

A new world for animals



Global Strategy 2021–2030

**There is a deepening
crisis facing animals
around the world.**

Its S C A L E is alarming.

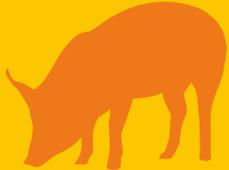
Our growing population, urbanisation and increasing economic prosperity are driving greater demand for animal products and placing more pressure on animal habitats. If left unchecked, this demand for animals and their scale of suffering will continue to accelerate.

1.6 TRILLION



At least 1.6 trillion wild animals are killed and suffer through people's actions every year.

70 BILLION



More than 70 billion land based farm animals are consumed annually. Most are cruelly confined to industrial, low-welfare systems.



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A new world for animals

Together, we will change the way the world works, to end animal cruelty and suffering. Forever.

Over the next 10 years we will overturn the global systems that cause untold suffering to animals.

We will elevate animal protection to become a priority issue of global importance. We will change attitudes and mindsets so that animals are no longer considered as mere commodities. We will show how animals, people and planet are deeply connected and that the mistreatment of animals is inextricably linked to our own wellbeing.

Active, growing movements around the world are proving that people are no longer satisfied with short-term solutions. People are demanding definitive and permanent change.

► **We will never have a greater opportunity to transform the systems that fuel the very worst animal abuse.**

THE WORLD IS WAKING UP

More and more people are thinking about animal protection due to:

- the devastating impact of the COVID-19 pandemic, which has acted as a catalyst for new thinking
- having a better understanding of animal sentience
- wanting to improve their own lifestyles
- understanding the stresses on the planet from climate change and habitat loss.

People are starting to wake up to the fundamental truth – the more we abuse animals, the more we put our own lives at risk.



A global leader

There is no organisation better placed to lead us through this deepening crisis than World Animal Protection.

We are the global voice for animal protection, with more than 50 years' experience of campaigning to end the needless suffering of animals. We are respected across the world for our knowledge and expertise. We influence the highest levels of government and have the local presence to galvanise widespread popular support.

This crisis presents an extraordinary challenge, but we have the determination, courage and passion to succeed.

GLOBAL COLLABORATION

The scale of the challenge is immense. We will build on our successful heritage of collaborating with others, to create lasting change. Only by working together can we turn this tide.



World Animal Protection CEO, Steve McIvor, talks at Transform Kenya.



Roatchana (Nui) Sungthon (Thailand Country Director) speaks to the media.



Promise for Wildlife conference at Kenya National Theatre, where around 500 young people including musicians, dancers and poets, pledged to protect wildlife.

Our strategic vision

Together we will take on the global systems that fuel animal abuse. This is the only way to end the root causes of their suffering.

To create the biggest impact for animals, we will give our undivided attention to two goals over the next 10 years. We won't stop, until we succeed.

Goal 1

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



© World Animal Protection / Elyse Weatherby

Goal 2

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



© Tree Tops

Farmed Animals

We believe that farmed animals deserve good lives, free from cruelty and exploitation.

Our food system is broken.

Factory farming is the biggest cause of animal cruelty in the world.

Under horrendous conditions, animals are reared, transported and slaughtered in their billions in an industrial global food system driven by price.

Our addiction to meat, fuelled by failed policies, corporate greed and unscrupulous marketing campaigns, is causing animal suffering on an unimaginable scale. It is driving climate change, pollution, antibiotic resistance and destroying wild animal habitats.

Farmed animals are seen as cogs in a machine, not living beings, who feel pain, fear and anguish.

► **Our global food systems strategy will create a humane and sustainable food system and end factory farming. Forever.**

We will transform the global food system by:

- **Proving that factory farming has no future:** we will expose the hidden costs of factory farming and shine a light on the collusion and corruption that allow it to thrive. We will demonstrate irrefutably that factory farming harms, rather than feeds, the world.
- **Creating a food revolution:** we will accelerate the shift to a humane and sustainable food system that prioritises plant-based proteins and high welfare farming. One that respects our planet. We will work with the industry, its regulators and communities to make this change - before it's too late.
- **Moving the money:** we will expose the hidden financial systems that prop up factory farming and seek to redirect this money to humane, sustainable food production.

We will work with a growing number of allies, demanding change to a food system that damages animals, people and our planet. We will come together to transform this system. Forever.





Wildlife

We believe that wild animals have a right to a wild life, free from any form of exploitation and free to thrive in abundant natural habitats.



Our wildlife strategy will reset our relationship with wild animals over the next 10 years.

Across the world, wild animals and their habitats are treated as commodities and ruthlessly exploited on an industrial scale. This threatens their welfare, our wellbeing and the health of our planet. They are abused by people for entertainment, for medicine, for pets, for products and more. Worse still, their natural habitats are in catastrophic decline, due to human exploitation and climate change.

We will transform the systems that fuel this exploitation by:

- **Disrupting the commercial exploitation of wild animals:** we will expose the harm these cruel industries inflict on our precious wildlife, so that commercial exploitation is universally condemned. Our hard-hitting campaigns and high-profile rescues will turn consumers away from any industry that exploits wild animals and shine a light on the urgent need for lasting change.
- **Championing wildlife-friendly alternatives:** we will work with partners to research and promote the development of alternative wildlife-friendly products and experiences. We will encourage the private sector to invest in these solutions – from plant-based ingredients for traditional Asian medicine, to responsible,

humane wildlife experiences. We will engage with local communities and support organisations and industry to find a clear route out of wildlife exploitation, turning the problem into the solution.

- **Creating a New Deal for wild animals:** we will prove irrefutably that we can no longer ‘use’ wild animals as a human resource. By influencing government and mobilising our grassroots support, we will fight to enact a global package of wildlife laws, policies and practices. These will permanently protect wildlife and their habitats across the world.

We will help the world to see how important wild animals – left to live freely in their natural habitats – are to all of us. We will galvanise people to collectively and irrepressibly stop the exploitation of wildlife and their habitats. This world-moving approach will protect wild animals and their environments. Forever.



Connecting our goals

We cannot look at food systems and the wildlife trade in isolation.



Intensive agriculture is the single greatest cause of wildlife habitat destruction around the world. It causes great cruelty and threatens the extinction of entire species.

Driven by profit, factory farms are being built at an ever-increasing rate. The subsequent growth in animal feed production destroys vast areas of pristine habitat, both on land and in the sea.

The widespread, indiscriminate use of pesticides and herbicides causes untold damage to habitats, ecosystems and wildlife populations. It also increases the risk of emergencies.

- ▶ **Our strategy seeks to disrupt the exploitation of wildlife habitats caused by the agribusiness industry and to end factory farming. This is vital to achieving lasting change for wildlife and farmed animals.**



Our approach

The scale of the challenge is immense.
Only by working together can we turn the tide.



© World Animal Protection

People Power

We will not stand for the status quo. We will speak out with courage and determination and transform the global systems that fuel animal abuse.

People power is at the heart of what we do and will be vital to our success.

We will galvanise a movement of millions to become advocates for change. By empowering them to champion animal protection, we will create a groundswell of people who will not stop until we all succeed in ending animal cruelty.

We will build on our successful heritage of collaborating with other, like-minded organisations and individuals.

We will challenge ourselves and our allies to do better, to go one step further, to create lasting change across the world.

We endorse a One Health One Welfare perspective. We demonstrate how the lives of animals, people and planet share a deep interconnection, so that more and more people realise that how we treat animals affects us all.

▶ **Together, we will change the way the world works to end animal cruelty and suffering. Forever.**

**We'll end animal
cruelty and suffering**

together

together

together

together

together

together

together

together

Ending the cruel cycle of abuse

These goals are bold and ambitious. To achieve them we must focus all our efforts on addressing the root causes of animal cruelty, and the issues that most closely affect the future health of animals, people and planet.

When we succeed, we will end the biggest causes of animal cruelty on the planet, taking billions of animals out of a cruel cycle of abuse.



Together we can

MOVE

the world to protect animals



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