

# Moving the world

Global Review 2017

WORLD  
ANIMAL  
PROTECTION







# Moving the world in numbers



**321 million**



We gave **321 million** animals better lives.

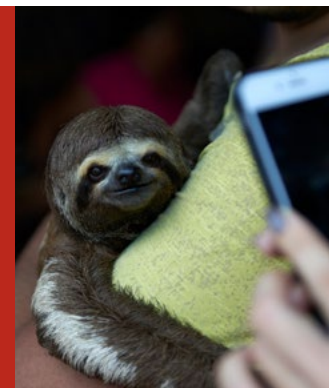


**610,000**

We saved nearly **610,000** disaster-stricken animals in 16 countries.

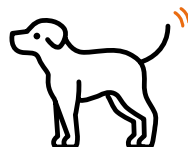
**250,000**

We motivated more than **250,000** people to sign up to our Wildlife Selfie Code and protect wild animals from being used as photo props.



**80,000**

We vaccinated nearly **80,000** dogs against rabies in Makueni county, Kenya.



**50,000**

We delivered life-saving food, water and veterinary care to **50,000** animals whose lives were turned upside down by Hurricane Irma.





192 

We worked with **192** travel operators to make sure they stop offering elephant rides.

12

We welcomed **12** governments to our Global Ghost Gear Initiative that's dedicated to protecting marine animals from entanglement, injury and death in abandoned, lost and discarded fishing gear.



250,000

We celebrated the commitment of Betagro, Thailand's biggest pork producer to give **250,000** mother pigs cage-free lives by 2027.



430,000 

We moved Kwaliti Dairy in India to commit to our Dairy Welfare Leadership Alliance and improve the lives of **430,000** dairy cows and buffaloes.





# Moving the world together

**Boldly challenging big brands and organisations to join our movement for animals was central to our work in 2017. Through our Wildlife. Not Entertainers campaign we uncovered such horrific animal cruelty behind tourist selfies that social media giant Instagram acted swiftly to warn its users about animal abuse.**



**Steve McIvor**  
Chief executive officer



**Paul Baldwin**  
Chair, board of trustees



The advisory notices Instagram posted are now a permanent part of the site intended to galvanise its 800 million visitors to steer clear of using wildlife as photo props.

During the year we were also shown terrific support by TUI, a global travel leader and a valued partner in our work with the industry to end elephant entertainment. Their generous three-year grant will help us encourage existing Thai elephant camps to become elephant-friendly venues.

We took on KFC, one of the most iconic food brands in the world, unveiling the appalling suffering endured by chickens used by the fast food industry. We challenged them to improve the lives of the millions of chickens they use.

(Above) **Hidden suffering:** We challenged KFC to improve the lives of the millions of chickens they use.

More than 250,000 people worldwide have now joined our call urging KFC to take action. As a result, KFC UK and Ireland have agreed to hold further meetings with us to explore how they could introduce chicken welfare improvements.

Throughout 2017 we continued to be distinguished by strong and extraordinary teamwork. Just look at the outstanding efforts of our disaster team members, travelling at a moment's notice to save thousands of farm and pet animals suffering in natural disasters like Hurricane Irma.

(Below and right) **Saving lives:**  
We helped nearly 145,000 farm animals in Mongolia survive one of the harshest winters on record by providing emergency relief packs.

Our longstanding global relationship with the International Red Cross and Red Crescent (IFRC) is helping us protect animals from both immediate and future disasters on a global level.

Working with local partners is also critical to our success. Last year, we influenced the Mongolian Red Cross Society to include nearly 145,000 animals in aid plans for herder families enduring one of the harshest winters on record. This not only saved animal lives, it also gave their hard-pressed owners hope for the future.

The problems we are dealing with are huge and will not go away overnight. We must ensure that our organisation is sustainable, and that our work is strategic and effectively resourced.

During 2017, we completed our internal reorganisation to simplify our structure and ensure that more of our resources are invested in our lifesaving work. This, combined with the generosity of our supporters, has put us in a secure financial position. We can now expand our work around the world.

Thank you for the support you have so generously given us this year and for your continued commitment to protecting animals. We look forward to moving the world with you again in 2018.

**Steve McIvor**  
Chief executive officer

**Paul Baldwin**  
Chair



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### Board of trustees

(who are directors for Companies Act purposes)

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# Protecting animals in the wild

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**Walking free:** We supported Boon Lott's Elephant Sanctuary in Thailand, which rescues elephants used in the entertainment industry, in 2017 to fund two night-time habitats.

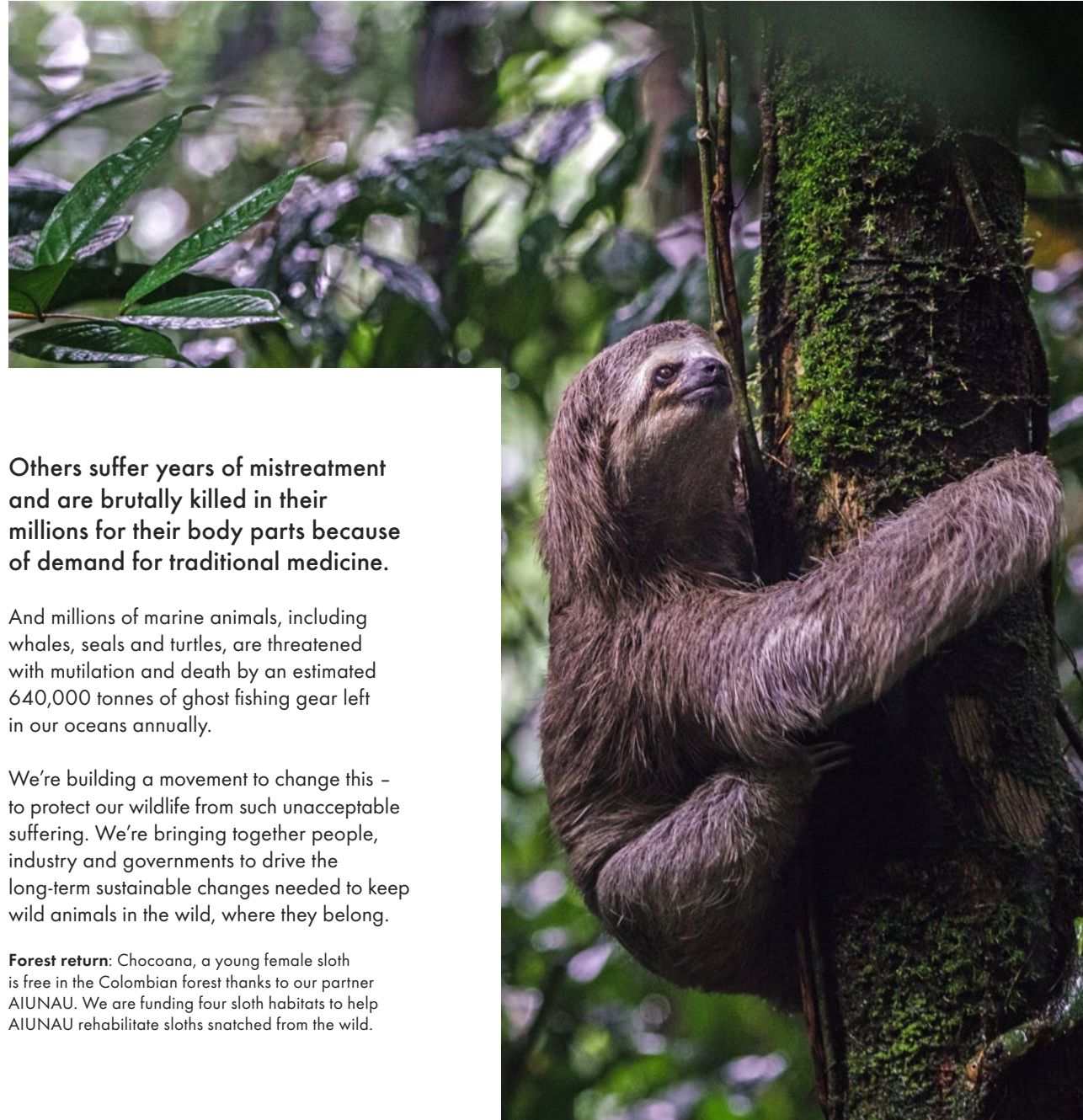
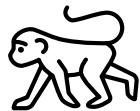


# Protecting animals in the wild

More than 500,000 wild animals worldwide endure horrendous abuse for tourist entertainment annually. Even more are cruelly snatched from the wild, held in captivity, bred and traded as exotic pets.

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Read more:  
Protecting animals in



Others suffer years of mistreatment and are brutally killed in their millions for their body parts because of demand for traditional medicine.

And millions of marine animals, including whales, seals and turtles, are threatened with mutilation and death by an estimated 640,000 tonnes of ghost fishing gear left in our oceans annually.

We're building a movement to change this – to protect our wildlife from such unacceptable suffering. We're bringing together people, industry and governments to drive the long-term sustainable changes needed to keep wild animals in the wild, where they belong.

**Forest return:** Chocoana, a young female sloth is free in the Colombian forest thanks to our partner AIUNAU. We are funding four sloth habitats to help AIUNAU rehabilitate sloths snatched from the wild.



# Closing the shutters on selfie cruelty

## Spotlight: The Amazon

Our bold campaign exposing Amazonian wild animals repeatedly abused as selfie props inspired social media giant Instagram to act swiftly to protect them.

Disturbing figures from our campaign report 'Close up on cruelty' pushed the company to work with us to encourage their 800 million users to protect wildlife. We shared our investigation's cutting edge social listening research. It used image recognition tools that

revealed a 292% increase in the number of wildlife selfies publicly posted on the social media site since 2014.

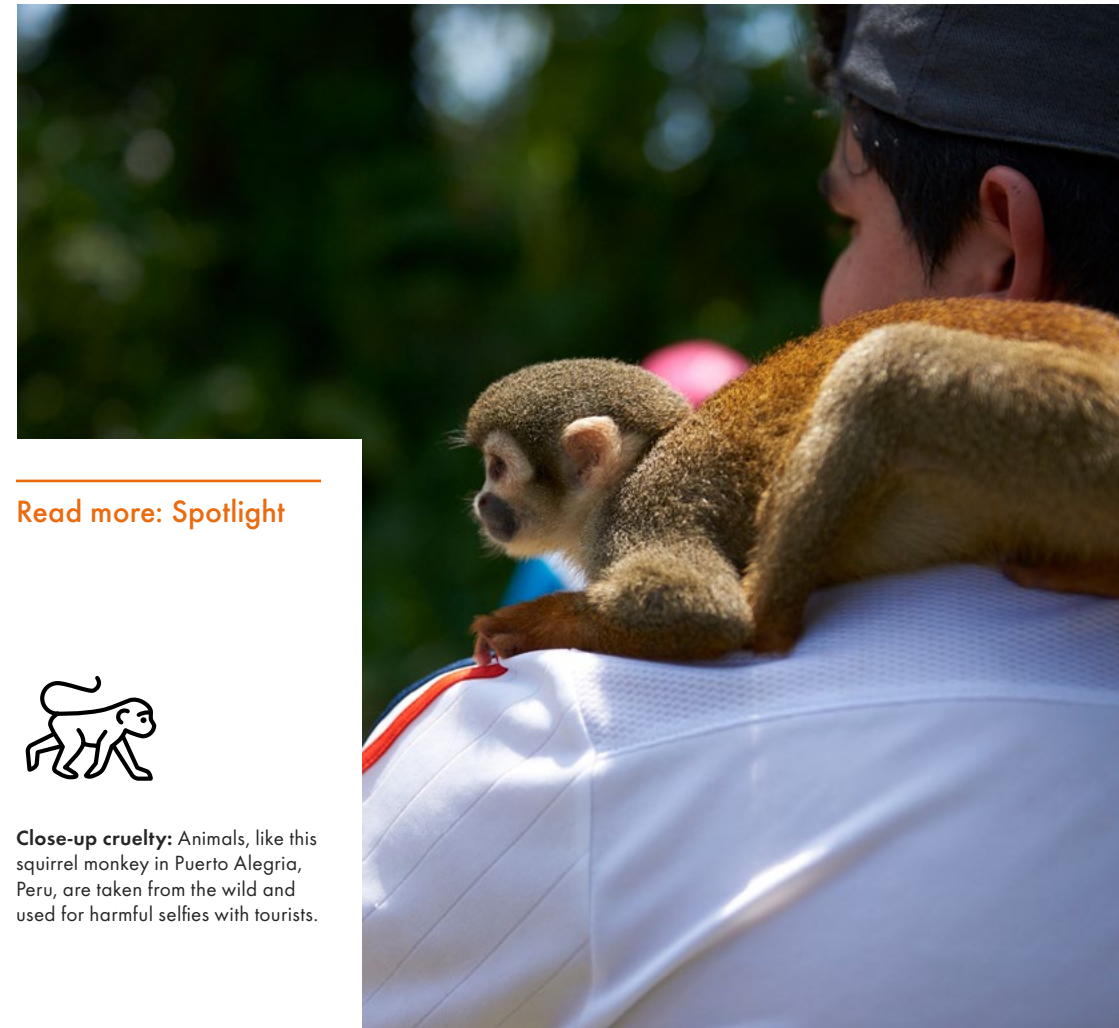
Animals used and abused for selfies include sloths, dolphins, monkeys, snakes, anteaters and caiman crocodiles. Alarming, more than 40% of those selfie photos showed particularly bad interactions involving hugging, holding or inappropriately handling a wild animal.

Our investigation revealed that sloths are frequent victims of selfie abuse and that they suffer hugely through repeated handling by tourists. In the wild, they sleep up to 18 hours a day and live high in trees using branches to support their bodies.

When used as a tourist attraction, they are kept awake and can be improperly handled by as many as five people within just a few minutes. This causes them great stress and suffering; many are thought to die within just six months of capture.

**"These animals are being poached from the rainforest, often snatched as babies from their mothers, with some kept in filthy, cramped conditions, or repeatedly baited with food."**

Dr Neil D'Cruze, global wildlife advisor



[Read more: Spotlight](#)



**Close-up cruelty:** Animals, like this squirrel monkey in Puerto Alegria, Peru, are taken from the wild and used for harmful selfies with tourists.

## Campaigning for success

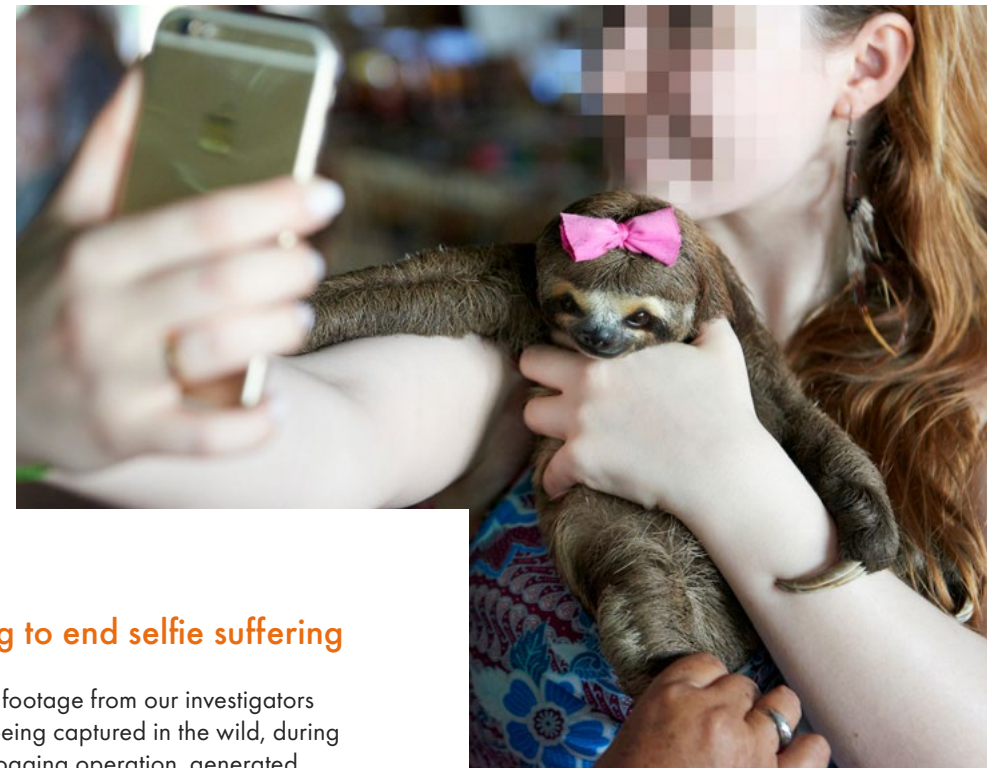
At the beginning of December, just over two months after our campaign was launched on World Animal Day (4 October), Instagram launched a new 'content advisory page'. It educates users about the issues these photos cause for wild animals.

A screen 'Animal abuse and the sale of endangered animals or their parts are not allowed on Instagram' appears whenever hashtags linked with harmful behaviour to animals are searched. Example hashtags include: #SlothSelfie, #MonkeySelfie and #ElephantSelfie.

This initial warning screen links to another that asks visitors to consider whether an animal has been smuggled, poached or abused for the sake of tourism. It warns about paid-for photo opportunities that can put endangered animals at risk.

Instagram users can also click a link to visit World Animal Protection's website to learn more about how selfies can harm wild animals.

**Snap unhappy:** This young caiman crocodile was taken from the wild and used for selfies with tourists.



## Pledging to end selfie suffering

Distressing footage from our investigators of a sloth being captured in the wild, during an illegal logging operation, generated significant public support for the campaign.

Between 4 October and the end of December more than 250,000 people signed up to our online Wildlife Selfie Code. They pledged to only take wildlife selfies from a safe distance, in the animals' natural home and if the animals were not captive or restrained in any way.

**Selfie abuse:** Sloths, who typically sleep up to 18 hours a day in the wild suffer terribly in the Amazon tourist industry.

All Amazon images were taken by Nando Machado for World Animal Protection.

Read more: [Spotlight](#)





Protecting animals in the wild

# In 2017 we...

In September, we collaborated with leading travel companies to present an elephant-friendly business model, and the opportunity to apply for funding to adopt it, to Thai elephant venues.



**Tourist trap:** We are urging Carnival Cruise Line ships to stop promoting and taking tourists to the Cayman Turtle Centre in the Cayman Islands.

## Mobilised more than 400,000 people

to support our long-term campaigns to protect tigers, elephants and turtles used for tourist entertainment.

These included:

- 200,000 people who petitioned the Thai government to stop the company behind the recently shut down Tiger Temple from opening a new tiger entertainment attraction
- 155,000 people who 'united for the herd' to end elephant rides and shows
- More than 50,000 people who petitioned Carnival Cruise Lines to stop taking visitors to the Cayman Turtle Centre where thousands of green turtles suffer in appalling overcrowded and unhygienic conditions for tourist entertainment.

## Galvanised leading tour operators to

protect elephants used in the Asian tourist industry by exposing their horrendous suffering in our 'Taken for a ride' report. The report not only exposed the unacceptable conditions and treatment received by elephants, it included sustainable solutions to improve their welfare. In September, we collaborated with leading travel companies to present an elephant-friendly business model, and the opportunity to apply for funding to adopt it, to Thai elephant venues. A number expressed their interest.



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**2017 achievements in**



**Elephant-friendly:** MandaLao elephant conservation is the first non-riding elephant sanctuary in Laos.



### Influenced three Chinese travel companies

- CAISSA Tourism Group, FX Trip and ZANADU Trip - to commit to stop selling and promoting cruel elephant rides and shows. Their support is highly significant. In 2017, Chinese tourists constituted 27.7% of all tourists who visited Thailand where several thousand elephants are cruelly held in captivity and are used and abused for riding. There are now 192 travel companies worldwide committed to no longer selling and promoting elephant rides and shows.

### Campaigned to protect the dolphins

at Dolphin Marine Magic at Coffs Harbour in New South Wales and SeaWorld on Australia's Gold Coast. The dolphins are cruelly kept in small, chlorinated pools and made to interact with tourists. We called for all rides and interactions to stop immediately and for tourists not to support the venue. Our actions have resulted in Qantas, Virgin Australia and its subsidiary Tiger Air, no longer promoting the venue on their websites.

**Saved nine bears** from the cruel sport of bear baiting in Pakistan by working with our partner the Bioresource Research Centre of Pakistan (BRC). The bears are now getting the best of care at Balkasar, the sanctuary we support in Sindh province. Other steps forward against baiting include: 39 landlords pledging to stop hosting bear baiting events and seven former bear owners helped to find different ways of earning their livings.



**Read more:**  
[2017 achievements in](#)

**Tied suffering:** Kainat, a former baited bear, just before her rescue in November. She is now safe from harm at the Balkasar sanctuary we support in Pakistan.



**Cruel contact:** Tourists touching dolphins at Dolphin Marine Magic in Australia.

**Moved more than 168,000 people** to petition the Romanian authorities to confiscate the five bears held in illegal captive conditions - concrete prisons - at Fantanele in West Romania. Their owner refuses to hand them over to the Romanian Bear Sanctuary that we support and is run by our partner Asociația Milioane de Prieteni (Millions of Friends). The sanctuary is home to 97 bears, most of whom were rescued after being badly used and abused for tourist entertainment.





**Celebrated South Korea's completion of a government-funded programme** to sterilise all captive bears cruelly farmed for their bile. The sterilisation programme follows 14 years of campaigning with our local partner Green Korea United. The programme will prevent any new bears from entering the industry.

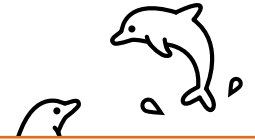
**Pink protection:** Young students in Brazil campaign to protect botos – pink river dolphins.

**Microchipped 230 captive bears** in Vietnam to protect them from bear bile farming. We expect to microchip all captive bears in the country to make sure no new bears endure the pain of bile extraction. Since we started microchipping, the number of bears in captivity has dropped by 69% to 1,350. Our microchipping project runs alongside other activities to protect bears carried out by our partners Education for Nature – Vietnam, and animal welfare charity Four Paws.

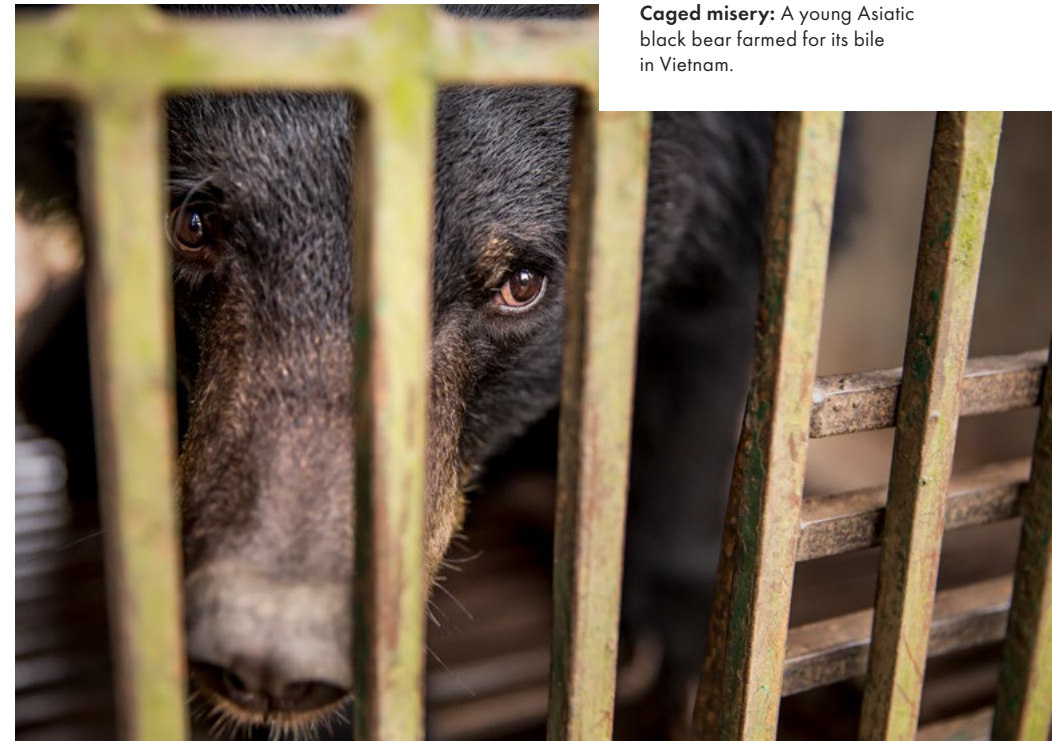
**Conducted research among bear bile consumers in China** – where at least 20,000 bears are farmed for their bile and most bear products are sold. We gained valuable insights for our future work to mobilise the Chinese public to protect bears from this cruel and unnecessary industry.

**Protected an estimated 1,600 pink river dolphins** (botos) in the Amazon from illegal hunting for bait to catch piracatinga fish. Our four-year project in the region has reached its successful end.

There are now 66 dedicated volunteer environmental agents watching over them and more than 5,200 students and their teachers in remote communities educated in boto protection. The 300,000 people we moved between 2014–2017, to become Boto Guardians also helped us persuade the Brazilian and Colombian governments to ban the commercial sale of piracatinga. This has ensured long-term protection for the dolphins.



**Read more:**  
**2017 achievements in**



**Caged misery:** A young Asiatic black bear farmed for its bile in Vietnam.

**“Next steps are to press for all countries to develop national action plans to prevent ghost gear.”**

Christina Dixon, campaigns manager, animals in the wild



**Recycling matters:** Fishing nets stacked for recycling in Dutch Harbour, Alaska as part of a programme to eliminate ghost gear. Image: Plastix Global.

**Welcomed 12 governments** including Belgium, Dominican Republic, the Netherlands, New Zealand, Panama, Sweden and the United Kingdom to the Global Ghost Gear Initiative (GGGI). They joined 66 GGGI members from the fishing industry, academia and NGOs. Other new members included Tri Marine – a large commercial tuna company, and PADI, the international diving body.

**Launched our world moving** ‘Best practice framework for the management of fishing gear’. It was developed with more than 50 GGGI seafood industry participants and highlights successful local and national initiatives and their application to the whole industry. Initiatives include ghost gear collection and net recycling.

**Read more:**  
**2017 achievements in**



**Fishing industry:** One of the thousands of fishing vessels off the Andaman coast of Thailand.

**Investigated the link** between ghost gear and Illegal, Unreported and Unregulated (IUU) fishing through a two-week investigation in Thailand. We gathered unique drone and disturbing on-board footage of fishing nets, with great capacity to kill and injure marine life, regularly being cut loose and abandoned in the ocean.

IUU is a priority issue for many seafood companies because of its devastating effects on seafood stocks. This research will help us drive home the severity of the ghost gear issue with governments and industry.

**Launched eight** ghost gear-linked marine animal protection projects worldwide. These included a project to remove almost 8,000m<sup>2</sup> of illegal nets in the habitat of the critically endangered vaquita porpoise in San Felipe, Mexico and then recycle them.

We also supported the development of a ghost gear reporting app and data base to help build global evidence on the issue. This will be launched publicly in 2018.





**Ghost gear:** Derelict traps and pots, after removal from the sea, destined for reuse or recycling.

# Meet Christina Dixon

Campaigns manager, animals in the wild,  
World Animal Protection

**“Yes, the ghost gear problem is enormous, but it is one of the more solvable areas of the world’s marine debris problem. Seventy percent of all plastics in the sea that are visible to the human eye are fishing related. We have found some quick, tangible solutions to stop the harm and suffering to animals it causes. The fishing industry has a real appetite for change. I’m excited by my work.”**

Christina Dixon is helping wake the world to needless animal deaths and suffering caused by the estimated 640,000 tonnes of ghost gear that ends up in our oceans annually. As our global sea change campaign manager, she works hard with the fishing industry, businesses, scientists and governments to solve the ghost gear problem worldwide.

Christina points out that incorporating the ghost gear and animal protection issue into the policies and processes of the UN, governments and businesses is central to her approach. Explaining how the issue links with the UN’s Sustainable Development Goals for 2025 is particularly key in opening doors. Tackling ghost gear, for example, is specifically relevant to Goal 14: Life below water. It provides a global mandate to coordinate efforts to conserve fish stocks and livelihoods and to protect animals too.



[Read more: Meet](#)



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## Opening doors

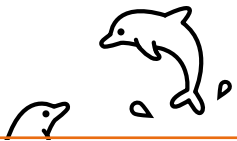
“Part of campaigning is looking at the risks and levers that are really going to influence the people and organisations you are talking to. Connecting ghost gear to illegal fishing, which threatens the sustainability of vital food sources and is a major cause of ghost gear, has opened doors for us with industry and the UN”, says Christina.

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## Pressing for plans

“Excitingly, outcomes from our gear marking project with two willing Indonesian fishing communities during 2017 have informed the UN’s Food and Agriculture Organization’s (FAO) global guidance on gear marking. This guidance is expected to be rolled out as voluntary guidelines in 2018. Next steps are to press for all countries to develop national action plans to prevent ghost gear.”

The marking of fishing gear, linking it to manufacturers and owners, is critical in developing a global picture of gear loss and solutions.



**Read more: Meet**



Christina explains that campaigning on the issue has become easier since we founded the Global Ghost Gear Initiative (GGGI) in 2014. This is a 66-strong, influential organisation of representatives from the fishing industry academia, and NGOs plus 12 governments. It supports eight ghost-gear focussed projects worldwide and in 2017 was behind a world first – ‘The best practice framework for fishing gear management’.

“These comprehensive guidelines focus on how the whole industry, from port operators to fishers, can practically reduce the ghost gear littering our seas and shores. They are well-researched, scientifically-based and involved consultation with the global fishing industry. The feedback we have had has been excellent,” says Christina.

**Death trap:** Loggerhead turtle trapped in an abandoned, drifting net in the Mediterranean sea. Image: Jordi Chias/naturepl.com





# Protecting animals in disasters

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**Thirsty work:** A donkey in Kajiado County, Kenya where we helped more than 86,000 animals suffering in the worst drought in decades.

# Protecting animals in disasters

Natural disasters strike the world more than 400 times a year. They can plunge an estimated 40 million animals annually into crisis, causing unimaginable trauma, highly infectious diseases, serious injuries and painful deaths. The impact of such suffering is enormous.



Read more:  
[Protecting animals in](#)



Many of these animals are owned or cared for by a billion of the world's poorest people who depend on them for food, livelihoods, companionship and their hopes for the future.

As the only animal protection and welfare organisation with full-time staff dedicated to disaster response, we deliver aid swiftly and strategically where it is needed most. We also use our 50 years of disaster response and management expertise, to help international organisations, governments, communities and animal owners prepare to protect animals from future disasters.

**Devastated landscape:** When wild fires destroyed grazing land in La Pampa province Argentina we provided feed for 100,000 animals.



# Saving lives – restoring hope after Irma

## Spotlight: Caribbean



**When Hurricane Irma tore through the Caribbean in September, the lives of animals and their owners were turned upside down.**

To alleviate the suffering, we deployed six members of our disaster response teams and two of our disaster liaison officers to Haiti, Barbuda, Turks and Caicos Islands and Dominica. They found distressed, hungry, sick and injured pets and farm animals struggling to survive in shattered landscapes and worked round the clock to save them. In total they helped 50,000 animals including cats, dogs, chickens, goats, donkeys and pigs.

### Protecting Barbuda's dogs

The situation on Barbuda was particularly complicated as 95% of the island's infrastructure had been destroyed. Residents had been evacuated to Antigua and ordered to leave their animals behind. In the aftermath, owners could not return to their homes on Barbuda, to try to find their pets and livestock, without Antiguan defence force escorts.

We prioritised managing the dogs on Barbuda. This was because of their severe suffering and the risk of their hunger and natural pack behaviour resulting in attacks on the island's sheep, goats, cows, donkeys and horses.

[Read more: Spotlight](#)

**“After a disaster like Irma, where devastation is widespread, and in some places nearly complete, the needs of animals and those that depend on them are enormous.”**

Gerardo Huertas, programme director, animals in disasters

**Looking forward:** Sonic the dog and his rescuers on Barbuda. His owners had been evacuated and forced to leave him behind.



**“Our work is also to think about the long term. We can’t just walk away and move on. We have a responsibility for months and years afterwards to look after the people and animals that we help.”**

**Steven Clegg**, disaster response manager

**Irma aftermath:** Farm animals throughout the region suffered from lack of water and food after Irma. Farmers on Haiti welcomed the food, water and veterinary treatment we provided.



**Hands on:** Dr Juan Carlos tends a donkey on Grand Turk in the Turks and Caicos Islands.



To address the problem, we worked with our partner, the Antigua and Barbuda Humane Society. We provided food for the animals, connected as many as we could with their owners on Antigua and rehomed others where necessary.

As part of the long-term work for dogs needed on Barbuda, we also sponsored the building of a permanent dog shelter for the Antigua and Barbuda Humane Society. The shelter is very nearly complete and many animals have already been reunited with their grateful owners. We are also working on providing water troughs for livestock.



**Read more: [Spotlight](#)**

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### Helping Haiti, Dominica, Turks and Caicos

In Haiti we made sure 25,000 animals had the food, water and veterinary treatment they so desperately needed. This included giving them dewormers, antibiotics and vitamins. We treated 700 animal injuries too.

Dominican farm animals were suffering terribly in the aftermath as food was in very short supply. So we bought two weeks' worth of food for 15,000 animals and worked with Dominica's ministry of agriculture to distribute it.

On the Turks and Caicos Islands we gave vital food and treatment to 5,000 hungry and distressed animals. We also helped the Turks and Caicos Society for the Prevention of Cruelty to Animals rebuild the roof over the recovery area of their veterinary clinic.



## Protecting animals in disasters

# In 2017 we...

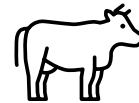


**Flood support:** When floods affected Sri Lanka our disaster response team provided emergency food for pets and farm animals in Colombo.

**Safe haven:** A farmer in Mongolia leads her livestock to shelter in the night.



**Protected more than 600,000 animals** in 14 disasters, ranging from floods to wildfires, in 16 countries. This help from our 11-strong response team included giving animals struggling to survive food and veterinary treatment. It also involved providing animal shelters, and helping owners understand how to best care for their animals in the aftermath. We also encouraged the authorities to include them in disaster risk policies and emergency plans.



**Read more:**  
[2017 achievements](#)

**Gave nearly 145,000 desperately hungry sheep, goats, cattle and horses the food** and vitamins they needed to survive a 'dzud', one of the harshest Mongolian winters on record. Temperatures were regularly plummeting to  $-40^{\circ}\text{C}$ . With the Mongolian Red Cross, we delivered life-saving nutrition packs to 1,740 herder households. The packs included milk powder, fish oil and vitamin supplements to help the animals survive.





**Saved the lives of more than 86,000 drought-afflicted animals** in Kajiado county, Kenya. The area has received less than 25% of its annual rainfall over two years. Thousands of animals have died and people have left their communities to find food and water for the survivors. We provided feed and minerals for just over 78,000 cattle, sheep, goats, donkeys for 30 days, and vet treatments for more than 8,000 livestock.



**Alleviated the suffering of 34,000 starving cattle, sheep and camels** in the harsh cold and drought devastating Bolivia's Andean plateau. We supplied 24 tons of minerals and vitamins and more than four tons of barley seeds. The seeds produced 270 tons of barley – enough to help owners feed their animals for 60 days. Our help also meant 3,900 alpacas carried their pregnancies to full term.

**Supplied food and veterinary medicines to 100,000 hungry animals** – cattle, horses, goats, sheep and orphan calves – who lost their grazing lands to fierce wildfires in Argentina's La Pampa province.

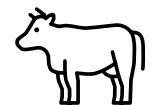
**Desperate situation:** We worked in Kajiado county, Kenya to help over 86,000 animals suffering in an ongoing drought.

**Flood zone:** Our disaster response team also helped livestock and farmers affected by heavy flooding in southern Thailand.

**Protected more than 110,000 farm animals** – cattle, water buffaloes, sheep and goats from severe floods that swept through Thailand in January and August, destroying their food sources. We delivered nearly 250 tons of pineapple silage and rice straw to Pattalung, Surathani and Sakonkakhon provinces. We protected them from flood-related diseases that cause sickness, diarrhoea and respiratory infections by providing veterinary medicines too.

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**Read more:**  
**2017 achievements**





**Helped over 81,000 pet and farm animals** struggling to survive in six other flooding situations in impoverished communities in Peru, Sierra Leone, India, Nepal, Sri Lanka and Brazil. Our support gave them clean food when their grazing was covered in dirty flood water or washed away entirely, and emergency veterinary treatment.

**Responded quickly** to help frightened, hungry and injured animals in countries worst affected by Hurricane Irma in the Caribbean. Our teams, including three vets, gave lifesaving food, water and veterinary care. Their actions helped: 5,000 animals in Barbuda; 5,000 in Turks and Caicos; 25,000 animals in Haiti, and 15,000 animals in Dominica.

**Local contact:** Dr Sergio Vásquez, our veterinary officer for disaster response, talks to people affected by Floods and landslides in Peru.



**Celebrated** when the Mexican government, the Indian states of Uttar Pradesh, Tamil Nadu and Tripura integrated animals into their disaster management policies because of our work with them. Mexico's 'Animals in disasters drill manual' will be officially adopted in 2018.

**And with our help**, the Central American Coordination Centre for Disaster Prevention has included livelihood protection and farm animals in their regional policy on disaster risk management. This will guide local policies of Central American governments.

**Encouraged the United Nations Office for Disaster Risk Reduction (UNISDR)** to recognise the importance of animals in helping communities recover from disasters. More than 200 representatives from governments, NGOs, academics and UN organisations attended our two events at UNISDR's global and regional platforms for disaster risk reduction in Mexico and Canada, respectively.

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**Read more:  
2017 achievements**



Image: World Animal Protection/  
Ernesto Benavides/AFP



**Gentle touch:** When floods affected Sri Lanka our disaster response team treated farm animals for injury and disease.



# Meet Eugenia Morales

Project manager, animals in disasters,  
World Animal Protection



**Devastated landscape:** A dog on Barbuda after Hurricane Irma.



**“You never have to convince animal owners of the importance of their animals – why it’s important to protect them from disasters. They get it. They already know it and don’t need data and paperwork, but you always have to work hard to convince community leaders or governments. This is such an important aspect of my job.”**

Costa Rica-based Eugenia Morales is the project manager for animals in disasters. Meticulously and efficiently she works closely with our animals in disaster team on all of our disaster risk reduction and response activities.

Eugenia must ensure that each disaster response mission is correctly assessed, resourced and monitored. This means supporting our teams working in the field, looking at the funding, locations, staffing and other resources that must be put in place to help animals in need. Such assessments can be complex. After Hurricane Irma for example, the animals in disasters team was dealing with four different countries, four different governments, and animals and people with very different needs.

“During a response, making sure information flows to the rest of the organisation – to our fundraising and communications teams and to Gerardo, our director – is vital. I also work closely with my colleagues to ensure that donors’ funds are spent to protect the most animals.

“In a disaster, we often must react to unexpected situations. So, it’s important to have a clear explanation for our supporters about potential delays or if things don’t go as expected. It’s also important that I make sure that as a team we are following our strategy – that we are all working towards one clear goal.”

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**Read more: [Meet](#)**



**Emergency support:** Following damaging wild bushfires in Argentina, we worked with the livestock ministry for La Pampa province and provided feed for 100,000 animals.  
Image: Marcelo Storani



**Read more: Meet**

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### Making plans matter

Eugenia's role also involves pressing for animals to be included in countries' disaster management plans. This has been part of her job since she joined us nearly seven years ago.

"I work with governments, academics and communities. I make sure they understand how important it is to protect animals and how much this protection means to people. Animals represent companionship, livelihoods, food security, hope for the future..." she explains.

Eugenia says a particular highlight of 2017 was the decision of the Mexican government to incorporate animals into their draft disaster management plans. This recognition will become official policy in 2018.

"We worked with the government for around four years on this issue. In the beginning it was hard work because we were introducing the concept and we had to convince a lot of people. But now there is a common understanding of what animals mean to communities and individual people.

**"And now the Mexican government is on the verge of presenting a national plan for animals in disaster management; it is very exciting. We know that so many animals are going to be better protected because of that."**

"And now the government is on the verge of presenting a national plan for animals in disaster management; it is very exciting. We know that so many animals are going to be better protected because of that. It's a huge reward knowing that it is our work, experience and examples that have brought this about with our amazing partners in the Mexican government."



# Protecting animals in communities



**Puppy protection:**  
Puppies await their rabies  
vaccinations in Freetown,  
Sierra Leone.





# Protecting animals in communities

Giving unconditional comfort, friendship and warmth... Bravely guarding homes... Protecting and herding farm animals... Dogs have deep bonds with people developed over thousands of years.

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Read more:  
Protecting animals in



Yet despite being one of the world's most loved animals, they are also the most abused. Millions die slow, excruciating deaths in cruel culls annually – killed by people terrified primarily of rabies. Millions more, suffering in the world's poorest regions, are without the food, health care and protection they deserve.

But we are moving the world to give dogs better lives. Through our full-cycle dog population management approach, we are inspiring governments and communities to respect, value them and live harmoniously side by side.

**Blue collar:** Raphael Omondi (our education and outreach liaison officer) gives five-month-old Tiger a blue collar to show he has been vaccinated against rabies.

# Making it happen – better lives for Kenya's dogs

## Spotlight: Kenya



Kenya's Makueni county has nearly 126,000 dogs and they are an important part of daily life. They herd and guide livestock by day and at night they keep watch over their family compound, chasing away dangerous animals or intruders. They also provide companionship and are firm favourites with children who are very often their main carers.

But, despite their valuable roles, dogs in Makueni were often cruelly killed during rabies outbreaks by people panicking about the disease which kills more than 500 Kenyans annually.

Since 2014 we have been working with the Kenyan government in Makueni where our pilot project is vaccinating thousands of dogs against rabies. We are also educating communities on rabies and dog-bite prevention. This pilot is supporting the country's ambitious national strategy to eliminate rabies in humans by 2030. Within Makueni the fear of rabies is dissipating and local people's understanding of how to prevent it continues to grow.

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[Read more: Spotlight](#)

**“People are extremely happy by the work we are doing to protect them and their animals. So many had told me that they had lost family members, friends, dogs and cattle to the disease.”**

Dr Emily Mudoga, companion animal campaign manager



**Doing well:** We first met Bruno – the dog below – in April 2016. She was our #oneluckydog as we celebrated the millionth rabies vaccine – as part of our mass vaccination programme in Makueni county, Kenya. Here she is in 2017 with her three puppies and her owner Joseph Mutui.



**“We are all most appreciative of your support and hope that it will continue as we continue our fight to control, prevent and eliminate rabies in Ghana.”**

Dr Richard Suu-Ire, Rabies in West Africa, chairman



**Friendly greeting:** The Mutui family also have Simba, shown here with Dr Emily Mudoga.

**Read more: Spotlight**

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### Building immunity

Since our work first started in the county, we have given nearly 165,000 vaccinations to Makueni’s dogs. To create an immunity barrier, 70% of dogs in a population need to be regularly vaccinated and we achieved this target at the end of 2016. Rabies vaccinations must be repeated annually for a minimum of five years or until rabies cases in dogs end in an area. During 2017 we vaccinated nearly 80,000 dogs.

Vaccination, however, is not the only part of our work in Makueni and with the national government. Central to the project is our full-cycle dog population management approach. This cycle starts with eliminating rabies in dog populations and features a variety of other elements; the development of these is essential to fully protect dogs and communities.

They include: education; legislation; registration and identification to link owners with dogs; sterilisation and contraception; holding facilities for abandoned and lost dogs; rehoming facilities and humane euthanasia provision.



**Caring owner:** 33-year-old Boniface Mulei brought several dogs, including four-month-old Samantha for vaccinations.

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### Developing the cycle

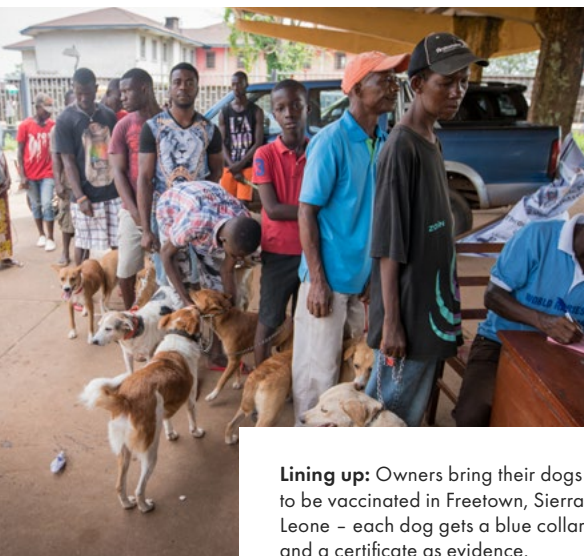
Our Makueni project and our work with the Kenyan government shows the development of the full-cycle approach in action. In 2017 we trained 49 teachers to train others to give responsible dog ownership education, using the education materials we produced, to an estimated 5,000 students. These join the 59 teachers that we trained last year. And our work continued supporting the government on the development of the country’s new animal welfare act.

The act is being guided by World Organisation for Animal Health’s recommended animal welfare laws and will include humane euthanasia for dogs.

Our Makueni project will continue to develop more aspects of the cycle over the next two years. Its success is being used as a best-practice example, by the government, for human rabies elimination work in four other counties and then a nationwide roll-out. Makueni will also form the basis of other dog population management projects elsewhere in Africa.

## Protecting animals in communities

# In 2017 we...



**Lining up:** Owners bring their dogs to be vaccinated in Freetown, Sierra Leone – each dog gets a blue collar and a certificate as evidence.

Launched a **pilot dog population management project** in Freetown, Sierra Leone, where the animals face a daily battle for survival on the city's overcrowded and bustling streets. The project, launched in September, will give Freetown's dogs better lives and help free the city from rabies. The pilot focusses on vaccination and education and is part of our work with the Sierra Leone government to support their national rabies elimination and dog population management strategy. Sierra Leone has the densest stray dog population in Africa.

By the end of the year we had worked with Freetown city council in three wards of its 109 constituency. Through the Sierra Leone Animal Welfare Society, 1,434 dogs were vaccinated and 155 were neutered. We also trained 15 teachers in rabies prevention and responsible pet ownership. We expect the project will be adopted by all districts in Freetown by July 2018.

**Read more:**  
[2017 achievements](#)

**Pilot project:** In September, the Ghanaian government launched its first-ever project to prevent rabies.



Moved the **Ghanaian government** to launch its first-ever project to prevent rabies. Between September and the end of the year in Suhum in Ghana's south, more than 2,000 dogs were vaccinated against the disease. The vaccinations are ongoing. A rabies education programme was also rolled out to target 985 schools in five different towns.

Unlike other projects where we have worked directly in countries on long-term projects with governments, the Ghanaian government approached us for advice to run the project themselves. This demonstrates the authority we have established as experts on dog population management. Next steps are the likely extension of the vaccination project and education work to other districts and the adoption of a national rabies strategy by the government.



**Home needed:** A dog at Save the Dogs, a shelter in Constanta, Romania which cares for stray, injured, or abandoned dogs. We helped to fund the veterinary clinic.



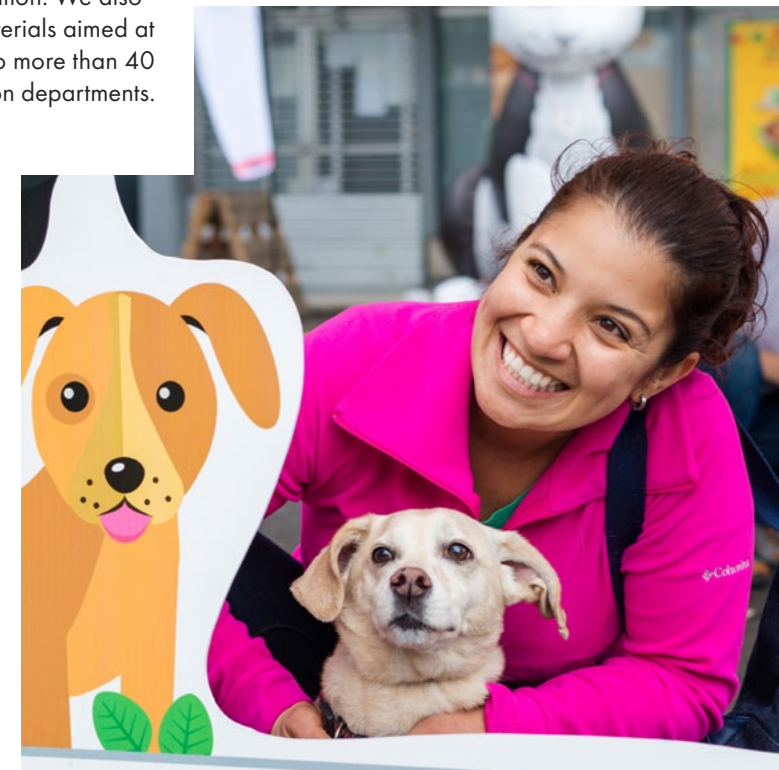
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**Read more:**  
[2017 achievements](#)

**Helped fund a new veterinary clinic** and rehabilitation centre which will care for more than 2,000 homeless, sick and injured dogs a year in Cernavoda, Romania. The clinic, operated by Save the Dogs, Romania, features special wards to keep recovering animals safe from disease, an X-ray room and an outdoor play area. In Romania, homeless dogs frequently endure neglect and harsh treatment on the streets. This new clinic will give them a fighting chance for the future.

**Joined forces with the government of São Paulo state, Brazil,** to create better lives for dogs. We trained more than 500 government representatives on dog population management strategies, responsible dog ownership and dog-bite prevention. We also distributed our educational materials aimed at children aged 5-15 years old to more than 40 of the state's municipal education departments.

**Inspired the Costa Rican government** to launch an ambitious pilot project to improve the lives of more than a million owned and unowned dogs and cats across Costa Rica. At least 18% of Costa Rican dogs are allowed to roam without supervision. This leaves them vulnerable to cruelty, diseases and danger. The project is based on our dog population management approach and will be rolled out over two years. We will train local authority workers in seven Costa Rican cities on dog and cat population management.



**Bright future:** We joined the celebration of Costa Rican government, civil society and local NGOs at the signing of the country's animal welfare law.



# Meet Pankaj KC

Director, animals in communities,  
World Animal Protection

“How can everyone, everywhere, create better lives for dogs? That is what I am looking at... It is our global responsibility and takes coordinated effort to ensure that all dogs across the world have a good life.”



As a child and young adult in Kathmandu, Nepal, Pankaj KC, our director of animals in communities, also a dedicated environmental scientist, grew up surrounded by dogs.

“I never had a day in my life when I didn’t have a dog nearby – either my family dog or the community dogs on the streets outside our home.”

With this background, it’s not surprising that KC has an innate understanding of the position of community dogs in society, the problems they face, and the role people play in looking after them. This understanding is invaluable to his role as director of animals in communities.

“You can go out in the community and you will encounter lots of dogs living on the street and they are almost as loved as your own pet. The corner shop owner... people just walking by or sitting and enjoying the sun... they look after those dogs and there is a very good understanding in the community between the dogs and the members of the community.”

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[Read more: Meet](#)

**Protection needed:** one of the thousands of community dogs in Freetown, Sierra Leone.



**Understanding dogs:** School children in Freetown, Sierra Leone, learn about animal welfare. As children are often animal caretakers it is essential they understand how to look after their dogs, what to feed them and how to get them vaccinated against rabies.

**Holding close:** Fidel a puppy in Freetown, Sierra Leone waits for his rabies vaccination.

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### Taking responsibility

KC explains that problems can disrupt the normally harmonious existence for a number of reasons. These include lack of health care and dog bites. "If something happens to the dog - it gets sick or injured - then people can shy away from the responsibility. Spending money on dogs' health care is something that working-class poor communities simply cannot afford. This is where local authorities and government must come in to make sure these dogs are looked after and have access to primary health care."

He points out that the occasional incidences of cruelty towards street dogs occur, fuelled by a fear of rabies, when a dog bites a child or a community member.

"When someone is bitten by a dog and it turns into a disease - ie rabies - then it gets very bad. Because the knee-jerk reaction is to get rid of all the dogs... If the community is insistent there are too many community dogs and see them as a threat to children or anyone else, then they will take things into their own hands. This can involve poison in their food and other unnecessary action."

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### Ensuring better lives

KC points out that our dog population management expertise is vital in helping governments prevent these problems from happening and ensuring better lives for dogs.

"We are regularly approached as a voice of authority by governments and entities because of our historic and recent work. Our approach is always about engaging and working in a sustainable way with local and national partners and governments whether we are working in Brazil, Kenya, Sierra Leone or China. We show how and why it should be done.

"There are approaches where organisations just do their thing, go in, vaccinate 20 dogs and come out and are happy with that. Those approaches have their own strengths, but we don't do it. We take the time and put in the infrastructure and education so people understand why this is happening, and its importance is understood by the government. Ultimately government takes the responsibility to create better lives for dogs and communities."



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**Read more: Meet**



# Protecting animals in farming

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Looking out: A pregnant sow in a group pen. Group housing allows her to behave more naturally than caged systems.



# Protecting animals in farming

Two thirds of the world's 70 billion animals consumed annually are farmed intensively. They endure unacceptable suffering, crammed in their hundreds and thousands into giant sheds, to provide the meat, eggs and dairy products people demand.



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Read more:  
[Protecting animals in](#)



Within these harsh artificial systems, where fast growth and maximum production is paramount, the animals' attempts to move and behave naturally are constantly thwarted. They feel unimaginable distress.

But we are working to change all this. Our practical, solution-focused approach is mobilising consumers, the food industry, governments and farmers to transform the lives of farm animals and build a better world for people too.

**Artificial environment:** An approximately 28-day-old broiler (meat) chicken in a commercial indoor system.

# Leading the way to change pigs' lives

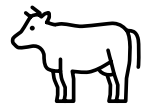
## Spotlight: Thailand



Pigs are among the most intensively farmed animals on the planet. Despite their high intelligence and sociability, three out of four of the world's mother pigs (sows) spend their lives confined in steel cages. These cages are no bigger than the average fridge; meaning the pigs cannot turn around, root, explore, move comfortably or socialise with each other.

But Thai company Betagro Group (Betagro) is working with us to change the lives of the pigs in their care. The company produces 2.4 million pigs for consumption annually and is featured in our 2017 report and business case - 'Leading the way: global pig producers say no to sow stalls'.

The report showcases practical examples of our work with top producers globally and makes the business case for keeping pigs in groups not in cages.



[Read more: Spotlight](#)

**"Keeping mother pigs in cages causes them acute psychological and physical suffering. We convinced producers that getting them out of cages and into groups with materials like straw to explore and manipulate is better for animals and better for business."**

Jacqueline Mills, global head of our Raise Pigs Right campaign



**Living together:** pregnant pigs in group pens on a Betagro farm in Thailand. Image: Betagro





**Straw comfort:** Group housing pens are environments, where pregnant sows can forage, rest comfortably, nest or play with materials like straw, which help them display their natural behaviours.

**Read more: Spotlight**



“Betagro is one of the first producers in Asia Pacific to commit to phasing out confinement of pigs during pregnancy and lactation. This is really significant as the company is among the top 20 global pig producers. We have been working with them since 2014 to support the development of higher welfare systems,” says Jacqueline Mills, global head of our Raise Pigs Right campaign.

In 2017, the company committed to get all mother pigs on company-owned farms out of cages within 10 years. They will no longer be caged when pregnant and providing for their young. They will also have the freedom to prepare a nest prior to giving birth, which is an important part of their instinctive behaviour. This is a precedent for the Asia Pacific region and will affect at least 250,000 pigs initially and many more beyond 2027.

**“Over the last five years we’ve had positive results with crate-free systems.”**

**Vanus Taepaisitphongse, Betagro CEO**

### Living more freely

Betagro already keeps 18% of its sows in group housing. And since adopting this approach the company has found the animals are stronger and less stressed. There has already been a reduction in stillborn piglets which is expected to increase.

To replace gestation and farrowing crates – small cages where pigs are typically confined for pregnancy, giving birth and feeding their young – Betagro has designed a specialised pen. It allows pigs to farrow (give birth), move naturally and mother their piglets. The chewable mats within the pens also encourage their natural, nesting behaviour.

Betagro’s CEO Vanus Taepaisitphongse sees higher welfare for the pigs in his care as a key part of a sustainable business.

In our report ‘Leading the way: global pig producers say no to sow stalls’, he says: “I recognise the link between happy animals and food quality, and believe good animal welfare is an integral part of the journey to sustainable food for a sustainable future. Over the last five years we’ve had positive results with crate-free systems.”

**Pain for piglets:** In many countries piglets endure painful mutilations in the first week of their lives.



## Protecting animals in farming

# In 2017 we...

**Too close for comfort:** World Animal Protection is calling for better welfare standards for the broiler industry.



**Challenged KFC**, through our Change for Chickens campaign, to improve conditions for the millions of chickens served to its customers worldwide. Sixty billion meat chickens are reared for global consumption each year. Two thirds live in overcrowded sheds or cages, often without natural light and fresh air. In the worst cases, the animals barely have enough room to spread their wings and their unnaturally fast growth can cause severe health problems.

More than 250,000 people have now signed our petition asking KFC to give their chickens better lives. KFC UK and Ireland have agreed to hold further meetings with us to explore how they could introduce chicken welfare improvements.

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**Read more:**  
**2017 achievements**



**More freedom:** A 19-day-old broiler (meat) chicken in a commercial indoor deep litter system. This system has open sides which allows for better light and ventilation.

**Applauded Burger King and Tim Hortons for committing** to work with us to improve the lives of chickens farmed for their restaurants in North America. The companies are part of Restaurant Brands International Inc, a multinational quick service restaurant company. They'll work with us to ensure that by 2024 the millions of chickens in their supply chain will have more space and better lighting. Other improvements to their surroundings, like perches, will be made so the chickens can behave more naturally.





**Moved Da Bei Nong**, one of China's leading agricultural producers, to start testing ways of keeping mother pigs in groups, rather than in restrictive, individual steel cages. The company keeps 60,000 sows and produces 1 million pigs for meat every year. Da Bei Nong will also give its pigs 'enrichment materials' such as comfortable flooring and materials to chew and explore.

We also inspired two other Chinese pig producers, Qinglian and Dexing, to do the same. These improvements will allow these highly intelligent animals to behave more naturally and improve their quality of life by preventing boredom and stress.



**Protected millions of pigs** in Brazil from painful practices including teeth cutting, surgical castration and ear notching, through our work with BRF, one of the biggest food producers in the world. This work will benefit 9 million pigs annually. And with our help, BRF established the 'Swine Academy' - an animal welfare training programme to improve the ways employees will care for their pigs.

We also convinced Frimesa, the fourth biggest pork producer, to phase out gestation cages on their farms. Thanks to our efforts, more than 50% of Brazilian sows will be freed from stalls by 2025.



**Read more:**  
[2017 achievements](#)

**Poor conditions:** World Animal Protection commissioned research into illegal urban and semi-urban dairies in several Indian cities.

**Caged confinement:** Sows kept in rows of cages where they cannot move or turn around.



**Celebrated** the anticipated protection of more than 67 million Indian dairy animals by 2020 after Uttar Pradesh, Karnataka and Telangana state governments directed dairy farmers to use the National Dairy Code we helped develop. We were also delighted when we moved Kwaliti Dairy India, the country's third largest dairy company, to become the first to commit to our Dairy Welfare Leadership Alliance. This will improve conditions for all dairy animals - 430,000 cows and buffaloes - in their supply chain across 4,000 villages in the country. The company will investigate all dairies they use to ensure they operate legally and to the high standards the alliance requires.

# Meet José Ciocca

Campaign manager, animals in farming,  
World Animal Protection



“My biggest highlight of 2017 was getting the support of more than 60,000 people in Brazil and Chile who were distressed about mother pigs being kept in sow stalls. They petitioned their agriculture ministries to make specific regulations on pig welfare. Their voices were heard – both ministries have started to draft specific regulations phasing out sow stalls.”

Farm animals and their care have dominated José Ciocca’s life since he was a young boy growing up in rural Brazil in São Paulo State. The importance of building better lives for them was responsible for his decision to study animal science at university and his chosen focus on animal welfare and behaviour.

“At that time (2003) I was considered a different guy from my colleagues. Animal welfare was considered an unnecessary luxury – especially in veterinary and animal husbandry courses... But now, many of those colleagues who made fun of it have asked me for support to apply animal welfare principles to the farms they are working on. And animal welfare is now compulsory in veterinary and animal husbandry curriculums at many universities.”



[Read more: Meet](#)

**Looking out:** Pigs kept on a low welfare farm with no straw or materials to play with.



**“Animal welfare and protection has made his job more interesting; he has a better understanding of the needs of pigs and his relationship with them.”**

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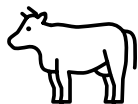
### Mobilising and convincing

As our animals in farming campaign manager, José's responsibilities involve mobilising people to support our cause and convincing Latin American state and national governments to improve regulations protecting animals. He also encourages and educates the food industry and farmers about applying good animal welfare practices to the farming of pigs and chickens reared for their meat.

José is responsible for Brazil's largest food industries publicly committing to free pregnant pigs from cages currently confining them for four months of their pregnancy. They have committed to do this by 2025.

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**Read more: Meet**



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### Changing lives

José keenly emphasises the benefits that improved animal welfare also brings to people who work on the farms. He gives an example of a recent farm visit.

“A worker told me how moving mother pigs from stalls to group housing really changed his life. He said he never used to pay attention to them particularly because they were all in cages and there was no interaction.

“But after the move to group housing he realised that the mother pigs were feeling beings who could make friends and form small groups. And the group housing made them calmer. He was also pleased that one of the mother pigs came to greet him when he entered the shed and followed him about like his dog. Animal welfare and protection has made his job more interesting; he has a better understanding of the needs of pigs and his relationship with them. His story really touched me.”



**Check-up:** Jose Ciocca examines pigs in group pens.



Better protected:  
A cattle farmer in  
Kajiado county  
Kenya walks his herd  
home after receiving  
vaccinations from  
our team.



# Inspiring partnerships

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# Building an elephant-friendly future – together

**Close companions:** Elephants pictured at a venue in Thailand where they have a natural environment to roam in and express their natural behaviour.



**“We have seen positive changes in the tourism industry towards the protection of animals, and growing demand from tourists to experience animals responsibly. This reflects a growth and depth of understanding – that by protecting endangered species and their well-being we can all help to safeguard the natural heritage and sustainability of destinations.”**

Thomas Ellerbeck, chairman, board of trustees, TUI Care Foundation

**TUI, the world’s leading tourism group, works with us powerfully and innovatively to change the lives of elephants used in the tourism industry.**

In 2010, TUI in the Netherlands became the first travel company in the world to openly stop offering elephant rides and shows and to educate its customers about the cruelty involved. By 2015 this policy and commitment had been embraced throughout TUI’s global operations. To date more than 192 travel companies have followed TUI’s inspiring lead.

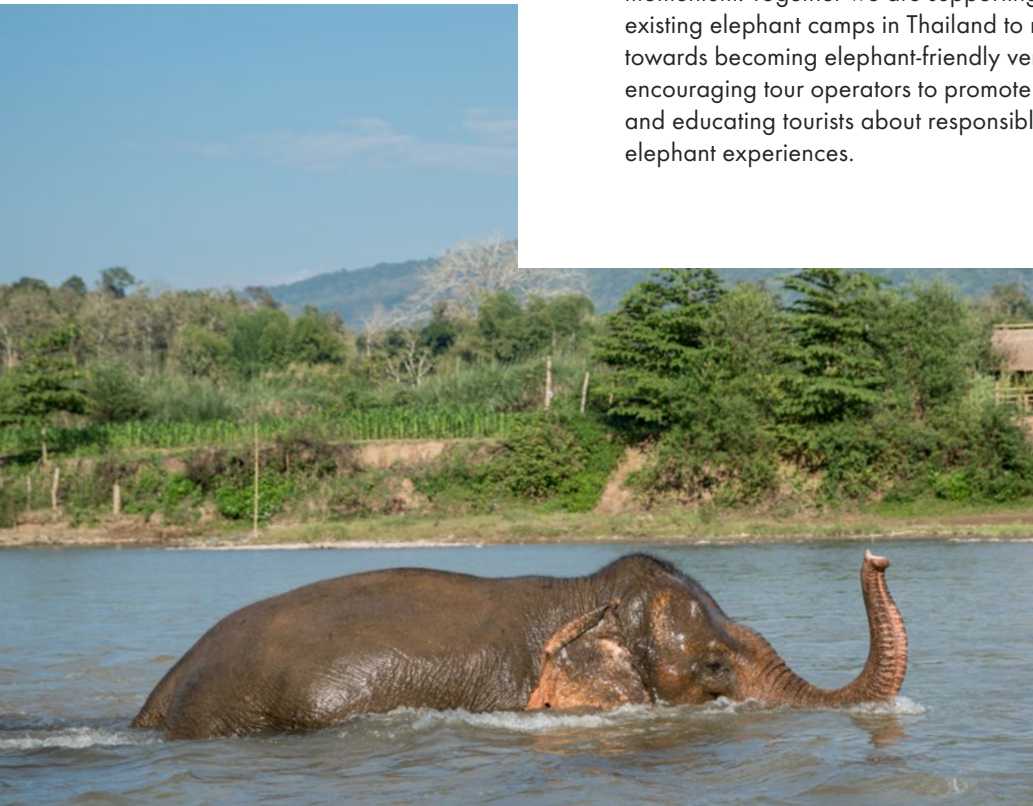
TUI is also a member of a World Animal Protection-coordinated travel industry group working to demonstrate and react to a shift in tourist demand for elephant-friendly experiences. These attractions and experiences allow tourists to experience elephants in an environment as close to the wild as possible and from a safe distance. Elephants can express their natural behaviours, such as roaming and interacting, when they choose to, with each other.

**“Tourism can be a driving force for positive change and we are proud to work with World Animal Protection to help build an elephant-friendly future in Asia.”**

Thomas Ellerbeck, chairman, board of trustees, TUI Care Foundation

**Helping hands:** Our head of campaigns for Thailand, Somsak Soonthornnawaphat, helps construct a night-time enclosure at Mandalao.

**Swimming free:** An elephant bathing in the river at Mandalao elephant conservation in Laos.



### Showcasing change

And now, through TUI ELEPHANT AID Asia – a generous grant of £269,338 over three years (2017-2019) from the TUI Care Foundation – our partnership is gaining momentum. Together we are supporting existing elephant camps in Thailand to move towards becoming elephant-friendly venues, encouraging tour operators to promote them, and educating tourists about responsible elephant experiences.



“These venues will serve as showcases – the best examples for others throughout Asia to follow to meet the growing call from tourists and operators for responsible elephant experiences,” explains Elise Allart, executive director, TUI Care Foundation.

Building on the potential of tourism as a force for good, TUI Care Foundation saw the opportunity for the tourism sector to play an important role in improving captive elephants’ lives. With an estimated 3,000 captive Asian elephants used for tourism, it is crucial to find solutions that guarantee animals are always being treated well while at the same time giving locals the chance to continue to make their living working in the sector.

### Working partners

“When we looked for a reputable NGO to improve the living conditions of captive elephants’ lives, World Animal Protection ticked all the boxes. We needed research and evidence on the issue to further strengthen our policy to stop offering elephant rides and shows.

World Animal Protection was the only organisation that was willing to invest in data. Their research has been critical in convincing the tourism industry about the need to stop elephant-unfriendly excursions,” says Elise who, for many years, also headed TUI’s sustainability department in the Netherlands.

“In just five years we have seen a big change in people’s mentality and attitudes towards elephant riding and shows; realistically this is such a short time. There are now a lot of people who know they shouldn’t do it. We’ve really pulled off an amazing change together and our partnership will take us to the next stage in giving captive Asian elephants happier lives.”



# Caring for wildlife worldwide



For Lady Annabel Goldsmith, one of our dedicated and generous UK supporters, a life without caring for animals is unimaginable.

“As far back as I can remember I have been mad about animals; as a child it was dogs, cats and rabbits and even mice. Today, my greatest pleasure is my four dogs, three of whom are rescue dogs; I love their utter devotion and their joy at running free on walks in Richmond Park.”

Lady Annabel says she was first moved to support World Animal Protection in 2001 to protect bears from cruelty.

**Horrific suffering:** Lady Annabel is determined to protect bears from dancing, baiting and the bear bile industry.



**Close companions:** Lady Annabel and Timmy.

“While in Pakistan, visiting my daughter and grandsons, I attended a party where they had a dancing bear. I was so horrified that I fled, knowing the agonies involved with teaching the bears to dance, which they do from an early age on hot coals.

“This also led to my passionate feelings about bear bile, one of the cruellest and most tortuous practices that bears have to endure. It was because of this cruelty that I first became aware of the incredible work World Animal Protection does to try and prevent this abomination.”

**“Every wild animal should be respected and loved... We must protect them and for my part I shall never cease to do so.”**

**Lady Annabel Goldsmith**

**“Today there are so many endangered species; I wish the world would wake up and realise what a loss it would be not to have these beautiful creatures in our lives.”**



**Devoted friends:** Lady Annabel and her four dogs.

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### Igniting a passion

Since then Lady Annabel has taken a keen interest in all our work to save wild animals from suffering. But she explains her love of wild animals did not start with us. She attributes her family friend John Aspinall with igniting her passion for wildlife. He founded Howletts Zoo in Kent, now renowned for its conservation work, and invited her to help with the animals.

“I spent many weekends there... best of all were the wolves. My love for them started with my nursing of a baby wolf that had fallen into a wasps’ nest. She was quite badly stung and was being cared for in the house. She spent most of her weekends in my bedroom, pinching most of the things from my bathroom – my handbag, passport included. She took them down to a small den she had made under the stairs.

“She was the most enchanting creature I had ever encountered and I was completely in love with her. Later, she was to become the matriarch of a whole pack of wolves and had descendants, some of whom remain there today.”



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### Keeping wildlife wild

Lady Annabel is a keen advocate for responsible wildlife tourism and keeping wild animals wild.

“I was lucky enough to be taken on a three-week safari with John Aspinall and his wife in Kenya. It remains the most magical experience of my life to have seen these beautiful creatures in the wild... Today there are so many endangered species; I wish the world would wake up and realise what a loss it would be not to have these beautiful creatures in our lives. This is the reason it is essential to support charities like World Animal Protection who fight so hard to save them.”

**Magical experience:** Lady Annabel believes the best place to see wild animals like this lioness is in the wild where they belong.



# Financial summary



Safety stop: Divers remove ghost gear off the coast of Pender Island, British Columbia, as part of a GGGI project.

# Financial summary

Animals don't have a voice; they suffer needless cruelty on an unimaginable scale each year. Our vision is a world in which this statement is no longer true and all animals have a good life. With thoughtful support and funding from our supporters worldwide, we work to make that vision a reality. In 2017, we helped create better lives for 321 million animals.

\* The figures included in our Global review represent the figures of all World Animal Protection entities, whether Branches/Subsidiaries or Affiliates. The figures included are taken from our management accounts which were produced at the end of January. Audits are now taking place and the consolidated audited financial statements for the UK charity are on schedule to be signed by the Board and Auditors on the 6 June 2018. Following which they can be viewed on our website.

In 2017, World Animal Protection secured \$61.6m\* of income. This maintained the same level of income we secured in the previous year. However, this was significantly more than we planned, largely due to generous legacy bequests which contributed \$14.7m, which was \$3.7m over budget.

Most of our income continues to come from our individual donors, and we are grateful for the kind donations of \$40.5m which enable us to carry out our mission to protect animals. Major gifts from individuals, foundations and trusts, corporates and governments rose to \$3.5m from \$2.9m in 2016. Finally, we had positive investment and currency gains which boosted our income by \$1.1m.

During 2017 our expenditure was \$52.4m, a decrease of \$4.2m/8% on the previous year. Progress against target was compromised as we had a 12% reduction in our staff in our programmes team due to vacancies, largely as a result of operating model changes made in late 2016. These changes are designed to enhance organisational efficiency and effectiveness, and included ensuring we recruit the right people in the right geographical location to further our mission.

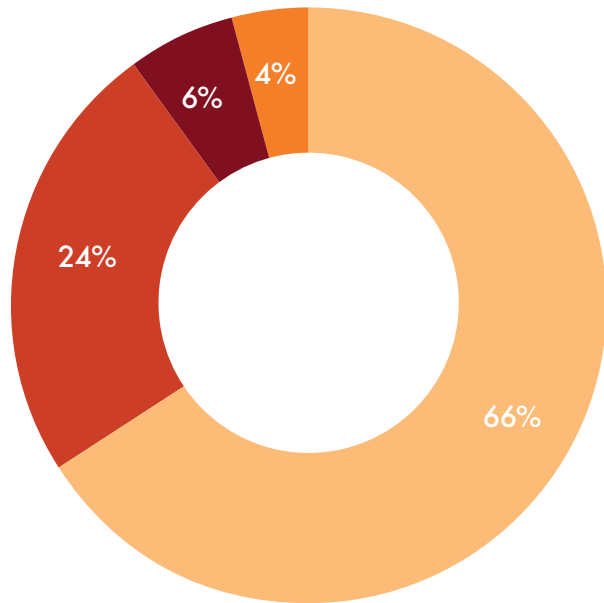
At the year's end, a number of programmes had not completed some activities on time due to in-country and other delays. These activities will take place in 2018. The remainder of our expenditure was invested in fundraising, as we re-invest a proportion of the donations we receive in finding new supporters and raising further funds to make sure we can deliver our animal protection work now and into the future.

We are mindful how we spend our income and ensure that our fundraising is as effective and efficient as possible and last year we raised \$3.27 for every \$1 spent. Fundraising expenditure therefore included \$2.3m of additional investments in activities to ensure our income is sustainable, largely attracting new supporters. These investments were from funds designated to support our mission.

We had a larger than expected surplus in 2017, primarily due to the extraordinary increase in our legacy income and our investment gains. Prudently we do not anticipate gains from these sources during the year, and the board of trustees and leadership team intend to designate a fund to increase mission activity to deliver greater animal impact in future years.

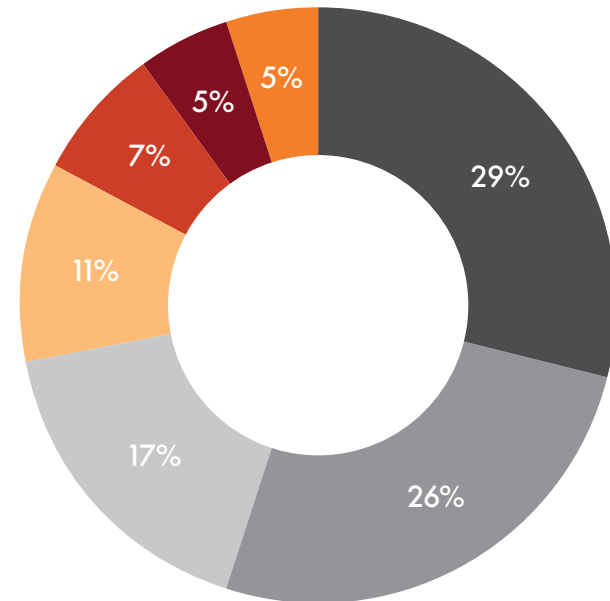


# Income and expenditure



**Income**  
\$61.6 million

- Donations from individuals 66%
- Legacy gifts 24%
- Partnership giving 6%
- Investments and other 4%



**Expenditure**  
\$52.4 million

- Animals in the wild 29%
- Fundraising 26%
- Global advocacy 17%
- Animals in farming 11%
- Animals in disasters 7%
- Animals in communities 5%
- Organisational support 5%

# Looking forward

After Ava: when cyclone Ava swept through Madagascar in January we stepped in to help. This brown lemur on the Vakona reserve was one of the many wild animals that benefitted from the food we provided.





# Looking forward



**Welfare first:** Our CEO Steve McIvor visits Zhejiang Qinglian Food Company Ltd (Qinglian), the first Chinese company to commit to ending the use of cages for mother pigs during pregnancy.

## We'll protect animals in farming by...

**Improving** the lives of at least 500,000 dairy cows and buffaloes in India. We'll do this by convincing two Indian states (including Delhi) to activate legislation to protect them.

**Pressing** fast-food brands to change the lives of chickens they use by launching a fast-food chicken welfare ranking system. The system will enable companies to compare their rankings and motivate the public to demand better lives for the birds they eat.

**Giving** 2.35 million mother pigs happier lives by extending our already successful pilot group housing projects with pig producers in China, Thailand and Latin America. We'll also convince 13 supermarkets to ensure their suppliers keep mother pigs in groups not cages.

Thank you. Your support helped us change millions of animal lives for the better last year. Here are just some of our world-moving plans for 2018.

## We'll protect animals in disasters by...

**Launching** our International Animals in Disasters Initiative (IAiD) to improve the lives of 395 million animals. Through IAiD we'll be advocating for animals' inclusion in national disaster risk management plans. We'll be supported by the IFRC, UNISDR and an influential regional body – such as the Central American Centre for Disaster Prevention.

**Deploying** our highly-trained response teams to save 400,000 animals in disaster-affected areas. We'll also be encouraging the governments in these countries to work with us on our IAiD initiative.

**Mobilising** people in one specific country to support our IAiD. We'll do this by working with animal owners to help them prepare to face regular disasters like floods and cyclones that affect their regions.

**On the move:** Cattle leaving the cattle crush after being vaccinated during our drought response work in Kajiado county, Kenya.





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### We will protect animals in the wild by...

**Moving** even more people, governments and travel organisations to end the exploitation of wild animals through our Wildlife. Not Entertainers campaign. We'll particularly target Chinese travel companies and tourists during the year because of the wildlife affected by China's rapidly expanding tourist industry and market.

**Convincing** captive bear owners to stop farming bears for their bile in South Korea, Vietnam and China. We'll build on the success and high-profile support received for the industry's end in South Korea and the public commitment of the Vietnamese government to end bear farming. China, where more than 20,000 bears are farmed for their bile, will be a particular focus for our efforts.

**Ensuring** that the suffering caused to millions of marine animals by ghost gear, and the solutions to prevent it, are firmly on the agendas of the fishing industry and international policy makers. We'll achieve this by attracting more seafood companies to the Global Ghost Gear Initiative we founded, and by working with governments and the FAO.

---

### We will protect animals in communities by...

**Influencing** African regional and continental organisations, including the African Union and regional economic communities, to create better lives for dogs. We'll encourage and involve countries in our work through the Pan-African Rabies Control Network. And we'll ensure the Africa Platform for Animal Welfare, that we helped found in 2017, is recognised as the leading forum for animal protection issues by all African countries.

**Identity matters:** A forestry department vet inserts a microchip into a female bear at a farm in Dong Nai Province, Vietnam.



**Continuing** to create better lives for dogs in Kenya and Sierra Leone by protecting them from rabies. We'll expand our 2017 work with national and local authorities. We'll also vaccinate 43,000 more dogs and train teachers in both countries to train their peers to teach children about dog protection and welfare.

**Reviewing** our strategy to ensure that we can achieve our goals more efficiently and to make our Better Lives for Dogs campaign applicable to a wider range of countries world-wide. When agreed, our new strategy focussing on full cycle dog population management approach, will run from 2018 until 2020.

**Much loved pet:** In Ghana more than 2,000 dogs have been vaccinated against the rabies and an education programme is being rolled out in 985 schools in five different towns.





# Thank you

Helping hands:  
Rescuing a gull that had  
swallowed a fishing hook  
attached to abandoned  
fishing gear.

Image: Eric Miller

# Thank you

We appreciate the generous support of the following individuals, trusts and foundations, corporations and governments for our animal protection mission. Thank you also to our generous supporters who wish to remain anonymous and those who left a gift in their will in 2017.

---

## Australia

### Individuals

Rita Andre  
Elaine Bragg  
Denis Brophy  
Wayne Fitzherbert  
Catherine Gray  
Peter and Barbara Hoadley  
Craig Maclean  
Nigel Madeley  
Steve and Sharon Molver  
Mary O'Sullivan  
Alice Simpson  
Meridy Taite  
Marjorie Wallace

### Trusts and foundations

Doves Nest Foundation  
Duchen Family Foundation  
Rona Ellis Foundation  
Hunter Hall International Charitable Trust  
The Intrepid Foundation  
The Jean, Juliette and Gilberte Leman Trust  
Maxwell Family Foundation

### Corporations

Aqueo Import and Distribution  
Australian Tax Office  
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Marini Ferlazzo  
National Australia Bank  
PwC  
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Stockland  
Telstra  
Westpac

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Dorelle Callinan  
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Pauline A Cowan  
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Joy S J Eva  
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Dorina M Podesta  
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Diana C Rose  
Marion Spence  
Dorothy M F Spencer  
Florence A Howard  
Violet M Meddicks  
Jasmin Tyree  
J A Watkins  
Nerissa N Wilson



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## Belgium

### Governments

The Kingdom of Belgium

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## Canada

### Trusts and foundations

Hallward Fund at the Toronto Foundation

### Estates

Ursula Gertrud Hoim  
Barbara Eileen McDonald  
Marjoe Miloslavic  
Marjorie Richardson  
Magdolna Voros  
George Derek Wilson

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## Netherlands

### Trusts and foundations

TUI Care Foundation

### Governments

Government of the Netherlands (Ministry of Infrastructure and Water Management and Ministry of Economic Affairs and Climate)

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## New Zealand

### Individuals

Shirley Bassett  
Reiko Sugiyama  
Robyn and Terry Wiles

### Trusts and foundations

Roy and Marie Sainsbury Charitable Trust  
Marg-Rose Linder Charitable Trust

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Alison Hart  
Ada-Rae Herd  
Reginald and Alma Langley  
Carol Marise Long  
Margaret Elizabeth Aimee Mead  
Teodora Palmieri-Chuck  
Johannis Roodzant

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## Thailand

### Corporations

The Emporium Department Store  
Thonglor Pet Hospital  
Giordano

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## United Kingdom

### Individuals

Paul Dane  
Paul Davis  
Lady Annabel Goldsmith  
Graeme MacGregor and Catherine Wilson  
Francesca Quint

### Trusts and foundations

Al Fayed Charitable Foundation  
Betty and Stanley Abbett Charitable Trust  
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Linda Conti  
Frederick Cruickshank

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Remainder Unitrust



**Firm friends:** These boys brought their dog Bingo, to be vaccinated against rabies during the launch of the pilot dog population management project in Freetown, Sierra Leone.

## We would like to thank the following high-profile supporters for their help in 2017

Alerta Kamarada  
Alesha Dixon  
Aliya-Jasmine Sovani  
Amazing Arabella  
Amy Williams MBE  
Anthony Farnell  
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Brian Blessed OBE  
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Suzanne Axell  
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Tom Svensson  
Tono Phakin Khamwilaisak



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| 2. Brazil     | 7. India        | 12. Thailand |
| 3. Canada     | 8. Kenya        | 13. UK       |
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