



# 10 Steps to become wildlife-friendly

Protecting wildlife protects people and jobs. The outbreak of COVID-19 has shone a harsh spotlight on how people treat wild animals. The pandemic has challenged us to create change and provided an unprecedented opportunity to rebuild the tourism industry to be more resilient and responsible by becoming wildlife-friendly. As a member of the travel industry, you can help prevent another pandemic, secure livelihoods and help keep wild animals in the wild by integrating animal welfare into your company's business values and actions. This involves phasing out wildlife entertainment from your supply chain and offering responsible tourist experiences instead. Together we can ensure that this generation of captive wildlife is the last to suffer for commercial gain.

## Step

- 1. Commit to animal welfare** by taking World Animal Protection's Wildlife-Friendly pledge. Consider communicating this intent to your customers and the public to encourage a wider shift towards more ethical wildlife tourism.
- 2. Assemble a group** of enthusiastic colleagues who are interested in leading organisational changes to embed animal welfare into your company's business operations.
- 3. Review your animal-related product offerings.** Activities that negatively impact animal welfare and the conservation of species in the wild, and that can be of high risk to the health and safety of your travellers include direct interaction with wild animals and wild animals performing. World Animal Protection can provide you with guidance and checklists to identify red flags in your supply chain.
- 4. Assess the value of these activities** to customers and start to look for non-animal and ethical animal alternatives, such as watching animals from a safe and respectful distance in their natural habitats or at a true sanctuary where the animals are not bred or traded.
- 5. Start conversations with your suppliers.** Help them understand that change is needed, and you are looking for responsible alternatives to replace wildlife entertainment activities. Keep in mind: while ethical experiences exist, a company like yours can help phase out wildlife entertainment by asking ground suppliers to stop commercial breeding and trade while improving the conditions of those animals already in captivity.
- 6. Develop an animal welfare policy** and ask suppliers to plan a phase out of any activities and attractions that are no longer acceptable as part of your product offers. A good policy will help ensure you are assessing animal-based tourism consistently with the latest scientific information and mitigate the risk of being criticized for not doing enough. World Animal Protection can provide support.
- 7. Train staff** on animal welfare and how to identify cruel attractions and activities, as well as truly ethical wildlife experiences. World Animal Protection has training modules, checklists and research that will allow your staff to own your company's animal welfare policy, assess suppliers, and select exciting and responsible alternatives.
- 8. Speak out about your company's commitment** to animal welfare and educate your customers on how to be an animal-friendly traveller wherever they go. Education is vital to shift demand towards responsible tourism. World Animal Protection's has numerous educational materials, such as tips on [how to be an elephant-friendly traveller](#).
- 9. Join forces with other travel leaders** to build back a responsible and resilient travel industry by creating and promoting truly ethical alternatives which together with reducing demand will lead to a gradual phase out of captive use of wild animals for tourism entertainment. Contact World Animal Protection to learn more about the Coalition for Ethical Wildlife Tourism.
- 10. Annually reevaluate, monitor and report on your animal welfare strategy.** We encourage you to continue to update and improve your policy and ensure it's being fully implemented across your organisation and supply chain.

