



2021 Global Review

Creating a new world for animals.
Together.



Our vision:
A world where animals
live free from cruelty
and suffering

Our mission:
We move the world
to protect animals

Cover image:

Dolphins enjoying the freedom of Whale Heritage Site, Algoa Bay, South Africa. Whale Heritage Sites are a global accreditation scheme developed by the World Cetacean Alliance and supported by World Animal Protection. These sites recognise a community's commitment to respect and celebrate whales, dolphins and other cetaceans. Algoa Bay was accredited in June 2021.

Credit: Raggy Charters

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Steve McIvor
Chief executive officer

Foreword

Global and lasting change for animals starts with us. So, throughout 2021, we focussed our work on transforming the abusive factory farming and wildlife trade systems that have forced our planet into crisis.

The key to transforming these systems is empowering and galvanising people to demand change and to join us in building a new world for animals.

Last year we achieved some amazing milestones through the force of people power. These included Expedia – one of the world’s largest travel brands – banning dolphin entertainment sales and promotion, and South Africa halting lion farming.

Expedia’s decision, announced in November, was prompted by more than 350,000 of our incredible supporters keeping the pressure on this global travel giant for three years. It was so exciting to see our dedicated supporters creatively run with our campaign.

Mobilising thousands

We were also delighted by the impact of our partnership with Blood Lions. Together we mobilised thousands of supporters worldwide between 2020 and 2021. This led to South Africa’s government publicly announcing in May they will end captive breeding of lions for medicines, walking, petting and canned trophy hunting.

Sadly, these successes are not the end of the road in protecting wild animals from entertainment, or from the pet and traditional Asian medicine industries. Although more than a million people have joined our call for a wildlife trade ban since 2020, the G20 still failed to act at their October meeting in Rome. This reluctance will cost lives. A ban is crucial in protecting us all from future pandemics. COVID-19, with its links traceable to wildlife sold in a wet market in Wuhan, China continues to show how human and animal health is inextricably linked.

G20 apathy was followed by CoP26’s refusal to make the connection between factory farming – intensive industrial agriculture – and the destruction of precious wild habitats exacerbating climate change.

Such frustrating failures highlight how the world’s most powerful governments still refuse to recognise and stop the destruction the wildlife trade and factory farming systems inflict on our world.

Creating a new world for animals

We know that to work successfully for all animals, to overturn these systems, we not only have to mobilise people outside our organisation we must be a strong, united force within. And so, 2021 was also a year of internal transformation and planning.

We scrutinised our values, our behaviours, our leadership, our new world for animals 10-year strategy and refreshed our brand. We appointed a steering group to help us ingrain the values of equity, diversity and inclusion in everything we do. Only with such recognition and the involvement of all our people – our most precious resource – can we create the new world for animals on which our planet’s survival depends.

Breaking cruel chains

Governments, institutions and consumers need to seek out, recognise and break the chains that inflict great suffering on our animals, people and environment. We will fulfil our bold new strategy by helping them do it.

Environmental organisations, humanitarian development organisations and many from the United Nations are increasingly approaching us. This is because they are making the connections between the way we treat our animals and the survival of our planet.

With your help we will bring these voices together, make them more unified and linked with the understanding that change for animals changes our world. Thank you for everything you have done to support and inspire us throughout 2021. We are so proud to work on your behalf.

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

49 million



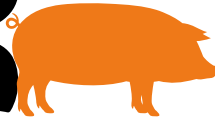
Around 49 million chickens annually will be given better lives by Kenchic, one of Kenya's largest broiler chicken producers. We worked with the company to help them improve their animal welfare standards.

1.5 million



More than 1.5 million people were exposed to #Are you BKidding? our campaign asking Burger King Brazil to improve conditions for the chickens on which its businesses depend.

500,000



We gave a presentation at China's fifth Good Food Summit about mobilising consumers to care about animal welfare and choose high welfare products. The summit was attended by 500,000 people.

100,000



Our petition signed by 100,000 supporters convinced Dutch financiers ABN AMRO to publicly commit to move away from financing factory farming and towards plant-based investments.

317

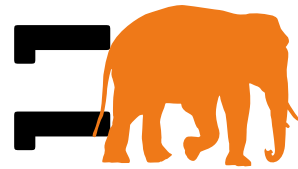


Our work to end bear bile farming in Vietnam has resulted in a 93% drop in the number of bears enduring unimaginable suffering for this cruel trade. There are 317 left in the industry compared with 4,300 when we first started working with our partner Education for Nature (Vietnam) in 2005.

Moving the world in numbers 2021



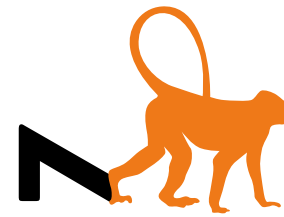
We are pressing India's forest department of Rajasthan to stop elephants being used to carry tourists to India's Amer Fort. The suffering these majestic animals endure is horrendous. Thankfully, 20 elephants in severe ill health were retired from their relentless work this year.



We helped 11 high-welfare elephant sanctuaries in Thailand, Cambodia, Nepal and Laos survive the absence of tourists and funding in these tough COVID-19 times. We have helped them feed and treat the elephants in their care and fund staff salaries too.



With our support, 6 bears used for the cruel sport of baiting in Pakistan were freed from lives of great cruelty and suffering. In total there are 73 rescued bears at the Balkasar Sanctuary managed by our partner the Bioresource Research Center of Pakistan.



Moved 7 countries - Ghana, Burkina Faso, Ethiopia, Senegal, South Sudan, Democratic Republic of Congo and Pakistan - to formally submit a resolution on animal welfare to the United Nations Environment Assembly. This historic resolution is the first ever recognising the link between animal welfare, and the interconnected environmental crises of climate change, biodiversity loss and pollution, and sustainable development.



3 new Whale Heritage Sites for responsible whale and dolphin watching were accredited in Spain, South Africa and California, USA by our partner the World Cetacean Alliance.

When people use their power to work together to influence and inspire, change is always possible...

The courage, tenacity, and boldness of our supporters made incredible changes for animals possible in 2021. Their creativity in fighting for a new world for animals laid firm foundations for future campaigns and highlighted the importance of people power being at the heart of everything we do....

Moving a global travel giant

Supporters act to end dolphin suffering for good...



Nick Stewart
Global head of campaign, wildlife

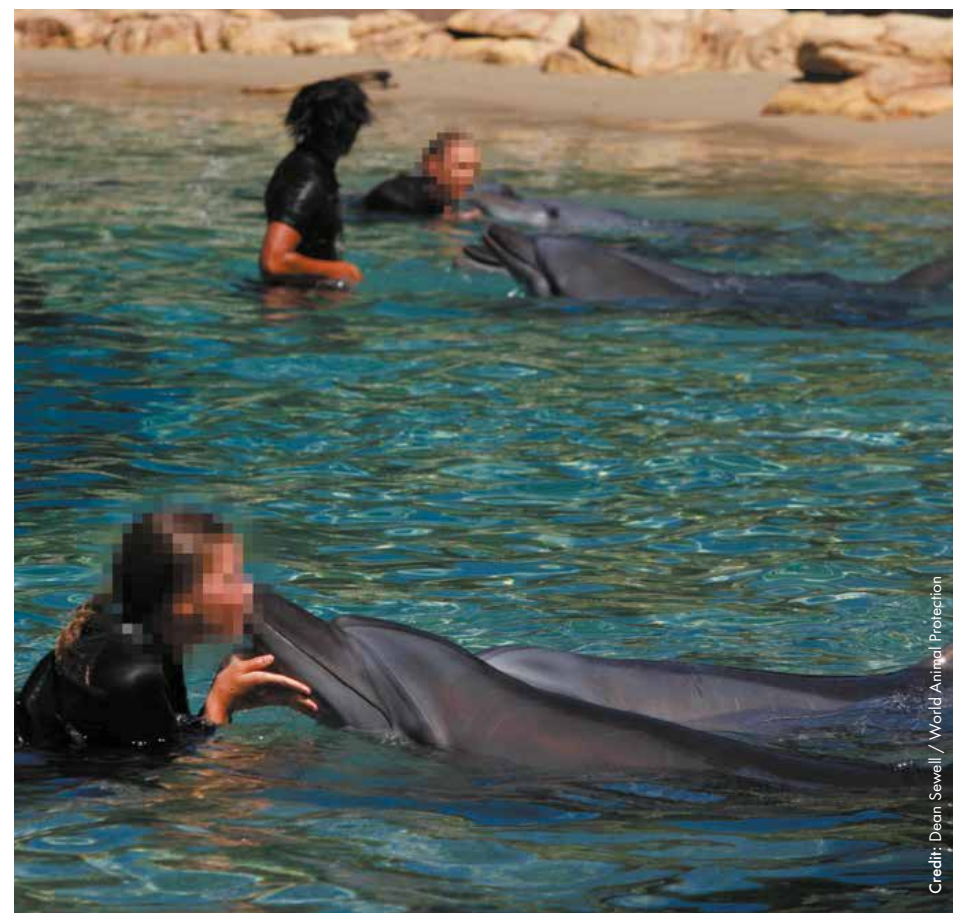
Supporters act to end dolphin suffering for good...

"I think it was our sustained persistent pressure – the heart of disruptive campaigning – that made Expedia change their minds. I feel they were thinking: 'It is going to cost us more to carry on fighting this campaign – protecting our brand reputation, losing customers, staff time spent hiding comments on social media etc, because these guys aren't going away.' And they were right..."

A call from our Expedia contact in November – the day before we were gearing up for CoP26 in Glasgow, Scotland – revealed completely unexpected and very welcome news. Nick Stewart and Cameron Harsh, programs director from our US office, listened almost in disbelief as they were told that Expedia was finally listening to our supporters. The representative explained the company would end its support for whale and dolphin interactions and circus-style performances; the attractions would no longer be sold on Expedia Group websites.

"Although we had galvanised 350,000 supporters and had put the pressure on the company through our Fooled by a Smile and #NoTanksExpedia campaigns, actual contact with our named company links had gone very quiet."

"They had been essentially ignoring us, for nearly two years, hoping we'd run out of steam. Their call came out of the blue, after many months of silence, and just as we were finalising 2022 plans for escalating the campaign," explains Nick. "I found myself in a bit of shock at first, then the elation kicked in when I realised they were telling us we had won."



Credit: Dean Sewell / World Animal Protection



Tackling billion dollar cruelty

Nick has overseen the global dolphins campaign since 2019 as part of our Wildlife. Not Entertainers. work. Since then, World Animal Protection's teams and supporters across the world have targeted travel companies, venues, governments and tourists. All are urged to turn their backs on the multi-billion dollar entertainment industry which inflicts severe stress and suffering on more than 3,000 dolphins globally through cruel confinement and demeaning activities.

Most captive dolphins live out their lives in small, barren tanks measuring just 444m² on average. That's a massive 200,000 times smaller than even a conservative estimate of a dolphin's wild range. Some facilities are located outdoors, along coastlines and use sea pens to contain the dolphins.

"These may sound more natural, but these are still around 77,000 times smaller than the dolphin's wild territory. It's still captivity and their purpose is still primarily exploiting animals for profit for tourist entertainment," says Nick.

Before the Expedia Group decision, notable campaign successes for dolphins included TripAdvisor, Airbnb, Booking.com and Virgin Holidays all prohibiting the sale of these cruel attractions. Campaign activity by World Animal Protection also contributed to Canada and New South Wales, Australia banning the keeping of captive whales and dolphins.

"Key drivers for corporate change include direct engagement, as well as pressure from investors, legislation, customers, supporters, employees and the media," says Nick. "At different times, our campaign has worked to bring pressure on targets by focussing on most of these, to push companies to change."

Disrupting business — inside and out

He explains that Expedia Group was a major target just before the COVID-19 pandemic started – they were the recipient of in-person and often dramatic supporter actions at their offices. Outside Expedia Group offices in Sydney, Australia, for example, World Animal Protection representatives assembled during morning rush hour with inflatable dolphins in paddling pools to draw attention to the animals' plight.

"During this action, we also spoke with Expedia office staff and found that some were concerned about the dolphin entertainment sales. We noticed these tactics really rankled Expedia because they didn't want us to have to be visible outside their offices and their brand. I think engaging their employees – effectively turning them into supporters of our campaign – was very unsettling for the company. They could see we were trying to create change from the inside as well as making the campaign visible."

Captive dolphins endure a lifetime of physical and psychological suffering in the entertainment industry.



Joining forces: With other animal welfare groups we formed a peaceful protest near Sea World, Queensland, Australia in April and called for an end to captive dolphin breeding.

Unnatural life: A training session with a mother dolphin and her baby at a venue in Orlando, Florida where dolphins are bred for entertainment. The trainer gets the mother to do tricks and the baby mimics this behaviour. They are rewarded with fish for their tricks.



#NoTanksExpedia – supporter call

Then when COVID-19 struck, World Animal Protection gave the hard-hit travel industry a 10-month breather. We started galvanising our supporters to tackle Expedia again in April 2021. At this point the campaign gathered great momentum; supporters using the hashtag #NoTanksExpedia helped give it a life of its own.

Nick attributes the campaign's success to three people-power elements.

1 Mobilising micro-influencers

"Micro-influencers are different from high-profile influencers like the Kardashians who have millions of social media followers. These people may only have a few thousand supporters, but they have an incredibly big reach because their followers trust and listen to what they say. So, we mobilised them to create this really big wave of activity with supporters urging Expedia to drop dolphin cruelty. Our micro-influencer action expanded the reach of our campaign to an additional 3 million+ people."

2 Joining Expedia chat

"This is a monthly forum on Twitter where Expedia's customers get together and ask Expedia questions directly. Our employees and our supporters were there every single month without fail asking them... 'What are you doing about the dolphins?' Their tenacity made it really clear that we were not going to go away."

3 Commenting on Expedia social media channels

"Our supporters commenting directly on Expedia's Instagram posts and Facebook posts really established our presence as a force to be reckoned with. When we got blocked from leaving our comments that contained certain keywords on Instagram, it was a dead giveaway that the company was taking notice, even though they hadn't responded directly to us. We could see the people power approach was working because we were tarnishing their brand. We were reaching their customers; we were disrupting business and trying to get our message to them in any way we could."

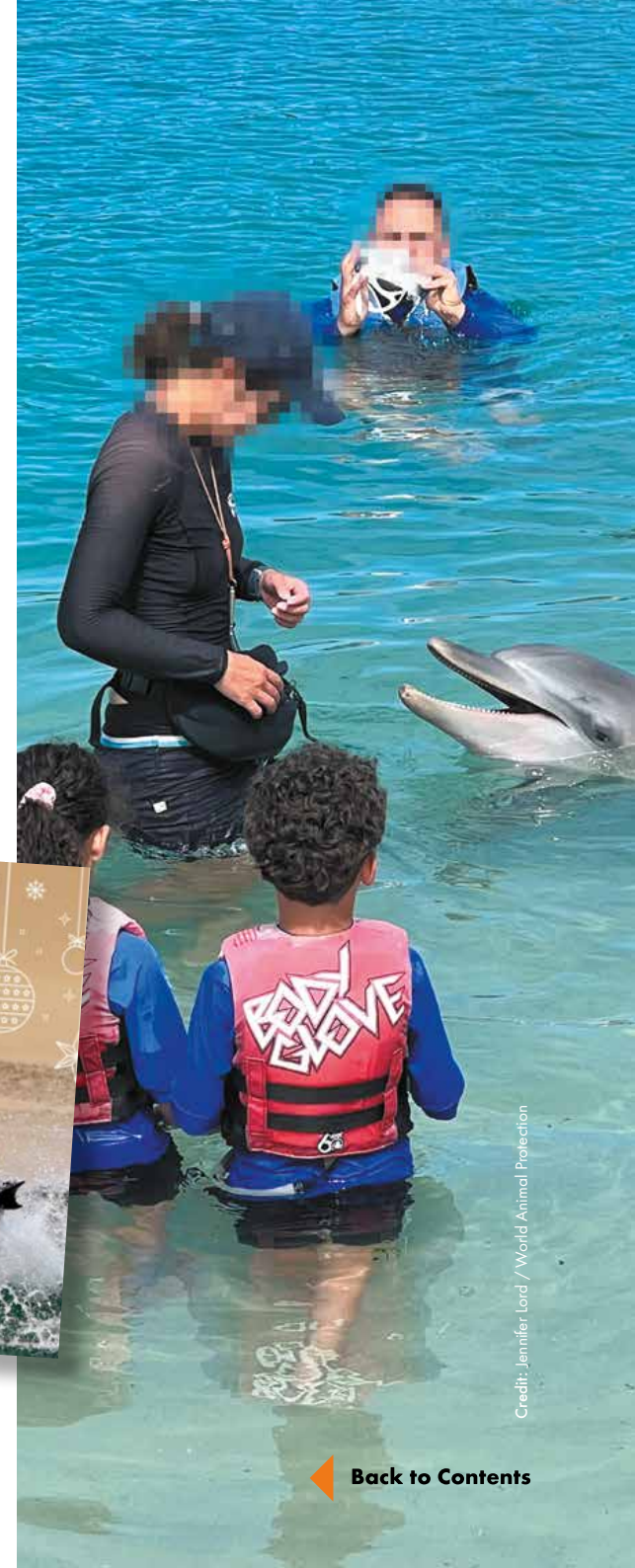


Targeting TUI – 2022

World Animal Protection's next major travel company target will be German headquartered TUI, which has a strong and influential presence in Europe, particularly the UK. There are more than 350 dolphins captive in the venues that they sell and promote.

"We ended 2021 by sending the group sustainability director of TUI a Christmas card with a dolphin and the message: 'Happy Christmas TUI you. This Christmas we bring you the gift of dialogue and want to talk to TUI about starting the new year with a commitment to stopping cruel dolphin entertainment sales... They got back to us to ask for a meeting early in the New Year.

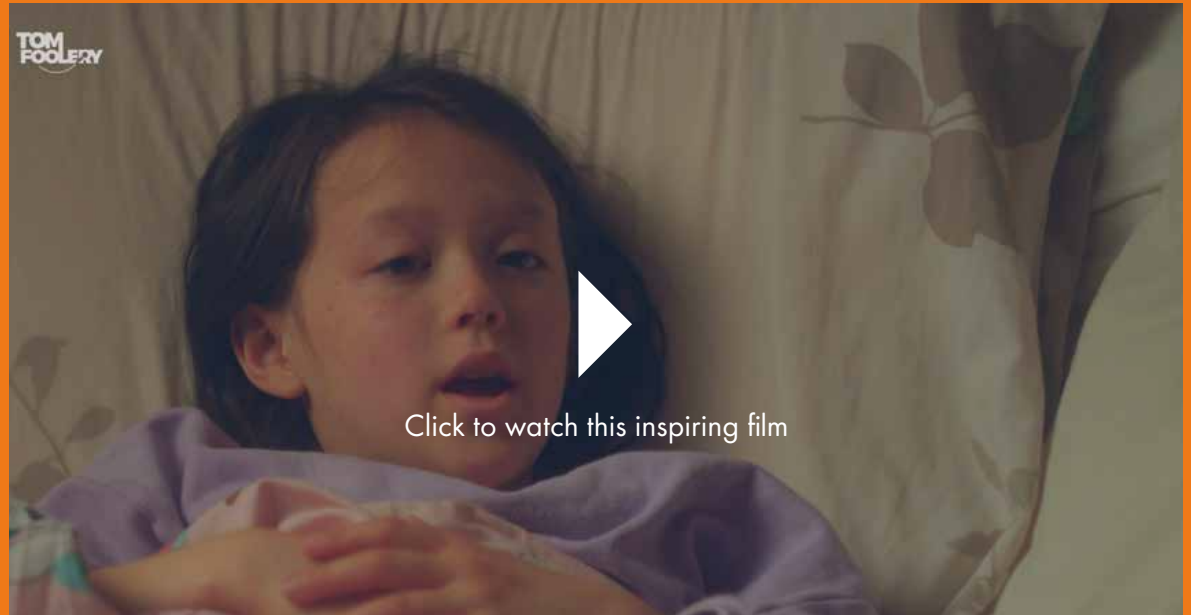
"TUI will be a priority for us and our supporters in 2022. Watch this space..." says Nick.



Can I really make a difference?

'The dancing dolphins' – our campaign production with YouTuber and poet Tom Foolery reached almost 10 million people during 24 hours on our 'Day for Dolphins' in May.

The evocative film, shared by our high-profile celebrities and influencers, features a bedtime story with a little girl. She asks: **“Why are people so mean to animals?...Can I really make a difference? There is only one of me and I am very small.”** She is assured: **“The way you live sets an example which makes a difference to us all.”**



“As a photographer I aim to change the world for animals. Being a very proud ambassador for World Animal Protection I feel I can make an even bigger difference.”

Tom Svensson,
Award-winning conservation photographer
and environmental influencer



Kate Nustedt
Global director of wildlife

“Our supporters are taking our raw material, running with it themselves, communicating in a way that is so much more authentic and personal to them. They become champions, really driving our campaigns, disrupting companies to make changes they wouldn’t otherwise. This is why mass engagement is a critical approach in our new strategy.”

#Are you BKidding?



Chicken protectors: Our farming team in Brazil called for change outside São Paulo's most popular Burger King stores.

More than 1.5 million people were reached by our campaign in November and December demanding that Burger King Brazil give the chickens on which its business depends better lives. The company uses around 3 million chickens every year which are confined to miserable factory farming conditions.

Despite our repeated calls for change, Burger King Brazil has resolutely refused to sign up to the Better Chicken Commitment. This commitment has, however, been adopted by Burger King in the USA, the UK and Canada. It requires that the company's suppliers increase the amount of space and light for chickens they use every year to make the birds' lives worth living.

So, we took to the streets of São Paulo – Brazil's biggest city – and Barueri, a small city near São Paulo, home to the company's Brazil HQ. We urged passers-by to call for change – asking them the provocative question: 'How much is a chicken's life worth?'. We described factory farm chicken suffering and handed out mock fast-food bags of information about what they could do to help.

To raise awareness, our campaign truck toured the streets near 105 Burger King restaurants. We also projected our illuminated messages, highlighting the plight of factory farmed chickens, on the sides of two buildings near São Paulo's busiest Burger King on Paulista Avenue.

Highlighting cruelty

Most people were shocked by the cruel conditions in which Burger King chickens are kept. They had no idea the birds are denied the chance to see sunlight, grow at a healthy rate or behave naturally.

We explained that it costs very little to improve chickens' lives. Our 2019 research showed that adopting the higher welfare standards of the Better Chicken Commitment would involve minimal price increases for consumers – 25 cents extra on a chicken sandwich – and that consumers were willing to pay.

Student Gabriela Cristina Nunes said: "It wouldn't be so hard to offer respectable treatment. I don't think it will affect their [Burger King] sales negatively. It will only affect them positively. I think it would work for the best."

We urged concerned people to share their stories about their new knowledge and call for change on social media. Our Instagram picture frames with the #Are you BKidding? (or #QueBaBKiceÉEssa in Portuguese) made it easy and our Instagram video about chicken suffering was viewed 491,478 times.

"Tactics like these are vital in terms of raising people's awareness and getting them involved with our campaign. Their actions have already achieved great results," says José Ciocca, our Brazil food system campaign manager.

"#AreYouBKidding? resulted in Burger King Brazil's executive board reaching out to our office because of the negative PR. We've had meetings with them to explain clearly what they must do to improve chicken lives. This is a good outcome, but our campaign will continue until they sign the Better Chicken Commitment."



Mark Dia
Global director of
animals in farming

"Once we get people to believe that they can make change themselves... That they are able to help make that change, then it becomes a powerful energy that translates towards them acting to inspire and influencing others... That's where the power lies."



Mobilising supporters to target KFC

Despite our continuing calls for change, KFC Indonesia has ignored their very poor chicken welfare performance rankings in our annual 'The pecking order' report since it was first published in 2019. When our 2021 report was also ignored, we started mobilising people in November and December to put pressure on KFC to adopt the Better Chicken Commitment. This commitment, featuring a range of improvements including more light, space and slower growing chickens, has already been adopted by KFC in eight European countries.

Our open letter published in leading online news sites highlighted the terrible suffering of chickens in KFC's supply chain and reached more than 4 million people. On Instagram, Indonesian influencers alerted 143,000 followers to the chickens' plight; and 114,000 people viewed our Tik Tok Chicken Dance Challenge tutorial. Offline, 156 fast-footed supporters joined a Chicken Dance flash mob in Gelora Bung Karno, central Jakarta. Media coverage of this event alone reached more than 3 million people.

"KFC and other iconic food retail brands are massive companies with the potential to transform the lives of millions of chickens. They should actively listen to the concerns of Indonesian consumers," says Rully Prayoga, campaign manager.

"We will continue to mobilise our supporters and contact companies directly, pressing them to commit to greatly improving the welfare of animals upon which businesses depend."



Credit: World Animal Protection



Credit: World Animal Protection

Let's dance: Caring supporters joined a Chicken Dance flash mob in Jakarta, Indonesia to show solidarity for chickens who still suffer in very poor conditions in KFC's supply chain.



Credit: World Animal Protection

Attention grabbing: Media coverage of our Chicken Dance flash mob helped reach more than 3 million people, alerting them to the plight of KFC chickens.

Our strategy made simple

Change starts with us

There is a deepening crisis facing animals around the world. Its scale is alarming.

1.6 trillion

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

80 billion

More than 80 billion land-based farm animals are consumed annually. Most are cruelly confined to industrial, low-welfare systems.

Under pressure

Our growing population, urbanisation, increasing economic prosperity and addiction to meat are driving greater demand for animal products and placing more pressure on animal habitats.

If left unchecked, this demand for animals and their scale of suffering will continue to accelerate.

The global wildlife trade and farming systems...

Inflict suffering and anguish on animals.

Devastate habitats.

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



Cruel conditions: A 32-day-old broiler (meat) chicken suffering on a factory farm.

Our 10-year strategy connects 4 elements for long-lasting change...

Animal sentience – Science shows animals are sentient – thinking, feeling beings with individual personalities, needs and the capacity to suffer. We encourage people to understand this and change their behaviour to improve the lives of animals and ultimately their own.

Transforming broken systems – The factory farming and wildlife trade systems, supported by powerful institutions and governments worldwide, treat animals as commodities. This causes well-documented cruelty and irreparable damage to our world. By changing attitudes and raising animal protection to a global priority issue we will take billions of animals out of this cruel cycle of abuse.

Change at scale – We are focussed on transforming the lives of the greatest numbers of animals, both now and in the future, prioritising those enduring the most severe and long-lasting suffering.

Sustainability – We demonstrate how the health and lives of animals, people and planet share a deep interconnection, ensuring people realise that how we treat animals affects us all. We endorse a 'One Health – One Welfare' approach.

We have 2 urgent goals...

1 Ensure farmed animals live good lives by transforming the global food system. **With your help we will...**

Expose the hidden costs of factory farming and shine a light on the collusion and corruption that allow it to thrive.

Demonstrate irrefutably that factory farming harms, rather than feeds, the world.

Accelerate the shift to a humane and sustainable food system that prioritises plant-based proteins and high welfare farming by working with industry, its regulators and communities.

Reveal the hidden financial systems propping up factory farming and seek to redirect this money to humane, sustainable food production.

Work with our ever-increasing number of allies demanding change to a food system that damages animals, people and our planet. Before it's too late.

2 Stop wild animals being cruelly exploited as commodities by changing the systems that allow this. **With your support we will...**

Expose the harm industries inflict on our precious wildlife, so that commercial exploitation is universally condemned.

Champion wildlife-friendly alternatives by working with partners to research and promote the development of alternative wildlife friendly products and experiences.

Encourage the private sector to invest in solutions - from plant-based ingredients for traditional Asian medicine, to responsible, humane wildlife experiences.

Involve local communities and support organisations and industry to find a clear route out of wildlife exploitation, turning the problem into the solution.

Influence government to enact a global package of wildlife laws, policies and practices that will permanently protect wildlife and their habitats across the world.



Deforestation victim: An anteater caught in a fire set in the Amazon struggles to survive.

Credit: Noelly Castro / World Animal Protection

We are making world-moving connections

Our two goals are inextricably linked. Intensive agriculture, fuelled by the growth of animal feed production, is the single greatest cause of wildlife habitat destruction around the world. It causes great cruelty to farm and wild animals and threatens the extinction of entire species.

Our strategy seeks to disrupt the exploitation of wildlife habitats caused by the agribusiness industry and end factory farming.

People power is vital to our success

We will galvanise a movement of millions to become advocates for change and will not stop until we all succeed in ending animal cruelty. We will not stand for the status quo - we will speak out with courage and determination.

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



Credit: Björn Vaughn / World Animal Protection

Ending the wildlife trade

Every day, thousands of wild animals are captured or farmed and sold into the global multi-billion-dollar wildlife trade. They are used for food, as pets, for traditional medicine, for fashion and for entertainment. This causes them immense suffering and puts us all at risk.

We are calling for an end to the global wildlife trade. Forever.

It's a deadly gamble... when wildlife trading starts again

Through our investigation and report 'Risky business: How Peru's wildlife markets are putting animals and people at risk', we shone a spotlight on the cruelty and hazards of the wildlife trade.

Focussing on Belén market, Iquitos, we identified serious concerns for animal welfare and species conservation, and dangers to the health of communities relying on the market for their livings. This is despite the market being shut for most of 2020-2021 when it was identified as a major COVID-19 transmission point.

COVID-19 has shone a stark light on the risks posed by wildlife markets. Linked with a market selling wildlife in China, it has inflicted unparalleled global social and economic damage - an estimated US\$1 trillion - and killed more than four million people.

At post-lockdown Belén we found more than 200 wild animal species - mammals, reptiles and birds - illegally sold mostly for meat, medicine, ornaments and pets. Some animals were slaughtered on site. The sales and slaughter were happening despite clear links between COVID-19 and markets selling wild animals, and UN advice for a ban.

Uncovering patchy enforcement

Our investigators found enforcement of regulations affecting the wildlife trade at Belén patchy and underfunded. Iquitos is the main hub for wildlife trade in the north-eastern region of Peru. Wildlife is brought here for sale locally, or for transport and sale to other regions and neighbouring countries, such as Brazil and Colombia.

But lack of enforcement in these areas is not entirely to blame for the trade, says Gilbert Sape our head of campaign, animals in the wild.

"Enforcement of wildlife trade regulations is very difficult to implement in the light of such high demand. This is because strong laws and enforcement efforts in 'front-line source countries' such as Peru mean little if they are not supported by other consuming countries."

We presented our report to the Peruvian government asking them to increase their efforts - nationally, locally and regionally - to stop the wildlife trade. We emphasised that this must involve providing alternative ways of making a living for the impoverished people who take animals from the wild and trade them.



Cruel harvest: A dead caiman on sale at Belén market - one of the more than 200 wildlife species our investigators found on sale during their investigation.

"Internationally, we continued to press G20 leaders to commit to end the global wildlife trade. This year's G20 Summit showed that there is still a long way to go before world leaders take this issue as seriously as they should. Their action is vital in preventing the next pandemic and protecting our world's precious wildlife." explains Gilbert.

"The atmosphere at Belén was as if lockdown had never happened. At one of the first stalls I visited I saw a black caiman skull, three ocelot skins, a puma skin, anaconda skin, and the head of a dead ocelot. And there were hundreds more stalls just like it... Each of them representing the devastation of Amazonian wildlife and alarming risks to human health..."

World Animal Protection investigator,
October 2021



Hunting victim: Primates including howler and squirrel monkeys were being sold dead - for meat - and live as pets.



Targeting the G20

What we learned,
our challenges...
What's next?



James Royston
Head of external affairs

“When COVID-19 was declared a pandemic in 2020, plunging the world into crisis, we decided to add a political solution – calling upon the powerful G20 nations to end the commercial wildlife trade. COVID-19 powerfully highlighted the trade’s dangers through its likely origins in a wildlife market.

Our target for change was the grouping of the world’s biggest economies – the G20. We mobilised a million people to sign a petition to make the G20 sit up and listen. And behind the scenes our lobbying and advocacy efforts were fully focussed on making our case, finding government allies and changing the minds of less supportive governments.

We didn’t get a full ban by the G20... this time. However, world leaders committed to work with the One Health Tripartite Plus to understand the wildlife trade. This important body includes the World Health Organisation, World Organisation for Animal Health, Food and Agriculture Organisation and UN Environment Programme. It is dedicated to global adoption of the One Health approach.

Working for One Health – One Welfare

One Health – One Welfare, as advocated in our strategy, recognises that the health and welfare of people are inextricably linked to the health and welfare of animals and our shared environment. When applied by governments it can prevent outbreaks of zoonotic disease in animals and people – protecting global health. It can also improve food safety and security, reduce antibiotic-resistant infections, improve human and animal health and welfare.

Throughout 2021, we worked with the G20 to hold them to their One Health Tripartite Plus commitment. We also pressed them to address other One Health

issues directly linked with animals beyond the wildlife trade. This included calling for an end to the routine use of antibiotics on farm animals, which can increase antimicrobial resistance.

We met and spoke regularly to the Italian G20 Presidency, who were keen to lead on making One Health a global priority. It was rewarding that they clearly understood the importance of One Health to animals, our economies, environment and health. They spearheaded efforts to commit G20 Health Ministers to act.

Frustratingly, several issues meant no agreement was reached by the G20 on adopting One Health at their meeting in October, or on taking further steps relating to the wildlife trade. This was primarily because of disagreements between the USA and China over other issues, particularly COVID-19’s origins and vaccines. Leaders were also very focussed on the crucial CoP26 summit, which took place a week later in Glasgow.

As an organisation it’s been important to understand that despite the best preparation and country support, world events – wars, disasters, pandemics – can shift global focus with little warning.

Animals must be at the centre of our leaders’ minds as they move their focus from responding to COVID-19 to preventing the next pandemic. We will continue to work with key allies in G20 countries. We will do what we can to influence the global Pandemics Treaty, which is being drafted under the leadership of the World Health Organisation. This Treaty is intended to be a global agreement on how to respond to, be prepared for, and most importantly prevent future pandemics.

We also know we must stand ready to act and adapt if the global focus shifts again in ways we cannot predict.”

Work to be proud of



Kelly Dent
Global external engagement director

“Our political influencing work has opened many doors for us with governments around the world. I am certain that without our involvement and our campaign, the G20 would not have discussed the wildlife trade’s role in the COVID-19 pandemic at the Leaders’ Summit (30-31 October). This includes them discussing the steps (however small), that need to be taken to address this as a part of preventing the next pandemic. For this reason alone, we should all be incredibly proud of what our collective hard work has achieved.”

Steps forward in 2021



Tourist attraction: A lion cub in South Africa bred for the tourist industry and destined for holding, stroking, bottle feeding and walking experiences.

Kangaroo commodity: Around 1.6 million kangaroos are killed annually for their meat and skin in Australia.

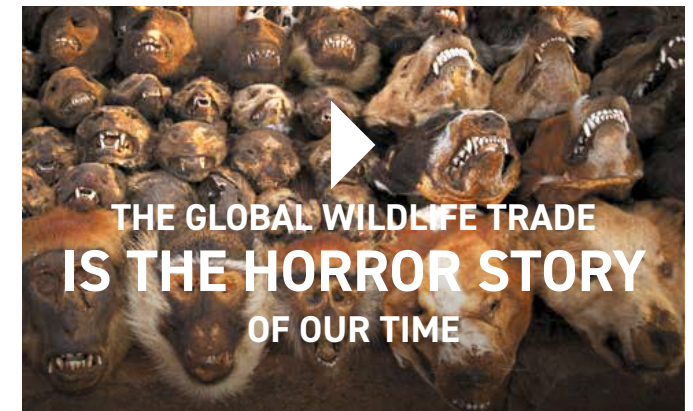


Captive lion breeding was finally banned by South Africa's government in May thanks to our two-year campaign with our partner Blood Lions and other animal welfare and conservation organisations. This landmark government decision, called for by thousands of supporters worldwide, will halt the horrendous abuse inflicted on between 8,000-12,000 captive lions annually. These majestic animals have been cruelly bred in unnatural conditions for hunting, tourist interactions like cub petting, and for their body parts to be sold into the traditional Asian medicine trade. South Africa's government is now taking steps to enshrine the ban in law.

We launched a campaign to stop high-end fashion brand Hermès expanding their farming of Australian saltwater crocodiles in the Northern Territory. If Hermès' plans proceed an additional 50,000 crocodiles will suffer a cramped, short life before a brutal death - all for a handbag. We lobbied Australia's minister for the environment, Sussan Ley, to not grant Hermès the export permit for the crocodile skins that this new farm needs. Thanks to our work, the minister has agreed to update the code of practice for farmed crocodiles. This gives us an opportunity to mobilise our supporters and create enough of an investment risk to stop Hermès' farm reaching full capacity.

Dutch e-commerce giant Bol.com announced ending sales of kangaroo products including ice skates, shoes and hats in response to the demands of our supporters. About 1.6 million wild kangaroos in Australia are shot for their meat and skins every year; they die slow, painful deaths or are maimed for life. Bol.com ended the sales just four weeks after our campaign was launched on 24 October - World Kangaroo Day. The European Union and the Netherlands are among the world's largest kangaroo leather and meat importers.

More than 16 million people were reached by our campaign messages before the G20 summit in October. We shared our powerful new one-minute film 'Horrors of the wildlife trade' made with internationally acclaimed filmmaker Aaron Gekoski, and a worldwide 'Financial Times' advertisement. We also prompted a Twitterstorm aimed at the G20 calling for change. We will continue to press world leaders to come together to change lives and end the cruel exploitation of animals - for wildlife, people and the planet.



In the USA we moved 52,593 people to ask their legislators in Congress to support the Preventing Future Pandemics Act. This legislation aims to address the global health risks posed by the wildlife trade by closing down wildlife markets and ending the international trade in wildlife for human consumption. The USA is one of the top importers of wildlife responsible for an estimated 20% of the global wildlife market. Momentum for the bill grows as more legislators sign on as sponsors; we will continue to urge Congress to pass it.

Making a world of difference for bears

Bears are cruelly exploited around the world for use of their body parts for traditional Asian medicine and for entertainments like bear baiting and dancing. Throughout 2021 the generosity of our supporters helped us make great progress in protecting these beautiful animals' lives...



Romania

When the pandemic continued to cause funding problems for the Romanian bear sanctuary, we supported our partner Asociatia Milionane de Prieteni (AMP) to care for their bears. Thankfully, by the end of the year, the sanctuary was back on the road to self-sufficiency after experiencing high numbers of local visitors and successful fundraising campaigns. Fourteen bears were rescued by AMP in 2021 bringing the total at the sanctuary to 116. Pictured is 38-year-old Martha. Until AMP rescued her she had spent all her life in cruel captivity. This meant Martha had never stepped on grass or even climbed a tree.



Safe haven: Poc, a 1.5 year-old-cub, happily explores his new home at the Romanian bear sanctuary. He was rescued from a concrete zoo enclosure with his twin sister Pic by our partners AMP in 2021.



South Korea

Continued pressure on South Korea’s government, with our long-time partner Green Korea United (GKU), resulted in a landmark achievement regarding the country’s farmed bears. The government agreed, in January, to stop bear bile farming from 1 January 2026. Across South Korea, 360 bears remain on farms, compared to 1,400 in the mid-2000s when the industry was at its peak. During 2021 we also successfully lobbied the South Korean government to approve the budget for the construction of an animal shelter to house confiscated, illegally-bred bears. Stricter penalties for aggravated wildlife offences, including illegal breeding of bears, were introduced too.



Pakistan

Six bears (Max, Harley, Tobie, Penny, Juhi and Chaman) were welcomed to the Balkasar bear sanctuary, run by our partner the Bioresource Research Centre of Pakistan (BRC), in 2021.

They were suffering unimaginable trauma and pain after being used for the cruel and illegal sport of bear baiting where bears are set upon by dogs. By the year’s end, 73 bears were getting the very best of care at Balkasar.

In total, 108 owners have been offered alternative livelihoods in exchange for handing over their bears since our work with BRC began in 1997.



Vietnam

Our supporters’ generosity helped us give 15 bears suffering on bear farms better lives. With our partner Education for Nature Vietnam (ENV), government authorities and other NGOs, the bears were confiscated or voluntarily transferred to government rescue centres and NGO sanctuaries. Four Paws, Animals Asia Foundation, and Free the Bears all run sanctuaries that give rescued bears safe havens. Tu Do, rescued in December was the last bear to be farmed for her bile in Son La province. She was kept in a tiny, narrow cage for more than 20 years. We have worked with Vietnam’s government and ENV since 2005 to phase out bear bile farming. Numbers have dropped from 4,300 bears in 2005 to 317 bears in 2021; 40 out of 63 provinces are now bear bile free.



China

Around 24,000 bears, kept mostly in China, suffer horrendous cruelty for the traditional Asian medicine industry. They are confined to tiny cages and bile is painfully extracted – usually through their gall bladders – to make medicines believed to treat ailments ranging from colds to cancer. To tackle their great suffering, we launched our first traditional medicine consumer campaign in China. It’s persuading consumers to use herbal alternatives instead of products containing bear and other wild animal ingredients.



Wildlife. Not medicine.

Protecting animals from the traditional medicine trade

Championing plant-based alternatives to wildlife-based traditional Asian medicine products to practitioners, consumers and businesses will keep wild animals free from cruelty, exploitation and in the wild where they belong.

In 2021 we...

Inspired great action for wild animals in China. More than 1,200 doctors and four Chinese companies including Kwai, a video streaming platform with 295 million users, and Hanfang Pharma, a leading pharmaceutical company, signed our Wildlife. Not Medicine. pledge.

We were delighted when four traditional medicine associations – representing more than 4,600 practitioners outside China – signed the pledge too.

Celebrated when three traditional medicine associations endorsed our plant-based alternative website tawap.org. The site was launched last year in collaboration with traditional Asian medicine experts. By the end of 2021 it had attracted several hundred visitors looking for remedies free from wildlife-based products.

Collaborated on scientific research, with the University of Oxford, UK, Three Gorges University and China West Normal University, China, into plant-based alternatives to wildlife in traditional Asian medicine.

We shared this groundbreaking research, which provided new evidence and insights into the extent and use of wildlife, at our first international online symposium in November. The symposium was attended by 163 delegates including traditional medicine practitioners, academics, business and NGO representatives.

Wildlife. Not entertainers.

Building a better world for elephants



Dee Kenyon
Elephant venue project manager

“Because of COVID-19 there are no tourists. So, elephant-friendly venues have faced terrible financial times. We have made an incredible difference to the elephants’ quality of life. Without World Animal Protection support, those [elephants] at high welfare and elephant-friendly venues would have been sent back to working in logging camps. This would be very, very hard work and also destroys the natural habitats that elephants and other wild animals depend on.”

Dee Kenyon has faced big changes to her job since the onset of COVID-19. She joined World Animal Protection in 2018 when her original mission was to guide and support elephant venues in Thailand to become elephant-friendly, observation-only and commercially successful spaces. This meant elephant riding, bathing, and other contact activities with people would end.

“We wanted these transformed and successful ‘transition’ venues to inspire the tourist industry and consumers to reject those offering cruel, unnatural entertainments such as riding and demeaning shows,” says Dee.

Letting elephants be elephants

So, from 2018-2020, Dee directly helped ChangChill, formerly Happy Elephant Valley near Chiang Mai and Following Giants - formerly Eco Tourism Koh Lanta - to adopt elephant-friendly standards.

She was most regularly based at ChangChill where she ensured its six elephants would live more naturally. “Until our work to transition them to an elephant-friendly model, they were normally chained for 23 hours a day when they were not entertaining tourists,” Dee explains.

She oversaw the new landscaping and construction needed at the venues including observation platforms for tourists. These allow visitors to enjoy watching elephants moving freely. She also ensured the full involvement of the mahouts in giving the elephants as natural lives



Happy together: Thanks to our funding in 2021, ChangChill in Thailand could continue providing for elephants like Gorgae and Mayura, their mahouts, and cover bills and staff salaries.

as possible. This meant a gradual process of reducing the time the elephants spent on chains during the day.

The mahouts walked beside their charges through the site’s beautiful trees and grasses, letting them graze and bathe in the river when they wanted. “It was so important to just let them be elephants,” says Dee.

She also worked closely with the venues’ owners linking them with responsible tour operators who signed our elephant-friendly pledge.



Credit: Amy Jones / Moving Animals

Tourist entertainment: Elephant riding causes these magnificent animals great stress and suffering.

But then COVID-19 struck, wiping out Thailand's tourist industry. Dee's role changed dramatically as she led our emergency project launched in April 2020.

The project involved supporting ChangChill and Following Giants, and helping nine other higher welfare and elephant-friendly venues based in Thailand, Nepal, Laos and Cambodia feed the 69 elephants in their care. Our funding helped pay the staff looking after them too.

"Elephants eat about 10% of their body weight... A lot of money – more than \$US400 a month – for their owner to be able to afford that for extended time periods. Also, imagine the change in their living conditions and welfare after living in high welfare venues then suddenly having to go back to working in the logging camps. This is why our supporters' generosity is so vital to the work we do."

Life-protecting support

Because of the pandemic Dee has been unable to travel regularly to venues to monitor progress. But she receives regular reports from them all, and phone and online meetings help her keep an eye on progress. The gratitude of the owners towards World Animal Protection has been heart-warming.

"The longevity of the crisis is exhausting for us all," says Sarah Blaine CEO of the Mahouts Elephant Foundation based in Thailand. "World Animal Protection's support towards some of our running costs has been vital to us this year... we are truly and deeply grateful."

Emily McWilliam of Burm and Emily's Elephant Sanctuary, also in Thailand, agrees. "Without World Animal Protection's ongoing support we wouldn't know what to do with ourselves. Thank you for keeping the elephants fed and well cared for over the crisis period."

Early in 2022, Dee hopes to start travelling to visit venues again. And by the end of 2021, tourists were trickling back to Thailand. However, she feels our support is still vital as the visitor numbers and income from them are still not enough to keep venues open and protect the elephants.

"Travelling to Thailand is still not easy," says Dee. "People have to take tests and spend time in quarantine in hotels, so it seems simpler for them to go somewhere else."

"I really hope we can keep supporting our transition venues [ChangChill and Following Giants] until they become financially viable, profitable and successful models of elephant-friendliness. Then can we truly showcase them to the tourism industry. They will prove that our elephant-friendly business model of observational-only activity and no direct interaction is well received and is in great demand by tourists. When we can prove this to the industry, true change will happen."



Credit: Kindred Spirit Elephant Sanctuary

Firm friends: Too Meh (left), Gen Thong (middle) and Mae Doom (right) enjoy life at Kindred Spirit Elephant Sanctuary in Thailand which has been closed since the start of the COVID-19 crisis in 2020. With our support they are being well cared for.

Steps forward in 2021.

Three new Whale Heritage Sites were accredited in Tenerife La Gomera, Spain, Dana point, California and Algoa Bay in South Africa thanks to our work with World Cetacean Alliance. These sites foster responsible whale and dolphin watching and offer an alternative to going to see these animals in captivity. They demonstrate to travel companies how wildlife-friendly activities protect the welfare of these magnificent animals and also greatly appeal to tourists.

Whale Heritage Site status is granted to places where communities work collaboratively to make and enforce decisions that will benefit cetaceans and their habitats in the long term.



Wave riding: Dolphins at Algoa Bay, South Africa. Algoa Bay is a newly accredited Whale Heritage Site.

More than 500 representatives from 212 Chinese travel companies took our wildlife-friendly online course in China. The course involved two hours of study and a final exam which helped them establish an accurate and thorough understanding of wildlife-friendly tourism.

Twenty severely sick elephants at Amer Fort, India were retired from their relentless work ferrying tourists to this historic landmark. Thanks to our lobbying with other NGOs in India, the Forest Department of Rajasthan declared that the most sick and unfit animals should no longer be used for entertainment purposes. We see this as a progressive step for the remaining elephants at Amer Fort and will continue our campaign to end their suffering.

We mobilised 19,000 people in Thailand by the end of the year to support the Elephant Bill. The bill to give elephants greater protection was spearheaded by our Thailand office with a specialist group of experts, government representatives, academics and NGOs. Thailand has at least 27 laws concerning the protection of elephants and is the only country in the world where elephants are classified as both wild and 'domestic'. The latter definition allows exploitation and cruelty through the tourist entertainment and logging industries. We will hand the petition to Parliament in early 2022 and lobby parliamentarians to ensure it is seen as a priority.

Our investigation exposed cruel fake animal rescue videos on YouTube in June 2021. These videos portray animals such as monitor lizards, crocodiles, primates, cats and chickens being rescued by a human from a staged predator attack. Both prey and predator are subjected to considerable psychological distress and physical injury. Some videos had collected more than 100 million views. We pressed YouTube publicly and got them to remove more than 240 videos depicting this type of horrific animal cruelty content.



Better wild: Wildlife-friendly tourism means letting wild animals stay wild where they belong.

Wildlife. Not pets.

Uncovering cruel cargoes



Edith Kabesiime
Wildlife campaigns manager

“While the world still grapples with the pandemic, it’s important to remember how it’s believed to have all started – the wildlife trade... Ethiopian Airlines has an important role in connecting Africa to the world. They are importing lifesaving COVID-19 vaccines, but at the same time, by exporting live wild animals, they could be transporting dangerous pathogens around the world. The airline has a responsibility to safeguard against future pandemics and protect the continent’s incredible wildlife.”

Our investigation and ‘Cargo of cruelty’ report uncovered Ethiopian Airlines as a major culprit in commercially shipping live wild animals for the exotic pet trade. The company is the largest aviation group on the continent and West Africa is a recognised major wildlife trading hub and exporter.

‘Cargo of cruelty’ released in August 2021 presents the most detailed insight to date into the diversity and global extent of the wildlife trade in West Africa. Investigators analysed shipments and social media wildlife trader postings and sales; they found that many species transported are threatened with extinction, or have unknown or declining wild population trends.

Two hundred different species, including 187 vertebrates, were advertised for sale or export by just two wildlife trader social media accounts in Togo, West Africa, between 2016 and 2020. And genets, rough-scaled lizards, African spurred tortoises, Savannah monitor lizards, green bush vipers, chameleons and scorpions were among the most frequently shipped animals via Ethiopian Airlines.

Animals trapped for the trade suffer greatly during capture and are kept in cruel conditions, which can leave them stressed and vulnerable to infection or even death. Many never make it to their final destination.

Taking great risks

Our investigators found that at least four of 33 Ethiopian Airlines shipments analysed, carried mammals of high biosecurity concern.



Pet trade victim: Species such as Africa’s white-throated guenon are under threat from the wildlife trade.

These included African civets, primates and marsh mongooses to destinations in Italy, South Korea, Thailand and Malaysia.

“Not only is the global wildlife trade considered to be one of the leading causes of ecosystem collapse and biodiversity loss globally, but exploitation of wildlife also poses huge biosecurity risks,” says Edith Kabesiime.

“More than 70% of zoonotic emerging infectious diseases are thought to originate from wild animals, with poor welfare conditions and proximity to people creating the ideal situation for viruses to mutate and spill over to humans.”

We are outraged that, despite this overwhelming evidence, Ethiopian Airlines is still ignoring us and continues to transport live wild animals. We continue to call on them and other airlines to help stop aiding the trade which causes horrific suffering to animals and, through its biosecurity risks, to people.



Trapped for trade: The African grey parrot is one of the most popular bird species kept as exotic pets and in the wild they are endangered.

Target - PetSmart.



During 2021 we increased the pressure on PetSmart, one of North America's largest pet store chains, to end reptile and amphibian sales in their stores. The company has ignored our evidence of the dangers and cruelty of the trade since 2018. Meeting requests and offers of help have also been met with silence.

So, in February we launched an online petition urging our supporters to demand an end to sales. It was signed by 50,000 people. We also formed a coalition, mobilising 20 animal welfare groups, veterinarians and scientists in Canada and USA to send a letter in May to PetSmart calling for change.

When we had no response to the letter, or to our petition handover in October we urged our supporters to send our e-letter to PetSmart Canada president, Jim Persinger demanding an end to the sales. More than 3,000 supporters took this action. Our campaign continues...

With your help we also...

Exposed horrendous conditions for the exotic animals traded at the Houten reptile expo in the Netherlands. Snakes could not stretch themselves, monitor lizards were crammed into plastic boxes and panic-stricken armadillos, sloths and tree porcupines bit and scratched desperately at their cages.

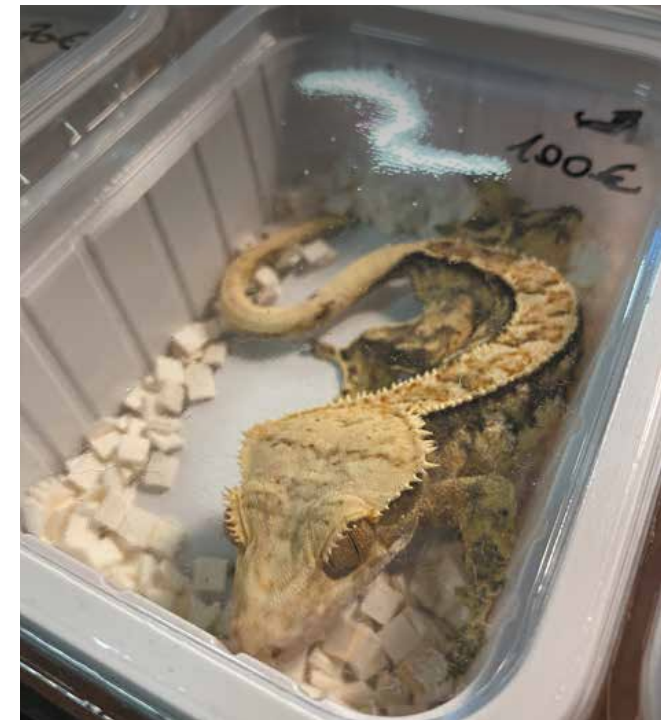
Our footage, released in parliament and virally in December, convinced the market organisers to change their own regulations so that exotic mammals can no longer be traded. And Carola Schouten, the Dutch minister of agriculture said she will make representations to Brussels for a ban on the trade in wild-caught animals from outside the EU.

Pressed Doncaster Racecourse in the UK to stop hosting their annual reptile expo. This is the most important sales event for ball python breeders in the UK and was cancelled last year due to COVID-19. Despite our 75,000-strong 2020 petition and thousands of letters being sent to the executive director, the 2021 event went ahead. Our campaign will continue in 2022. If we can convince racecourse bosses to stop hosting these events, it'll be a proud moment for Doncaster and a significant step towards ending the wildlife trade in the UK.



Persuaded two online companies in China - Xianyu and Kwai - which have millions of daily users to stop selling a range of exotic pets, including crocodiles and chameleons, on their platforms. Their efforts will remove around 25,000 animals from the trade.

Launched in May, our wildlife-friendly toolkit for children ages 5 - 10 years old in China. The kit which helps young people understand how they can protect wild animals can be used at home, in informal and formal educational settings. By the end of the year more than 20 organisations had used the kit with around 1,300 students.



A close-up photograph of a pig's face pressed against the vertical metal bars of a cage. The pig's eye is visible, looking towards the camera. The background shows other cages in a dimly lit industrial setting.

Protecting animals in farming

Together we are exposing the devastating impact of factory farming on animals, people and our planet. We are moving people to join us to disrupt and overturn the systems underpinning factory farming, to press for plant-based diets and to ensure farmed animals live good lives...

Streaming near you – superbug killers



Jacqueline Mills
Global head of campaign, farming

“The factory farming industry is playing Russian roulette with people’s lives by routinely and carelessly using antibiotics, which are fuelling the rise in dangerous superbugs. Billions of animals that are factory farmed each year suffer unthinkable cruelty, but there is a better way. We need to put an end to the worst abuses of animals in factory farms and stop using antibiotics across groups of animals to prevent sickness.”

The unacceptable toll that factory farming takes on animals, people and our planet was revealed in our report ‘Silent superbug killers in a river near you’. This first multi-country investigation of its kind, released in April, found powerful Antibiotic Resistance Genes (ARGs) downstream from factory farms in Thailand, Canada, the USA and Spain.

The water and soil sampling conducted for our research suggests factory farms discharge ARGs and superbugs into the wider environment. This is through spreading pig waste on fields which then leeches into public waterways.

ARGs are the building blocks of superbugs that emerge due to antibiotic overuse. This overuse by factory farms to prevent disease among animals kept in horrendous conditions causes contamination of our environment and food chain.

The ARGs we found in soil and water around the farms are resistant to key antibiotics that are needed to keep patients alive when other treatment for conditions like respiratory infections fail.

Threatening people’s health

“Factory farms use as many as 75% of the world’s antibiotics and are ignoring World Health Organisation recommendations not to use them routinely to prevent disease across groups of farmed animals. Consequently, they are posing a threat that could eclipse the COVID-19 pandemic,” explains Jacqueline Mills.



Testing times: Water being tested for ARGs near a pig farm in Thailand.



Downstream hazard: Once fertile soil and water that locals used to drink is now polluted by factory farming in Thailand.

“Already, more than 1.27 million people die each year from superbugs where antibiotics are ineffective in treating infections. And alarmingly, up to 10 million people are expected to die from superbugs each year by 2050.”

We also interviewed people from local communities to gauge their experiences. Many complained about the farms but were too afraid to speak out to the farms and companies involved.

One Thai rice farmer who wished to remain anonymous said:

“Rice doesn’t grow the way it should when the farms release the water to the field. Some rice crops are damaged and some just die. Fish can’t also live in the pond, it’s actually the whole ecosystem in this area. I used to complain about this, but nothing has happened.”

Rosa, from a pig farm dominated community in Aragon, Spain said: “These villages will not survive if you cannot open the windows, or be outside or walk, if you cannot drink the tap water, or if we lose our great attraction, which is the landscapes and tranquillity. The meat lobby is very powerful, and the profit of a few companies is taking precedence over public health.”

In separate investigations we also found dangerous superbugs on meat in Kenya and Indonesia. “This gives us significant influence to push industry and governments to fundamentally rethink how farmed animals are treated and builds on the findings of ‘Silent superbug killers in a river near you’. We continue to call for governments to ban the administration of antibiotics across groups of farmed animals to prevent disease and to lift animal welfare standards,” says Jacqueline.

Steps forward in 2021



Miserable lives: Factory farmed chickens fuelling the global demand for their meat.

Cage free life: A free-range pig on a regenerative farm in New South Wales, Australia.



We launched our third edition of 'The pecking order'. This respected ranking shines a spotlight on the actions that eight global fast-food companies are taking to improve chicken welfare. More than 40 billion meat chickens are condemned to miserable factory farming conditions annually to fuel the global fast-food industry.

The low ranking given to Domino's Australia for the third year running inspired them to sign up to the Better Chicken Commitment. This commitment, featuring a range of improvements including more light, space and slower growing chickens, has already been adopted by KFC in eight European countries.

Three hundred million animals could have better lives if a European Commission pledge to ban the use of cages in animal agriculture is fulfilled. This commitment was prompted by a campaign we mounted with 170 other groups across Europe that resulted in 1.4 million signatures. Next steps are for the Commission to carry out a public consultation and impact assessment in 2022 with legislation due in 2023. This could include import standards and a transition period.

We were delighted to be granted membership of the EU Platform on Animal Welfare. This is an interactive network and structured forum promoting dialogue on EU relevant animal welfare issues among member states and relevant authorities, businesses, organisations and scientists. It is coordinated by the European Commission and aims to build mutual understanding, trust and encourage voluntary commitments to improve the welfare of animals.

More than 49 million meat chickens will be given higher welfare standards through our work with Kenchic, one of Kenya's leading poultry retailers, to develop its animal welfare and antibiotic use policies. The company has committed to ensuring that their production systems avoid use of antibiotics to prevent disease across flocks, which will help solve our planet's superbug crisis.

They will also use slower growing birds, provide improved lighting and perches or foraging material for birds to help them behave more naturally and reduce their stress.

Ranking animal welfare globally

Together with Compassion in World Farming, we issued the ninth Business Benchmark on Farm Animal Welfare (BBFAW) in March. Using a tier system, this global report ranks the world's leading 150 food companies – manufacturers, retailers, wholesalers, bars, and restaurants – on farm animal welfare management, policy commitment, performance, and disclosure. From 2019–2020 (the period covered by this ninth edition) 23 companies moved up at least one tier in the rankings. The overall average score also increased by 1% – from 34% to 35%. However, there are still 31 major food companies (21%) who haven't published policies on animal welfare. And many companies are still reticent to report on certain farming practices, such as live transportation of farmed animals and beak trimmings in chickens. The welfare of farmed fish was also under-reported.

Working with the World Benchmarking Alliance. In a separate ranking-based project to measure and improve farmed animal welfare we also approached the World Benchmarking Alliance. Their Food and Agriculture Benchmark measures and ranks the world's most influential food and agriculture companies on their contributions to transforming our global food system. These benchmarked companies account for more than half of the world's food and agriculture revenue. We formally joined the Alliance as an ally and are identifying ways of working with them to influence companies' practices and policies and bring about change for farmed animals on a large scale.



Lindsay Duncan
Campaign manager for farming

The Factory Farm Playset

Set against CoP26, the most important climate conference in history, we created the Factory Farm Playset to raise awareness of farmed animals' plight in the UK and globally. This factory farm playset accurately depicts the cramped, cruel and unnatural living conditions that more than 70% of the UK's farmed land animals endure. The packaging includes details of the harmful unseen methane and CO2 emissions that are contributing to climate change.

Our accompanying video released on YouTube people showed the shocked reactions of children aged between five and six. The children then used their imagination, teamwork and sense of 'how to make animals happy' to create a, rural farm that's kinder to the animals and to the planet.

The playset achieved widespread national media coverage and won bronze in the Not For Profit Category in the PRmoment Awards. The video reached more than 66,000 people.

"From an early age we are presented with an idealised view of what farms are like and how animals live on them. While five or six-year-olds may not have a grasp on politics, diplomacy and the global climate crisis, they have a clear sense of right and wrong and the need to make changes. If children can see that factory farming doesn't make sense, why can't we?"



No fun: Our toy shows the grim lives most farmed animals in the world endure.



Building a better world for animals - with fairer finance

During 2021 we wanted to...

Show the financial sector that they cannot ignore animal welfare and the damage done by factory farming, and raise public awareness of the power this sector has to stop it.

Here are some of the world-moving things we did...

Released research showing that five development banks including the World Bank have pumped at least US\$4.5 billion of public money into factory farming in the last decade. Our research was made public just before the Finance in Common summit in October attended by more than 500 development banks. We also coordinated the signing of a letter by more than 70 NGOs calling on public development banks to stop funding this industry.

Development banks are institutions created by a government or group of countries, that provide financing and professional advice to enhance development. However, instead of promoting sustainable projects they are ploughing billions into factory farms that harm animals, people and the planet. We'll continue to influence the banks so they stop approving new projects, to shift funding away from this harmful system and towards humane and sustainable farming. We'll do this by meeting with them and raising public awareness and pressure.

Galvanised more than 100,000 people in the Netherlands to sign our petition and join our campaign urging the financial sector to support a humane and sustainable food system instead of factory farming. Our call was supported by many NGOs and celebrities in the Netherlands. In response, Dutch bank, ABN AMRO is making good steps to improve their investment portfolio. They even stated publicly that "plant based should be the new normal and meat the exception."

Launched 'Big Meat. Big Bucks. Bigger Harm' revealing how top European financial institutions fuel the factory farming industry. They do this by funding Amazon rainforest destruction for animal feed crops (soy and grain.) 'Big Meat. Big Bucks. Bigger Harm' led to a major French bank, BNP Paribas

publicly making the link between deforestation and animal agriculture/livestock farming for the first time.

We also launched our 'Forests on fire' report with our partners the Fair Finance Guide Sweden and the Swedish Society for Nature Conservation. This exposed how Sweden's seven largest banks invest billions in animal feed and meat companies that contribute to deforestation in the Amazon and Cerrado. This information mobilised more than 3,000 supporters to email these banks asking them to stop investing in animal welfare and deforestation.

Joined the Fair Finance Guide Brazil to put animal welfare on the agenda of the country's financial institutions. We also met directly with banks and financial institutions in Kenya, Canada, Sweden, the Netherlands, the USA and Brazil to make them aware of risks surrounding factory farming. We emphasised the investment opportunities open to them by investing in protein transition – moving the world towards more plant-based diets.



Credit: PARALAXIS/Shutterstock

Fair Finance International is a civil society network of more than 100 partners and allies. It seeks to strengthen the commitment of banks and other financial institutions to social, environmental and human rights standards. Its Fair Finance Guides are active in 16 countries. They provide consumers with information on the policies and practices of their financial institutions, both at home and abroad. We work with Fair Finance Guides around the world to push financial institutions to do better on animal welfare. The Guides give the public an easy way to understand the impact of their bank, pension or insurance company on animals.

Let's move the menu



Cameron Harsh
US Programs director

“Some leading fast-food chains are clearly embracing plant-based proteins to meet consumer demand for meatless options. They are benefitting from this shift via increased foot traffic, higher sales, and stronger alignment with other sustainability goals. The other chains should follow suit and recognise that diversified menus with greater plant-based options are a game-changer for the industry and for protecting animals and our planet too.”

We ranked America's 50 largest fast-food chains on their efforts and public commitment to offering more plant-based choices in our 'Moving the menu' report, released in October. Company scores related to efforts to diversify protein offerings at all US locations and highlighting plant-based proteins and/or meat reduction benefits in corporate social responsibility reporting.

Starbucks, Pizza Hut, Burger King, and Panera Bread were among the highest-ranking companies.

But many prominent chains, including Subway, McDonald's, Dunkin', Domino's, and Wendy's, fell into the bottom ranking - the 'Dining dawdlers' category. This is because of their slowness in embracing plant-based menu options or not publicly recognising the benefits of increasing the proportion of plant-based meats.

'Moving the menu' achieved significant media coverage. This included an exclusive in 'USA Today' - one of America's most widely read newspapers and websites - and a news video created by NowThis - a popular social media news organisation. Our press release was picked up in 222 outlets with a reach of 162 million readers. This attention and our approaches before the launch opened doors to companies such as Shake Shack who were keen to improve their ratings.

The report's launch also directed hundreds of people to our online Meating Halfway meat reduction initiative. This is a unique custom-made 21-day journey and guide encouraging people to eat less meat and giving them some tools, resources, and recipes to make lasting change. By the end of the 2021 more than 70,000 people had joined our meat reduction campaign.

“Since becoming a World Animal Protection Influencer, I have pledged to continue learning, strive to challenge my habits and make better decisions in respect to animals. I hope to use my platforms to inform and educate my community to build additional awareness around World Animal Protection's mission on moving the world to protect animals.”

Marilyn Hucek
Emerging American-Chilean pop artist and singer-songwriter



Emergency action for animals in the Pantanal



Credit: Nick Garbutt / naturepl.com

Factory farming is the single greatest cause of wildlife habitat destruction around the world. It causes the widespread suffering of wild animals, jeopardising their very existence and the survival of our planet. In 50 years, the human population has more than doubled, but land dedicated to soybean production, almost all to feed farmed animals, has more than quadrupled. Factory farming also brings fire, often deliberately set, to clear swathes of

land to plant the soy and grain needed to feed farmed animals kept in horrendous conditions.

Our campaign to overturn factory farming is tackling the root cause of this destruction. And when wildfires struck the Cerrado and Pantanal, Brazil in 2021 affecting more than 261,000 hectares, we also launched an emergency response. We worked with local partners to help them protect wild animals caught up in the devastation.

Here's a look at our work in pictures...

Expert help: Roberto Vieto, our animal welfare advisor (pictured) and our disaster response manager Ester Mora travelled to the devastated region. They ensured that our support funded equipment to transport and treat animals, veterinary care specialists, medicine and logistic supplies to help our partners work efficiently. They also visited areas affected by the fire with firefighters to assess the impact and to evaluate the help we could give.

“Our support treated dozens of animals – small mammals, reptiles and amphibians – of up to 30 distinct species most affected by the fire,” says Roberto.



Credit: Noelly Castro / World Animal Protection

Burning biome: During 2021 more than 1,000 wildfires were burning in the Pantanal killing and injuring wild animals and driving them from their homes. These fires interact with climate change, which has left much of Brazil in a drought making it more susceptible to out-of-control burns. The Pantanal is one of Brazil's richest biomes. It is the world's largest tropical wetland and home to 650 species of birds, 250 fish and 170 mammals including jaguars, anteaters and giant river otters.



Fire orphans: We worked with local partners Pantanal Animal Technical Rescue Group (Gretap-MS), Instituto Homem Pantaneiro, Instituto Tamanduá, and Veterinary Care Center (Cavet) to help and protect the lives of fire-affected wild animals. Thanks to our supporters we provided desperately needed resources to give the correct treatment. Their generosity is also helping ensure our campaigns can create lasting change for animals by ending factory farming and the deforestation it causes. Pictured at Gretap-MS project - Orphans of the Fire - a giant anteater gets the care it urgently needs. Anteaters are badly affected by the fires and the loss of habitat and scarcity of food.



Homes lost: A deer at great risk amidst the burning Pantanal. Animals that aren't injured by the fires still became victims. Suffering from hunger and thirst they flee their destroyed habitats often ending up in urban areas, where they end up victims of traffic accidents and even electric current shocks. Animals surviving the fire may arrive at rescue centres with 2nd and 3rd degree burns to their bodies, and pneumonia due to smoke inhalation.



Cruel border: An aerial view of a large soy field eating into the tropical rainforest. The rainforest is cleared to grow grain and soy, and for cattle at a rate of around three football pitches of rainforest being destroyed every minute. Around 80% of soy is used to feed farmed animals suffering in the horrors of factory farms worldwide. During 2021 we revealed how European financial institutions fund beef and soy companies at high risk of contributing to illegal and legal deforestation in Brazil.

Weaning the world off factory-farmed meat towards mostly plant-based diets - which use less land and fewer resources - will benefit us all. Some areas currently used for animal feed production could be returned to the wild; others could produce crops for people.



Ending an industry of suffering and destruction



With our supporters we are tackling the root causes of this emergency by campaigning for an end to factory farming. We are calling for the industry:

- to stop building new factory farms
- track their sources of soy and grain for animals on existing farms to ensure there are no links with deforestation
- produce less meat and dairy, and more plant-based foods
- feed farmed animals locally and sustainably
- ensure animals are farmed in high welfare systems where their needs are met.



Pippa Rodger
Global director of marketing and communications

What does **system change** actually mean?

Billions of animals are suffering; environments continue to be destroyed, and the next pandemic looms ever closer because of the factory farming and wildlife trade systems.

These systems, supported by powerful institutions and governments worldwide, cause well-documented cruelty and environmental devastation which most people, either wittingly or unwittingly, make possible.

At World Animal Protection we emphasise the urgency of 'system change', to address our global crisis, but what does it actually mean?

System change addresses the root causes of problems - why things happen. Our 'New world for animals' strategy aims to elevate animal protection to a priority issue of global importance. It commits us to changing attitudes and mindsets. This means ensuring that animals are no longer seen as commodities for people to exploit and transforming the systems that fuel their abuse.

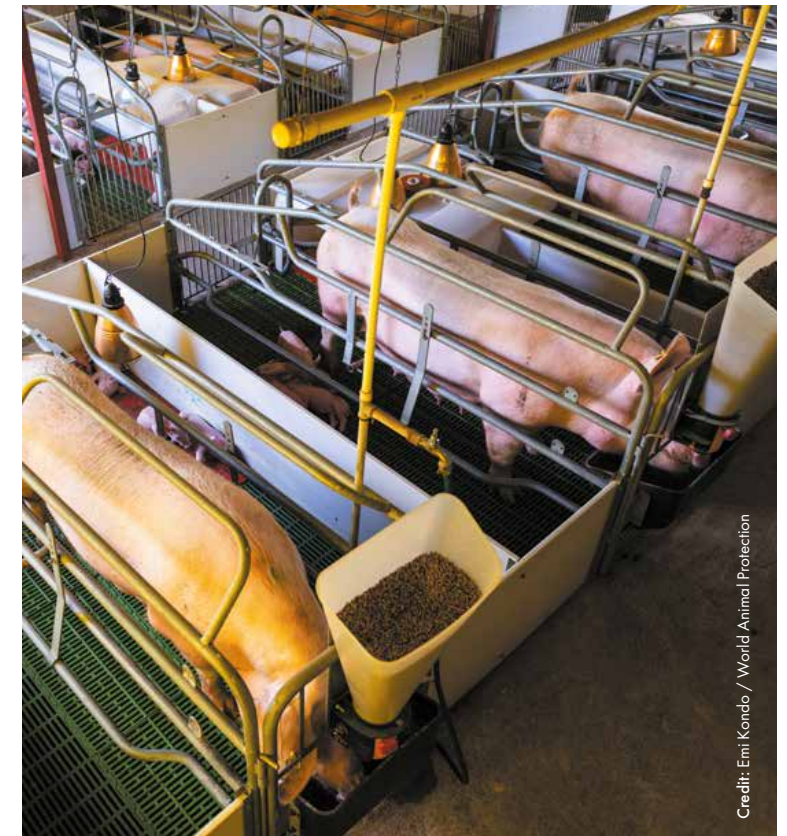
Systems embedding cruelty

For example, in factory farming, animal cruelty is caused by and embedded in complex, interconnected systems and networks that people have created. These relate to food production, global markets and finance.

Globally, billions of animals live short, painful lives in the name of industrialised meat production. However, a focus on improving their welfare alone can't produce the scale of impact or the change they need.

Let's consider the 80 million mother pigs exploited for breeding and the demand for cheap meat in the global farming system. They endure the process of pregnancy and giving birth on average more than twice a year. Many are confined to farrowing crates for around a week before birth and then usually a month afterwards.

These crates cruelly stop them building their nests and turning around and behaving naturally. But simply giving them bigger crates or adjusting the time they spend in them doesn't challenge or end the system in which these sentient beings are trapped.



Credit: Emi Kondo / World Animal Protection



Tackling root causes

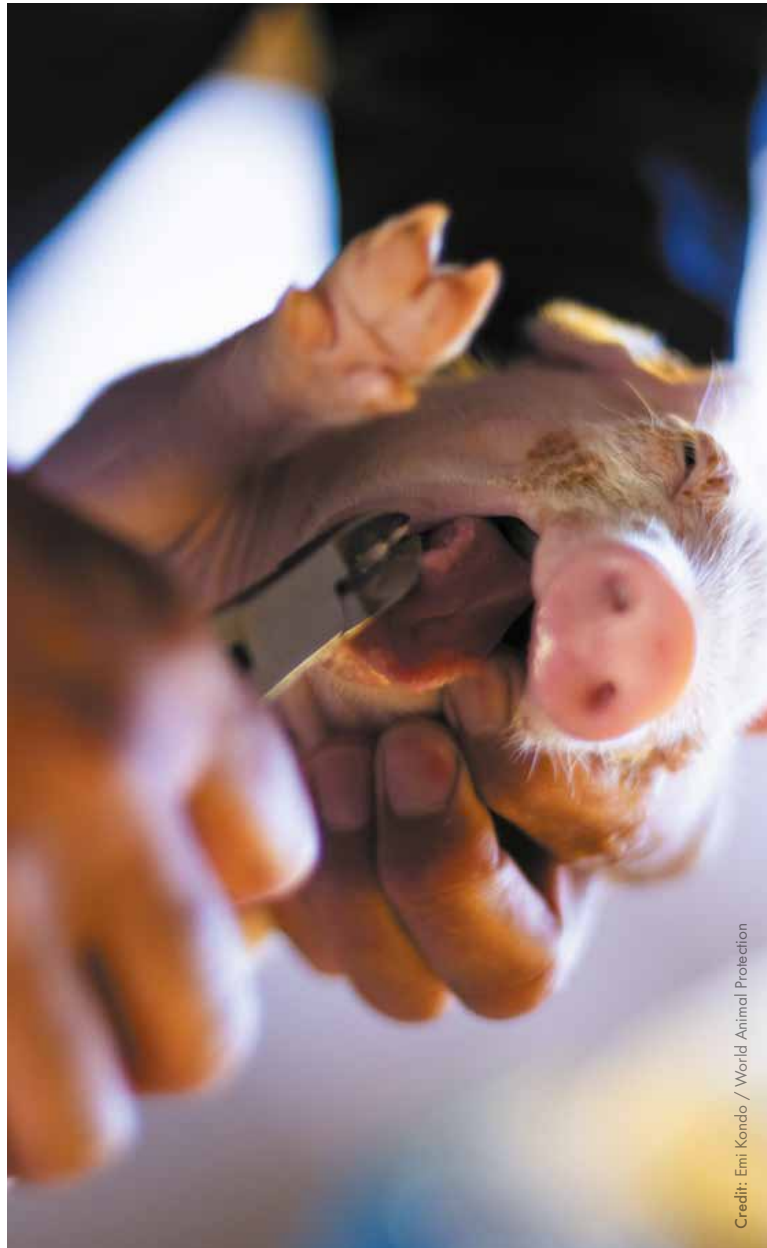
To make a real difference for farm animals, we must tackle the root cause of their suffering. This means shifting the system that creates demand for cheap animal protein, destroys forests, absorbs government subsidies and generates profit for investors such as banks and pension funds. Governments and big businesses must be held accountable for their continued investment in broken systems and persuaded to change.

During 2021 these messages were central to our campaigns calling for the G20 and CoP26 to ban the wildlife trade and industrial farming. We shone a stark light on how changing these systems would address public health concerns by keeping the world safe from pandemics and antimicrobial resistance.

Although CoP26's decision to ban deforestation by 2030 is to be celebrated - one major part of the system was ignored. Industrial farming is a main cause of deforestation. Ending cruel factory farming is key to addressing our climate emergency.

Thankfully, system change doesn't just come from governments - lots of people making small behaviour changes such as reducing meat consumption or coming together to demand change can add up to an important shift. Likewise conscious choices about pensions and investments can potentially shift power away from unethical providers. United and individually, we all have the power to create change and overturn the systems that fuel animal cruelty.

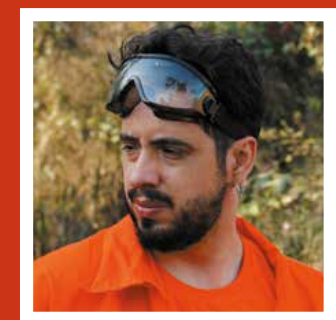
Animal welfare must be placed at the heart of sustainable solutions, to build a new world for animals and a better world for all.



Credit: Emi Kondo / World Animal Protection

Cruel practice: Tooth clipping causes piglets great pain and suffering and is routinely carried out on factory farms.

“When we find an NGO like World Animal Protection, which has science as the main pillar to define its actions, complex and large-scale actions, which are at the forefront of conservation efforts, it is a very nice privilege to be able to get involved, and an immense pleasure to work together.”



Hugo Fernandes

PhD in Zoology with post-doctorate in ecology, scientific communicator and social media influencer

A message from our chair,
Joanna Kerr



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Building and transforming... a new world for animals

In these unprecedented and unsettling times of climate change and COVID-19, which have forced our planet into crisis, I am so proud to be part of an organisation with clear solutions. By putting animals first – changing the ways they are treated around the world, ending their abuse and suffering – we can protect people from zoonotic diseases and save our precious rainforests from destruction. By overturning the systems that are fuelling such disasters we can and will build a new and better world for animals and people.

Our courageous and optimistic approach to our planet's problems has made my first year as World Animal Protection chair, and the first year of our bold new strategy, hugely rewarding. The dedication of World Animal Protection's teams has been inspiring. They have focussed intensely on transforming our organisation so we can fulfil our mission and mobilise people globally.

Transformation always involves challenges, but these were overcome by the tremendous unity, courage and commitment shown by our employees. Despite continuing disruptions to normal working life caused by COVID-19, they dedicated themselves to ensuring our campaigns are designed, implemented and aligned with our systems change goals.

The internal changes involved – no matter how challenging – were essential in achieving maximum impact for animals. One of my personal highlights was involvement with our programmes team to see their campaign planning and commitment at first hand.

Making maximum impact

International board members and trustees of all World Animal Protection's affiliates are also uniting in their understanding and commitment to meet our systems change goals. We are delighted with the collaborative spirit across our World Animal Protection family.

Collaboration outside our organisation is also essential to fulfilling our strategy. We have a rich and respected heritage of working with other like-minded organisations and individuals. Our 'One Health - One Welfare' perspective builds on this. It is opening doors to work with other organisations at international and national level who see the world the way that we do.

We celebrate this increasing recognition that the lives of animals, people and the planet share a deep interconnection – the realisation that how we treat animals affects us all.

Thank you so much for your love of animals and with it your commitment and support. Together we can change the way the world works to end animal cruelty and suffering.

On behalf of the board, my warmest regards

Joanna Kerr
Chair, board of trustees



What we'll do next – 2022

Working for goal 1

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

No future for factory farming

We'll...

- **Form** alliances with other movements to expose factory farming's contribution to the climate crisis and force some of the biggest factory farming companies to take responsibility. We'll also build evidence of public and environmental health impacts caused by factory farming antibiotic overuse. And with affected communities we'll demand a humane and sustainable food system. And we'll lobby delegates to the UN global climate change conference (CoP27) to convince them to encourage the end of factory farming in their countries.

Food revolution

We'll...

- **Launch** a fourth version of 'The pecking order' in nine World Animal Protection country locations and extend coverage to five European countries – Italy, Spain, Germany, Croatia and France. We'll also commission research in China into the broiler cage industry – one of factory farming's cruellest forms – to pressure key industry decision makers to end it for good.

Fairer finance

We'll...

- **Target** financial institutions giving them the information they need to push factory farmers to give their animals better lives; this includes reducing antibiotic use. We'll expose financial institutions making 'green' claims but still investing in factory farming. We'll also document the damage inflicted by harmful industrial livestock projects funded by development banks using public money.

Working for goal 2

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

We'll...

- **Disrupt** industries most responsible for exploiting wild animals for profit. We'll do this by galvanising people power to convince more travel companies to stop profiting from cruel wildlife entertainment and to commit to wildlife-friendly alternatives. We'll increase corporate and public support for plant-based traditional Asian medicines in China driving down demand for the wild animal exports needed to supply this industry. Key retail outlets in North America and Europe profiting from the cruel exotic pet trade will also be our targets as will high profile fashion brands exploiting wild animals.

- **Innovate** new solutions with partners, enabling key industries to leave wild animal exploitation behind them for good. This includes creating a pro-plant alliance with the traditional Asian medicine industry and scientists to shift demand to plant-based products. We'll provide the travel industry with community-led wildlife-friendly alternatives and give practical solutions and rescue to wild animals needing protection and care from exploitative industries. We'll also scope the development of new community-based wildlife habitat protection projects in Peru and India.
- **Research** and make the case for new political approaches by governments that will make this the last generation of wild animals exploited in captivity. We'll build on our recent progress and history in securing government commitments to move from policies exploiting wild animals, to those that protect them. We'll also continue to make the case for a global wildlife trade ban, and ending wildlife farming and breeding – all essential to end wild animal exploitation.



Credit: World Animal Protection

Creating lasting change

Our gratitude to our loyal donors who have left World Animal Protection a gift in their will to continue providing animals a better world. Forever.

If you would like to have more information on leaving a gift in your will, please visit our website or do not hesitate to contact Juan Hendrawan at juanhendrawan@worldanimalprotection.org

Thank you

Thank you to our worldwide family of individual donors, trusts, foundations, corporations, and governments for your generous support of our mission.



“Even though animals can’t speak, they can feel pain, so we have to be their voice. I want to see a world where humans and animals can live together in happiness. We need to realise that our actions affect the welfare of the animals around us.”

Maria Poonlertlarp,
Actress, model and social media influencer



“At Marcel’s Green Soap we produce eco-friendly, 100% vegan cleaning products for home and body. As we care for animal welfare, climate and biodiversity, we decided to combine forces with World Animal Protection. Together we can make even more impact! For example, to reduce our dependence on palm oil or to help clean up the plastic soup.”

Marcel Belt
CEO Marcel’s Green Soap, The Netherlands

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Renata Abraszko,
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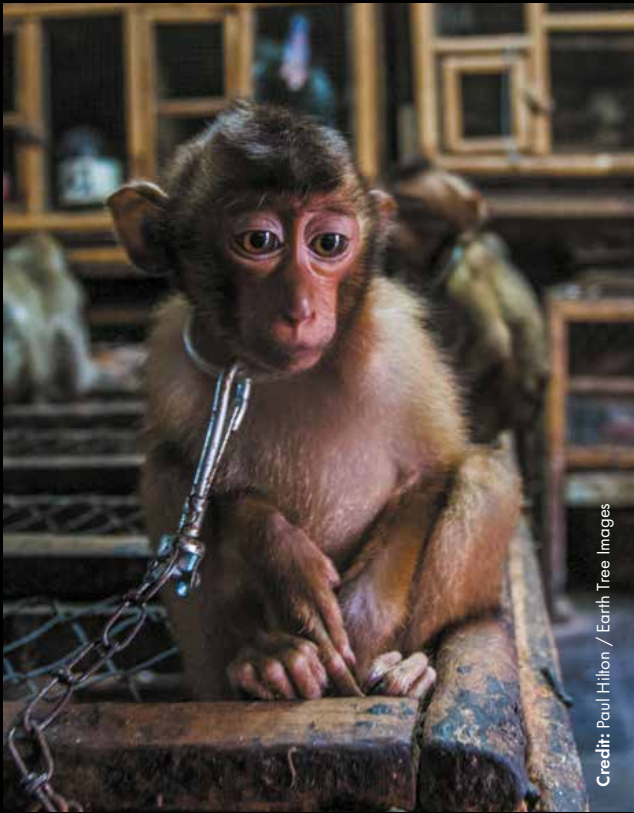
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thank you
to each and every one of you



Our vision:
A world where animals live free from cruelty and suffering

Our mission:
We move the world to protect animals



Credit: Paul Hilton / Earth Tree Images



Credit: World Animal Protection



Credit: World Animal Protection



Our people are the heart of our organisation. It is only through our dedicated and committed teams that we can deliver our mission to move the world to protect animals. We are strongly focussed on creating the right culture for our employees and volunteers to grow and flourish. We want to be able to attract, recruit and retain the very best people to work for World Animal Protection and ensure they have the right support and development to nurture them to work flexibly across the globe.

Our offices

World Animal Protection International

5th floor, 222 Gray's Inn Road,
London, WC1X 8HB, UK
T: +44 (0)20 7239 0500
F: +44 (0)20 7239 0653
E: info@worldanimalprotection.org
worldanimalprotection.org

World Animal Protection Africa

Westside Tower, 9th Floor - No. 901
Lower Kabete Road, Westlands,
off Brookside Roundabout
P.O. Box 66580-00800, Nairobi, Kenya
T: +254 (0)20 217 6598 /
+254 (0)727 153 574
E: africaenquiries@worldanimalprotection.org
worldanimalprotection.or.ke

World Animal Protection Australia

Level 2, 120 Christie Street, St Leonards,
NSW 2065, Australia
T: +61 (0)2 9902 8000
F: +61 (0)2 9906 1166
E: info@worldanimalprotection.org.au
worldanimalprotection.org.au

World Animal Protection Brazil

Rua Vergueiro, 875 - sala 93
01504-000, São Paulo, Brazil
T: +55 (11) 3399-2500
E: contato@worldanimalprotection.org.br
worldanimalprotection.org.br

World Animal Protection Canada

90 Eglinton Avenue East, Suite 960, Toronto,
Ontario M4P 2Y3, Canada
T: +1 416 369 0044
TF: +1 800 363 9772
F: +1 416 369 0147
E: info@worldanimalprotection.ca
worldanimalprotection.ca

World Animal Protection China

4-1-81, Jian Guo Men Wai Diplomatic Compound
No 1 Xiu Shui Street, Chaoyang District
Beijing, 100600
T: +86 (0)10 8532 4211
F: +86 (0)10 8532 5211
E: info@worldanimalprotection.org.cn
worldanimalprotection.org.cn

World Animal Protection Denmark

Amagertorv 29, 2, 1160 København K,
Denmark
T: +45 (0)33 93 7212
E: info@worldanimalprotection.dk
worldanimalprotection.dk

World Animal Protection India

D-21, 2nd Floor, Corporate Park,
Near Sector-8 Metro Station, Dwarka Sector-21,
New Delhi - 110077, India
T: +91 (0)11 46539341
E: info@worldanimalprotection.org.in
worldanimalprotection.org.in

World Animal Protection

The Netherlands

Louis Couperusplein 2 - III
2514 HP Den Haag, the Netherlands
T: +31 880 2680000
E: info@worldanimalprotection.nl
worldanimalprotection.nl

World Animal Protection New Zealand

Private Bag 93220, Parnell,
Auckland 1151, New Zealand
T: +64 (0)9 309 3901
F: +64 (0)9 336 1947
E: info@worldanimalprotection.org.nz
worldanimalprotection.org.nz

World Animal Protection Sweden

Box 225 36, 104 22 Stockholm,
Sweden
T: +46 (0)8 617 79 70
F: +46 (0)8 650 18 50
E: info@worldanimalprotection.se
worldanimalprotection.se

World Animal Protection Thailand

Floor 27, 253 Asoke, Sukhumvit 21 Road,
Klongtoei Nuae, Wattana,
Bangkok 10110, Thailand
T: +66 (0) 2007 1767
E: info@worldanimalprotection.or.th
worldanimalprotection.or.th

World Animal Protection UK

5th floor, 222 Gray's Inn Road,
London, WC1X 8HB, UK
T: +44 (0)20 7239 0500
F: +44 (0)20 7239 0653
E: info@worldanimalprotection.org.uk
worldanimalprotection.org.uk

World Animal Protection USA

535 Eighth Avenue, 3rd floor
New York, NY 10018, USA
T: +1 646 783 2200
F: +1 212 564 4250
E: info@worldanimalprotection.us
worldanimalprotection.us

