



ANDA

ANIMAL RIGHTS NEWS AGENCY

About



ANDA – Animal Rights News Agency – is a non-profit organization. The first in the world in its segment with the largest audience in Latin America. Our NGO exists to defend animals and the planet with the strength of a media vehicle committed to ethics, professionalism, and integrity. From the perspective of animal rights and environmental protection, we produce relevant, accurate, and qualified content that prompt reflection, interaction, and attitude change, both individual and collective, for the construction of a new society: more inclusive, supportive, ethical, and peaceful in the conviviality among species – aligned to the emerging biocentric paradigm, which begins to see the world as a network of interconnected and interdependent phenomena. Our editorial office works seven days a week, from 6 a.m. to 10 p.m. We produce about 35 articles and reports daily, covering national and international facts about animals and the planet.



Since 2008, ANDA acts defending animal rights and nature with its professional and courageous journalistic work. Ethics and commitment are the foundations of our NGO. Thanks to ANDA's performance, the Big Brazilian Media currently makes a more conscious, respectful, and daily coverage towards animals and their rights. Because of our actions, public institutions have adopted programs and projects that meet the needs of animal welfare, and companies have changed their internal policies. The result is the abolishing of some exploitation and cruelty against animals. Our subjects inspired the creation of bills in all instances of the Brazilian Legislative Power. People who committed crimes against animals were arrested after reports released by ANDA. We also promote many happy endings. Our journalism is about taking the initiative, not only reporting the fact, as we also operate in the center of the news, with actions in courts, social and cultural events.





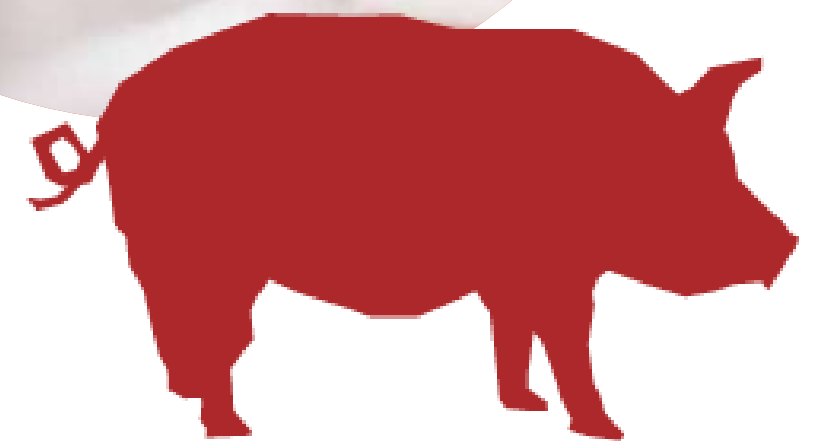
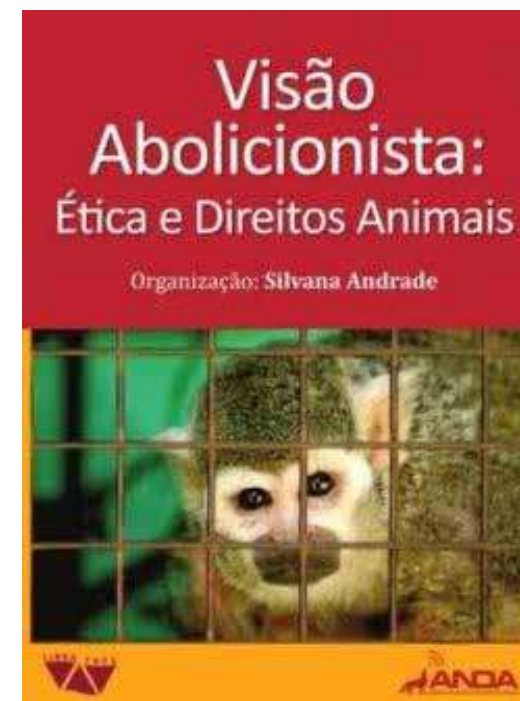
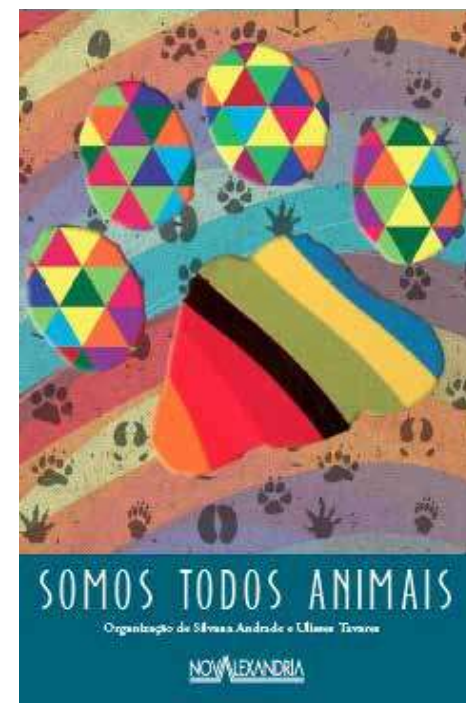
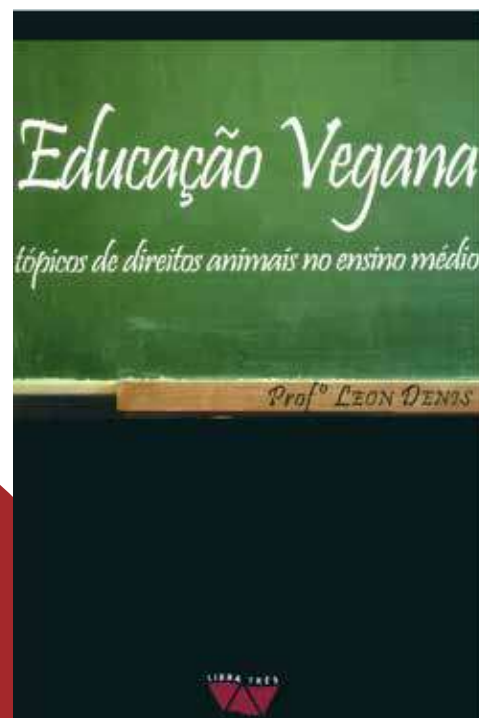
Silvana Andrade

Silvana Andrade is a journalist, founder and president of ANDA. With a 36-years career built in the Brazilian press, she has worked as a reporter, production coordinator, editor, editor-in-chief in Brazilian TV networks (such as Cultura, Record, Manchete, Globo News) and video producers. Silvana also has experience as a journalist in private companies and government bodies. She works with planning internal and external communication strategies and creating editorial projects for all media. Silvana is responsible for proposing the idea of the Bill 337/2006, which authorizes the executive branch to create public veterinary hospitals in São Paulo state. She's also a founding member of the Vegan Society in Brazil.



Education

Our journalistic work also has an important educational function. Through our articles, interviews, and reports, we make the whole society aware of the need to acknowledge and respect animal and nature rights. Our motto is "Inform to transform". In all our publications, we seek to educate society for a fairer, more ethical, and more collaborative world through the understanding that we must care for, respect, and preserve everything and everyone that share the planet with us. We denounce all forms of exploitation and abuse, and educate our readers to adopt an affirmative attitude in defense of the vulnerable. In order to fight fake news, we thoroughly check every piece of information. We have published three books: **"Educação Vegana"** (Vegan Education, 2013), **"Somos Todos Animais"** (We Are All Animals, 2015), and **"Visão Abolicionista: Ética e Direitos Animais"** (Abolitionist Vision: Ethics and Animal Rights, 2011).



Judicialization

With ANDA's Public Civil Action, we've achieved great victories for the animals. Here are some of them:



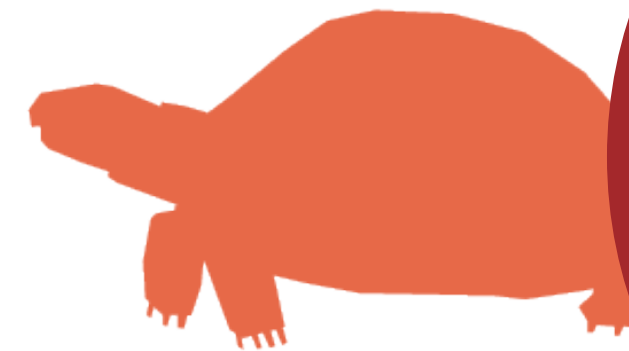
Black, the Chimpanzee

ANDA, in partnership with the "Associação Sempre Pelos Animais de São Roque" (Always For The Animals Association of São Roque), judicially obtained the release of Black, the chimpanzee, imprisoned for about 50 years at Quinzinho de Barros Zoo, in Sorocaba (SP). Today, he lives in a Great Ape Sanctuary, where he enjoys a full life with the other companions of his species.



Bambi, the Elephant

ANDA played the role of "amicus curiae" in the process of releasing Bambi the elephant, imprisoned in Ribeirão Preto Zoo (SP) – meaning that, our NGO was responsible for providing information for the courts, so that the magistrates had a basis to make their decisions, helping to release and send her to an elephant sanctuary.



Nursery of Right Whales

ANDA, along with other organizations in defense of animals and nature, managed to ban whale-watching tourism and expanded the protection of the nursery of right whales in Santa Catarina.



Rodeo in Jacareí

ANDA prevented three days of rodeos at a party in Jacareí, São Paulo state inland city. Thanks to our initiative, the event organizers were forced to adopt new cruelty-free animal entertainment activities.



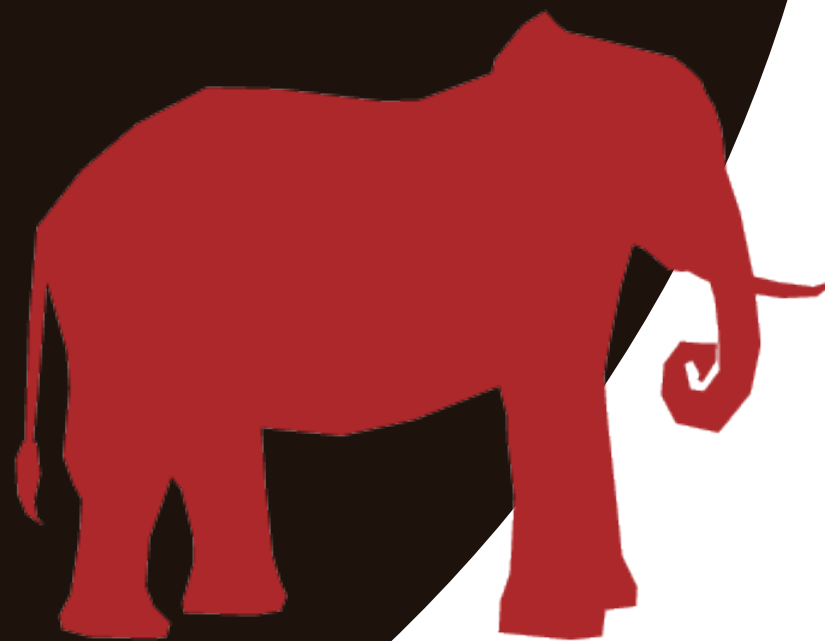
Pantanal

ANDA filed a Public Civil Action in the Brazilian Federal Supreme Court (STF) to challenge the public authorities' negligence in relation to the burning in Pantanal, asking for measures to be taken to combat the fire that destroyed about 30% of the biome and killed thousands of wild animals.



Fire Fighting

A Provisional Remedy brought by ANDA demanded that the federal government send Brazilian Air Force (FAB) planes with water to fight the fires in Pantanal.



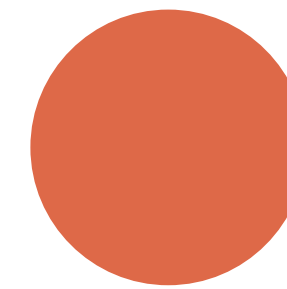
Port of Santos

ANDA's Public Civil Action requests the suspension of the transport of livestock in Port of Santos.



Port of São Sebastião

ANDA's Public Civil Action asks for the suspension of a live oxen shipment/boarding on a ship moored in the Port of São Sebastião, on the north coast of São Paulo, destined for the Middle East.



Livestock Auction

A lawsuit filed by ANDA prevents a cattle auction that would take place at a public square in the city of São Carlos, São Paulo.



End of the donkey carts in Ubatuba

A Public Civil Action filed by ANDA asks for the end of donkey exploitation. They are used in carts to transport tourists on the shore of Ubatuba, in São Paulo.



Sansão, the Orangutan

ANDA's Public Civil Action asks for the release of Sansão the orangutan, imprisoned since 2007 in São Paulo Zoo, and his transference to the Anami Conservationist Institute, in Paraná, where he can enjoy an immense and quiet space next to Kata, a female orangutan.



Deforestation

ANDA filed a Public Civil Action seeking the repeal of a state decree issued by São Paulo's Governor, João Dória, that allowed the deforestation of 10,000 m² to install a piping system in an area where the Associação Mata Ciliar (Riparian Forest Association) is based.



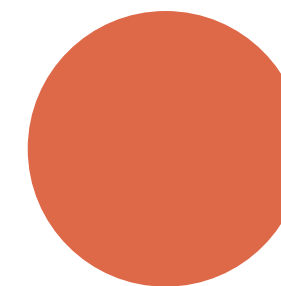
Brutally beaten dog

Moved by the history of Bethoven, a dog that was beaten and shot in the eye, ANDA filed a Public Civil Action seeking punishment for its aggressor due to animal mistreatment and asking that he be banned from having weapons or keeping animals.



Prohibition of animal traction in Paraty (RJ)

ANDA filed an Environmental Public Civil Action seeking the ban of animal exploitation in traction vehicles such as carts and wagons, the lawsuit was also intended to protect other neglected animals such as those lacking essential veterinary care, like vaccines and tests.



Events



Symphonic orchestra

The Jazz Sinfônica, one of the greatest Brazilian orchestras, held the show "Animals in Concert" for the 10-year celebration of ANDA. The event presented to the audience songs from famous movies starring animals that thrilled audiences around the world.



Animal Well-Being

In partnership with the Associação Cultural Casa das Caldeiras, ANDA performed the "Animal Well-Being" event, which brought together more than a thousand people and involved the participation of artists of the most varied expressions to and honor and give voice to the animals.



Conference

We held the "Present and Future Conference" in collaboration with São Paulo's Department of Culture. Public attorneys and prosecutors, federal and state judges, lawyers, and teachers in the animal rights field from 11 Brazilian states participated in the event which was open to activists and students.



Music and Consciousness: Freedom for Animals

ANDA organized the concert "ANDA – Music and Consciousness - for the animals, for the planet" with the presentation of the actors Gabriela Duarte, Marcelo Medici, and Lúcia Veríssimo, and the performances of great Brazilian singers and composers such as Arnaldo Antunes, Fernanda Porto, Nuno Mindelis, Patrícia Marx, Palavra Cantada, among others.



Cycling Tour

In partnership with the Paulista Federation of Cycling, ANDA held the first Cycling Tour for the Animals intended for raising awareness and abolishing the exploitation of animals, as well as calling for the preservation of the planet.



“Bird in a Cage Does Not Sing, Mourn” Exhibition

ANDA organized and held the exhibition “Bird in a Cage Does Not Sing, Mourn.” 64 Brazilian, Portuguese, Italian, and Dutch artists attended the event. Other event partnerships were Matilha Cultural and the Brazilian Society of Illustrators.



Exhibition “Inform to Transform”

At the invitation of Infraero, a national public company that manages the main Brazilian airports, ANDA held the exhibition “Inform to Transform” at airports in São Paulo, Rio de Janeiro, Recife, Salvador, Curitiba, and Porto Alegre.



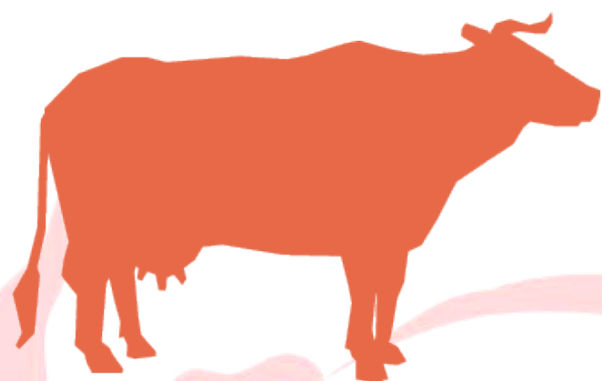
Festival of Culture and Awareness

In partnership with the Casa das Caldeiras Cultural Association, ANDA promoted an event that combined animal rights awareness, yoga, veganism, and art in general.



Release of the documentary Skin Trade at CineSesc, in SP

In partnership with CineSesc, ANDA launched in Brazil the documentary "Skin Trade", which condemns the fur industry cruelty. About 300 people attended the exhibition, including the director Shannon Keith.





First Exhibition of Animal Rights Cartoons

In partnership with the Illustrators Society of Brazil (SIB), ANDA promoted the first exposition of cartoons about animal rights. The event gathered great artists such as Laerte, Orlando Mattos, Marcio Baraldi, Claudio Atilio, with the purpose of drawing attention to the situation of animals in the country with art and good humor.

You can check more
events by ANDA
on the website:
www.anda.jor.br

Testimonials



“Animals are the purest beings ever. They can't speak, but their gaze tells us everything! If only we were like them! I will fight until the end of my life for them to be respected. I don't want to make people love them, because this is something we are born with, but I'll make sure that they are always respected!!! And I count on ANDA and their wonderful work to make it happen!

Giovanna Ewback
Actress

”



“ ANDA agency has a fundamental role in Brazilian, South American and worldwide journalism. The media blockage around topics that are as fundamental as the protection of animal rights, the preservation of biodiversity, the implementation of a new social and economic paradigm, only demonstrates how essential it is to support their pedagogical, journalistic, activist and even legal work. As a Member of the European Parliament, I count on your commitment to work on causes that are common to all of us.

Francisco Guerreiro

Member of the European Parliament of the Greens / ALF

”

“ I am Marianne Thieme, president of the Party for the Animals of Netherlands, and I support ANDA because I think it's important that news and articles about how society treats animals and the environment need to be published. We need people to have access to the necessary information to build a more animal-friendly and compassionate world. Through ANDA, people can learn, meet and exchange knowledge about themes regarding animal life. Visit ANDA's website and take part.

Marianne Thieme

Activist and co-founder of the Party for the Animals in the Netherlands





“The compassion is an attitude that benefits not only animals but also people. For me, it's very important to have awakened to this matter and to be part of something bigger such as ANDA, which is crucial in Brazil. It's an NGO that needs a lot of support. With the attention and the understanding of all, I think that a lot can be done with ANDA's actions. I hope that we can move forward, and I believe that we will succeed.

Derrick Green
Vocalist of Sepultura

The Agency has been awarded for its brilliant achievement at informing the world about the value of kindness concerning all beings, and for the dedication and altruism of its members and collaborators as well. Together, you are creating the long-awaited paradise that Earth was always meant to be. Realizing that people cannot respond to something they do not know, the Agency has a primary focus on the global dissemination of information about the current suffering and injustice against animals and it also shares the essential fact that veganism is the most effective way to help animals, the planet, and human health. For offering their time, intellect, nobility, and energy to help animals in need, for the altruism and purity of their goals, courageously speaking to those who cannot, and for the loving-kindness in everything they do, we hereby applaud and celebrate the compassionate acts of the Animal Rights News Agency and of all its members and collaborators. With Great Honor, Love and Blessings.

Suprema Mestra Ching Hai
World humanitarian leader





“The independent journalism done by ANDA is essential to raise consciousness about animal rights, the environment, work and social justice. Information is the starting point for mass awareness and action. I’m grateful for ANDA, for its perseverance and fearlessness under the extreme challenges faced by undemocratic governments with no transparency.”

Anita Krajnc

Activist and co-founder of The Save Movement

“As an academic researcher and celebrity scholar, an actress with an American Academy of Dramatic Arts degree and an animal rights activist in The Save Movement group, I know the true value of the hard work of role models. ANDA and its founder, Silvana Andrade, are an example whose hard and tireless work is a necessary voice in the fight against the destruction of the environment and wildlife and the defense of animal rights in Brazil. She's not only a great Brazilian activist, but also a humanitarian and an inspiration to many around the world. I hope that ANDA continues to grow and shine.”

Dr. Samita Nandy (Ph.D.)
Writer, actress, and activist



Shining World Compassion Award (2011)

On February 28, 2011, ANDA won the "Shining World Compassion Award", awarded by Supreme Master Ching Hai in acknowledgment of the work for peace on the planet and fairer and more sustainable world. People and entities of international renown have received the same award in previous moments. Among them are Al Gore, Barack Obama, Millard and Linda Fuller (founders of the NGO Habitat For Humanity International), Janez Drnovsek (former Slovenian President), Bill and Melinda Gates (from Bill & Melinda Gates Foundation), Zilda Arns, Captain Paul Watson (founder of the NGO Sea Shepherd). "This award is presented in recognition of the Agency's brilliant achievements in informing the world of the value of kindness to all beings, and for the dedication and altruism of its members and collaborators. ANDA's main focus is the global dissemination of information about the reality and injustices faced by animals today. For offering their time, intellect, nobility, and energy to help animals in need, for the altruism and purity of their goals, courageously speaking to those who cannot, and for the loving-kindness in everything they do, we hereby applaud and celebrate the compassionate acts of the Animal Rights News Agency", said Master Ching Hai, a Vietnamese humanitarian leader known worldwide for her work for people, animals, and the planet.



Green ANDA

Seed for the world

We, who make ANDA – vegans (99%) and vegetarians (1%) -, already give a very relevant contributions to the planet's sustainability. By saying no to meat consumption or any product containing animal origin ingredients, we save, individually, 5 million liters of water as well as 5 thousand square meters of trees a year.

Even knowing that our daily work causes low environmental impact, in partnership with the IBDN (Brazilian Institute for the Defense of Nature www.ibdn.org.br), ANDA neutralizes the CO2 emissions generated by our computer usage with tree planting in the Tietê Ecological Park in São Paulo. This tree planting is done annually, from the calculation of our CO2 emissions.

In 2017 – 2018, we bought carbon credits of the most important seal, with the highest quality available in the world market: The Gold Standard. This purchase from ANDA helped to support socio-environmental initiatives. One of them is the Mare Manastir wind farm in Turkey, which produce clean energy and generates income for road construction and education projects in the local community. Another initiative helped by ANDA is the Ugandan Projeto Fogão (Stove Project).

ANDA believes that, if people have conscious attitudes, they can live ethically and sustainably, generating benefits for all beings, for the planet and for humanity itself.





If the street was mine I'd make someone afforest it

The project aimed at creating tree corridors in urban regions. In addition to bringing more beauty and green to the streets and cities, planting trees is essential to combat heat islands, increase humidity and improve air quality.

A Greener World

Since November 2020, ANDA, in partnership with the Dedo Verde project, coordinated by the actor and activist Haroldo Botta, has been working on tree planting in degraded green areas, ciliary forests, and springs in the city of São Pedro, in the interior of São Paulo. So far, more than 500 trees of native, exotic, and fruitful species have been planted. Conducting joint efforts is a way of caring for and respecting nature with great love.

Creation of urban parks with fruit trees

The project aims to create orchards in capitals and cities in the interior to attract and offer shelter and food to populations of birds, native species, and pollinating insects, in addition to creating a space for collective natural food, a green heritage, that can serve the whole community.





Green School

The Green School Project was designed to provide children direct contact with the natural world. The practical/theoretical basis on environmental themes is taught through workshops, lectures, storytelling, and small projects involving direct intervention in the environment we live in.



Parcão (dog park)

The Parcão (dog park) Project plans to build playful spaces in institutional areas in different neighborhoods, with technical supervision by the public authorities. These places would offer numerous equipment and activities, walking spaces, as well as the support from volunteers to promote, behavioral education, health and hygiene tips and adoption fairs, organized by independent animal protectors.

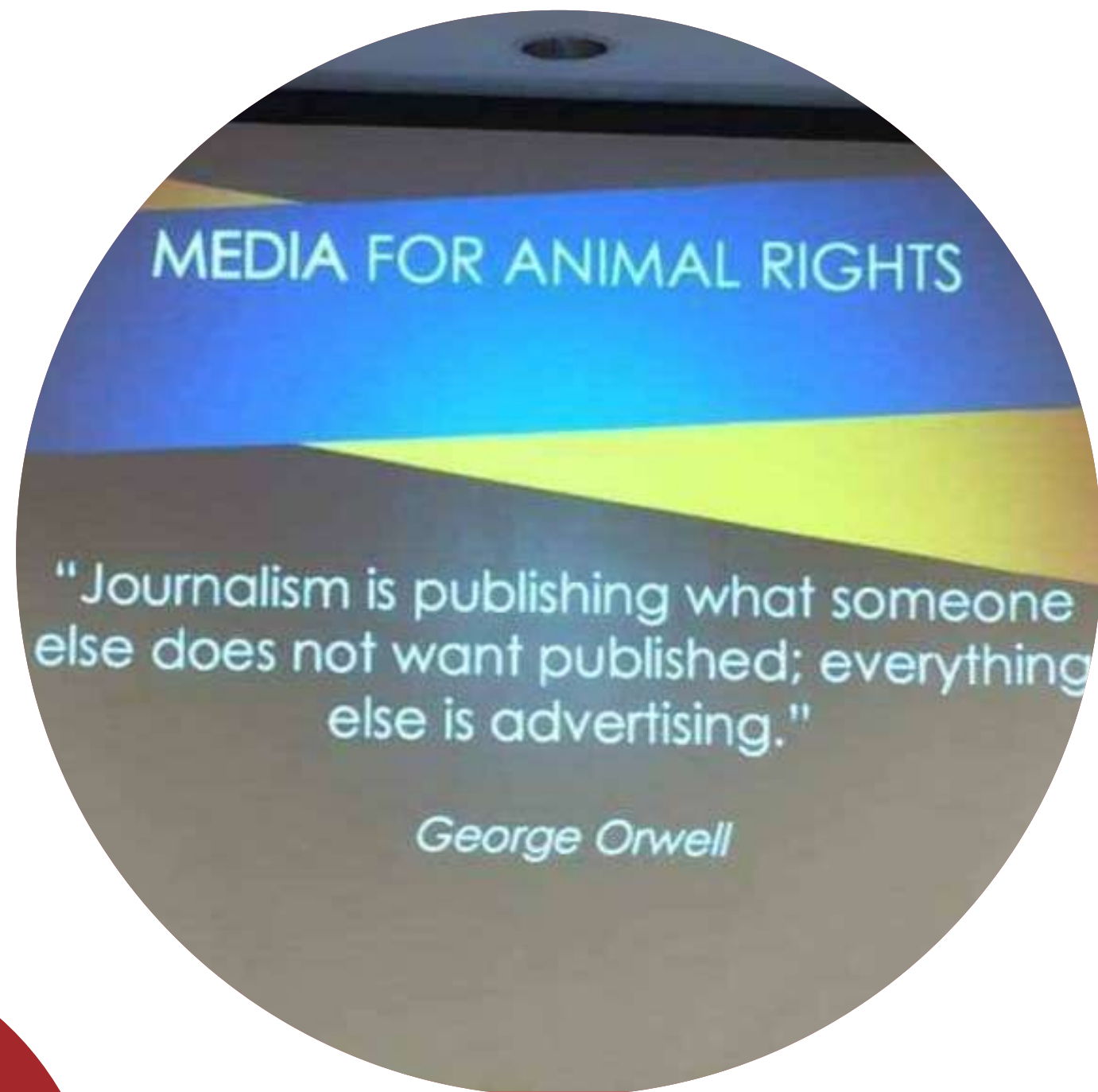


Outdoors Theater

Aiming to use the full potential the spaces in green areas such as the public parks Jardim Mariluz and Jardim Botânico, we set up a creative recreational area – an open-air theater. Given the difficulties faced by most people to access leisure options and cultural facilities, we offer a space for enjoyment and creation, with artistic workshops such as dance, theater, music and storytelling for the most diverse audiences, as cultural and leisure instruments. Involving public and private authorities in this goal of stimulating cultural activities in the city could be a way of raising resources to events, attracting tourists, and promoting local economic development. By promoting culture in public green areas as a tourist attraction, this project aims to foster not only leisure, but also social, economic, cultural, and environmental elements, allowing people the access to diverse integrative and democratic activities.



More Projects



Free Lectures

Silvana Andrade, ANDA's President, has given hundreds of free lectures in schools, universities, events, at the National Congress, Legislative Assemblies of Brazilian States and City Councils, and the Public Prosecutor's Office of Minas Gerais. The latter was even transcribed and included in a book. She has given a free class in the Postgraduate Studies Department from the University of São Paulo (USP), the best university in Latin America. Silvana also gave international lectures in Luxembourg, Toronto, Los Angeles, Washington, at the largest animal rights congresses in the world.

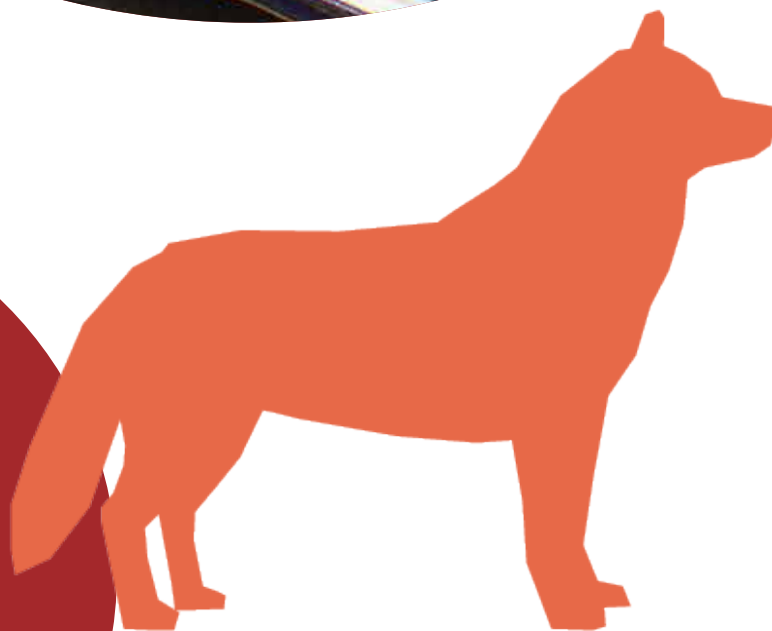
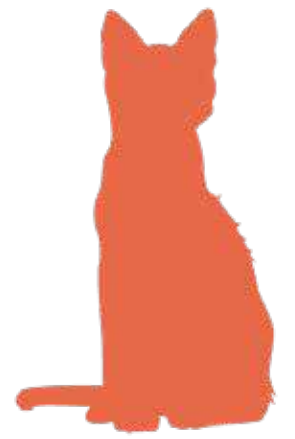


Nina Movel (Free veterinary ICU)

It is a veterinary ICU ambulance to take care of homeless animals and animals owned by poor people, for free. The project aims further than direct care for animals. It also intends to reduce social inequalities once it ensures high-quality service access for poor communities and their animals. This opportunity reflects in each of the tutors the feeling of being important, of citizenship. Many animals who would have great chances to survive end up dying from lack of help. This is cruel to the animals and inhuman to the people who deeply love their pets.

Legislative Proposals

ANDA's work also encourages and stimulates new laws and projects, such as the country's first public veterinary hospital, specialized police stations in dealing with cases of animal mistreatment, animal transportation by public transport, and tax discount on Urban Land and Property (IPTU) for those who give a home to an abandoned animal. Now we are fighting for veterinary pharmacies (that sell medicine at low cost, accessible to the public) and free outpa-tient treatment centers for animals. Through a partnership, ANDA suggested and supported the drafting of a bill that guarantees vegan and vegetarian meals at popular prices in São Paulo city.





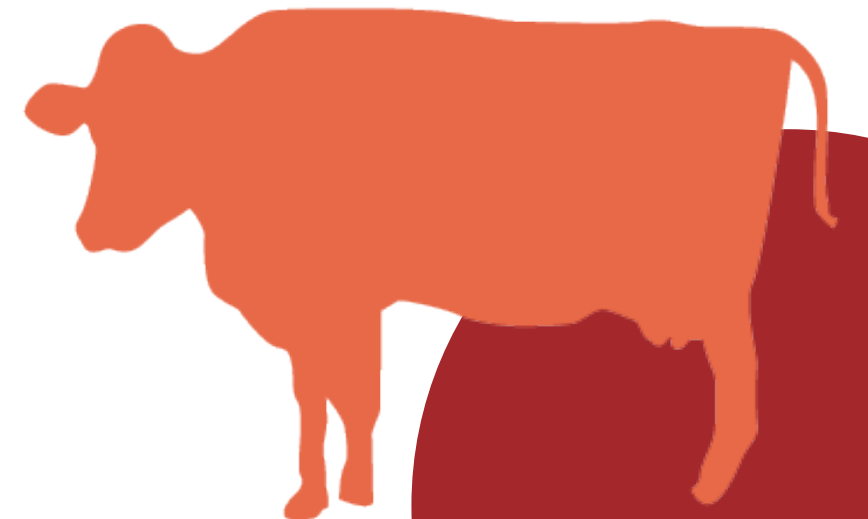
ANDA Kids

Project created to motivate children's awareness and sensitivity for the primary issue of providing a human education within the settings of the primary school, so young students have the opportunity to acquire an understanding of the multiple connections that we, humans, share with non-human species - particularly, learn about respect, empathy, and compassion for all the other beings we share this planet with.



Library

We are planning the construction of a community library. We have a ten volunteer's team working in the collection of books with publishers, second-hand bookstores, writers, and with the campaign's preparation for the donations of books about animals and the environment. We already have a collection of over 100 books. Many ANDA's texts have been published in school textbooks, which we also want to make available to the public.



Front line

We also have the Vegan Autonomous Brigade, a brigade of collaborators specialized in rescues in tragic cases. In the fires that devastated the Pantanal, one of the firemen, Alex Fischer, worked for 30 days fighting the flames and rescuing injured animals representing ANDA. He acted in the rescue of oxen, calves, and birds. Using professional protective equipment for individual protection and rescue, they are experienced firemen who take several courses for action in tragedies.



An example

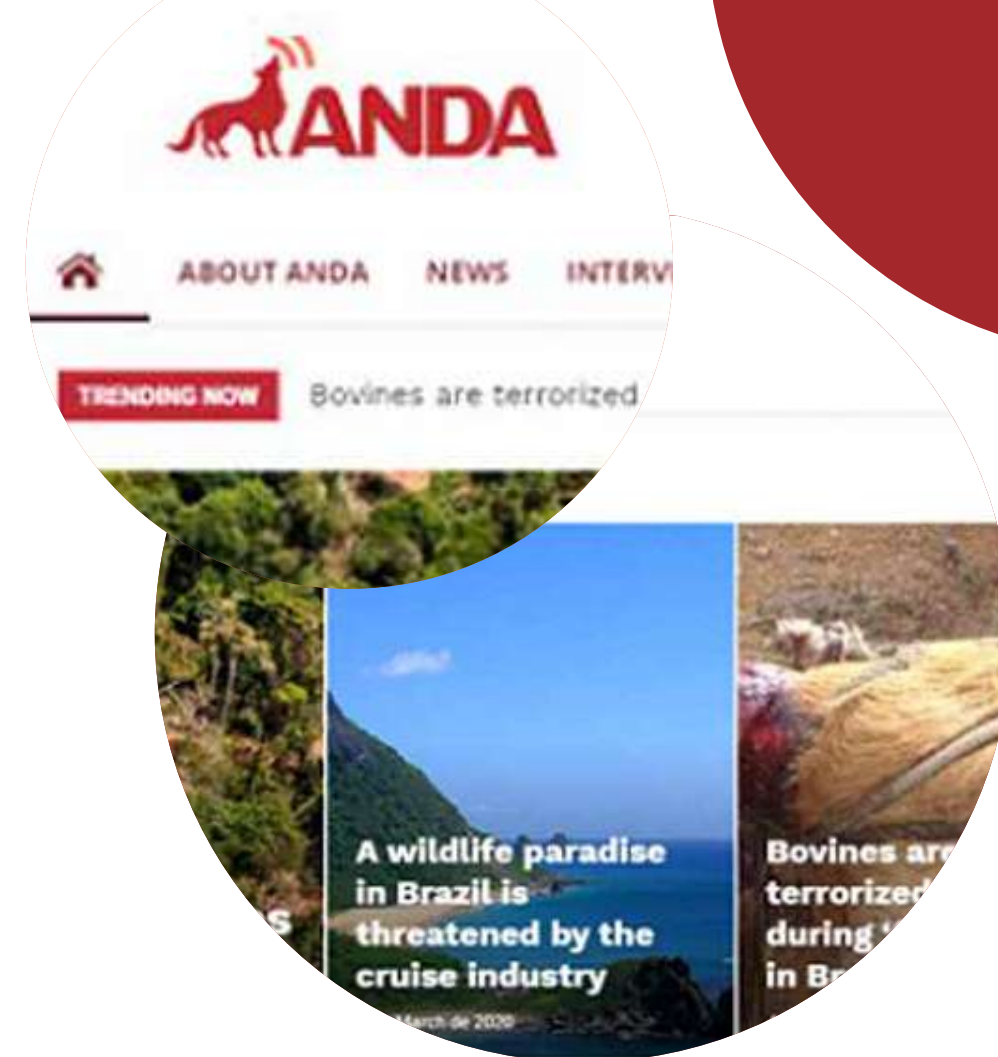
We have acted in the rescue of a little female dog burned with hot oil in the Tekoa Yrexakã indigenous territory, near the Capivari River, in São Paulo.



ANDA in English

In October 2019 we launched Global ANDA, an English-language news portal dedicated to reporting Brazil and Latin America's main news. Unfortunately, the project had to be temporarily paralyzed.

Our footprint is the same anywhere.



Partition

Eurodepure Francisco Guerreiro (Greens/European Free Alliance) and ANDA's President Silvana Andrade monthly perform lives on Facebook and YouTube to talk about animal rights and the environment's defense to strengthen relations between Brazil and Europe. Guerreiro is vegan and a strong voice in the European Parliament in the planet's defense. In each edition, they bring special guests. The first were the Portuguese journalist Catarina Canelas, winner of the Ibero-American Special Prize for Environmental Journalism and Sustainable Development for her work "Plastic: the new continent", a series of seven video reports for TVI addressing the consequences of plastic pollution, and the federal deputy David Miranda (Psol – political party), who raises the animal and environmental flags in his mandate.





Qualification

Creation of a Public Safety network aimed at combating crimes against animals formed by a competent team, qualified and aware of animal rights and current legislation.



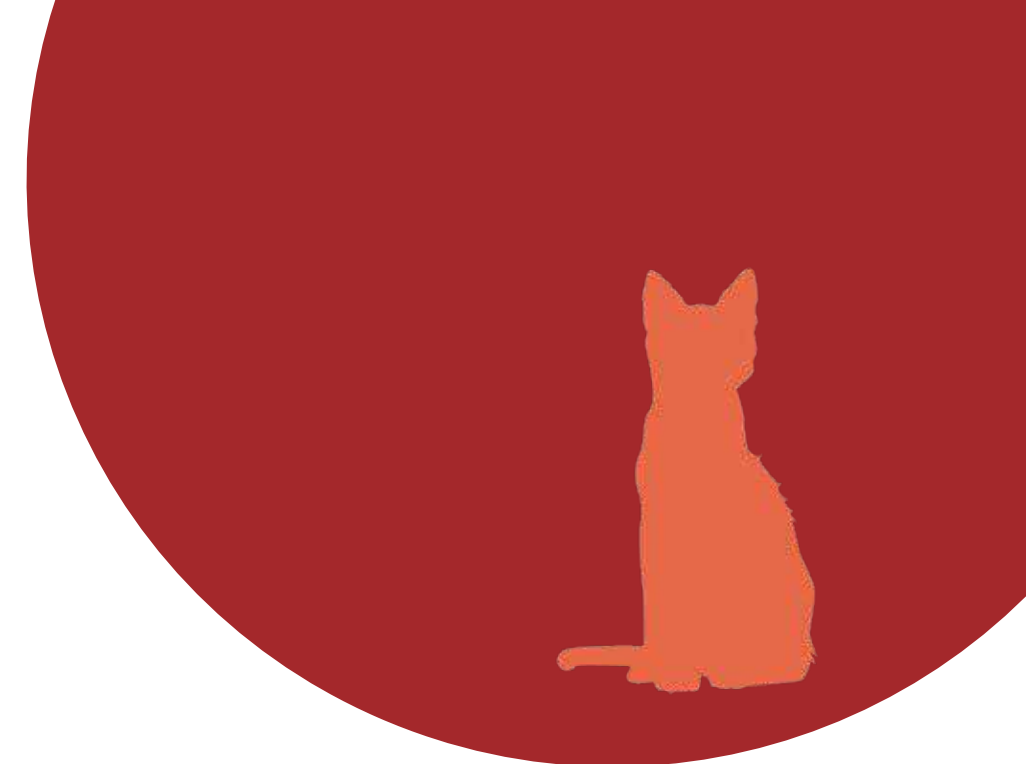
Acessible Veganismo

In February 2021, the Legislative Assembly of São Paulo approved Bill 1114/2019, authored by state deputy Daniel Soares (PSC – political party), which created the “SP Prato Vegano” program (SP Vegan Plate). An initiative discussed by ANDA and the deputy adviser to provide the population of São Paulo with a healthy vegan and also vegetarian diet and at popular prices.



Animal Rights Secretariat

Creation of secretariats across the country to act in animal protection and defense to achieve environmental balance and harmonious coexistence among all beings through the awareness program on the importance of responsible guarding humanized control actions for the animal population, assistance vulnerable animals, foster adoption actions and the creation of programs that include and educate society regards to the protection and recognition of animal rights.



Surveillance and Rescue

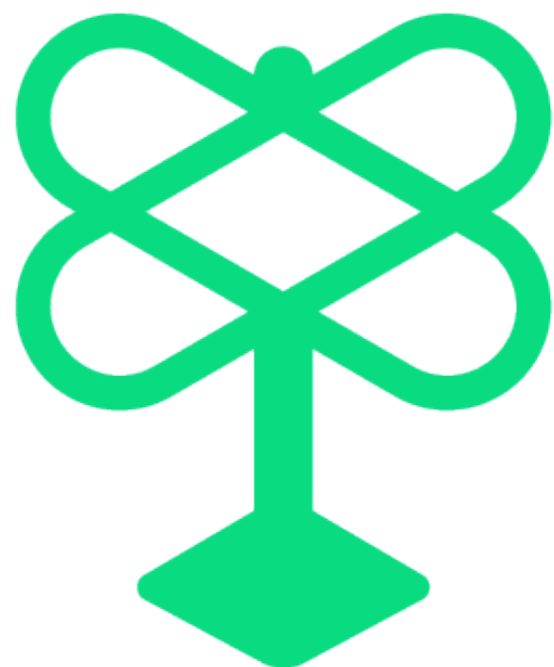
ANDA is a partner and supporter in the Animal Surveillance and Rescue Program promoted by the organization Centro de Apoio e Proteção Animal (CAPA - Animal Support and Protection Center). The group installed signs throughout the 21.5 Km cycling track by the River Pinheiros, in São Paulo, with instructions on how to call for help or give information on hurt animals, wild or domestic, found in the perimeter of the cycling track. Thanks to the project, vulnerable animals are rescued, cared for and then returned to their habitat. Domestic animals can be reunited with their owners or become available for responsible adoption.

Removal

ANDA participates on the drafting and implementing of a humanitarian action program involving animals whose owners live in precarious or dangerous places, such as hillsides threatened with landslides or irregular housing areas, where families are subject to mandatory removal by public authorities. Handling these removal situations demand well-trained teams that are sensitive to situations of stress, suffering and fear from both animals and families in vulnerable situations.



Partners



Catraca Livre

Since 2015, ANDA has been providing daily content for Catraca Livre, a news portal created by the late writer and journalist Gilberto Dimenstein, whose goal is to use communication to empower citizens and help people have autonomy over their future. Catraca reveals characters, trends, and projects that, anywhere in the world, inspire innovative and inclusive community solutions, helping cities to be more educated, welcoming, and creative for humans and non-humans.

change.org

Change.org

Change.org is the largest online petition platform in Brazil and the world, gathering 430 million people by signing and creating petitions in 196 countries and 34 million in Brazil alone. In 2021, ANDA joined the platform to expand and bring more visibility to the animal and environmental causes. The partnership makes it possible to build campaigns for animal rights and petitions within this theme at Change.org, with the aim of engaging society around urgent demands in the cause. The animalist segment is one of the most mobilizing users of the platform in the country.



GAP

The Great Ape Project, or GAP, is an international movement created in 1994, whose main objective is to fight for the basic rights to life, freedom, and non-torture of great non-human primates – chimpanzees, gorillas, orangutans, and bonobos, the closest relatives of man in the animal world. Currently, GAP is present in 13 countries – Brazil, Chile, Uruguay, Argentina, Mexico, Costa Rica, Spain, Germany, United Kingdom, France, Portugal Côte d'Ivoire, and Japan, in which representatives work mainly in publicizing the purpose of the cause of Rights of Great Primates and in mobilization actions. GAP has supported ANDA since its foundation.



Horyou

Horyou is a platform launched in 2013 dedicated to social good that encourages the sharing of ideas, emulation, and solidarity. Through technology, innovation, and the defense of social entrepreneurship, the network aims to spread positive interactions among its member organizations, individuals, social innovators, and personalities. Currently, it brings together over 250,000 users and 1,500 organizations in more than 180 countries. ANDA has been a member of Horyou since 2016 and, with daily posts, is one of the organizations whose profile is the most accessed, occupying daily the ranking of the top organizations in the world.



National Network To Fight Disinformation

Reinforcing its commitment to ethics, to the truth, to quality information, and the fight against fake news, ANDA is now a member and the fourth news agency to be part of the National Network to Combat Disinformation (RNCD), an initiative that was born in 2019 from Postdoctoral studies at the School of Communication of the Federal University of Rio de Janeiro conducted by the current coordinator of the Network, Profa. Dra. Ana Regina Rego. The project started to act actively six months ago and already has 100 partners spread across the country. All committed to the production of serious, quality content, focused on accurate investigation and, mainly, engaged in combating false information circulating in the country.



R7

R7 is one of the largest Brazilian internet portals. Created in 2009, it belongs to the Record Group and offers news and entertainment content. ANDA is part of the Bichos do R7 network (<https://lifestyle.r7.com/bichos/anda>) and has all its articles published on the R7.com website and social networks, bringing more visibility to the animal and environmental causes in the Brazilian press.

Why support us?

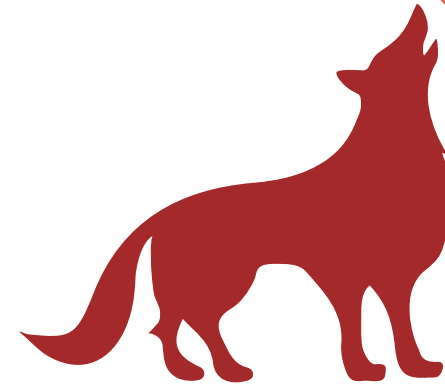
Investing in those who take the path of ethics, respect for animals and environmental sustainability is of paramount importance for a long-term vision. It is about growing together with the planet and with those who collaborate with its preservation and development.

- ▶ 76% of Brazilian consumers give preference to products that are associated with socio-environmental causes when they buy.
- ▶ The image of the investors is valued.
- ▶ Creation of market differentials for products and services.
- ▶ Expansion of space in the media because it is a global theme.
- ▶ Realization of the social and environmental role of the company.
- ▶ The loyalty of distinguished consumers and the conquest of new markets, clients and companies.
- ▶ Flexibility and capacity to adapt to market changes, with lower risks.
- ▶ Companies that work on projects related to sustainability demonstrate greater responsibility and transparency.
- ▶ The Dow Jones Sustainability Index in New York indicates that the balance sheets of companies that invest in sustainability have their profitability 20% higher than others.
- ▶ The company's performance in sustainability projects facilitates insertion in the global market as well as international visibility.
- ▶ ETHOS ** Brazilian Business Council for Sustainable Development (CEBDS).

Supporters

Since 2008, ANDA has received broad meaningful support for the realization of its projects. These are brands with which we have a respectful relationship, besides an enormous gratitude.





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We are always more together!

My deepest gratitude!

Silvana Andrade
Founder and President

