



Global Review

Moving the world 2020

Protecting animals from cruelty and suffering

Our vision:

A world where animals
live free from cruelty
and suffering

Our purpose:

We move the world
to protect animals





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Wildlife suffering:

Millions of wild animals endure unimaginable cruel treatment and are traded live and dead, legally and illegally for the wildlife trade. Throughout 2020, united in our mission to get a global ban, we made great progress in protecting them.

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Cover image: Boon Rott and Gen Thong play happily at the Kindred Spirit Elephant Sanctuary, one of the nine high-welfare venues we supported in Thailand when COVID-19 struck.
Credit: Kindred Spirit Elephant Sanctuary

Foreword



Steve McIvor

Chief executive officer

Transforming the systems – tackling the worst abuse

The terrible suffering caused by the COVID-19 crisis provided a completely unexpected and unparalleled opportunity to put animal welfare on the global agenda. By the end of March our whole organisation was working at an incredible pace on an extraordinary and urgent task – bringing about a global ban to the wildlife trade.

The pandemic, traced to wildlife cruelly captured and sold in Wuhan wet markets, sharply and irrevocably highlighted the inextricable links between human and animal health.

The wildlife trade – both legal and illegal – and the systems that support it, exploit more than a trillion wild animals annually. They are horrifically abused and treated as commodities for use in food, ornaments, traditional Asian medicines, entertainment and as pets.

To tackle their suffering, we formed a clear strategic campaign and target – to convince world leaders from the G20 to support a ban on the trade during their November meeting in Saudi Arabia.

In a massive effort across all our offices, we mobilised more than 1.1 million supporters and achieved recognition from sympathetic governments. Despite this, and the horrific rising human death toll from the virus, the G20 fell short of supporting a ban on the trade. However, G20 agriculture and water ministers did take a significant step. They asked the One Health Tripartite – the World Organisation for Animal Health (OIE), the World Health Organization (WHO) and the Food and Agriculture Organization (FAO) – to assess wildlife trade and pandemic links.

Our next move is clear. In 2021, Italy will host two hugely important meetings – the Global Health Summit in May and the next G20 Leaders' meeting in October. We will be targeting both. We also look forward to contributing to the 2021 United Nations Climate Change Conference in Edinburgh. With your support, we will use our influence to be heard by the highest levels of government and use our local presence to galvanise popular support.

Overturning the systems – our new strategy

COVID-19, SARS, Ebola and swine and avian flus all share a common source: the exploitation of wild and farmed animals who are treated as mere commodities by systems profiting from their abuse. People are waking up to the fundamental truth – the more we abuse animals, the more we also put our own lives at risk.

And so, our new strategy for the next 10 years (2021–2030) focusses on overturning the systems that cause so much suffering and anguish to the greatest number of animals. We must elevate animal welfare to a priority issue of global importance firmly linked to the health of people and the environment.

With your help, determination, passion and commitment we will ensure farmed animals live good lives by transforming the global food system. And we will stop wild animals being cruelly exploited as commodities by changing the systems that allow it.

This sharper focus means we will put less emphasis on other areas on which we have historically campaigned. However, we will continue to protect animals affected by disasters and those in communities by supporting and working with trusted local, national and global partners.

The past year has been financially tough for so many people and organisations within our sector. We faced a drop in our income and had to restructure our work and teams to prepare for delivering our new strategy. These were, of course, challenging times, but I'd like to reassure you that World Animal Protection is in a better place than ever to move forward.

I am forever mindful that the work we do to move the world for animals would be impossible without the valued commitment and support of those who share our vision to end animal cruelty. My sincerest thanks for everything our supporters do to give animals a voice. I look forward to sharing ways we can work together to achieve even more for animals in 2021.

“People are waking up to the fundamental truth – the more we abuse animals, the more we also put our own lives at risk.”

COVID-19, SARS, Ebola and swine and avian flus all share a common source: the exploitation of wild and farmed animals who are treated as mere commodities by systems profiting from their abuse. This pangolin was found smuggled for the trade in Indonesia in 2017.



Moving the world in numbers 2020

1.12b



1.1 million

More than 1.1 million people signed our petition calling for the G20 to end the wildlife trade – we used it to highlight public interest and concern.



85

When the tourist industry dried up in Asia, we paid for the food and care of 85 elephants in higher welfare elephant venues.



107

All 107 bears at the Romanian bear sanctuary thrived during lockdown. We ensured our partner Asociația Milionane de Prieteni (AMP) had the support needed to care for them.



764 million

Through our Change for Chickens campaign, we successfully pressed fast food retailers, supermarkets and producers to give more than 764 million chickens better lives.



5

We convinced five food companies including Starbucks and Just Salad to invest in plant-based proteins. Their efforts are critical in reducing the world's meat consumption.

1.12 billion

With our supporters we helped improve the lives of more than 1.12 billion animals globally.



27,683

We helped our local partners save 27,683 animals after Taal volcano erupted in the Philippines, and when Hurricanes Eta and Iota devastated communities in Nicaragua and Guatemala.



26,000

In Kenya and Sierra Leone we helped low income families in six Nairobi and Freetown communities feed more than 26,000 dogs.



50

We launched our second edition of the Animal Protection Index (API) ranking how well 50 countries protect animals. The results will help us press for better legislation.



1.5 million

Our documentary 'Fooled by a smile', featuring a former dolphin trainer exposing how dolphins suffer for tourist entertainment, raised the awareness of more than 1.5 million people worldwide.

Banning the wildlife trade 2020

How we moved a million...



Kate Nustedt

Global wildlife director
- International

“We wanted a ban... Not just on wildlife markets, with which the pandemic was linked, but to stop all aspects of this horrific trade that inflicts horrendous suffering on billions of animals annually... So, we pushed the boundaries calling for an end to all legal and illegal wildlife trade... And as the first NGO out of all conservation or animal welfare organisations to do this, we set the agenda.”

The coronavirus' likely link to a wildlife market in China – where live and dead animals were sold – shone a harsh spotlight on the cruel treatment of wildlife globally for commercial gain. It revealed the world-shattering effects of trading wild animals on people's health. This gave World Animal Protection an unprecedented opportunity and an urgent, extraordinary task – to end the wildlife trade.

By the end of March, with the pandemic raging, all of our employees in 14 countries were working separately and remotely from home. Yet they were united in their common cause of getting the global leaders of the G20 to ban the wildlife trade.

“We had very good and sound reasons for tackling the G20,” explains Kelly Dent, our external engagement director. They are 20 of the world's most powerful nations – with a very large percentage of the world's population and about 80% of the world's GDP. They also have a large share of supply and demand fuelling the global wildlife trade.”



Sharp focus – targeting the G20

One million strong: Circe Romero, representing World Animal Protection, delivers the one million petition signatures and letter to the Mexican government. Mexico is a member of the G20.

Credit: World Animal Protection/
José Andrés Segura Retana



Expert teams combined across the organisation, literally working around the clock because of bases in different time zones, to develop a strategy and prepare extensive advocacy and communications materials. Everything that was developed was built upon our long-term, sound scientific research into the links between the wildlife trade and zoonotic diseases, says Kate Nustedt.

“We knew our issues very well. Our three campaign areas were already focussing on three big drivers of the trade: wildlife for entertainment, wildlife as pets, and wildlife derivatives for traditional medicine. So, we knew the scope and scale of the problem, and had a good understanding of the associated public health risks.

“We have been warning of the threats and dangers of treating wild animals cruelly and the links with zoonotic diseases – those that can transfer between animals and humans. Sixty percent of emerging infectious diseases are zoonotic, with 70% of these thought to originate from wild animals.”

Both Kelly and Kate, working with communications colleagues, agreed that public mobilisation would be essential in convincing G20 governments to call for a ban to the wildlife trade. And so, a petition was launched. More than 1.1 million people, moved by the pain and suffering caused by the trade, signed it. This was double the number of signatures World Animal Protection has ever received for a single petition.

Devices used to galvanise support involved social media activities, events including spectacular light projections across Brazilian cities, a series of light art events touring cities in China, and an online interactive map packed with pictures, stories and films showing the trade’s flow. Businesses including The Body Shop in Denmark and Sweden embraced the campaign urging customers to sign.

“People always ask me about the importance of petitions,” explains Kelly. “They are a very useful tool to show that there is public interest and concern. This is particularly helpful when there are signatures from specific G20 countries as these represent their constituents – voters on the issue.”

She points out that mobilising supporters, and successful country office campaigns with coalition partners were particularly effective. Partners included the Campaign to End Wildlife Trade in the UK, Defenders of Wildlife and Humane Society (HSI) in Mexico, and Green Korea United in South Korea.

#LetMeBeWild:

A laser image created by indigenous artist, Denilson Baniwa and displayed in Brasilia, to push for a ban on the global wildlife trade. During our campaign, buildings and monuments in cities across Brazil came alive with our wildlife projections.



More than
1.1 million

people, moved by the pain and suffering caused by the wildlife trade signed our petition.

Mobilising supporters – inspiring government action



Wet market:

Appalling suffering is inflicted on wild animals sold at wet markets like this one in Vietnam. The stress they endure is unimaginable.

Credit: Amy Jones/
Moving Animals

"Globally, our work with the C20, the civil society platform influencing the G20, was influential. They helped bring the governments of Australia, the UK and France on board, and involved others such as the Canadian and Chinese governments on this issue.

"We identified the ministers that would be really important and so wrote to the health and agriculture ministers outlining our case, what we are looking for and why, urging them to take steps to ban the trade in wildlife."

Other achievements included successfully engaging more than 300 organisations, including the International Fund for Animal Welfare and Humane Society International, to sign a joint letter to WHO. The letter urged them to endorse a permanent ban on live wildlife trade markets and the use of wildlife in traditional medicines.

The trade ban was not achieved at the G20 meeting in November 2020. But Kelly, an experienced political lobbyist and campaigner, is not daunted.

"Getting something even onto the agenda of the G20 leaders is incredibly difficult. And so, while we didn't get what we wanted this time, getting the wildlife trade on the political agenda of some of the most powerful countries in the world is an incredible achievement.

"The other highlight was the G20 agriculture ministers meeting acknowledging the connection between human and animal health. So, we have laid very firm foundations for the issue to be back on the agenda at the next G20 meeting in Italy."

Kate is also ready for the next G20 challenge. "We are committed to following up on this opportunity. World Animal Protection people are a special bunch - highly committed, passionate, deeply knowledgeable and committed to bringing lasting changes for wild animals. It is people like them and our supporters that make change happen."

"We had very good and sound reasons for tackling the G20. They are 20 of the world's most powerful nations - with a very large percentage of the world's population and about 80% of the world's GDP. They also have a large share of supply and demand fuelling the global wildlife trade."

Kelly Dent

External engagement director - International



"I felt empowered and hopeful that, during a moment of crisis in the world, we united 25 NGOs in the UK to speak with one voice. Together we exerted pressure on the UK government to end the wildlife trade as part of their global response to COVID-19."

Sonul Badiani-Hammett

External affairs adviser - UK



"It has been such a privilege to be a part of a truly global team working with every G20 country to push for an end to the wildlife trade. To see our campaign go from not existing to a huge worldwide call for change has been so inspiring."

James Royston

Head of external affairs - International



"Whether it's legal or illegal, global wildlife trade causes immense suffering, threatens human health, devastates environments, and harms global economies. I'm proud to support World Animal Protection's campaign that calls on world leaders of the G20 to end the global commercial wildlife trade, forever."

Sanne Salomonsen

Singer and songwriter - Denmark



Spot
light

Wildlife. Not pets

Exposing ball python suffering

Our investigations into the plight of ball pythons uncovered the suffering inflicted by the global wildlife pet trade on Africa's most legally traded live animals.

More than 3 million have been exported from Benin, Ghana and Togo over the last 45 years to pet traders in Europe, North America and China.

Our report, 'Suffering in silence', and our documentary, 'Uncovering the trade in ball pythons' - seen by 8.3 million people in China - highlighted intensely cruel capture methods.



Credit: R. Andrew O'Neil / Getty Images

These methods caused the snakes stress, disease, infection and death. Our investigations also revealed how West African ball python farming creates lethal hotbeds of bacterial and viral diseases including respiratory and skin infections.

Those caught or farmed in Africa who survive their journeys, and those captive bred in Europe and North America, are sold at reptile markets in horrendous conditions. And ball pythons selectively bred for their colour patterns can face painful genetic disorders and deformities.

To tackle the trade we demanded that Benin, Togo and Ghana suspend global exports and that the USA, Canada, Europe and China stop importing ball pythons.



Trading cruelty: Ball pythons stacked up in tubs like food in a supermarket at a pet expo in Memphis, USA.

Credit: World Animal Protection /Aaron Gekoski

Steps forward in 2020

- Benin agreed to reduce its quota for ball python exports by 20,000.
- Ghana suggested a scientific assessment of ball python populations in the wild with the intention of reducing export quotas.
- Youzan, an important retail science and technology service provider in China, committed to stop selling all live animals and products associated with the wildlife trade.
- Also, in China, the Alibaba Group banned the sale of snakes, pythons, squirrels and lizards from its online platforms Taobao and Tianmao. More than 100 online sellers were required to remove around 10,000 product links.
- More than 66,000 people in the UK signed our petition to ask Doncaster Racecourse to stop hosting their reptile expo - the most important sales event for ball python breeders in the UK. However, the event was cancelled due to COVID-19.
- And in the USA, more than 90,000 people joined our campaign asking UPS to stop carrying exotic pets including ball pythons.

Wildlife. Not entertainers

Giving vital support in coronavirus times



Audrey Mealia

Global head of programmes,
wildlife - International

Saving elephants from starvation

“The pandemic and subsequent global travel ban put the lives of most captive elephants in Asia at risk of starvation and neglect. Thanks to our supporters’ generous donations we secured the future of 85 elephants in high-welfare camps across Asia. Since the pandemic’s start, we’ve provided them with food and basic veterinary care and wages for their mahouts. We’re committed to continuing this important work right through 2021 until the venues are once more self-sufficient.”

From March 2020, we supported 9 observation-only elephant camps in Thailand, one in Nepal, one in Laos, and one in Cambodia. The camps are high welfare. This means that in the pre-covid world tourists could observe elephants feeding, grazing and socialising with each other on their own terms.

Caring for elephants is an enormous task. Providing large amounts of food is essential as they eat around 10% of their body weight daily. That’s up to 400kg of grass, leaves, fruits and vegetables that need to be paid for and transported.

Some elephants like elderly Ning Wan at Elephant Valley in Cambodia have needed special care. Jemma Bullock, the venue’s project manager, explains. “Ning Wan has very poor teeth and has struggled during the cold season. We have been using blankets and more supplementary rice to help her through. It’s starting to warm up a bit more now, and she has picked up a little in condition.”

Both Jemma and Charae Sangkaow, owner of Following Giants, Thailand have found World Animal Protection’s support a lifesaver.

“We would have gone out of business and our elephants would have been forced to work in the logging industry and faced starvation. Your support has allowed us to keep our elephants, buy their food and also for our mahouts to be employed and continue to provide for their family,” says Mr Charae.

The current situation highlights very clearly why tourism is no appropriate place for captive elephants, says Dr Jan Schmidt-Burbach, head of wild animal welfare and research.

“Tourism booms in good times – but if there are struggles then things can take a very quick turn to the worse. To place such complex, intelligent and endangered animals at the whim of a commercial industry that is so vulnerable to economic fluctuations is simply unacceptable and inhumane. As tragic as this situation is, it is an opportunity to change the future for elephants and their caretakers, by providing support now and then learning from these lessons by making the current captive elephants the last generation suffering in captivity.”

Exposing the cruel crush

The urgent need for a wildlife trade ban to protect animals involved in tourism was highlighted by the shocking undercover footage we released of 'the crush' in June. The crush is a cruel and traumatic process. Early separation from their mothers, pain, fear and distress are inflicted on young elephants so they can be used for riding and other tourist interactions.

There are approximately 2,800 captive elephants exploited in camps across Thailand who have undergone this cruel training. The harrowing undercover and systematic footage we gathered achieved global public outcry and support for the ban.

The crush and the grim conditions elephants endure for tourism were also included in our report 'Elephants. Not commodities'

launched on 12 August - World

Elephant Day. The report was

targeted at governments,

pressing them to end the

captive breeding and

the intake of any

wild elephants

for commercial

use. Travel

companies

were urged to

only promote

responsible,

observation-

only elephant

venues.

There are

around 3,800

elephants used

for riding in Asia.



Challenging the tourist industry

We challenged the tourist industry to seize the opportunity to build a better world for elephants and other wildlife in the post-pandemic world. We supported global tour operator Intrepid Travel in creating and launching an animal welfare policy toolkit. The kit makes it simple for tourism companies to draft and implement more animal-friendly practices and includes a full editable policy. This is based on Intrepid's own policy which we worked with them to produce.

We also developed the 'Travel back better' website. Both the site and toolkit are designed to help companies avoid cruel wildlife tourist venues. 'Travel back better' also lists the 24 companies who have signed up to our wildlife-friendly pledge.

Some travel companies perform better than others when it comes to animal welfare and so we ranked them in our 'Tracking the travel industry' report. Fourteen companies including Airbnb, TripAdvisor, Flight Centre and Booking.com were assessed. 'Tracking the travel industry' has resulted in approaches from several companies regarding how they can improve their rankings.

Caring for sanctuary bears

Our partners in Pakistan and Romania, caring for bears rescued from cruelty and abuse, were delighted with the funding lifeline our supporters offered during the pandemic.



Pakistan

With our help, our partner the Bioresource Research Centre of Pakistan (BRC) continued their high standards of care for the 70 bears living at the Balkasar bear sanctuary. They saved 17 bears from the cruel entertainments of baiting and dancing. Two were confiscated and handed over to the sanctuary and 15 were surrendered to BRC by their owners in exchange for alternative livelihoods. BRC also successfully lobbied for an amendment to the Punjab Wildlife Act. This will increase penalties for cruelty against wild animals and give greater protection for wild and captive bears.

Romania

Our partner Asociația Milioane de Prieteni (AMP) had to close the Romanian bear sanctuary's doors to visitors for months and lost its major income stream overnight. So, we launched an emergency appeal to give vital financial support to help feed and care for the bears. Its success ensured they could pay all their operating costs and welcome six more bears rescued from abuse to the sanctuary, bringing the total to 107.



"I was very happy to donate towards this most worthwhile cause. It's heart-warming to know that the elephants and bears, and all the staff and carers at the sanctuaries will be funded until at least September 2021. I know they will all fully appreciate this move, without which some of them would almost certainly have had to close."

Shirley B

Supporter - New Zealand

Creating a better world for dolphins and whales

There are more than 3,000 dolphins held captive in 54 countries worldwide and they suffer horrifically for people's entertainment. Most are confined to tiny barren and chlorinated tanks – spaces more than 200,000 times smaller than their natural range.

At the start of 2020, we continued our plans to increase pressure on travel giant Expedia Group to stop selling tickets to captive dolphin venues. Before COVID-19 struck we escalated our campaign, holding public stunts and demonstrations in the UK, Canada, Brazil, Sweden, the USA and the Netherlands. More than 300,000 people signed our petition asking Expedia to stop the sales.

We met with Expedia Group to urge them to stop the sales. However, they were not willing to do this, and so our campaign will continue.

When COVID-19 resulted in worldwide lockdowns, we temporarily suspended our campaign against Expedia leaving them to focus on the impacts the virus had on their sector.

Fooled by a smile

Despite the pandemic we continued to raise awareness of the plight of captive dolphins. Our 'Fooled by a smile' documentary and trailer, featuring a former dolphin trainer detailing the stress and suffering the dolphins endured, was seen by more than 1.5 million people globally.



Creating whale heritage sites

Developing and promoting responsible, wildlife friendly tourist attractions is vital in making change happen. In November we joined the World Cetacean Alliance (WCA) to promote the Whale Heritage Sites programme. This global accreditation recognises outstanding destinations that implement and celebrate responsible and sustainable whale and dolphin watching. With WCA we are proposing Tenerife-La Gomera marine area in Spain, Dana Point in the USA and others as potential heritage sites. Both of these locations are near key captive dolphin hotspots and so will offer tourists responsible alternatives.

Wildlife. Not medicine

Saving wild animals from the traditional medicine trade

Millions of wild animals suffer unimaginable cruel treatment and are traded live and dead, legally and illegally for use in traditional Asian medicine. Throughout 2020, united in our mission to get a global ban on the wildlife trade, we made great progress in protecting them.

With your help we...

Launched the website tawap.org - 'Traditional Chinese medicine alternatives to wild animal preparations' - in collaboration with traditional Asian medicine experts. The site is aimed at practitioners and patients looking for remedies not containing animal parts and products.

Moved three international traditional Asian medicine associations and four pharmaceutical organisations in China to sign our pledge supporting an end to the exploitation of wildlife for traditional medicine.

Convinced 313 medical practitioners in China to sign our wildlife-friendly medical practitioners pledge. This means they support herbal alternatives and are committed to not recommending or prescribing any medicine or health products with wildlife ingredients to patients.

We also...

Worked with our long term partner Education for Nature Vietnam (ENV) to stop bear farming in the country. Bear bile farming inflicts intense pain and suffering on bears. They are caged in terrible conditions throughout their lives while bile is regularly extracted from their gallbladders.

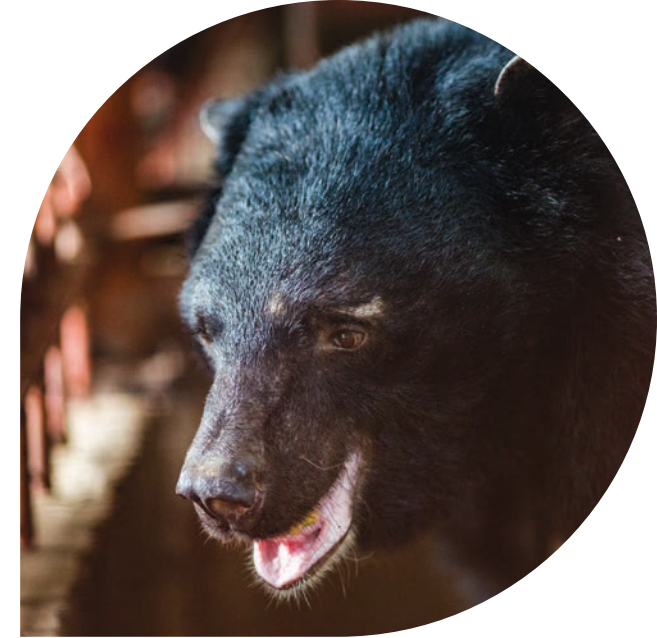
Our joint efforts involving campaigning, microchipping of bears and law enforcement have resulted in over a 90% reduction in bears held captive on bear bile farms since 2005. By the end of 2020 there were 376 farmed bears left in Vietnam and 33 bear-free provinces.

Investigated and exposed the illegal sale of bear bile products in traditional Asian medicine stores throughout New York City. State authorities acted on evidence our US team handed over in April and seized thousands of dollars in products in at least 10 traditional Asian medicine stores. All stores selling the illegal products agreed to sign a Consent Order relinquishing them, and received penalties of US\$4,500-\$5,000.

"People in general tend to care far more about cute animals, but World Animal Protection helps thousands of species. Turning so-called 'ugly animals' into the stars of our campaign was a humorous way to engage new people in the cause."

Steve Persico

SVP, creative director,
Leo Burnett - Canada



Calling for a quota ban

Around 8,000-12,000 lions are intensively bred in cruel, unnatural conditions on commercial farms in South Africa. Their destination is the country's tourism, hunting and lion bone industry. Lion bones are legally exported to Asia for use in traditional medicine via South Africa's quota system. Through quotas, as many as 1,500 lion skeletons have been exported in a single year.

With our partner Blood Lions, we released research in 2020 revealing how the farms pose an alarming major health risk to lions, and people. We found that captive lions can carry around 63 harmful pathogens some of which can also affect humans. Separately, it has also been confirmed that big cats, including lions, can be infected with SARS-CoV-2, the virus that causes the coronavirus.

We presented the research in October to a high-level panel established by South Africa's Ministry of Environment Forestry and Fisheries (DEFF). The panel was charged by the government to review the hunting, breeding and trade of captive wildlife, including lions after NGO and public outcry about animal cruelty and bone exports. A response was due by the end of 2020 but is delayed until 2021 due to on-going deliberation.

The research presentation was linked with a public-facing campaign to raise awareness of the lion breeding industry in South Africa and to petition the government to abolish it.



Bone quota: Lion skeletons can be legally exported from South Africa to Asia for use in traditional medicines.

Gilbert Sape, our global head of campaign for traditional medicine, said: "We know that lions suffer at every stage of their life in these farms. Intensive captive conditions increase the risk of zoonotic disease transmission. We hope this study can help everyone understand the health risks associated with lion farms and to alert authorities to the potential risks to both the animals and to public health. To avoid another pandemic, we need to stop the trade of wildlife."



"Kenyan Youth Biodiversity Network is proud to support World Animal Protection's campaign on ending wildlife trade. We believe in its great potential to halt the country's biodiversity loss and put Africa on the

much-needed road map to ecosystem recovery. The COVID-19 pandemic has reminded us that we must reimagine human relationships with wildlife at all levels."

Kevin Lunzalu

Co-founder/Coordinator, Kenyan Youth Biodiversity Network



"Wildlife used in traditional medicine is cruel and unnecessary, and is destructive to the shared planet as well. It's very exciting that during 2020 we gained the support of many doctors and pharmaceutical companies for plant-based traditional medicine. This is our clear and long-term solution to ending the massive suffering of millions of wild animals in this industry."



Evan Sun

Wildlife campaign manager
Bears and Wildlife,
Not Medicine - China

Who makes the grade?

The Animal Protection Index



Phil Wilson

External affairs manager
- International

“Effective animal welfare legislation should consider the physical, mental and emotional health of an animal. It is inspiring to see an increasing number of countries recognise and acknowledge animal sentience in their legislation, and the significant impact that this has on the lives of millions of animals.”

Persuading governments worldwide to improve the lives of billions of animals and stop the systems that cause them suffering is central to our work. And in March 2020 we launched the second edition of the Animal Protection Index (API) – a powerful tool to make this happen.

The public face of the API – api.worldanimalprotection.org – is an easy-to-use, interactive tool, but behind it is a highly detailed and strategic ranking process.

The API involved more than 12 months of painstaking work from World Animal Protection employees. It ranks 50 of the world’s largest animal-keeping countries according to their welfare policies and legislation.

“To research and rank just one country took around 100 hours,” says Phil Wilson our external affairs manager who worked intensively on the project.

“Websites and databases were scoured for information and relevant government departments contacted. All 14 World Animal Protection country offices were involved. The Chief Veterinary Officers (CVOs) for each country were asked to

check facts before publication. We contacted CVOs because they organise and operate a country’s animal health and protection service and veterinary public health service.”

Countries are ranked on an A to G letter system with A representing the highest ranking and G the lowest. The API covers policy and legislation relating to farmed animals, captive animals, pets, working animals, wild animals, those used for scientific research and animals used for entertainment.

No country obtained the highest possible score since none adequately protects animals across each of the 10 indicators to receive an A grade. However, several including Austria, Denmark and Sweden improved their API rankings for the second edition. By the end of the year, more than 12 countries had either endorsed the API, used it in their communications, or positively changed their policy or legislation. These countries included: Brazil, China, France, Germany, Malaysia, the Netherlands, New Zealand, Nigeria, Poland, Sweden, the UK, and Vietnam.

Several countries, including Malaysia and Nigeria, said they would use their country API reports to assess gaps in their animal welfare legislation

and make improvements. The API was also mentioned by members of the Swedish parliament, and Israel's ministry of agriculture said they would like to be included. The private sector, including some supermarkets, are using it to source animal products from countries with more humane farmed animal welfare legislation.

"The 2020 API, which builds on the success of the first edition of the API in 2014, provides opportunities for focussed discussions with governments on improving their countries' national animal welfare legislation," says Phil.

"As we saw with the launch of our first edition of the API in 2014, it can take some time for countries to pass and implement new and improved animal welfare legislation, but World Animal Protection will continue to push this critical work, which improves the lives of millions of animals around the world."



Some key highlights of improved animal welfare legislation in 2020 include...

- At the start of the year, Denmark passed a new animal welfare law recognising all animals as sentient beings, which will lead to new rules covering all animal species.
- Following the COVID-19 outbreak, China implemented a ban on the trade and consumption of the vast majority of terrestrial (land-based) wildlife.
- In September, France banned the breeding of orcas and dolphins in captivity with immediate effect. It also prohibited the import of orcas and dolphins for entertainment and introduced a phase-out ban on the use of wild animals in travelling circuses.



"As an ambassador, I want to stress how vital it is to support World Animal Protection's work in elevating animal welfare to a priority issue with global relevance and importance. Humans must move to a more sustainable and compassionate relationship with the natural world, but the window for change is closing. It's imperative that communities, governments, and industries work together for the good of animals, people, and the planet."

Aliya Jasmine

TV host/producer and environmental journalist

Making a world of difference – protecting animals in disasters



Judy Kimaru

Disaster operations manager – Africa

“From the Australian black summer to the Beirut capital blast, animals worldwide had their own share of disasters as people battled the COVID-19 pandemic. I am grateful that we were there to rescue them in their distress, provide comfort, and gently nurture them back to health. By working with our local partners, our relief operations saved 27,683 animals.”



Nicaragua

“In the middle of the pandemic, Nicaragua and Guatemala were suffering the devastating consequences of Hurricanes Eta and Iota in a short period of time. With the borders closed we could not get there, but we quickly reached out to our local partners. Animal owners moved their animals as best as they could through flooded roads to be cared by the veterinary brigade that arrived in Bilwi. They were so grateful,” said Ester Mora, our network manager for disaster response who helped co-ordinate the operation which helped more than 8,000 animals.

Guatemala, Costa Rica, Tamil Nadu, Panama

Millions of animals will be better protected from disasters thanks to the adoption of our PrepVet® course by authorities in Guatemala, Costa Rica, Panama and Tamil Nadu State, India. This unique and free online resource was launched in 2015 and fosters coordination between civil defence bodies and ministries of agriculture. During 2020 the Central American branch of the World Organisation of Animal Health (OIE) also called for all ministries of agriculture in Central America to carry out and complete the course. To date, 2,235 people worldwide have completed PrepVet®.



Lebanon

After the massive ammonium nitrate explosion tore through Beirut in August, many pet dogs and cats were lost or stuck under the rubble. Although the pandemic meant we could not send any of our teams there, we supported local animal welfare charity Animals Lebanon. Our funding of food and veterinary care helped them rescue animals trying to survive among the devastation. Our support also helped them care for animals in their shelter, reunite pets with their families where possible and find new homes where necessary.



Floods – Assam

“Amidst the Covid-19 pandemic and lockdown, July monsoon floods brought havoc and caused massive destruction in the state of Assam, and thousands of animals and people were affected. It wasn’t easy to respond in such a challenging environment but despite all the odds we were able to help more than 20,000 animals,” said Gajender Sharma our country director for India. Nine-month-old Dahn is just one animal saved by a mobile clinic that we helped fund in Barpeta District. The vets diagnosed the weak little goat with anaemia and gave him life-saving treatment. His delighted owner, Khargeswar, said that Dahn’s death would have caused great hardship; he explained that he and his disabled wife completely depend on their few farmed animals for their living.



Taal Volcano – Philippines

When Taal Volcano erupted in January, spewing toxic ash and smoke in the air, endangering the lives of farmed and pet animals, we quickly offered help to local partners. With support from generous donors, we fed starving and abandoned dogs, funded veterinary kits for evacuated livestock, and provided other supplies and equipment. Our team then worked with local and national authorities on long-term plans to help prepare to protect animals in future disasters. Thanks to our supporters, 600 animals were helped.



Credit: Aussie Mobile Vets

NSW and Victoria bush fires

After more than 15,000 bushfires raged in Australia killing, injuring, or displacing more than 3 billion animals, we provided long and short-term help. Thousands of distressed and injured animals received emergency aid through the funding of local projects including a mobile triage van. Our face-to-face and online training and resources helped thousands of people and vets prepare to protect animals from future disasters. And Macquarie University research, that we are funding, will be critical in examining how disaster risk reduction and preparedness can be enhanced at a state and federal level.



Protecting animals in farming

Transforming the food system became our focus



Mark Dia

Global director of animals in farming

“Before the COVID-19 outbreak we were discussing and researching the pandemic potential of factory farms; how cruel livestock practices create conditions for zoonotic diseases and pandemics to thrive... Then suddenly, in early 2020 – there we were...”

"Personal interaction with the companies and entities we want to influence to improve farmed animal welfare is really important. So, we had to pull back on a lot of our farm visits, and on face-to-face meetings. This made it challenging to get businesses and producers to fulfil their commitments to us to improve animal welfare.

The global retailers and Quick Service Restaurants (QSRs) – our traditional targets – suddenly had their own new priorities. They were providing lifelines in this global public health crisis, particularly in urban areas, and became heroes to many.

We had to put engagement with them on hold, but the situation and their role reinforced our view that they are the vital targets to focus on. They are very prominent in everyone's lives and can implement significant changes.

COVID-19 also put a spotlight on the other disastrous effects that factory farming has on the wellbeing of people in the meat processing industry.

We were at the end of our strategy from 2015–2020, so we measured our impact on the commitments and implementations we had negotiated with companies and governments. We found we had indirectly improved the lives of more than a billion animals.

Planning the next 10 years

Our new 10-year strategy (2021–2030) – transforming the global food system that causes suffering to billions of animals became our major focus. We sought representation from the whole organisation – all the country offices, all the teams. Developing it became a massive highlight for us all.

We looked at our successes over the past five years involving incremental changes to the industrial and the factory farming sector. Then we dramatically shifted our perspective to overturning the very systems that cause such cruelty to farmed animals. Our new strategy clarifies what we must achieve and is very exciting for us and our supporters.

An example of this is the link between factory farming and human health in the light of the pandemic. This builds on our previous work and research regarding antimicrobial resistance.

The animal farming sector is the biggest user of antibiotics on the planet. It uses up to 80% of the world's antibiotics to hide or mitigate the very bad welfare conditions and cruel treatment of animals on factory farms. And the unintended consequence of this is superbugs. This complicates the global response to the pandemic, where treatment of secondary bacterial infections in covid cases could be compromised.

Campaign success: Our India Dairy Campaign which ran from 2017–2020 improved the lives of more than 68 million dairy animals – cows and buffaloes. Pictured are cows kept in high welfare conditions on the outskirts of Delhi.

Credit: World Animal Protection



Spot light

Meating halfway

We launched Meating Halfway - a unique custom-made 21-day journey and guide encouraging people to eat less meat - as part of our meat reduction campaign in the USA in October. It includes dietary advice from experts, meat reduction recipes on YouTube ranging from plant-based cottage cheese to meatballs, a free meat reduction starter kit, and discounts from corporate partners. During 2020 more than 33,000 people joined our meat reduction campaign.

"While going fully plant-based is a great way to improve one's health, the planet, and the lives of animals, it might seem like a daunting task to many. At World Animal Protection, we don't take an all or nothing approach; we believe people can make a big impact through small individual changes," says Joe Loria, our farming campaign manager for meat reduction.

"Meating Halfway is inspiring people to choose to eat less meat a few days a week or one plant-based meal per day. "We're encouraging them to join a people-powered movement that's transforming our food system to be more sustainable and kinder to animals, not to mention greatly improving their overall health."

Steps forward in 2020

Restaurant closures and the global pandemic's impact on the food industry were a major challenge for our campaign. However, we influenced five food companies to invest in plant-based proteins. And by the end of the year, Starbucks and Just Salad had introduced them into their menus.



We also urged our supporters to petition the US Department of Agriculture (USDA) dietary guidelines advisory committee demanding they recommend a reduction in animal-based protein and an increase in plant-based products. Tens of thousands of supporters responded, leading to the USDA committee calling for the reduction in their scientific report.

Our supporters also pressed their members of Congress to back the Farm System Reform Act, a bill that would prohibit the creation or expansion of factory farms and their phase out by 2040.



A 2020 UN report targeting factory farming makes the global case that factory farms are pretty much destroying the planet and making it unliveable for future generations."

"It's important for us as an organisation to place ourselves at the forefront of this principle and make sure that the animal welfare is part of the global agenda. Transforming the global food system so it is based on good animal welfare, and eating less meat is key to protecting our people, animals and our world."



Raising pigs right



Jacqui Mills

Head of campaign, farming
- International

“Big business is waking up to the reality that banishing mother pigs to cages for life is indefensible. Change only happens when people use their power and speak up. It’s a great feeling knowing that together we can change the world for animals.”



Unnecessary suffering: A piglet, only a few days old, gets its teeth clipped on an intensive farm in Latin America.

Credit: World Animal Protection



Worldwide, around 600 million pigs are factory farmed in cruel conditions that inflict intense pain, stress, frustration and boredom. Mother pigs are caged throughout their lives, in structures so small they cannot even turn around. Piglets, just a few days old, endure painful mutilations. Throughout 2020 we campaigned to end their suffering.

Brazil supermarket chain calls for end to cages

Millions of pigs throughout Brazil will have better lives thanks to our work with

one of the country’s largest retailers, GPA. The company, which has more than 1,000 supermarket outlets throughout the country, committed to only source pork products from suppliers that will stop caging sows and move them to group housing by 2028.

They are also asking that their suppliers end painful practices on piglets including castration and ear notching.

This recognition of the need to improve pig welfare is also supported by the Brazilian government’s first national pig welfare regulation published in December. Since 2017 we have worked with the country’s ministry of agriculture to shape the regulation.

It sets out welfare improvements including mandatory group housing for new farm builds and the prohibition of ear notching and tooth clipping. The regulation also requires the provision of manipulable materials so vital in ensuring these highly inquisitive animals can express their normal behaviours.

Who’s telling porkies and who’s stalling?

Six UK supermarkets made commitments to improve their policies relating to pigs after the publication of our ‘Who’s telling porkies?’ report. The report ranks

the top UK supermarkets on their pig welfare and import policies. More than 8,000 of our supporters called on the bottom ranking supermarkets to publicly report on and improve their policies regarding how suppliers keep and rear pigs. These included policies regarding providing environmental enrichment and progress on ending painful mutilations of piglets.

And in the USA, we launched the 'Quit stalling' report which assessed the progress of 56 companies on their commitments to source sow-stall free pork. The report led to progress and commitment updates from Hilton Hotels, Compass Group, Kraft and Aramark. They all reaffirmed their priority of sourcing only sow-stall free pork.



Making groups matter in China

We persuaded Muyuan Group, one of the most influential pig producers in China to run trials on improving the welfare of their sows and pigs. The company is trialling group housing and enrichment. If successful they will roll these improvements across all of their farms giving tens of millions of pigs better lives.



"In China, influencers, celebrities, and over 1 million supporters are actively joining with us, leveraging people power to push for better policies. Together we are changing the supply-demand equation on the market level and demanding a better world for animals."

Family Liu
Senior communications manager - China

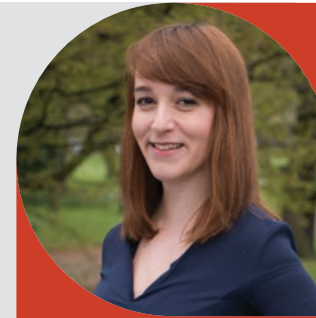


Focus on the Netherlands

Bankrolling cruelty...

As a member of the Fair Finance Guide Netherlands, we exposed the links between European investment, factory farming and deforestation in the Amazon and Cerrado for soy and beef production. Both legal and illegal deforestation is carried out for beef and soy production to make animal feed - for factory farmed chickens, pigs and cows. An area the size of a football pitch [around 7,000m²] is lost every single minute to agricultural uses.

Our research prompted more than 2,000 Dutch supporters to contact their bank insurance company or pension fund urging them to stop investing in companies involved in animal suffering or deforestation.



Jennifer Black
Campaign manager
- the Netherlands

"After a campaign in 2018 highlighting their investments in intensive livestock, we worked with ABN Amro, the Netherlands' third biggest bank, to develop a new animal protein policy. It was a lot of work, but we're delighted that the new 2020 policy includes space requirements for farmed animals in line with our FARMS Responsible Minimum standards."

"Ever since the opening of our first shop in 1974, we have felt strongly connected to nature. We find inspiration for our products in nature and we care deeply for it. We are worried about the worldwide threats to nature, biodiversity and the exploitation of animals. That's why we support World Animal Protection; we hope to sell many of these beautiful postcards!"

Hans Geels,
CEO Dille & Kamille
- the Netherlands



Creating change for chickens

Chicken run: In November 2020, our Thailand team held a 5-km Change for Chickens event to raise awareness on chicken suffering.



Jonty Whittleton

Head of campaign, farming
- International

“Hats off to KFC for stepping up for chickens in six European countries – but this is just the start. Much more needs to be done, and other companies are severely lagging behind or, in some cases, getting worse. Companies, such as Burger King, are rightly getting positive headlines for their meatless burgers and nuggets, but these innovations should not mask the suffering that happens on chicken farms around the world every day.”

Our second edition of ‘The pecking order’, launched in January revealed the poor performance of food restaurants on chicken welfare globally. We assessed Burger King, Domino’s, KFC, McDonald’s, Nando’s, Pizza Hut, Starbucks and Subway.

Combined, these companies use tens of millions of chickens in their businesses annually.

Our researchers found that overall welfare standards were worryingly low. Consequently, consumers are unwittingly buying meat from chickens subjected to unnecessary suffering and cruelty.

Only one company, KFC, was ranked as ‘making progress’, based on them signing the Better Chicken Commitment (BCC). This commits to using slower growing chicken breeds and giving chickens more light and space so they can behave more naturally.

Although 160 companies worldwide have signed up to the BCC, two thirds of the companies we assessed for ‘The pecking order’ had not.

This means most of the birds served at these restaurants live in cramped and barren environments with no sunlight. Many suffer from lameness and painful skin lesions.

‘the pecking order’ rankings generated widespread media coverage – the story was seen by 216 million people. The publication is an important tool for our campaign teams who use it to press the companies listed and others for change.





To view the full report visit:
<https://www.worldanimalprotection.org/PeckingOrder>

Inspiring commitments

The COVID-19 pandemic meant that we couldn't carry out most of our planned campaign activities.

However, during 2020 we supported the following companies and organisations to sign up to the Better Chicken Commitment (BCC):

- Nando's UK and KFC Denmark
- Pizza Hut in Europe
- Popeyes in the USA and Canada under the Restaurant Brands International (RBI) umbrella

In Thailand we launched our Change for Chickens campaign and are pressing KFC to sign up to the BCC. We also launched the campaign in Indonesia with a webinar setting out the business case for change.



Intensive suffering:

Around 60 billion chickens are farmed for their meat annually. Most are cruelly confined to crowded, featureless and unnaturally lit sheds.

Credit: iStock/DuxX



Slower growth:

The JA757 chicken breed. KFC received a 'making progress' ranking in 'The pecking order', for committing to use slower growing chicken breeds.



Protecting dogs in crisis...



Tennyson Williams
Country director - Africa

“As COVID-19 ravaged the world, the focus shifted to human health. Owners could not afford food or veterinary care for their pets. Hungry dogs roamed the streets, and animal shelters struggled to help animals as their donations dried up. Our supporters’ generous donations meant we could step in and provide urgently needed supplies in the midst of a global pandemic...”



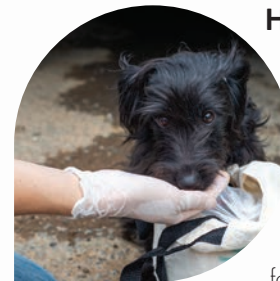
Temple support

As the coronavirus pandemic spread, many owners suffered financially and abandoned their dogs at Wat Hua Koo, a Buddhist temple in Bangkok which has traditionally cared for stray dogs. The temple and its caretakers (pictured) struggled to cope with the unexpected influx and so in May we provided two tons of food and rabies vaccinations – enough to help 300 dogs.



Combined action

Our volunteer network in India collaborated with North Delhi Municipal Corporation to promote the feeding of community stray dogs in areas where they were struggling to find food from April until July. We also published ‘COVID-19 and dogs – dos and don’ts’ to help local authorities and our volunteer network support community dogs.



Helping Gordo

During lockdown, eight-month-old Gordo and his owner, from Curridabat, Costa Rica, were very excited to receive our donations of dog food. The food donation deliveries in June were part of our initiative to help hard pressed owners feed their animals and prevent abandonment. We donated \$US10,000 worth of food to municipalities and a local NGO to support local dog owners. Our donations fed more than 1,400 dogs.



Working partners:

We created a COVID-19 alliance with organisations in Latin America to improve the welfare of pet animals during and beyond the pandemic. In Brazil we coordinated the delivery of 18 tons of dog food and five tons of cat food to 21 small NGOs caring for stray dogs and cats in five different Brazilian states. This fed about 6,000 stray dogs and cats every day for two weeks in June.

Credit: Rosânia Ramalho / Petas Unidas



Spot
light



Community care

Covid times meant hard times for dogs and people in Sierra Leone and Kenya. So, we helped low-income families feed their dogs in Freetown and Nairobi providing enough food for 23,000-28,000 dogs for three months. Emily Mudoga (pictured), our companion animal campaign manager, also visited the Kenya Society for the Protection and Care of Animals (KSPCA), to give food and veterinary donations to the

community animals there.



Morale booster

Despite COVID-19, our Animal Friendly Cities Award 2020 went ahead and the city of Curitiba, in Brazil's Paraná state scooped first place. More than 150 cities applied to win this prestigious award. Our judging teams in Costa Rica and Brazil were highly impressed by Curitiba, a city of nearly 2 million people, because of the way it humanely looks after its dog and cat populations. Case studies and tips from

entrants will be shared in an e-book to help governments worldwide manage their dog and cat populations humanely.



“As an advocate for better treatment of animals in homes, World Animal Protection has been a great partner in enabling us to deliver action and conversation to encourage and educate communities to preserve animal freedoms. It is only through

dialogue and demonstration that we can learn how to improve the lives of animals around us.”

Naomi Mutua

Founder, Adopt-A-Cat Kenya, and social media influencer

Arjan Van Houwelingen

External affairs manager
- International



Ending rabies by 2030

“It was incredibly moving to participate in the launch of the United Against Rabies Forum in September this year. It was the culmination of years of hard work by the team and guarantees that our efforts for dogs will now be taken forward by all countries and at the highest levels.”

Throughout 2020 we continued to call for global recognition of dog vaccinations and responsible dog ownership to stop people and dogs dying from rabies by 2030 – the UN target. Rabies is responsible for 59,000 human deaths annually. More than 95% of these deaths are caused by dog bites.

“The answer is not to provide after-bite treatment – prophylaxis – for everyone who is bitten. The only way to effectively achieve zero deaths in people is to properly take care of dogs and achieve herd immunity in the dog population. This is done by vaccinating dogs and promoting responsible ownership. Through our expertise and experience we know this approach works,” says Arjan Van Houwelingen.

The expertise and experience led to us being the only civil society organisation asked to speak at United Against Rabies Virtual Conference in September.

During the event, WHO director general Dr Tedros Adhanom Ghebreyesus, launched the United Against Rabies Forum – a World Animal Protection concept advocated by our animals in communities team.

“We have long advocated for the need for a forum like this. It’s essential to unite stakeholders and attract the political attention and resources needed to end rabies and deliver the vision of zero dog-mediated human rabies deaths by 2030,” says Arjan. “This launch represents the accomplishment of a core objective of our Better Lives for Dogs lobbying and advocacy work.”



Message from the Executive Director



Colin Saravanamuttoo
Executive Director, Canada
World Animal Protection

Understanding the importance of interconnection

Much has been written about the challenging times we're experiencing. The global pandemic has put our health at great risk, while also bringing economic and social upheaval, on a scale beyond anything we could envision. And while vaccination rates in some countries are looking positive, our collective future remains uncertain. Beyond the pandemic, the escalating impact of the climate crisis is unavoidable. The frequency, magnitude and intensity of storms, floods, fires and other extreme events are reason for us to pause and take stock. It is easy to feel overwhelmed.

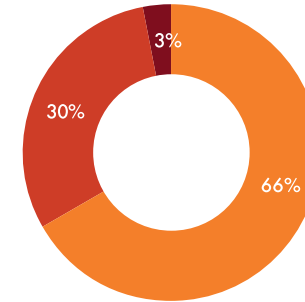
But I am optimistic. I see signs of changing attitudes. I see people questioning their ways and doing things differently. I see progressive companies making changes to be more sustainable and more humane. I see politicians investing in positive, progressive change.

We are all part of a global ecosystem - human, animal and planetary health and welfare are deeply connected. I am enthused by the growing acceptance of this perspective, and the recognition that we all play a role in maintaining the health of the natural world. A One Health, One Welfare perspective acknowledges this deep interconnectedness. It recognizes the need for positive change for the good of animal welfare, human well-being and that of the environment.

This interconnectedness has never been more evident as we live through the pandemic, which is ultimately the result of pathogens jumping from animals to humans. Clearly, humans must address their troubled relationship with animals. In my meetings and conversations - with supporters, partners, corporates, political leaders, among others - the One Health, One Welfare concept is resonating. This is an important rallying cry to focus attention on our collective health and welfare.

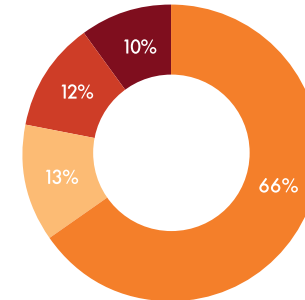
Thank you for your support and for your continued partnership. We hope you will continue with us on our journey to effect real change and move the world for animals.

By the numbers, your support in 2020



How we spent your dollar in 2020

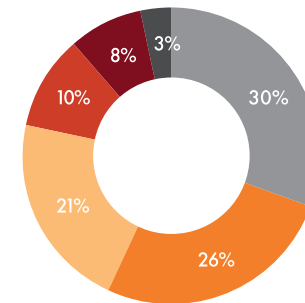
- Programs
- Philanthropy and marketing
- Administration



Where our income came from in 2020

Total income \$6.2 million

- Individuals
- Bequests
- Other
- Foundations



How we spent our income in 2020

Total expenditure \$6.2 million

- Animals in the wild
- Advocacy for animals
- Animals in farming
- Animals in disaster
- Philanthropy and marketing
- Administration

How your support is strengthening animal protection in Canada



Photo: R. Andrew Odum / Getty Images

Wild among us: an exotic pet webinar series

The exotic pet trade in Canada is a growing issue impacting animal welfare, local biodiversity and posing risks to human health and safety. In 2020, we hosted a successful online weekly webinar series to bring together key groups in animal welfare, conservation, public health sectors and all levels of government on this issue.

Our government work

The Ontario government invited us to join their animal welfare advisory table to strengthen regulations protecting animals. We also advised the governments of BC, Saskatchewan and PEI to improve their regulations and mobilized Canadian MPs to support our call for a ban on the commercial wildlife trade.



New ambassadors

We were honoured to bring Canadian icons Jann Arden and Buffy Sainte-Marie on as ambassadors to help with our work to end the global wildlife trade.

The wildlife trade played a significant role in COVID-19 and other outbreaks like SARS and is fundamentally linked to our exploitation of wild animals. Shutting down wildlife markets and curbing the wildlife trade is the most effective way to prevent future pandemics.

Photo of Buffy Sainte-Marie: Matt Barnes



Our corporate work

WestJet confirmed their commitment to ending the sale and promotion of tickets to captive dolphin venues. Commitments made by Canadian travel companies will help put an end to the cruel dolphin entertainment industry and shift demand towards more ethical experiences. As well, The Travel Corporation and its family of 40 travel brands along with its TreadRight Foundation launched their new animal welfare policy, developed in collaboration with World Animal Protection.

Photo: Mandurah Cruises

Canada's first-ever Code of Practice for fish

Fish welfare is a growing concern among the public and industry stakeholders. Because of this, the Canadian aquaculture (fish farming) industry was motivated to develop the first ever Code of Practice for Farmed Salmon species. As a member of the National Farm Animal Care Council (NFAACC), World Animal Protection represented the animal welfare perspective for this Code.



How we'll move the world 2021 – 2030. Our strategy made simple.

Making the biggest difference... for the greatest number of animals

Animals are facing a global crisis

1.6 trillion

wild animals are killed and suffer every year because of profit and greed for their use as products or entertainments.

70 billion

farm animals are consumed annually. Most live in close, cruel confinement in factory farms where they fuel the rising demand for meat as cheaply as possible.





Our growing population, urbanisation and increasing economic prosperity are driving greater demand for animal products and placing more pressure on animal habitats. If left unchecked, this demand for animals and their scale of suffering will continue to accelerate.

The global wildlife trade and farming systems...

Inflict suffering and anguish on animals.

Devastate habitats.

Cause public health crises – like COVID-19, SARS, Ebola, Swine and Avian Flu and antibiotic resistance.

With our powerful new strategy we will...

Elevate animal welfare to a priority issue of global importance.

Change public perception so that animals are no longer considered mere commodities.

Give animals a voice by addressing the root causes of their suffering.

We are connecting 4 elements for long-lasting change...

Systems – we will overturn those that fuel the very worst animal abuse.

Scale – we will transform the lives of the greatest numbers of animals.

Sentience – we will give animals a voice, based on science, so all their needs are met.

Sustainability – solving the climate emergency, public health crisis and the depletion of natural resources.

We have 2 urgent goals...

Goal 1

Ensure farmed animals live good lives by transforming the global food system

With your help...

We'll work with influential groups to expose the hidden costs of factory farming to animals, people and the planet, and the collusion and corruption that let it thrive worldwide.

We'll disrupt the finance flows driving the growth of factory farms and work with others to promote plant-based protein ensuring people have affordable nutrition.

Goal 2

Stop wild animals being cruelly exploited as commodities by changing the systems that allow it

Your support will help us...

Continue to reduce the demand and supply of wildlife for commercial purposes

Change the systems allowing a sustainable use of wildlife and habitats and make sure wild animals are valued, protected and stay in the wild where they belong.

Together we can move the world and take billions of animals out of a cruel cycle of abuse.

Protecting animals in disasters and in communities – what we'll do next

To make the biggest impact for animals and make the most of our resources we must urgently address the biggest causes of cruelty – the wildlife trade and factory farming.

So, we will carefully and responsibly shift our work regarding protecting animals in disasters and in communities to our international, national, and local partners. They will continue to benefit from our 50-year legacy of training and empowerment, our expertise, our tools and guidance.

We know that the fate of animals' lives rests in our hands. We are tackling the root causes of their suffering so that we can make the biggest difference to their lives.



Message from our chair



Joanna Kerr

Chair, board of trustees

Sharing the challenge – overturning entrenched systems

It is a great honour to join World Animal Protection at such a critical moment for our planet and for animals worldwide. I feel particularly moved by the new strategy and am excited to be part of an organisation that is determined to stamp out the abhorrent entrenched systems that fuel animal cruelty.

As your new chair, I'd like to celebrate the work of my predecessor Paul Baldwin. His four years of insightful and dedicated leadership steered and ensured our impact, good governance, and appropriate financial and strategic support for our campaigns. His clear understanding of the global issues affecting animal welfare was invaluable. Paul, his deputy and interim chair Nesta Hatendi, and the board of trustees have laid firm and deep foundations that will serve our 2021 – 2030 strategy well.

I am so proud and inspired by the way our whole organisation firmly grasped the unprecedented opportunity posed by the pandemic and united to call for a global wildlife trade ban. This creativity and adaptability will be critical in implementing our new strategy that targets the most significant animal welfare issues of our time.

The incredible support for our wildlife trade ban petition, which inspired more than one million signatures, shows how people are no longer content with piecemeal solutions. They are calling for changes to systems that are the root causes of global suffering. We will never have a greater opportunity to harness this energy and create long-term and sustainable change.

Over the next 10 years we will dedicate ourselves to overturning the entrenched global systems that cause so much anguish to farmed and wild animals. We will make animal welfare a priority issue of global importance inseparable from the future health of our planet and our people.

To make these lasting, systemic changes, we will build on our heritage of influencing at the highest levels of government, forging successful partnerships and powerfully mobilising people. Working with our dedicated supporters is vital. Together we will transform the systems that fuel the very worst animal abuse.

The scale of our task is immense, but we have the determination, courage and passion to succeed. I am so pleased to share this challenge with you.

Board of trustees

Joanna Kerr

Chair, from January 2020

Paul Baldwin

Chair, September 2016 - July 2020

Frank Alarcón

Sandra Beretti

Franc Cortada

Jamie Craig

Nesta Hatendi

Interim Chair, July 2020 - December 2020
Deputy Chair from December 2020

Svetlana Ignatieva

Sarah Ireland

Interim Deputy Chair,
July 2020 - December 2020

Christine Lloyd

Berangare Michel

Mwikali Muthiani

Karen Winton

Thomas Jones

Resigned July 2020



What we'll do next – 2021

The climate will still be dominated by COVID-19, but here's what we'll focus on in the first year of our bold new strategy...

Working for goal 1

Ensure farmed animals live good lives by transforming the global food system

We'll...

Ensure a decline in public and private support for factory farming. We'll do this by exposing the unsustainable effects of factory farms on animals, the environment and public health.

Drive governments and companies to make and increase their commitments to higher welfare farming and increase their meat reduction commitments.

Mobilise consumers to switch to plant-based products and galvanise support for our campaign to press retailers to sell higher welfare products.

Working for goal 2

Stop wild animals being cruelly exploited as commodities by changing the systems that allow it

We'll...

Focus on banning exports of wild animals, their parts and derivatives, from Africa to supply the exotic pets and traditional Asian medicine trades. We'll also continue to campaign and influence policies and laws to ban the global wildlife trade by targeting G20 leaders.

Ensure the global tourism industry builds back better after COVID-19. We'll continue providing emergency food and protection for elephants and bears in high welfare tourist venues affected by the pandemic. And we'll call on the largest operators cruelly exploiting captive dolphins to move towards responsible whale and dolphin destinations.

Share new ground-breaking scientific research and solutions on plant-based alternatives to wildlife used in traditional Asian medicine with key governmental and private sector stakeholders in China. We'll generate a further shift towards plant-only traditional Asian medicine.

Protecting animals in communities

We'll...

Support the International Companion Animal Management coalition (ICAM) and freely share our expertise through a joint World Animal Protection-ICAM website. This site will help local and national governments protect and manage dogs and cats in their communities.

Continue our membership of the United Against Rabies Coalition (UARC) and call for a global end to the transmission of dog-mediated rabies by 2030. We will work with UARC to ensure the United Against Rabies Forum effectively achieves this goal.

Help African countries eradicate rabies from the continent through our involvement during the year with the African Union - Interafrican Bureau for Animal Resources (AU-IBAR).





Credit: Digital Visions



Protecting animals from disasters

We'll...

Continue to advocate where significant opportunities arise, for governments to prioritise animal welfare in disaster management, and to develop national disaster risk plans. Such plans are critical in implementing the Sendai Framework for Disaster Risk Reduction by 2030.

Work with partners, to protect farmed and wild animals in response to emergencies linked with our wildlife and food systems goals.

Ensure our expertise is freely available online to international organisations, partners and local and national governments. This includes PrepVet®, which guides governments on implementing the Sendai Framework and fosters coordination between civil defence bodies and ministries of agriculture.



thank you

Without the financial support of hundreds of thousands of people worldwide our world moving work for animals would not be possible. We especially appreciate the generous support of the following people, trusts and foundations, corporations and governments for our animal protection mission.

Thank you also to our generous supporters who wish to remain anonymous and to those who left a gift in their will in 2020.

"A doubling or matching donation campaign is a way to inspire more people to join the movement. People think there's not much they can do to change the sad reality of struggling animals, but that's not true. Donations directly help to improve animal lives. Every dollar matched by our Foundation can help with giving life to animals and Sakura's Hope Foundation is pleased to double everyone's support."

Sakura's Hope Foundation - Canada

SAKURA'S HOPE FOUNDATION

"There are many wrongs in this world that we need to make right. Our treatment of animals is one of them. World Animal Protection consistently demonstrates that through collaborative working, knowledge sharing and sustainable solutions it's possible to stop cruelty, and to achieve lasting change for the good of animals, people, and the beautiful planet that we share. I'm proud to be an ambassador."



Leona Lewis

Singer/songwriter, actress and philanthropist



Kristin Heggeli

Global content manager
- International

"We have so many amazing stories at World Animal Protection about the animals we help and our life-saving work. It brings me so much joy to make sure the wonderful people and organisations who support us hear about them. During the pandemic, when the whole world seemed shut down, finding inspiring stories for our teams to share with our supporters made me feel more motivated and uplifted than ever."

"The Kenya Cultural Center is proud of the milestones our artists have achieved together with World Animal Protection artists. Through spoken word, poetry, music, fine arts, and puppetry we have been able to penetrate rural communities with animal welfare messages leading to better care for animals and pets, especially in rural homes."



Odongo Kennedy Leakey

Talent development officer,
Cultural Centre - Nairobi

Australia –

Rita Andre, Mandy Benstead,

Duchen Family Foundation, Marini Ferlazzo, Catherine Gray,

Barbara and Peter Hoadley, Laura Houghton, Ian Huntley, Lion, Pty Ltd.,

Maxwell Family Foundation, Sharon Rowe, Sheehan-Birrell Foundation, Alice Simpson,

Craig Maclean,

The Karma Collective,

Marjorie Wallace **Legacies** – Joy Alexander, Susan Bateman, S I Beute, Robert Bates, Esther Bermingham, Anna Boydell, Flo Davies, Eva Gottlieb-Borucki, Bill Jory,

The Jean, Juliette & Gilberete Leman Trust, Marion Pattern, Katheirne Powers, Angela Roth, Dorothy Searle, Fredrick Silcock, Audrey Steffibauer **Canada** – Sakura's Hope Foundation,

Tim J Plater, Leo Burnett Toronto **Legacies** – Penelope Brook-Williams, Virginia Palmyre Carver, Ruth Bolt, Marilyn Mintz, Vivienne Gent **Denmark** – Fonden af 24. December 2008,

Qato Foundation **Netherlands** – Booking.com, Dille & Kamille, Stichting ABRI voor Dieren, Dutch Ministry of Foreign Affairs **New Zealand** – Shirley Bassett, Hades Trust, Patricia McKibben,

Pukeko Trust, Reiko Sugiyama **Legacies** – Bruce McMillan Trust, Stanley Randerson, Sharon Reid, Roy and Marie Sansbury Charitable Trust, Patricia Schultz, Colleen M Sinclair, Maurice Smith,

B Travener, Susan Thawley **Thailand** – Ratchada Chewtada **United Kingdom** – Paul Dane, Paul Davis, Lady Annabel Goldsmith, Graeme MacGregor and Catherine Wilson, Mrs D M France-

Hayhurst Foundation, Francesca Quint, Samworth Foundation **Legacies** – Geraldine Wentworth Braithwaite, Eileen Hilda Betty Crocombe, Jennifer Susan Ellis, Betty Evans, Hester Bousfield Freeman,

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Shirley Ryan, Joan Shaw, Avril Joyce Smith, Joan Lillian Smith, Judith Thornton, Kathleen Patricia Trasler, Vera Ada Gweneth Trewin, Angela Madeleine Jane Tuckett, Claudine Margaret Tyson,

Yvonne Valerio, Michael Buchanan Warren, **United States** – Acton Family Giving, Ambreen and Tristan Brown, Burton D Morgan Foundation, Lorraine Oberfeld, Open Philanthropy Project,

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Eileen Hilda Betty Crocombe, Vera Mary Harrington. **We extend our extra special thanks to Paul Davis, a most generous and valued supporter and volunteer for over**

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Simon Reeve, Starlette Thynne,

Suzanne Axell, Szhirley, Tarikh Janssen,

Teske de Schepper,

Tim Fransen, Tom Svensson,

Zahara Burgess

**thank you
to each and
every one
of you**

New life: Tanya enjoys the freedom of her new enclosure at the Romanian bear sanctuary. Before her rescue in June, she had spent 34 years in a zoo, confined to a small concrete pen with a dirty pool. Thankfully, our partner Asociația Milionare de Prieteni (AMP) was able to save her. Our supporters' generosity throughout COVID-19 ensured that AMP could look after Tanya and the other 106 bears in their care.



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