



Global Review  
2019

# Moving the world

## Our vision:

A world where animals  
live free from cruelty  
and suffering

## Our purpose:

We move the world  
to protect animals

◀ **Not smiling:** We launched our  
Fooled by a Smile campaign in 2019  
to end the plight of more than 3,000  
captive dolphins held worldwide for  
people's entertainment.

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**Steve McIvor**

Chief executive officer

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# Activating and mobilising for animals

Like so many of us, the images from 2019 that I can't get out of my head are the pictures of animals burned alive in the Australian and Amazon fires. The knowledge that so many continue to live in the most appalling pain feels at times overpowering. Their suffering shows that the climate emergency is also an emergency for animals and our organisation must work to address it.



During 2019 we began preparing our strategy for 2021–2030, which will focus on the significant global challenges and threats to animals. We are absolutely committed to a bold vision and an outcome where animals are an important, integral part of the world our children and grandchildren will inherit.

Many horrors that animals face are connected with global issues like climate change, animal trafficking and abuse. An obvious example is industrial farming. This leads not only to deforestation for grazing land and crops to feed factory farmed animals, but also to the use and waste of water, electricity and chemicals.

Every day around us, wild animals are treated as commodities. They are ripped from their natural habitats and bred in terrible conditions for use as pets, for food, medicine, clothing, decoration, and in entertainment. The sheer scale of both the illegal and legal global wildlife trade has an enormous impact on all areas of life. It extends from their transportation across the globe to the industries built at their expense that leave not only a huge carbon footprint, but death and destruction in their wake.

**“We know that the fate of animals’ lives rests in our hands. In implementing our strategy, we will be their voice.”**

### Stopping systemic cruelty

By protecting animals from industrial farming and commodification we can ease the impacts of climate change and help to protect our fragile world. For farm and wild animals used for economic gain, it’s not about improving the systems and the conditions in which they live. True protection for animals and our planet means stopping systemic cruelty for good.

We know that the fate of animals’ lives rests in our hands. In implementing our strategy, we will be their voice. We will build relationships with environmental groups, human rights organisations, businesses and others to progress our shared global cause. We will take our fight for them to the UN, to governments and industry, convincing them to change policies and challenge investments that foster animal suffering.

Mobilising even more people globally and locally and inspiring them to become activists, with real power to influence and change the lives of animals will be key to our success. In 2019 we launched our campaign to make this happen starting with our provocative short film ‘Does the life of an animal mean nothing at all?’. It had extraordinary reach and impact. Shown in cinemas worldwide and on social media, it exposed millions to our cause.

I’m pleased to report we are on course to deliver the promises we made in our 2015–2020 strategy. This Global Review shows the profound improvements we have made to the welfare of millions of animals. You will see we have kept our promises to tackle the big issues affecting animals in the wild, in farming, in communities and by rescuing them from the toughest situations in our disaster work.

Our next steps will be even more ambitious, and I hope you will be proud of how we are going to take on the world’s gravest problems by being the voice for animals caught up in them. We expect our planet and billions, or even trillions of animals to benefit, particularly in China, India and Africa where populations are growing at the fastest rates.

**Thank you for your trust and generous support. I’m excited and inspired to work with you to tackle the systems causing the greatest suffering to animals and our world.**



**Bear protectors:** Working with our partner Environment for Nature Vietnam and the Vietnamese government we microchipped bears farmed for their bile. This will prevent more entering the trade.



**Industrial misery:** Mother pigs kept in individual cages cannot move, turn around or socialise during their pregnancies.

With your help...

3,200,000

Through our influencing, advocacy and practical work we helped give more than **3.2 BILLION** animals better lives



**370,000**

We saved more than 370,000 animals from suffering in 10 disasters in 7 countries.



**18**

We changed the lives of 18 bears abused for entertainment by giving them safe havens at sanctuaries we support in Pakistan and Romania.



**31**

We persuaded 31 travel companies to commit to phasing out all cruel wildlife attractions. And we convinced 17 more travel companies to commit to becoming elephant friendly.



**614,000**

We inspired more than 614,000 people to join our Wildlife. Not Entertainers campaign.



**2 million**

We protected more than 2 million pigs from painful tooth clipping procedures through our work with CP Foods in Thailand.



**3,000**

We exposed the suffering of more than 3,000 captive dolphins in the multi-billion dollar entertainment industry with our Fooled by a Smile campaign.



**100 million**

We moved the African Union to protect the lives of 100 million dogs from rabies through its Animal Health Strategy.

**000,000**



**14**

We influenced Pret A Manger in the USA to roll out 14 plant-based alternatives as part of our meat reduction campaign.



**32 million**

We improved the lives of approximately 32 million chickens by convincing Brazil Foods (BRF) to raise them in higher welfare conditions.



**1**

We helped buy 1 food shredder to make smoothies for Sow, a 55-year-old elephant with worn-down teeth. Sow lives at Following Giants - one of 2 venues in Thailand that we supported to become elephant friendly.

A grey parrot with a red tail is perched on a tree branch. The parrot is facing left, looking towards the camera. The background is a soft-focus green and yellow, suggesting a natural habitat. The text "Protecting animals in the wild" is overlaid on the left side of the image in a large, white, sans-serif font. The word "Protecting" is on the top line, "animals in" is on the second line, and "the wild" is on the third line. A small orange dot is positioned above the letter 'i' in "in".

# Protecting animals in the wild



**“Many animal lovers keep exotic pets without realising the suffering that a life in captivity inflicts on wild animals.”**



**Kate Nustedt**

Global programme director,  
animals in the wild

**Better wild:** African grey parrots captured for the pet trade have very high mortality rates.

We took two really bold steps in our wildlife work in 2019.

We launched **Wildlife. Not Pets**, our new global campaign to cause maximum disruption to the exotic pet industry. Billions of wild animals suffer and die each year, yet hardly anyone knows about it.

**Wildlife. Not Pets** aims to protect the welfare of parrots, snakes, otters, Indian star tortoises and so many other species cruelly poached, or captive bred to supply the global exotic pet industry. Many animal lovers keep exotic pets without realising the suffering that a life in captivity inflicts on wild animals.

Our undercover evidence exposed the cruelties in the illegal trade of African grey parrots. This evidence, linking the parrots' export from the Democratic Republic of the Congo (DRC) to Turkish Airlines, and our strong supporter mobilisation, resulted in the company swiftly putting a transportation ban in place.

We look to build on this success and move more people, companies and governments to take stronger action for all the precious wild animals whose suffering is so often unreported.

### Transforming wildlife tourism

Our next brave move was launching a new campaign, **Fooled by a Smile**, to end the cruel dolphin entertainment industry. Over the past five years we have transformed wildlife tourism, and stopping dolphin entertainment is our biggest challenge given the profit and power of the companies involved.

We know we have the support of millions of people worldwide when we call on the industry to put dolphin welfare before profits. It will be a tough battle to make travel companies like Expedia Group and TUI move away from dolphin cruelty. But we are confident that we can make this the last generation of dolphins who suffer in such cruel captive conditions for our so-called entertainment.



**Good example:** An elephant roaming free at **Following Giants**, the second venue in Thailand that we helped become elephant friendly.

During the year, we worked with two Thai-owned elephant venues, successfully supporting and advising them to become elephant-friendly businesses. We expect their transition to provide the model for other low-welfare elephant venues across Asia. Consumer demand has significantly shifted to elephant friendly, thanks to your pressure and actions.

We have further to go in re-directing consumer demand, as well as locking in changes in laws and tourism regulations. But with your help we are moving the world in favour of wild animals. Please keep it up!

# In 2019 we...

“It is critical to make alliances with travel companies in China so we can protect hundreds and thousands of wild animals in tourism together. We are excited to see the number of Chinese tourists riding elephants in Thailand dropped 13% in the past three years. I believe our actions could change the future of those elephants.”



**Yu Zheng**

Wildlife campaign manager - China



## Inspired 614,197 people to join our Wildlife. Not Entertainers movement.

Nearly 2,254,000 people have signed up since 2015. They are dedicated to protecting wild animals from the abuse and cruelty caused by entertainments including elephant rides and performances, and dolphin shows.



**Unnatural life:** An elephant used for rides at an elephant camp in Thailand. We want tourists to avoid participating in elephant rides and other wildlife shows.

## Agreed a project with Nepal to make it the first elephant-friendly country in Asia.

We signed a Memorandum of Understanding with Nepal's ministry of tourism, the Nepalese tourism board, the Jane Goodall Institute Nepal and Intrepid Group. There are approximately 62 elephants in Nepal used by the Elephant Owner Cooperative for tourism; these are the focus of our project.



## Persuaded 17 more travel companies to commit to becoming elephant friendly and 31 travel companies to commit to phasing out sales to all cruel wildlife attractions.

There are now 260 elephant-friendly travel companies and more and more travel companies are making commitments to protect wildlife in their supply chain. Thanks to our expert advice, online travel giants Airbnb, Booking.com and TripAdvisor all launched or updated their animal welfare policies during the year.



**Money spinner:** A venue in Mexico offering close encounters, like kissing, and photos with dolphins. Tourists are often oblivious to the stress and suffering caused.



"For several decades I used animals in my shows, starting from pigeons and rabbits to lions and an elephant. I always tried my best to treat my animals compassionately. Despite this, I recognise today that animals, and most certainly wild animals, do not belong in entertainment and should be allowed to live free in the wild. I extend my support to World Animal Protection for their Wildlife. Not Entertainers campaign that seeks to prevent the suffering of wild animals used for entertainment in captivity. Wildlife belongs in the wild."

**Mr P C Sorcar Junior** magician - India

## Worked with the Association of British Travel Agents (ABTA), one of the world's leading travel agents to launch the second edition of their 'Animal welfare guidelines'.

These guidelines now make it unacceptable for their member companies to offer tourists direct contact with elephants. Other unacceptable activities include: tourist contact or feeding for great apes, bears, crocodiles, alligators, orca and sloths, and contact, feeding and walking with wild cats. This sets a precedent for other travel associations, companies and governments to follow suit.



**Terrible treatment:** We exposed venues contradicting the World Association of Zoos and Aquariums' animal welfare guidelines and inflicting horrendous suffering.

## Supported two elephant venues in Thailand – ChangChill and Following Giants – to become elephant-friendly, observation-only venues.

Elephants can behave naturally and socialise as they would in the wild while tourists watch them from viewing platforms. We hope ChangChill and Following Giants will be models of elephant-friendly businesses that will be replicated elsewhere. Thailand has more than 3,000 captive elephants used in tourism – the largest number of any country in Asia.



**New life:** Chok, one of four elephants at Following Giants, a venue in Thailand that we supported to become elephant friendly. It opened for business in December 2019.

"The elephants are having a hard time at Amer Fort giving rides to tourists. The unbearable heat. The trauma. No water. We need to be their champion and their voice. I'm passionately campaigning to end their suffering and will keep working to provide a better life to the elephants of Rajasthan."



**Sushil Punia**

Wildlife campaign manager - India

“So many travel companies, like TripAdvisor, Virgin Holidays and others, heeded the call to help make this the last generation of dolphins in captivity. This put us in a strong position to launch our global campaign against those companies, like travel giant Expedia Group, still putting profit before animal protection.”

### Nick Stewart

Global head of wildlife campaign, captive dolphins

“I love working with World Animal Protection to help protect animals through fashion! I have always been committed to inspiring young people to pay attention to wildlife with the heart of fashion. At the end of 2019, I invited hundreds of influential friends to help make dolphin captivity widely socially unacceptable through social media in China.”



### Nicole Chen

Fashion icon, entrepreneur, marketing expert – China

## Launched Fooled by a Smile, our global campaign to end the suffering of the more than 3,000 captive dolphins held worldwide.

Our accompanying report ‘Behind the smile’ outlines the massive scale and profitability of the multi-billion-dollar dolphin entertainment industry.



**Unacceptable entertainment:** Dolphin performances and interactions cause the animals great stress and suffering.

**No way out:** A dolphin held for tourist entertainment in Cuba.

## Exposed the suffering of wild animals at cruel visitor attractions in zoos and aquariums linked with World Association of Zoos and Aquariums (WAZA).

This is despite the association’s code of ethics stating that activities should ‘not demean or trivialise the animal in any way’. Our research report ‘The show can’t go on’ documented elephant rides, wildlife selfies and circus-like performances all taking place at WAZA member venues.



**Celebrated when, through our efforts, Virgin Holidays, TripAdvisor, Booking.com, Air Canada, British Airways Holidays and Air Transat committed not to sell or promote any attractions featuring captive cetaceans for entertainment purposes.**

We are campaigning for travel giants Expedia Group and TUI to follow their example.

“At Booking.com, we want to make it easier for everyone to experience the world in a way that is responsible and sustainable. We’re proud to have worked with World Animal Protection to develop animal welfare guidelines for attractions and accommodation

on our platform, encouraging respect for the people, animals and communities around us. By providing more sustainable choices for travellers, we can help preserve the world’s beauty for future generations to enjoy.”

**Marianne Gybels**

Director, sustainability,  
Booking.com

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**Booking.com**





“Our investigations revealed the shocking truth about how otter cafes in Japan and the popularity of keeping them as pets, drives otter cub poaching from the wild. Their trafficking and unregulated captive breeding causes horrendous suffering. We helped secure a ban on international trade for commercial purposes. A great achievement.”



### Abbie Parker

Evidence manager –  
international investigations  
and evidence team

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**Documenting cruelty:** We won best foreign film at the Wildlife Conservation Film Festival in New York City for our documentary ‘Otters and the exotic pet trade’. Here: a ‘pet’ otter in captive misery in a cafe in Tokyo, Japan.

**Investigated the illegal trade of African grey parrots, one of the world's most trafficked animals, and secured a global embargo from Turkish Airlines to stop transporting them.**

Thousands of African grey parrots are poached from the wild annually. Many die after capture, in transit and never make it to their final destination. Post-capture and pre-export mortality rates for grey parrots have been estimated between 30–60% and as high as 70%–90% in some instances. We mobilised more than 190,000 people who called on Turkish Airlines to commit to the embargo.

“When the morning news broke that Turkish Airlines had announced that it had stopped transporting African grey parrots on its planes it was a true sparkling moment. Everyone involved pushed so hard to mobilise our supporters to sign the petitions to achieve this fantastic result.”

**Edith Kabesiime**

Wildlife campaign manager  
– Africa



**Released our ‘Cruelty for sale’ report in Brazil which exposes the scale and cruelty of the trade in exotic birds in the country.**

Hundreds of thousands of birds are stripped out of Brazil's forests and traded annually. We joined forces with the Boys and Girls Scout movement and took to the streets of São Paulo and Rio de Janeiro to educate thousands of people about the suffering of wild animals in the illegal trade.



**Blue beauties:** Hyacinth macaws are among the hundreds of thousands of birds taken from South American forests to fuel the exotic pet trade.

**Ensured that Asian small-clawed and smooth-coated otters, and Indian star tortoises are protected from the exotic pet trade through our work with Convention of International Trade of Endangered Species (CITES).**

All three species were elevated to Appendix 1 status. This means the commercial trade of these wild-caught animals is now banned.



**Smuggled stars:** Indian star tortoises snatched from the wild and packed up for the exotic pet trade.

## Revealed the welfare and safety problems caused to animals and people by the wild animal pet trade in Canada through our 'Risky business' report.

We also launched an interactive map highlighting the patchy approach in Canada to legislation regarding the keeping of wild animals as pets. They have both helped us secure meetings with provincial ministers to call for legislative improvements to the trade. There are an estimated 1.4 million wild animals, ranging from leopards to frogs, kept as pets in Canada.



**Popular pet:** Glass frogs are both legal and illegal victims of the exotic pet trade. We are calling for their protection.



## Highlighted the threats and cruel treatment suffered by African wildlife in our 'Big 5 Little 5' report.

An estimated 2.7 million animals, ranging from common hippopotamuses to ball pythons, were legally traded internationally between 2011 and 2015. This number represents the top five 'big' and 'little' species taken from the wild and farmed for their skins and the exotic pet trade. We urged consumers, businesses and governments to stop their exploitation.



**Legal business:** African elephants are among the big five wild animal species traded legally on the continent.

## Convinced the Canadian government to commit significant funding to tackle ghost gear – abandoned, lost and discarded fishing gear.

They announced a new programme that will provide up to CAD\$8.3 million to help find and retrieve harmful ghost gear from the ocean and dispose of it responsibly. More than 640,000 tonnes of ghost gear pollutes our seas, coastlines and oceans annually, killing and mutilating millions of sea animals.



**Death traps:** The Global Ghost Gear Initiative (GGGI), set up in 2015 through our Sea Change campaign, is tackling the issue of abandoned, lost and discarded fishing gear.

## Recycled 100 tonnes of ghost gear in Chile.

We did this through our Net100-Net + Positive Project with telecommunications company Satlink and recycling company Bureo. The project was nominated as a finalist for the Latin America Green Awards. We also retrieved more than 13.5 tonnes of derelict ghost gear through our work with the Fathoms Free project in the South-West of England. The project also sent 54 tonnes of net to Plastix in Denmark for recycling.





Created an award to honour our former head of sea change, Joanna Toole, who was tragically killed in the Ethiopian Airways disaster in March.

The Joanna Toole Ghost Gear Award will be given to innovative projects providing solutions to ghost gear.



Tragic loss: Joanna Toole.

Worked closely with our partner Education for Nature Vietnam (ENV) to mobilise more than 103,000 people to call for farmers to stop bear bile farming in the country.

Although bear farming is illegal and clearly decreasing, it still happens covertly to fuel the demand for bear bile use in traditional Asian medicine.

ENV's national letter writing contest resulted in more than 97,000 young students urging bear bile farmers to surrender their bears to rescue centres. With ENV we campaign to: reduce the demand for bear bile, introduce stricter enforcement of wildlife protection laws and reform legislation relating to bears.

Microchipped a total of 205 farmed bears in Vietnam.

Microchipping is vital in preventing more bears being snatched from the wild to be farmed for their bile. It sends a clear message that farming is unacceptable and illegal. Twenty seven bears were confiscated or transferred to sanctuaries or government rescue centres, often through assistance from the Bear Coalition. This group of NGOs, including World Animal Protection, is dedicated to ending bear bile farming in Vietnam. Since 2005, our joint efforts with ENV have led to a 90% reduction in the number of bears held captive on farms in Vietnam. At the end of 2019 there were only 432 farmed bears left in Vietnam and 28 bear-free provinces.



Gained wide global media coverage of misery caused to tigers, lions and other big cats because of use in traditional Asian medicine through our report 'Trading cruelty'.

We formed partnerships with South African NGOs Blood Lions and Lion Coalition to work on ways of ending captive lion breeding in the country for traditional Asian medicine. South Africa is the main legal exporter of lion products, often sold as tiger bone in Asia. Around 6,000–8,000 lions are held captive in 200 facilities across the country.



**Uncertain fate:** Male lions at a South African tourist venue. They could eventually end up being killed and used for traditional Asian medicine. Photo courtesy of Blood Lions.

**Supported our partner the Bioresource Research Centre of Pakistan (BRC) in successfully lobbying to get bears better protection under the Punjab Wildlife Act.**

Our joint work means it is now illegal to hunt or poach brown bears. Traditionally, brown bear cubs have been taken from the wild in Pakistan and sold for use in cruel baiting and dancing entertainments.

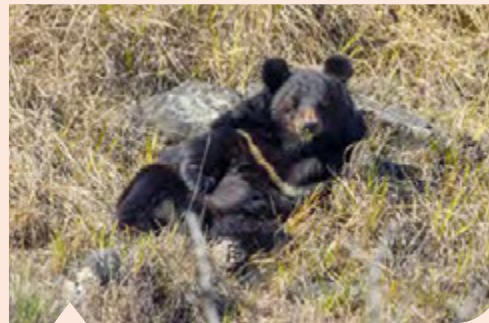


**Caged cruelty:** A bear farmed for its bile in Binh Duong, Vietnam.

**Worked with BRC to develop a business plan that will enable them to take over the running and development costs of Balkasar.**

**Celebrated with BRC when they confirmed that no bear baiting events were held in 2019.**

This is a huge achievement for our campaign dedicated to stopping the cruelty to bears, unable to defend themselves, being set upon by dogs for 'sport'. Just 10 years ago BRC reported more than 100 bear baiting events held in public fairs in Pakistan. Since 2009 our work has led to 671 landlords agreeing to stop holding the events, 89 former bear owners taking up alternative careers and the confiscation or surrender of 112 bears.



**Safe haven:** Bears rescued from the appalling cruelty of baiting or dancing are given the best of care at the Balkasar bear sanctuary in Pakistan, run by our partner BRC.

**Funded three new enclosures for BRC at the Balkasar bear sanctuary, in Punjab province.**

These have enough space to care for 30-40 more bears. During 2019, seven bears were taken in by Balkasar and received specialist care to help them recover from their trauma. This brought the total of rescued bears at the sanctuary to 55.



**Helped our partners Asociația Milioane de Prieteni (AMP), who run the Romanian bear sanctuary near Zarnesti, raise nearly 62% of the sanctuary's running costs.**

AMP welcomed 11 new bears to the sanctuary in 2019 bringing the total they care for to 106. Throughout the year, we worked with them to finalise their business plan for 2020 which will help them achieve even more self-sufficiency.

**Sitting pretty:** A rescued bear enjoys the peace and freedom of the Romanian bear sanctuary.



A close-up photograph of a young boy with short, dark hair, wearing a blue t-shirt, holding a small, scruffy dog. The dog has black and white fur and its tongue is sticking out. The background is a soft-focus green, suggesting an outdoor setting. The title text is overlaid on the left side of the image.

# Protecting animals in communities

## “We inspired the African Union to pass the Animal Health Strategy for Africa.”



**Pankaj KC**

Global programme director,  
animals in communities

**Caring owner:** A young boy takes his dog to one of our rabies vaccination points in Mombasa, Kenya on World Rabies Day, 28 September 2019.

In 2019, we focussed on moving governments and people worldwide to take actions to eliminate rabies. This fatal disease kills millions of dogs and thousands of people every year.

And with your help we certainly moved them in powerful ways...

We inspired the African Union (AU) to pass the Animal Health Strategy for Africa. It requires that all 55 AU countries have a specific rabies strategy that includes humane dog population management by 2025. When implemented, this will ultimately protect the lives of 100 million dogs across the continent.

As a member of the International Companion Animal Management Coalition (ICAM), we co-organised the world's only regular global conference dedicated to humane dog population management, in Mombasa, Kenya.

Participants included 185 delegates representing 38 countries mostly from Africa and Asia. Their attendance was particularly significant as these countries have the greatest need for humane dog population management worldwide, not least due to its importance in controlling of dog-mediated rabies.

### Investing and support

We hope that this conference will ultimately result in more governments prioritising and investing resources in humane dog population management.

I'm delighted it is already happening. Countries including Saudi Arabia and New Caledonia have already reached out to us seeking advice and support.

We educated students and teachers in China, Kenya and Sierra Leone on responsible ownership and trained local authority representatives in Thailand on mass dog vaccination and sterilisation.

Working with global organisations is vital in giving dogs better lives. Our engagement with the World Health Organization (WHO), the Food and Agriculture Organization (FAO) and the World Organisation for Animal Health (OIE) is achieving just that. In 2019, they agreed that mass dog vaccinations and responsible dog ownership must be the focus for rabies elimination. We are now working with these bodies to set up a global financing facility that will make resources available exclusively for mass dog vaccinations across rabies endemic countries.



**Rabies protection:** We vaccinated more than 128,000 dogs against rabies worldwide in 2019.

# In 2019 we...

“It’s really good to see UN organisations and other international partners joining us in focussing on dog vaccination and humane dog population management as a way to actually eliminate rabies by 2030. Our advocacy, leadership and our work on the ground are really paying off.”



**Arjan Van Houwelingen**

External affairs advisor

## Moved the African Union to protect the lives of 100 million dogs across the continent.

We did this by working with them intensively to pass the Animal Health Strategy for Africa. This landmark decision means that all 55 AU countries must have a rabies strategy that includes humane dog population management by 2025. Rabies is a heavy burden on African people, dogs and governments. An estimated 59,000 people worldwide die of rabies every year and most live in Africa and Asia.



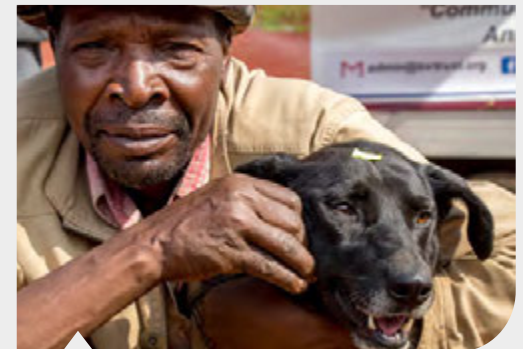
**Line up:** A dog waits patiently during our Nairobi rabies vaccination drive in June, held with our partner the Kenyan Society of Protection and Care for Animals (KSPCA).



## Supported Benin, Mali and Gabon to develop and approve their national rabies elimination strategies.

Our experts ensured these strategies incorporated humane dog population management as required by the new Animal Health Strategy for Africa.

Worldwide, approximately 10 million dogs are cruelly culled every year because of fear of rabies. Methods used can include beatings, poisonings and electrocutions. Culling is often seen as a quick fix but is cruel and ineffective.



**Close connection:** Eliminating rabies means better lives for dogs and people.



**Vaccinated more than 58,000 dogs against rabies in Kenya and Sierra Leone, and more than 70,000 globally in countries including Ghana, Thailand, India and Brazil.**

The only way to truly eliminate rabies from an area is to vaccinate 70% of its dog population. Human and animal health are so tightly linked it is not possible to protect people from rabies without protecting dogs first.



**Best friends:** Beatrice Simon and her dog Sporty. Sporty was vaccinated and treated at the mobile clinic we ran with the KSPCA in Nairobi in June.

**Celebrated when Mexico became the first country to be validated by WHO for eliminating rabies in humans that has been transmitted by dogs.**

The Mexican government built on our successful work in Puebla – one of the worst rabies-affected areas. In this state, by working with the national Mexican zoonoses deputy directorate from 2000 to 2006, we designed a dog rabies control strategy which focussed on welfare, not ineffective culling. This approach was so successful it was rolled out nationwide.



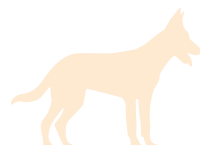
**Rabies free:** Thanks to our work which started in Puebla, Mexico in 2000.

“I will never forget the look of joy on the faces of the Kibra residents and street families as they brought their dogs to receive the healthcare that they desperately wanted but could not afford. We felt privileged we could be of service to these deserving doggies and owners in their need.”



**Dr Emily Mudoga**

Animals in communities manager – Africa



## Inspired more than 90,000 people, through our work in Kenya, India, Thailand, Brazil and China, to protect dogs.

Some contacted governments asking them to introduce humane dog population management programmes and classify rabies as 'notifiable' – a disease that must be reported to government authorities. Other people acted at a more personal level by signing pledges to be better dog owners and vaccinating their pets against rabies.



**Pet protection:** We vaccinated 200 pet dogs in São Paulo, Brazil, as part of World Rabies Day. We also raised awareness of rabies, responsible pet ownership and understanding dog behaviour.

“My work is to bring information about responsible pet ownership and dog bite prevention to Brazilian children. There is nothing more rewarding than teaching children to be kind to animals, as they will be responsible for the future. If we teach children to respect all forms of life, animals will surely suffer less.”



**Rosangela Ribeiro Gebara**

Veterinary programmes manager – Brazil

**Protection needed:** Puppies living in a stone wall in Kenya. There are an estimated 100 million dogs in Africa. Most will be owned and free roaming – or true strays with no owners.



## Awarded Bogota, Colombia first place in our first 'Animal-friendly city' competition.

We ran the competition with the OIE, the Pan American Health Organisation and Brazil's federal council of veterinary medicine. The award celebrates the best humane dog population management initiatives in more than 50 cities in Latin America. Second and third places were awarded to Conselheiro Lafaiete and São Paulo in Brazil. The award winners' best practices have been compiled into an e-book for sharing with other local governments around the world.



**City success:** Proud second place animal-friendly city winners from Conselheiro Lafaiete.



"It was heart wrenching to see emaciated and injured dogs roaming the streets. With a recent increase in rabies cases in the country, I was worried that we would come across widespread culling. Thankfully, we found that local authorities were following our advice and putting in place vaccination and treatment programmes for stray dogs."

**Eyob Asfaw**

International investigations advisor,  
international investigations and  
evidence team

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“Human animal conflict is leading to violence in India due to limited spaces, resources and population explosion of humans and animals. Rabies vaccination drives reach out to people. They remind us all to be compassionate, kind and empathetic and how to work together to improve lives of dogs and communities.”



**Tanvi Rastogi**

Campaign manager,  
animals in communities  
- India

**Welcomed 185 delegates representing 38, mostly African and Asian countries, to the only global conference completely dedicated to humane dog population management.**

We co-organised the conference, held in Mombasa, Kenya, as part of our work with the International Companion Animal Management Coalition (ICAM). The excellent attendance shows how dog population management is gaining in importance. And during the conference, delegates and numerous organisations commended our dog population management work, solutions and methodology.



**Inspiring turnout:** Delegates attending the humane dog population management conference in September.

**Marked our powerful partnership with the World Small Animal Veterinary Association (WSAVA) through a new Memorandum of Understanding (MoU).**

Together, we will raise awareness of animal welfare issues and promote animal welfare education globally. This will involve mobilising veterinary professionals worldwide to ensure that all dogs are treated more humanely and to help build a world where dogs and people live in harmony.



**Special care:** Just one of the thousands of dogs that we vaccinated against rabies in 2019.

## Created and launched the textbook 'Dogs, our little friends' with our government partner, Beijing Animal Disease Control (BADC).

As part of our collaboration with BADC, we visited six schools where we trained 780 students, 90 teachers and parents in responsible dog ownership and rabies awareness.

This work is part of our MoU with BADC to work together on rabies elimination and responsible dog ownership education in Beijing. It is our first MoU with a Chinese government partner for our Better Lives for Dogs campaign.



**Pledging support:** Attendees at one of our responsible dog education events in Beijing, in June.



## Trained 120 volunteers, department of livestock development assistants and local authority representatives from Sri Saket province, Thailand in dog vaccination and sterilisation.

We then carried out an exchange programme for different districts to share their best practice on dog population management and rabies elimination.



**Hands on:** Vets sterilising a dog during our training work in Sri Saket province, Thailand.

"From my childhood in Finland, to my adulthood in Britain and beyond, animals have always brought great joy to my life. They should not have to suffer from cruelty and neglect. This is why I am so keen to support World Animal Protection. I have always found their approach beneficial in bringing about change through action, protection and crucially, education."

### Heini Fayed

World Animal Protection supporter – UK

A close-up photograph of a pig's face, looking through vertical metal bars. The pig's eyes are dark and focused, and its pinkish skin and ears are visible. The text "Protecting animals in farming" is overlaid in white, with a small orange dot above the letter 'i' in "Protecting".

# Protecting animals in farming



**Mark Dia**

Global programme  
director, animals  
in farming

**Sad start:** As one of the most intensively farmed animals on the planet pigs suffer from the moment they are born.

We aimed high and worked with a sense of real urgency in 2019. Our goal was to move influential companies to speed up the momentum for change for farm animals.

Too many are suffering and too much damage is being done by industrial farming for it not to be a key priority. Our efforts resulted in major steps being taken across the world that will benefit more than a 100 million farm animals.

We have seen the strength of working in partnership, not only with our colleagues in different countries, but also with other organisations. A clear example was moving KFC in several countries to make commitments that will improve the lives of millions of chickens.

And we celebrated the power of supporter action transcending national boundaries. Tesco in Thailand, clearly moved by the collective voice of 30,000 of our supporters in Thailand and the UK, banned cages for mother pigs.

**“Too many are suffering and too much damage is being done by industrial farming for it not to be a key priority.”**

**“The challenges are massive, but our determination is stronger.”**

Going out there, talking to producers and consumers and making the case for animals directly, has also produced good results. Nine dairy companies in India signed up to our dairy welfare commitment that will give half a million of their cows better lives.

### Combatting numbers

Reducing the number of farm animals living in cruel conditions and eventually stopping the practice of factory farming altogether is central to our work and our vision. We work in a climate where any gains we make in farm animal welfare can be easily swamped by factory farming increases to meet the exploding demand for cheap meat.

To combat this, we launched our meat reduction campaign project in the United States. After working with us, three major companies are already rolling out plant-based options for their consumers.

We will make sure that these wins are not just providing additional consumption options, but contribute to ending the systemic cruelty that inflicts unacceptable suffering on billions of farm animals.

The challenges are massive, but our determination is stronger. We will keep on innovating and seek out strategic partnerships to put farm animal welfare on the global agenda.

# In 2019 we...

"I am very excited that we have moved CP Group China to pilot high welfare farming which will change the lives of millions of pigs in China and beyond. That was an incredible highlight of 2019 for our farming work. I am determined to move more Chinese producers to implement high welfare farming to improve pigs' welfare."



**Xueqin Chu**

Farming campaign manager  
- China

## Changed the lives of five million factory-farmed pigs for the better in China, Thailand, Brazil and the USA.

Mother pigs – sows – were moved from harsh confinement in individual, cramped metal cages to group housing which better suits pigs' social natures and intelligence. And painful procedures on piglets like tooth clipping, tail docking and surgical castration were phased out.



**Bringing hope:** Many piglets will no longer suffer painful procedures thanks to our work.



## Supported three Chinese producers to test higher welfare systems in their businesses.

Shandong TUHE Food Company and Agro-pastoral Ecological Technology committed to phase out sow stalls and implement enrichment for all pigs. This will benefit 140,000 pigs annually. Charoen Pokphand Group China (CP China) will trial group sow housing and enrichment initially in one farm which will immediately improve conditions for 6,000 sows. CP Group is one of the top pig producers in the world and if they expand these trials to all their farms in China, this could potentially benefit 10 million pigs annually.



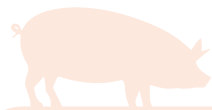
**Better lives:** Pigs on a farm in Colombia that now live in group housing rather than cages.

“After hard work, with a lot of dialogue and mobilising almost 100,000 people, we managed to move Carrefour Brasil – our largest retail chain – to commit to improve the lives of millions of pigs. There is nothing more rewarding than these breakthroughs which give me the energy to change the other retailers in Brazil.”



**José Ciocca**

Farming campaign manager  
– Brazil



## Celebrated when CP Foods improved the lives of 100,000 sows by giving them more natural group housing.

The company also spared more than 700,000 piglets from painful castration by using immunocastration instead.



**High welfare:** Materials like straw can help pigs behave more naturally in indoor farms.

## Moved Carrefour Brazil to source more humanely reared pigs for their own-brand pork products.

They are expecting their suppliers to stop keeping sows in cages and move them to group housing by 2022. They are also demanding that their suppliers end the painful castration of male piglets by 2025.

Other welfare improvements demanded include an ear notching ban by the end of 2022, the stopping of routine teeth clipping, and environmental enrichment at all production stages by 2020.



**Cruel confinement:** Mother pigs in individual cages are unable to move, turn around or socialise during their pregnancy.



**Galvanised 30,000 people in the UK and Thailand to convince Tesco Lotus, Thailand's biggest supermarket, to only source packaged pork from producers keeping sows in group housing. The changes will be effective by 2027.**



**Raising right:** We targeted some of the largest pork producing markets worldwide, calling for them to give pigs better lives.

**Called on Walmart in the USA, Canada and Mexico, to set a timeline to end the use of cages for sows.**

At the company's AGM, we questioned corporate leadership about their failure to protect pigs. When they refused to take action we escalated the pressure by releasing our report 'US pork and the superbugs crisis'. Launched during World Antibiotics Awareness week in November, the report revealed that more than half of Walmart's batches tested positive for at least one multi-drug resistant strain, or 'superbug'.



**Health risk:** Cruel factory farming systems not only make animals suffer they have an impact on human health too.





“Witnessing industrial chicken farming up close makes it hard to breathe. The suffering is palpable and it’s wholly unacceptable that these smart, sensitive animals can be so abused in their billions. ‘The pecking order’ exposes how major fast-food companies are responding to the chicken crisis, catalysing progressive commitments from major brands.”



**Jonty Whittleton**

Global campaign head, farming

**Exposed appalling conditions in industrial farms, challenging companies and producers to treat the chickens, upon which their businesses depend, more humanely.**

Unnaturally fast growth rates and cramped confinement in sheds with thousands of other birds cause great suffering to 40 billion chickens every year.



**Factory farming:** Broiler chickens packed into a typical industrial farm.

**Convinced KFC in the UK, Ireland, Netherlands, Belgium, Germany and Sweden to commit to transform the lives of an estimated 73 million chickens every year by 2026.**

They will do this by using slower growing chicken breeds, giving them more space, natural light, and perches and pecking materials which will help the animals behave naturally. KFC’s improvements resulted from our 2018 petition signed by 500,000 people calling for change.



**Better lives:** Chicks on a higher welfare broiler chicken farm in the Netherlands.



“Our undercover investigation exposed unacceptable conditions at farms claiming they supply Nando’s. We revealed fast growing birds with bone and joint deformities, living in cramped conditions unable to behave naturally. We witnessed shocking culling methods, with birds swung by their necks and left to die piled in buckets.”



**Liam Slattery**

Global head,  
international investigations  
and evidence team



**Launched a high-profile public campaign, backed by harrowing footage gathered by our investigators, to make fast food giant Nando’s stop raising their chickens in low-welfare conditions.**

Thousands of supporters have signed our petition asking the company to stop using fast-growing chicken breeds and switch to chickens that grow at a slower, more natural rate. Slower growth rates will prevent the animals suffering from the serious health issues that cause them pain and suffering.



**Seeing red:** Our ‘Nando’s Red Card’ billboard drove through London, unveiling the truth behind fast growing chickens.


**Persuaded Africa’s largest poultry producer, Kenchic to work with us to develop an animal welfare policy covering their operations in Kenya, Tanzania and Zambia.**

Kenchic is a major producer in Africa and supplies high profile brands such as KFC, Domino’s, Pizza Hut and Carrefour. We expect the policy to be complete in 2020 and become an example of good practice on the continent.

**Farming matters:** Approximately 40 billion chickens are intensively and cruelly farmed annually.

**Highlighted how higher welfare chicken production is not as expensive as companies might think through our report ‘Valuing higher welfare chicken’.**

The report, that we commissioned from Wageningen University and Research Institute in the Netherlands, revealed a cost increase of only 6.4 –13.4% above conventional production costs. This is much lower than increases of up to 49% previously projected by a US industry-funded study.

A close-up photograph of a fluffy yellow chick standing on a bed of straw. The chick is looking to the left. In the background, a large number of other chickens are visible, but they are out of focus, creating a bokeh effect with various colors like red, pink, and brown.

**Worked with other animal protection groups to pass legislation in Oregon and Washington establishing bans on the production and sale of eggs from caged hens.**

This means that with the success of California's Proposition 12, the entire west coast of the USA will be 100% caged-egg-free by the end of 2023. The lives of more than 9 million hens will be improved as a result.



“You can’t imagine how happy and proud we were by the end of 2019 when no less than nine dairy companies in India signed up to our Better Dairy commitment to improve the welfare of the cows and buffalo in their supply chains. They pledged to making better welfare, better dairy and better business a reality.”

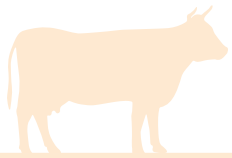


**Dr Nancy Clarke**

International corporate engagement advisor

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**Dairy farmer:** India is home to the world’s largest dairy herd. Dairy animals are kept in a variety of situations – urban, semi-urban and rural.



**Continued to work with health care company Abbot Nutrition through our two-year agreement, signed in 2018, which aims ultimately to protect nearly 1 million dairy cows in India.**

More than 500 farms supplying Abbott Nutrition implemented the four minimum dairy welfare requirements during 2019 and 9,000 farmers were trained how to fulfil them.



**Good conditions:** A high welfare dairy farm on the outskirts of Delhi.

**Gained commitments from nine Indian dairy companies, responsible for more than 535,000 cows and buffaloes,**

to improve the lives of their animals by signing up to our minimum welfare dairy requirements. They also announced that they will not source from urban and semi-urban dairies.

**Mobilised thousands of consumers in Delhi through 17 public events in schools, shopping malls and elsewhere to call for better conditions for the cows that produce their milk.**

The worst living conditions for dairy animals are in the urban and semi-urban dairies where around 50 million animals suffer life-long cruelty.



**Dairy care:** There are nearly 300 million cows and buffaloes farmed for their milk in India.

“We were delighted to lend our support by partnering with a number of top celebrities in China to create a series of short videos to highlight World Animal Protection’s important campaign work and the brand campaign. Generating awareness and inspiring one another to help end animal cruelty is crucial for a more positive future.”



**Dylan Geng, CEO** (left) and **Frances Fei, CFO** (right)

PowerCircles – leading fashion magazine in China

**Fast food:** We called on Nando's to improve their chicken welfare policies. Most fast-food chickens are kept in such cramped conditions that they cannot move or behave naturally.

**Launched our meat reduction campaign in the USA to convince consumers and businesses that reducing meat consumption is crucial in protecting animals and the planet.**

Meat reduction could potentially end many of the cruellest industrial farming practices, such as extreme confinement, the overuse of antibiotics, and brutal mutilations. By the end of the year we had encouraged more than 18,000 consumers to pledge to reduce their meat consumption.



**Born to suffer:** There are more than 1 billion pigs farmed globally and most, like these piglets, are farmed intensively.





**Conducted original research revealing that 140,000 pigs and 110,000 cows will not be in the food system annually thanks to fast-food chains offering Beyond Meat and Impossible Foods burgers.**

Our findings were widely reported. They prompted Just Salad to contact us to begin a conversation about meat reduction.

**Influenced Pret A Manager through meetings and supporter contact to offer 14 new plant-based options, and non-dairy alternatives at no extra charge to customers.**

Our plant-based product focus has opened doors to meetings with companies like Starbucks and Taco Bell where we have been able to discuss animal welfare issues too.

**Developed our business case for protein diversification to persuade companies to offer more plant-based alternatives.**



# Protecting animals in disasters



## “With your help, we will keep representing the plight of animals in disasters.”



**Gerardo Huertas**

Global programme director,  
animals in disasters

**Emergency aid:** We helped thousands of farm animals in Malawi, Mozambique, and Zimbabwe affected by the devastation of Cyclone Idai which hit the area in March.

The 2019 wildfires in the Amazon, Russia, Africa and Australia were another powerful sign of the impact of climate change. To me they are, yet again, a stark alarm that the world needs to wake up, realise what is happening and correct its ways before it is too late.

Our 55 years of experience have helped us lead the way in preparing countries and communities for the increasing threat of environmental disasters. In 2015 the United Nations announced 2020 as the deadline for governments to complete their national disaster risk reduction policies. Since then, we have worked with governments in three continents, championing the inclusion and protection of farm and working animals into national disaster management policies.

### Protecting animals and livelihoods

During 2019 we responded to 10 disasters in seven countries. We rescued, treated, fed and sheltered more than 370,000 animals, also protecting countless people who rely on them.

My team is incredibly adept, skilful, dynamic and compassionate. They have to work on many different levels from helping entire countries change their approach to animal disaster management, to caring for individual animals and supporting worried owners.

We are helping move the world to minimise animal and human suffering. And with every disaster we can reinforce our messaging, prove our effectiveness in planning, preparedness and prevention, and

work hard and fast to improve things before the next one strikes.

Training vets in disaster management, preparedness and risk reduction is critical to protecting billions of animals globally. Our online course PrepVet®, available in three languages and re-launched during the year, will help achieve this. Veterinary schools on three continents are already considering its mass adoption.



**Gentle touch:** A dog gets special care in Zimbabwe in the aftermath of Cyclone Idai.

The African Union is ploughing ahead to incorporate animal health into their disaster management policies after our work lobbying for this initiative was successful. The International Federation of Red Cross and Red Crescent Societies (IFRC) is about to start pilots to include animals in their learning tools for the protection of livelihoods.

With your help, we will keep representing the plight of animals in disasters, bearing witness to their suffering and reminding the world that we are one planet. If animals suffer so will we.

# In 2019 we...

“Despite the frustration of knowing thousands of animals succumbed to the devastating fires in the Amazon, being able to support care centres for the burned animals filled us with pride. We managed to increase the survival rate for many different species by strengthening the care and response capacity of the rescue centres, fire teams and environmental police.”



**Dr Juan Carlos Murillo**

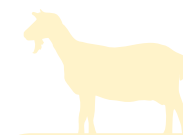
International disaster  
response manager

**Influenced national governments, regional bodies and international humanitarian organisations to include the protection of animals in their disaster planning.**

We did this by pressing for disaster risk reduction policies, animal disaster management strategies and by offering practical assistance and training programmes. During the year, this work led to the protection of approximately 282 million animals worldwide.



**Sharing skills:** We gave a three day workshop on the protection of animals in disasters to Red Cross workers and volunteers in Costa Rica.



**Celebrated the launch of Africa's first continent-wide animal health strategy.**

Thanks to the hard work of our Africa team, who pushed hard for disaster management to be included, it will better protect nearly 200 million animals from disasters. Fifty five African countries will be required to develop animal disaster plans, disaster funds, animal shelters and holding sites. Disaster training for vets and laboratory facilities to support disease emergencies are also essential strategy components.



**Vulnerable communities:** Animal disaster plans are vital in protecting animals and people's livelihoods.



## Persuaded the Kenyan government to include the draft animal disaster fund and animal disaster management plan within their animal health strategy.

Once implemented, this initiative could protect more than 35 million animals from disasters. Our campaign for the plan generated widespread support from Kenyan people whose animals are regularly and severely affected by droughts and floods.



**Animal protector:** Dr Judy Kimaru, our disaster operation manager, walks among goats in Yaa Gara, Kenya on a mission to help animals affected by a poisoned well.

## Moved Bihar's state government to better protect more than 13 million animals in India through its launch of a dedicated animal disaster management plan.

And in Tamil Nadu we mobilised 10,000 people to call on the state Indian government to start work on its own disaster management plan. Both states are regularly affected by disasters including cyclones, tsunamis and floods. They plunge millions of animals and the people who depend on them into crisis by causing widespread disease, injury and destroying livelihoods.



**Moving people:** We toured 52 villages in Tamil Nadu calling on people to press their state government to introduce a dedicated state animal disaster management plan.

"The number of livestock that needed help in Malawi was overwhelming. Our team treated animals from 6am to 6pm. One lady told me the animals were the only means of survival for her and most of her village after they lost their farmlands to the Cyclone Idai floods."



### Victor Toroitich

Response officer, animals in disasters - Kenya

## Convinced Guatemala's government to adopt a national protocol for animals in emergencies that will help protect more than 31 million animals at risk.

Our #DontForgetThem campaign galvanised more than 160,000 people in the country to help us. The need for such a protocol became very clear in 2018 after the government's work with us in the aftermath of the deadly Fuego Volcano. This disaster forced evacuations and caused great animal suffering.



**Special treatment:** Sergio Vásquez, our disaster response officer and Mario Sapon, disaster liaison officer, help a dog wounded during Fuego Volcano's eruption.

## Deployed three teams to countries affected by Cyclone Idai which hit southern Africa.

Idai is one of the worst tropical storms on record and severely affected 2.1 million people and their animals. From March to October we worked in the worst affected areas of Malawi, Mozambique and Zimbabwe with our local partners providing medical treatment and other vital aid for more than 200,000 animals including cattle, sheep, goats and chickens.



**Malawi mission:** Dr Victor Toroitich, our disaster response officer, treats a calf at Linga village. Linga was badly affected by Cyclone Idai.

## Supported wildlife treatment centres and authorities battling to save Amazonian animals from the horrific wildfires affecting the region.

We gave three CETAS – wildlife rescue units – and one university, vital equipment, food and veterinary medicines. They treated thousands of animals, ranging from tapirs to macaws, who were suffering from agonising and life-threatening burns to their bodies and their lungs. We also trained firefighters in specialist wildlife capture and handling techniques.



**Wildfire impact:** A monkey gets specialist care and treatment at a wildlife rescue unit we supported in Brazil.

"My mother, Dorothy, was a lifelong animal lover. She instilled a sense of compassion and empathy in both of us. Before my sister Pat passed away, she created the Patricia Binder Irrevocable Trust from our mother's estate. Our family supports World Animal Protection because this type of work was so important to my mother. She taught us to care for animals, and we wanted that legacy to live on."

### Jeffrey Berman

World Animal Protection supporter  
– USA

**Close goats:** After Cyclone Idai our disaster team visited the worst hit areas to help the animals affected. Many of the surviving animals like these goats were living next to relief camps.



**Saved the lives of more than 370,000 wild and pet animals suffering harm in our 10 response operations in seven countries – Brazil, India, Kenya, Malawi, Mozambique, Thailand and Zimbabwe.**

We gave veterinary treatments, emergency food supplies, advice, and other practical help in disasters including cyclones, floods and wildfires.

“I was amazed to see so many kids and grandparents coming to participate in our talks about protecting animals in disasters. Wherever we went, communities were keen to protect their animals, but were unaware how they could contribute. Our public mobilisation gave them the perfect opportunity to learn.”



### Akash Maheshwari

Disaster veterinary officer  
- India

## Stopped thousands of animals starving after Tropical Storm Pabuk lashed Thailand with fierce winds, rain and then floods that destroyed food supplies.

We worked with Thailand’s Department for Livestock Development (DLD) and provided 30 tonnes of food (pineapple fodder) for 12,150 animals in the worst affected districts. We also inspired the DLD director general to implement an action plan for animals in disasters for Thailand. This plan could protect more than 3 million animals annually.



**Showing support:** Meeting animals owners in Suratthai, Thailand, an area devastated by Tropical Storm Pabuk.



## Took our life-saving help to Patna in Bihar when monsoon floods left clean water and animal feed in short supply.

We worked with the Patna veterinary emergency response unit to ensure that 1,000 cattle and buffalo had mineral supplements to protect them from flood-borne diseases and starvation. This support is one of our several interventions in the state over 11 years. We’re delighted Bihar’s disaster management authority has committed to an animal disaster plan; it will protect millions of animals and the livelihoods of more than 80% of Bihar’s people.



**Water risk:** Grazing animals are very vulnerable to disease after floods.

## Provided milk supplements to 70 orphaned camel calves whose mothers had died after drinking toxic water from an abandoned well in Marsabit County, Kenya.

People in the local community were forced to use the well after their usual water source failed. The calves were between one and two weeks old and desperately needed their mothers' milk. We gave owners enough supplements to feed them for two to three months to ensure their calves had enough nutrients to grow up healthily.



**Helping hands:** Feeding one of 70 camel calves desperate for milk after their mothers died from drinking contaminated water in Marsabit County, Kenya.



## Achieved vital recognition for animals from the IFRC for Asia and the Pacific.

By working with us to include animal protection in their livelihoods programme it sends a global message on the importance of animals to people's welfare. We also trained national chapter members of the IFRC in India and Costa Rica in protecting animals in disasters.



**Crucial connection:** Animal and human welfare are inextricably linked.

## Reminded governments and international organisations, attending the disaster risk reduction global platform, organised by the UN, of the importance of protecting animals from disasters.

Our silent protest in Geneva, using large inflatable 'animal ambassadors' representing goats, horses, pigs, cows, dogs and camels, greeted arriving delegates. One billion of the world's poorest people depend upon animals, who continue to suffer and die in disasters. Online, our protest reached 2.7 million people.



**Don't forget:** Our inflatable animal ambassadors at the UN's global platform on disaster risk reduction in Geneva, Switzerland.



# Moving the world in 2020

Thank you for working  
with us to change animal  
lives in 2019.

Here's a snapshot of  
some of our 2020 plans.

## What we'll do next...



### We'll protect animals in the wild by...

#### **Mobilising the public to influence the travel industry and reduce the profitability of cruel wildlife entertainment.**

As part of this, we will increase our focus on first-time Chinese travellers to Thailand encouraging them to only participate in responsible wildlife-friendly activities. We will also expose companies continuing to promote or profit from cruelty through the wildlife entertainment industry, and press them to become wildlife friendly. And we will push for the elephant-friendly transformation of more low-welfare elephant venues across Thailand, India and Nepal.

#### **Continuing to disrupt the trade in wild animals as pets by reducing their acceptability and availability.**

This will involve releasing innovative research and a behaviour change campaign to disrupt Africa's prolific and cruel reptile trade.

#### **Developing our Wildlife. Not Medicine campaign to end the horrific use of wild animals in traditional Asian medicine.**

We will develop new evidence and commission ground-breaking science to explore plant-based alternatives and use this evidence to engage pharmaceutical companies and key officials in China. We will also test creative new ways to raise public awareness of the cruelties of wild animal use in traditional Asian medicine in different markets across the world.

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

#### **Establishing a global finance facility that will ensure resources are made available for mass dog vaccination in rabies endemic countries.**

This initiative will galvanise a global partnership between donor countries, international donor organisations, NGOs, the private sector and rabies endemic countries to eliminate rabies and protect dogs.

#### **Continuing to promote humane dog population management.**

We will do this by presenting our research, regarding its effectiveness, at key regional and global platforms, and through our membership of ICAM.

#### **Convincing more national governments to include humane dog population management in their national rabies elimination and control strategies.**

To help us do this we will share the effectiveness of Latin American initiatives with other rabies endemic regions. We want to ensure dogs are not killed and abused from fear of rabies.

**No life:** A captive tiger bred for entertainment in Thailand. The abuse, stress and fear they endure is unimaginable.

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

**Pressing multinational supermarkets to end the caging of mother pigs and mutilations of piglets in their pork supply chains.**

We'll also be influencing industry and governments to improve pig welfare and highlight good practice examples from around the world.

**Extending our work to protect chickens to China, Australia, Thailand, India and Indonesia, and continue to demand that fast food brands improve their chicken welfare policies.**

We will also highlight company double standards regarding better protection for chickens where the companies promise this in some supply chains in some of their countries, but not in others.

**Galvanising major influential food companies to provide nutritious, plant-based protein alternatives to their customers and showcasing those food companies that have already done it.**

We'll also build a movement of people who pledge to reduce their meat consumption and choose higher welfare meat.

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

**Moving government authorities in Assam state, India and Minas Gerais state, Brazil to include animals in their disaster management plans.**

We will also encourage other governments to fulfil the UN's Sendai Framework 2020 deadline, which requires including animals in their national disaster risk reduction strategies.

**Persuading the IFRC's local chapters to include animals in their guidelines and training programmes.**

We will promote the importance of animal protection in disasters with the United Nations Office for Disaster Risk Reduction during its regional platform in Australia.


**Deploying our expert teams to disaster-stricken areas where we will save more than 250,000 animals from death, injury and disease through our relief operations.**

**Pangolin poaching:** Pangolins are the world's most illegally trafficked mammal. They are cruelly stripped from the wild and killed so their scales can be used in traditional Asian medicine.



**Lena Aahlby (left)**

Global director  
of programmes



**As we go to press, countries around the world have gone into lock down to protect people from contracting the Corona virus, or Covid-19. While this tragedy unfolds around us, our teams worldwide are planning our response to protect animals and help prevent any future zoonotic pandemics.**

The exploitation of captive wild animals for food, pets, medicine or entertainment has caused this pandemic and many other deadly diseases. Wild animals suffer horrendous conditions in captivity. And when their diseases caused by this stress transfer to humans the results are lethal.

We will seize the opportunity presented by Covid-19 to make a real difference for wild animals. We will reorient much of our planned work to support our campaign for a global permanent ban on all wildlife trade. This ban is urgently needed to help stop the suffering caused to animals and people.

# Message from our chair



**Paul Baldwin**

Chair, board of trustees

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It has been an honour and a privilege to chair our extraordinary organisation for the last four years and to serve on the board for a further four. This sadly means that in June 2020, I must retire having reached the eight-year term limit for trustees.

Looking back on my time with World Animal Protection, I can see the massive strides forward we have made in moving the world to protect animals. Our campaigning has much stronger focus and direction, our work has greater cohesion, and we are planning to tackle some of the big systemic causes of animal cruelty.

We have modernised our governance and brought in a group of hardworking and highly professional trustees who care passionately about our mission. Importantly, we have made organisational changes. These give our frontline campaigners and fundraisers greater input into global decision-making.

Consequently, I feel we have become a better place to work; our people tell us that they are even more engaged and motivated. This enthusiasm and commitment will bring great energy to our ambitious Beyond 2020 strategy.

I take no credit for any of these achievements.

They are the result of the hard work and dedication of the entire World Animal Protection team.

The unsung heroes who make our organisation tick deserve a particular thank you. These are our finance, governance, administration and human resources people, and our lobbyists who tirelessly work in the background for animals. Their efforts are often unnoticed, but so critical in giving billions of animals better lives.

I have been fortunate to visit a number of our offices and meet many of the wonderfully talented and motivated teams who do our vital work. Their example has been a constant source of inspiration for me, and should be the same for all our supporters and donors.

Please continue to value and support these amazing people. Together we can all create a world where animals live free from cruelty and suffering.

## Board of trustees

Paul Baldwin chair

Sandra Beretti

Franc Cortada

Nesta Hatendi

Sarah Ireland

Thomas Jones

Christine Lloyd

Berangere Michel

Mwikali Muthiani

Mark Watts

resigned 14 September 2019

Karen Winton

“We are tremendously grateful for World Animal Protection’s partnership and collaboration on Airbnb’s animal welfare guidelines. Their deep expertise in a broad range of issues facing animals, has helped us set a new standard for animals in tourism and ensures that our Animal Experiences category is underpinned by a foundation of responsibility.”

## Mikel Freemon

Head of animals,  
Airbnb



# thank you

Our work would not be possible without the financial support from hundreds of thousands of individuals around the world. We especially appreciate the generous support of the following people, trusts and foundations, corporations and governments for our animal protection mission.

Thank you also to our generous supporters who wish to remain anonymous and to those who left a gift in their will in 2019.



**Evanna Lynch**

Actress

“I’ve supported World Animal Protection for many years and have witnessed first-hand the kindness, dignity and respect that their staff and those of the bear sanctuary give to all animals. It is so necessary in today’s world, I’m proud to support this work and to help advocate a more compassionate future for all animals.”

## **Australia**

Rita Andre  
Mandy Benstead  
Elaine Bragg  
Duchen Family Foundation  
Marini Ferlazzo  
Catherine Gray  
Barbara and Peter Hoadley  
Laura Houghton  
Ian Huntley  
Intrepid Foundation  
Lion, Pty Ltd  
Craig MacLean  
Nigel Madeley  
Maxwell Family Foundation  
Alice Simpson  
Marjorie Wallace

## **Legacies**

Marcia Dee Anderson  
Anna Carlborg  
Sona Edmonds  
Denise Jennifer Ely  
Janice Marlene Evans  
Michael Forster  
Eva Gottlieb-Borucki  
The Jean, Juliette and  
Gilberte Leman Trust  
Margaret Mason  
Margaret Newton  
Edith Dawn Picton  
Margaret Roberts  
Natalka Schewtschenko  
Bill Simpson  
Joyce Louise Skeffinton  
Penny T Townshend  
Joyce Tyrer  
Emer Walsmit  
Wilson Desmond Hall  
Elizabeth Wingfield  
Hugh John Wirth  
Matt Wood

## **Canada**

Anonymous Foundation  
Sakura's Hope Foundation  
The H John McDonald Foundation  
The Harold Kalke Foundation  
Tim J Plater

## **Legacies**

Ursula Gertrud Hoim  
Philip Cheung

## **Denmark**

Fonden af 24. December 2008

## **Netherlands**

Booking.com  
TUI Care Foundation  
Netherlands Ministry of Agriculture,  
Nature & Food Quality  
Netherlands Ministry of Economic  
Affairs and Climate Policy  
Netherlands Ministry of Foreign Affairs  
Netherlands Ministry of Infrastructure  
and Water Management

## **New Zealand**

Shirley Bassett  
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Patricia McKibben  
Reiko Sugiyama  
Robyn and Terry Wiles

## **UK**

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The Waterloo Foundation  
The June Stevens Foundation  
Mrs D M France-Hayhurst Foundation  
Paul Dane  
Paul Davis  
Francesca Quint  
The Kingdom of Belgium  
Centre for Environment Fisheries  
and Aquaculture Science

## **Legacies**

Brian John Mitchell  
John Charles Betts  
Sidney Glasson Gill  
Rosemary Frances Douglas  
Shirley Anne Meade  
Thomas Michael Cox

## **United States**

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Airbnb  
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Sandra Fricke  
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William & Charlotte Parks Foundation  
David Reuben  
Izak Rosenfeld  
Sharon Rush  
The Suwinski Family Foundation  
Margaretta Taylor  
James Wintersteen  
John Wright

## **Legacies**

Dorothy Berman and  
Patricia Binder  
Estate of Aurolyn Boda  
Estate of Barbara Brodie  
Estate of Richard and  
Ruth Ann Cranmer  
Francis L Davis Revocable  
Inter-Vivos Trust  
Estate of Anne Hughes  
Mary Janvrin Revocable Living Trust  
Estate of Bettie Linderman  
Estate of Charlotte Mars  
Estate of Scott Cody Shiloh  
Estate of Alan Vokes  
Estate of Anna Lou Wooldridge

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Aliya-Jasmine Sovani  
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Frances Fej, PowerCircles  
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Taylor-Ann Hasselhoff  
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Tono Phakin Khamwilaisak  
Wan Thanakrit Panichwid  
Yessy Rivera  
Zahara Burgess

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**World Animal Protection**

have helped a second camp become truly elephant-friendly. Following Giants (previously known as Eco-tourism Recreation), is a venue on the Thai island of Koh Lanta. The venue re-opened for high season at the start of December 2019, after moving from a site that offers rides and hugs with elephants, to an observation-only model.

# Financial summary

In 2019, we secured **US\$60.6m of income** – this represents a 9% increase compared with the previous year.

Most of our income continues to come from individual supporters (68% as a percentage of total income). We are grateful for their kind donations of \$41.3m, which enable us to carry out our mission to protect animals.

Both partnership giving and legacy fundraising performed particularly well in 2019. Major gifts from individuals, foundations and trusts, corporates and governments reached \$5.4m in 2019. This shows a remarkable growth of +59% against the previous year, and was largely due to generous support from the Open Philanthropy Project (USA) for our work to improve the lives of farm animals.

Legacy income also rose in 2019. It contributed to US\$11.3m/19% of total income for the year; a 22% increase on the previous year. Finally, we had positive investment and currency gains which boosted our income by \$1.6m.

During 2019, our **expenditure was \$65.5m** which meant that we spent \$4.9m more than the income generated in the year. This was possible given the high level of legacy income received in previous years. Consequently, we increased our spending in 2019 to \$49.8m on planned activity to deliver our mission to move the world to protect animals.

Overall, 2019 was a successful year for World Animal Protection's programmes and campaigns. Globally, we improved the lives of 3.2 billion animals across all programme and engagement areas. This was 13% more than our target of 2.8 billion animals.

During the year we also deployed interesting new tactics to further our mission, including taking part in 'shareholder activism' in the UK (Tesco) and USA (Walmart). This involved purchasing company shares enabling our attendance at the companies' annual general meetings.

We also targeted the finance sector by working with financial institutions to lobby others on our behalf or engage relevant companies.

The remainder of our expenditure was invested in fundraising. We re-invest a proportion of the donations we receive in finding new supporters and raising further funds. This to ensure we can deliver our animal protection work now, and in the future. We are mindful how we spend our income and ensure that our fundraising is as efficient as possible. Last year we raised \$3.7 for every \$1 spent.

We had better results than expected in 2019, primarily due to the extraordinary increase in our legacy income and expenditure efficiencies across various areas.

## Understanding our figures

The figures included in our Global Review represent the figures of all World Animal Protection entities, including branches/subsidiaries or affiliates. The figures included are taken from our management accounts which were produced at the end of January. Audits are now taking place and the consolidated audited financial statements for the UK charity (which includes our branches and subsidiaries only) are on schedule to be signed by the Board and Auditors on 3 June 2020, following which they can be viewed on our website.

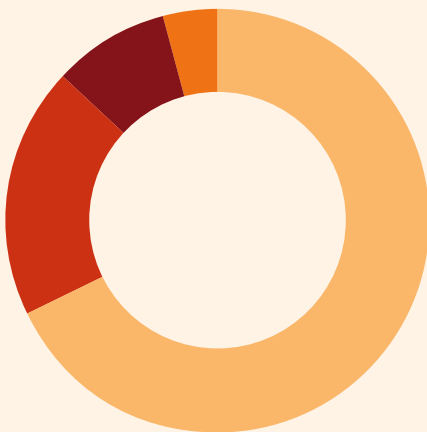
## Our most valuable asset – our people

Our people are at 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.

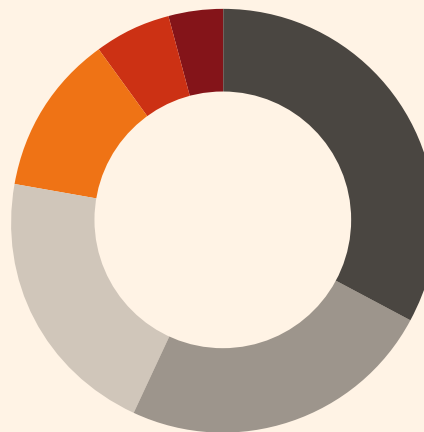
# Income and expenditure

Income **\$60.6m**



● Individual giving	68%
● Legacies	19%
● Partnership giving	9%
● Other income	4%

Expenditure **\$65.5m**



● Animals in the wild	33%
● Fundraising	24%
● Global advocacy	21%
● Animals in farming	12%
● Animals in disasters	6%
● Animals in communities	4%

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