

# Clarisse Beurrier, 2nd Year Biological Sciences with Management

## The Charity:

[The Humane League](#) aim end the abuse of animals raised for food. They work to reform the way farm animals are treated while also inspiring people to make more compassionate food choices. Their strategy includes hard-hitting corporate campaigns and wide-ranging outreach and education programs, supported by an extensive network of organizations, activists and supporters around the world.

## The Project:

The projects I took part in were diverse and all very exciting. I am now officially the ambassador of the plant-based revolution campaign! This is a joint campaign with Veganuary with the goal of increasing the plant-based options on the high street. I co-ordinated peoples work, making a good database and using Google mymaps. I also called up suitable restaurants to convince them to join us and adopt a sticker to show to customers how easy it is to eat vegan. I travelled around London to talk to the restaurant's managers, advise them on popular vegan options and how they could veganize their menus. Their enthusiasm in general for incorporating more plant-based options was very encouraging! I was also responsible for finding suitable venues for The Humane League's plant-based pop up dinners. I assisted with their social media and spent the first hour of the day boosting their twitter. I also made a database of vegan festivals and on the weekends I worked at least one full day at festivals. Finally, I developed environmental factsheets on the impact of the animal agriculture industry and arranged work parties with volunteers and coordinating action between university's vegan/eco societies.

I have gained valuable insight into the workings of a charity. I have been lucky to see almost every side of running the organization.

Before joining The Humane League, I wasn't convinced of the impact their campaigns could really have even though I saw their statistics I wondered how it was possible but now I have a better picture of what really goes on, the large number of volunteers taking part and their impact on businesses. I come out of it with insights into management, the internal working of a charity and above all I think new motivation to continue making a difference and building connections.



## Highlights:

- The main highlight was meeting such a diverse, inspiring, altruistic and dedicated group of people. I have made so many friends which have not only given me the support to continue activism but also the knowledge.
- Being able to see results of my work has been so rewarding and encouraging. For examples many of our campaigns like Foie Gras free GB have been successful, some major suppliers have pledged to move away from caged hens.
- The great contacts I made as well as a support base are proving to be so helpful already in my own running of societies at Imperial. I feel much more involved and part of the team now, so I don't have any hesitation in asking for help.

