

Suggested questions to use for a discussion group on Sentience Institute's podcast episode with Ria Rehberg of Veganuary

Introductory discussions:

- (All participants introduce themselves and why they were interested in the event.)
- What did you think of the episode?
- What did you find most interesting?
- What did you find most surprising?
- Are there any issues of effective animal advocacy strategy that you have changed your mind about as a result of this podcast?
- What questions did this episode provoke for you? What else would you like to know?

Questions specific to this episode:

1. Which aspects of Veganuary's programme are you more optimistic about — the online pledge program or their corporate outreach?
 - a. If Veganuary were to receive an extra \$100,000 in donations, what proportion of this would you focus on scaling up or improving the pledge program, and what proportion would you focus on expanding the corporate outreach interventions?
2. What sorts of variations of Veganuary's pledge program do you think would improve the cost-effectiveness in terms of dollars per animal spared from industrial farming through the direct dietary change of pledge participants?
 - a. What research seems likely to be most useful for coming to more confident conclusions on this question?
3. Was there anything surprising or informative in this episode for the question of the extent to which the farmed animal movement should prioritize tactics focused on influencing institutions or individuals? Has your overall view changed at all?
4. How can individuals best develop management and leadership experience?
5. Ria gives the impression in the episode that a lack of funding is the main constraint preventing Veganuary from having greater impact than it currently does. Does this seem typical of animal advocacy organizations?
 - a. What does this suggest about the optimal career paths for individuals who want to maximize their impact for animals through their careers?
6. (If participants are comfortable discussing) To what extent should the farmed animal movement expend resources on reaching underrepresented demographic groups?
 - a. For example, if it costs \$X to secure 100 female signups for the pledge program, what percentage increase to its costs should Veganuary be willing to pay to secure 100 male signups instead?
 - b. (Here, participants could each anonymously write a maximum percentage increase on a postit note and place it in the middle of the table, then work out what the group's average answer was and use the answers to encourage discussion.)