with this platform, enabling attendees to become informed about the ongoing scientific and legal discourse surrounding this issue. From this intersection of legal theory and practical advocacy for animals, only mutual benefit can arise for both sides. For this reason, I am grateful to VLF for its excellent organization. I support it and participate every year—if not as a speaker, then as a visitor together with my children.»

Athanasios I. Anagnostopoulos
Lawyer
PhD in Criminal Law



Speaker's testimonial



« I had the opportunity, together with fellow activists, to communicate to the audience attending our talks, both our antispeciesist struggles as a vegan farm and the direct connection between speciesism and every form of domination.

We conveyed a message that lies at the core of our worldview as a self-organized antispeciesist collective: that movements must be inclusive and intersectional, and that they should come together as forms of resistance. Against every exploitative system, against every form of oppression of sentient beings.»

Nikoletta Bitouni
Vegan Farm

14

cooking workshops



Cooking workshops's testimonial



«The **Vegan Life Festival** is much more than an event—it is a vibrant meeting point for ideas and people. Once again this year, my workshop was a wonderful experience and, rightfully, one of my favorite moments of the year—something I always look forward to with great anticipation.

With incredible energy, meaningful interaction, and a genuine connection with the audience, I was also supported throughout by the organizing team, enabling me to contribute in my own way to the promotion of veganism. Over the years, the **Vegan Life Festival** has proven itself to be an institution that inspires, educates, and actively supports the vegan movement, creating space for dialogue, knowledge exchange, and growth.»

Konstantinos Dimoulas
Vegan Food Blogger
beets-me.com



Cooking workshops's testimonial



«The **Vegan Life Festival Athens 2025** was particularly special for me because—beyond attending as a visitor—I had the opportunity to lead a cooking workshop. A large audience showed up, followed attentively, actively engaged in the discussion throughout the recipes, and enthusiastically tasted everything I prepared. I would like to believe that many of their questions were answered.

Although I felt a bit nervous before starting, both the support from the festival team at every step and the warm interaction with the audience made me feel truly, truly wonderful.»

Anna Chalikia
Food Blogger
www.annachalikia.com



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children's activities





Children's activities testimonial

« I had the joy of facilitating the children's workshop « Pawprints in the Sand – An Island for Everyone,» in a space filled with genuine enthusiasm for learning and emotional connection. It was inspiring to see the active participation not only of the children, but also of the parents, who joined them in this process with open hearts and a willingness to learn. I deeply believe in the power of storytelling, because through it, children can learn to love all animals, challenge myths and stereotypes, and build a world with greater empathy. The festival highlighted exactly this potential—that change begins when both young and old learn together. Because the world we dream of will not be built only by adults, but also by children who, from today, learn to care.»

Katerina Papapostolou

Zwes (Animal Welfare School Awareness Programs)

Children's activities testimonial

«Our experience at the **Vegan Life Festival 2025** was deeply moving and filled with joy. Our experiential book presentation was warmly embraced by a beautifully connected and diverse group of children, giving special meaning to the Greek Eco Project workshop. The children participated with sensitivity, forming a genuine connection with the message about caring for the sea and its animals. With the support of the volunteers, an open and welcoming environment was created for everyone.»

Avgi Metaxa
Greek Eco Project



HID DEN

The first Greek presentation of the “**Hidden Borders**” photography exhibition by **Animal Propekt** exposing industrial animal farming



BOR DERS



Hidden Borders' testimonial

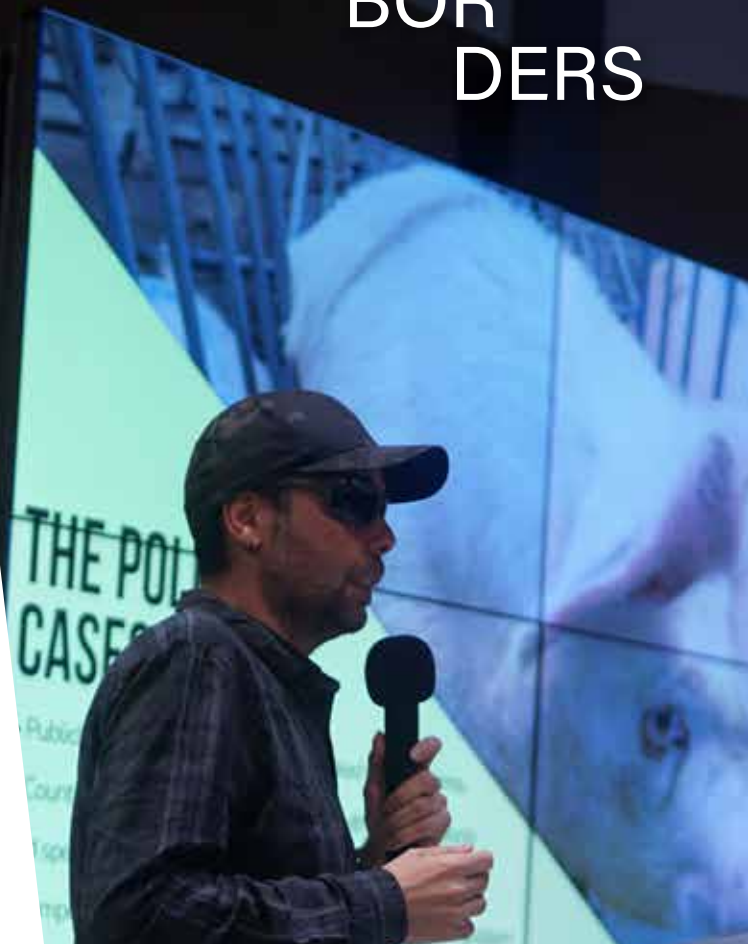
«The audiovisual exhibition Hidden // Borders at the Vegan Life Festival proved to be one of the year's standout events for the project. Drawing on my long-standing experience as an undercover investigator—most recently coordinating the investigations in the documentary Food For Profit—the exhibition presents the lives of farm animals and the industrial facilities that confine them, exposing animal exploitation through innovative, inclusive communication methods.

During the **Vegan Life Festival**, the exhibit attracted **more than 700 visitors**, sparking strong interest about the powerful juxtaposition of factory farm architecture and the ambient sounds of these environments. This impact was confirmed by the **over 100 attendees** who joined the panel I moderated on animal investigative journalism, where we explored these themes in depth.

Supported by Vegan Life's extensive outreach, the Greek adaptation of the exhibition reached an even broader audience. Hidden // Borders offered a moment of reflection, rigorous journalism, and it demonstrated how alternative communication can reshape the public perception of farm animals, perfectly aligned with the festival's open-minded and constructive spirit.»

Animal Prospekt

HID
DEN
//
BOR
DERS





Members of the Red Cross were present throughout the entire event to ensure the safety of the public.



The Dog and Puppy First Aid Seminar was offered for free to all participants on Saturday for

4 hours

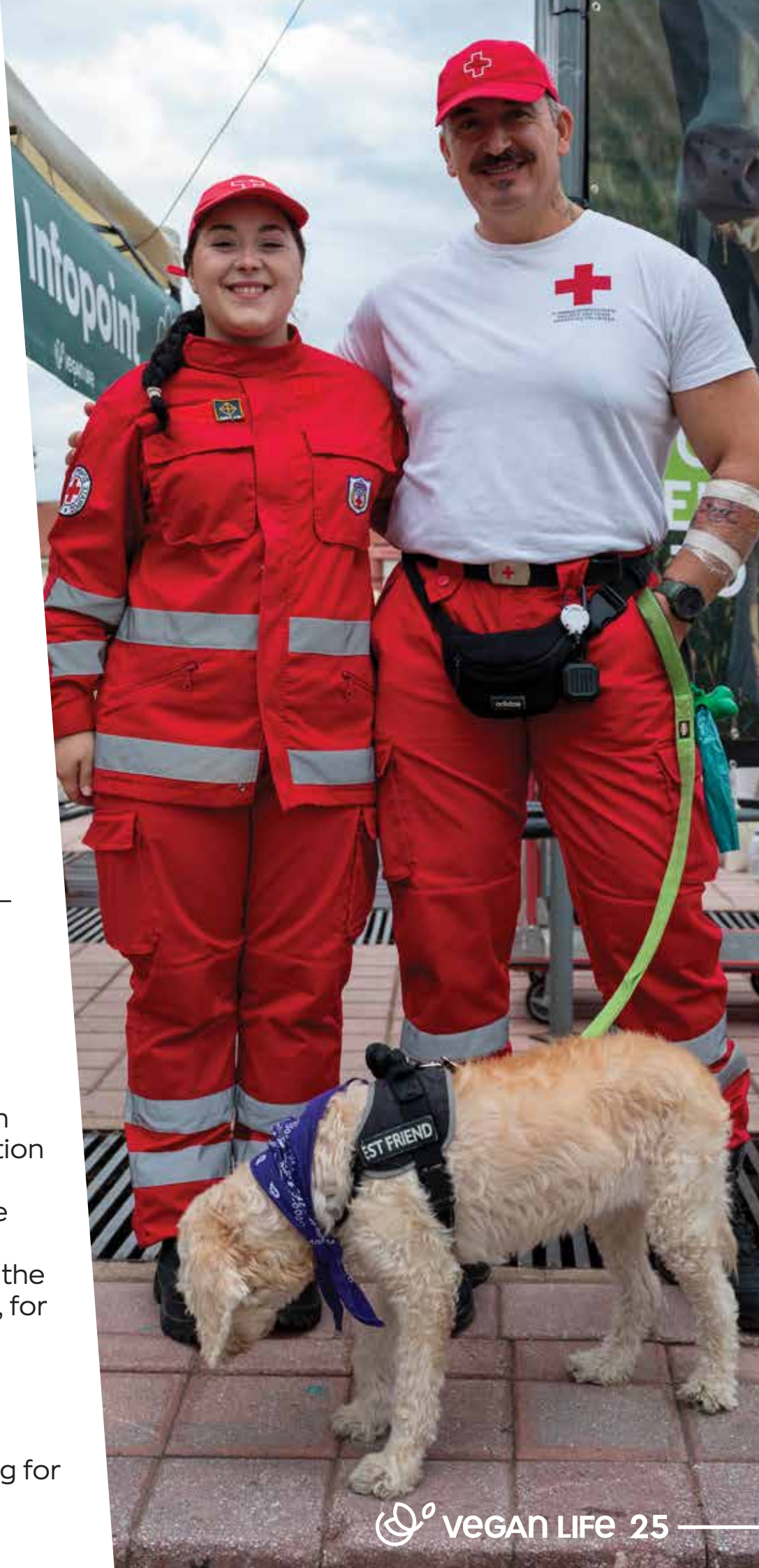
This seminar provides essential knowledge and skills to handle emergencies involving our furry friends.



The Greek Humanitarian Resuscitation Organization KIDS SAVE LIVES systematically trains the future protagonists of resuscitation in Greece, the CHILDREN! On Saturday, for

5 hours

they offered free training for all participants.





A live music stage
featuring

9

performers

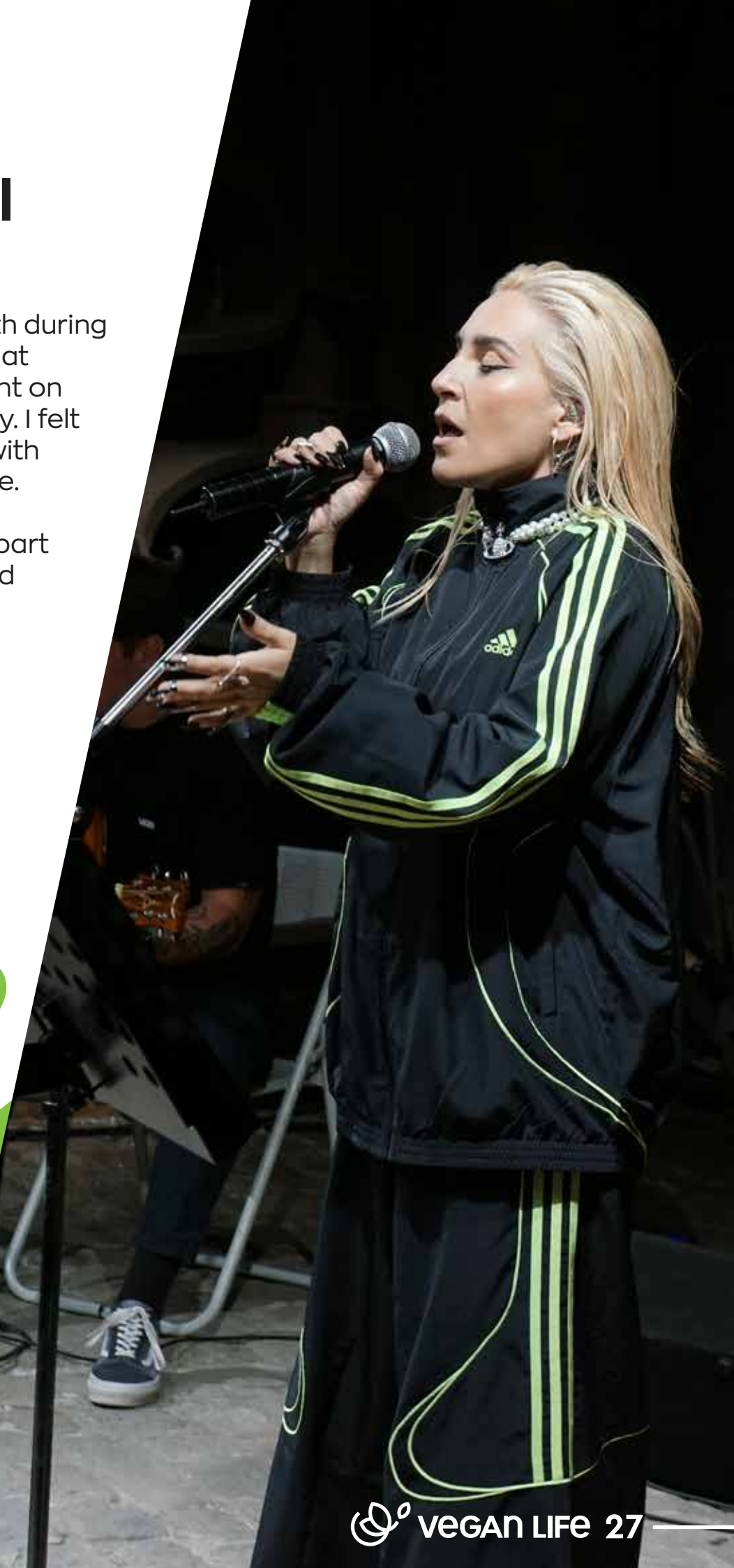


Musicians' testimonial

«There was a sense of acceptance and warmth during the live performance that made the entire moment on stage flow very naturally. I felt a genuine connection with everyone who was there.

I was truly happy to be part of this event, and I would definitely love to experience it again.»

Gianna Terzi.
singer and songwriter
Participated in
Eurovision Song
Contest



Tattoos for the Animals



As part of the Vegan Life Festival Athens 2025, the team of **Dildo Tattoo Studio**, with the presence of 10 tattoo artists, worked

non-stop for

12

hours a day,

creating flash tattoos for dozens of people.



dildo

All proceeds from the tattoos were donated to two vegan animal sanctuaries: Vegan Farm and Ethical Farm.

Swap bazaar

The largest clothing swap bazaar in Athens took place once again at the Vegan Life Festival. Participants exchanged unwanted clothes, promoting a sustainable and circular approach to fashion consumption. Remaining items were donated to Fabric Republic for responsible redistribution based on their condition.

Note: Clothing made from animal-derived materials was excluded from the swap.





VOLUNTARY BLOOD DONATION



Once again, **Vegan Life** organized a **voluntary blood donation** initiative in collaboration with the **National Blood Donation Center**. Within just four hours,

76 individuals
donated blood,

contributing to this important act of solidarity and social impact. The initiative also effectively challenged the misconception that "vegans cannot donate blood due to iron deficiency".





Vegan spot

13+1

activists nutritionist

informed the public about veganism, animal rights and plant-based nutrition.

A total of

142

people engaged in conversations and experienced, through Virtual Reality, what happens inside slaughterhouses. Of those, **83 agreed to going vegan, while 29 said they would stop consuming meat.**





The audience

23.4%

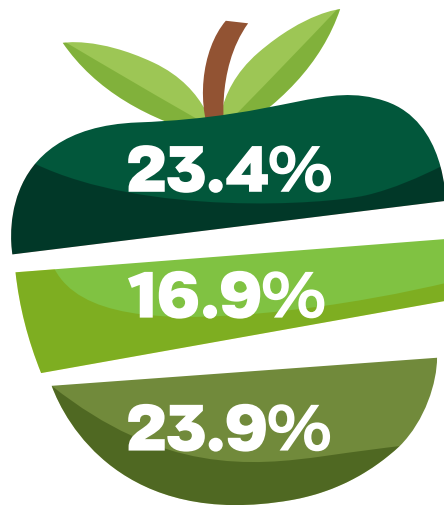
of the visitors identified as already **vegan**

16.9%

of the visitors reported being **very likely to change their dietary habits** after attending

23.9%

of the visitors reported being **likely to change**

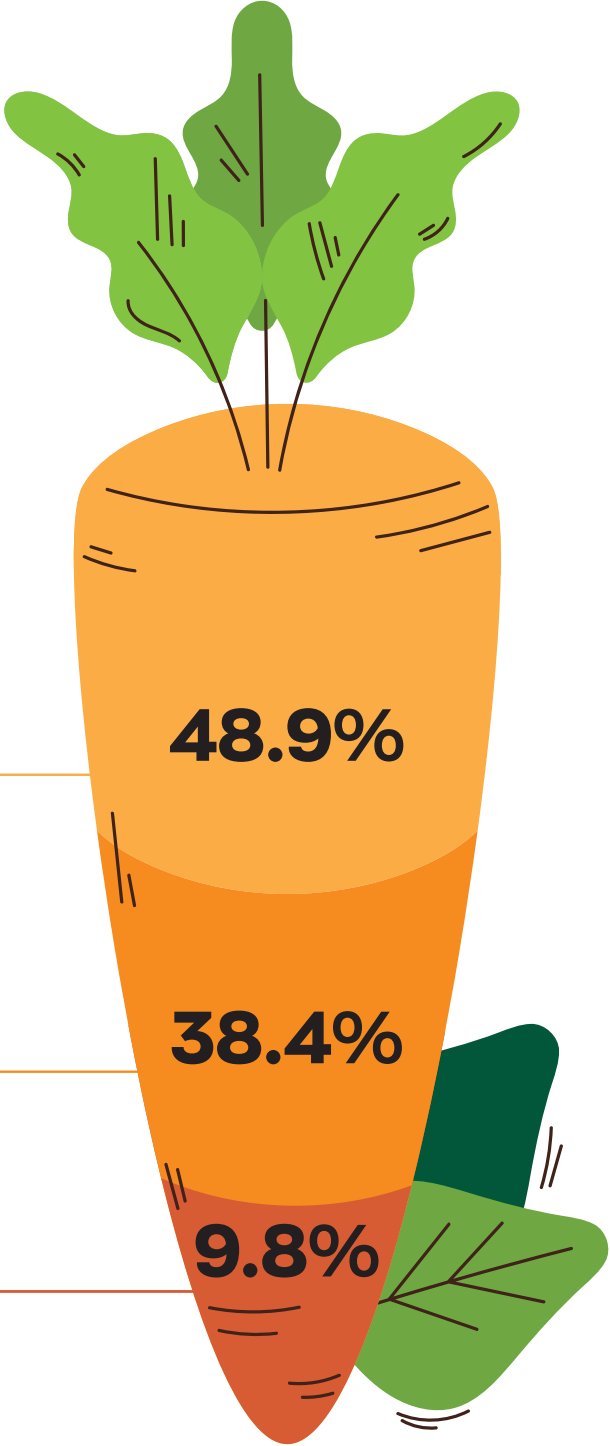


Beyond media visibility, structured feedback collected during Vegan Life Festival Athens 2025 further illustrates our impact. A random sample of 427 visitors evaluated the event as follows:

rated it **“very good”**

rated it **“excellent”**

rated it **“good”**



When asked whether they learned new information, responses included:

«The VR experience made me intensely feel the reality of the animal agriculture industry.»

«I learned about EU regulations for marine life that are not being enforced.»

«Veganism is actually kind of cool – and the food was very delicious.»

«I learned many recipes and ways to cook tasty food for myself and my non-vegan friends.»

Volunteering

Volunteer engagement also reflected strong internal impact.

120+

volunteers

participated in the festival and received training in animal rights and vegan advocacy.

60.5%

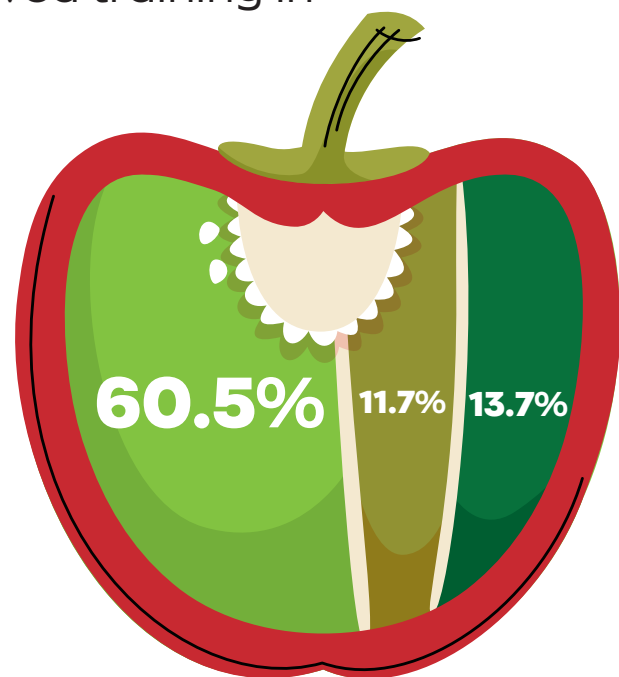
were **already vegan**

11.7%

are considering **becoming vegan**

13.7%

are actively **transitioning**



Volunteer testimonials emphasized community cohesion and empowerment.

What I liked the most:

“

«The organization was excellent, and I felt truly supported.»

“

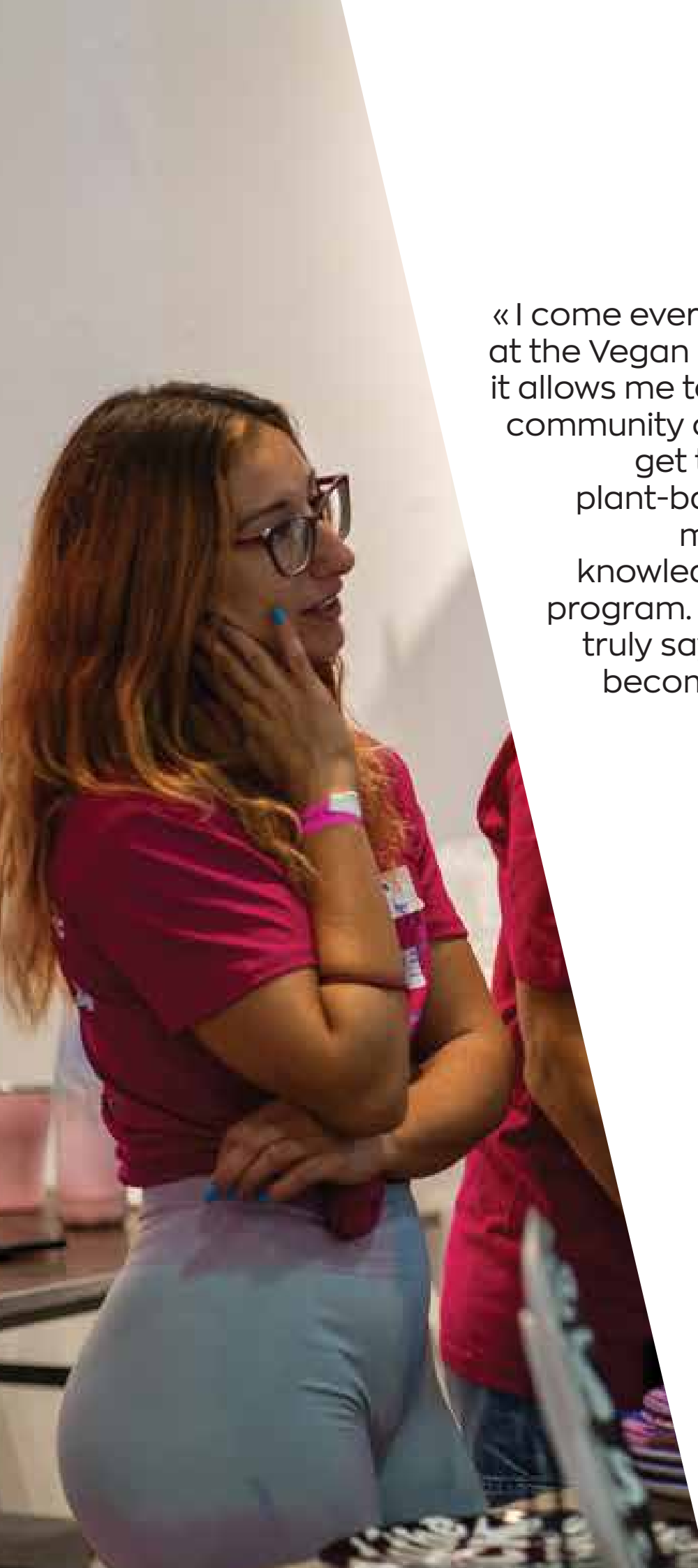
«I absolutely enjoyed the atmosphere, being surrounded by kind-hearted individuals.»

“

«What I liked the most is the sense of community and dedication to a shared purpose.»

“

«I met wonderful people with shared values and began friendships beyond the event.»



Volunteers’ testimonial

« I come every year as a volunteer at the Vegan Life Festival because it allows me to be part of a vibrant community of vegan individuals. I get to discover the latest plant-based products on the market and enrich my knowledge through the talks program. After five years, I can truly say that Vegan Life has become my family, and the **Vegan Life Festival is our home.**»

Iliana Vassalou
Vegan Life Volunteer



Sponsors and supporters

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AΘΗΝΑ 2025
ATHENS 2025

