

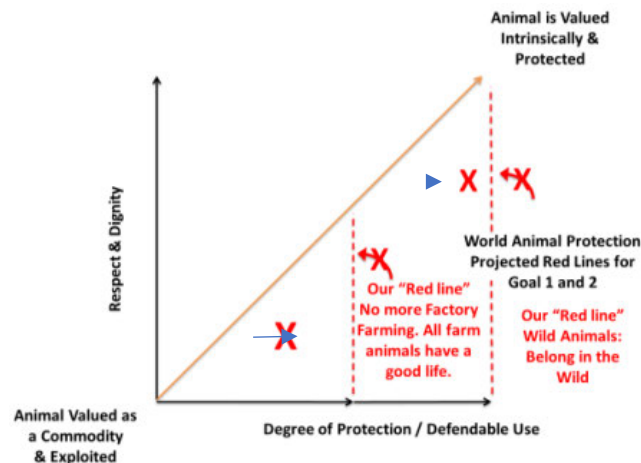
## Organisational Animal Welfare Policy

World Animal Protection is a global not for profit animal welfare organisation. We know that every animal counts. As a trusted voice for animals, we are led by science and fuelled by our passion to transform the systems that drive animal suffering and cruelty at scale. With offices in 14 countries, 50 years' experience and consultative status within several UN bodies we have a proven history of effectively campaigning to protect animals across the globe.

### Scope

This policy covers all staff and volunteers of World Animal Protection and will inform how they deliver and communicate all campaign and project work within our 2021-2030 strategic plan. Other policies that cover our strategic work will be developed within the framework of this overarching policy. Our overall aim is to move towards animals being intrinsically valued and protected. We acknowledge that for the life of this strategy farm animals and wildlife will be at different places on this continuum.

### Policy



The diagram above shows the ethical and relative relationship between Goal 1 (farmed animals) and Goal 2 (wildlife) on a continuum from commodification and exploitation through to intrinsically valued and protected. The goal is to move the continuum from animals being valued only as a “commodity” to achieve our “red lines” for our two strategic goals and our vision of animals being intrinsically valued and protected, not viewed as commodities.

As we work on moving the continuum for these two goals, the strategy of World Animal Protection remains underpinned by four interrelated dimensions which frame this overarching statement under which all our other policy positions will be aligned: *‘A world where animals live free from cruelty and suffering’*.

The first of these dimensions is the science of animal **sentience**, which is at the heart of everything we do. Secondly, we aim to achieve this change at **scale**, benefiting billions of animals around the world. Thirdly we want to ensure **sustainability** for animals, people and our planet. Lastly, we want to **transform systems**.

### Sentience

We view the world through the eyes of animals, we give them a voice and we strive to ensure they live a good life where both their physical and emotional needs are met. Within this view, we advocate the use of the 'Five Domains' model of animal welfare: nutrition, physical environment, health, behavioural interactions, and mental

state. Together with concepts such as the Quality-of-Life spectrum (or Good life or Life worth living), the Five Domains enables us to minimise negative experiences and raise positive experiences to ensure the highest welfare throughout an animal's life.

At the heart of all our work and the solutions we propose is the most recent science on sentience. We recognise that animals feel and experience emotions such as joy, pleasure, pain and fear. We believe that every animal deserves a life where the balance of their experiences are positive, and where they can express their natural behaviours, such as freely interacting with others of their own species.

### Scale

We focus our attention on transforming the lives of the greatest number of animals both now and in the future. We prioritise those animals enduring the most severe and long-lasting suffering. This includes the billions of animals confined in the global industrial food system, the millions of wild animals cruelly exploited in the lucrative global wildlife trade and the innumerable wild animals who suffer when their habitats are destroyed or degraded. Habitat destruction occurs largely because of the expansion of the industrialised global food system.

### Sustainability

Animal welfare and human welfare are inextricably linked through the *One Health* approach and have been increasingly discussed in a number of areas.<sup>i</sup> Urgent issues like the climate emergency, biodiversity loss and habitat destruction, public health risks (including antimicrobial resistance [AMR] and pandemic risks), and inequality and social injustice have increased public awareness of our interconnectedness with animals. Our work needs to achieve lasting change and our solutions will position animals, and their humane treatment, as indispensable for achieving a sustainable future.

### Systems transformation

Our focus until 2030 is on transforming entire global systems to break the chain of cruelty that exploits and commodifies animals for profit. These cruel, entrenched systems include the industrial farming of animals in the food system and those driving the damaging extraction of wild animals from their natural habitats where they are often bred in captivity for use as exotic pets, used in entertainment, used for traditional medicines, or consumed as food. These systems are inextricably linked. We seek to achieve these goals through the following campaigns:

**Transforming Food Systems:** Our vision is a world where respect for animals and nature sits at the heart of our food system, which is equitable, sustainable, resilient and capable of feeding the world. World Animal Protection aims to transform the global food system by shifting the narrative so that there is no future for factory farming, support a food revolution to provide affordable and accessible alternatives for all, and disrupt the finance flows that drive factory farming.

**Ending Wildlife Trade:** Our vision is that wildlife has the right to a wild life, with animals free from any form of cruel exploitation and thriving within abundant natural habitat, for the benefit of all. World Animal Protection aims to transform the wildlife system by disrupting commercial exploitation by driving down consumer demand, support innovative solutions for humane sustainable alternatives, and mobilise global support for new laws and policies that are properly enforced and protect wildlife and their habitats.

We recognise there may be very limited and specific exemptions made as part of these campaigns which may be covered in other policies. Our approach is not all-or-nothing and allows for nuance and context, meeting people and communities where they are.

With *'almost 50% of humanity's impact on the living world... attributable to the richest 16% of the human population,'*<sup>ii</sup> we recognise equity and social justice are key to transforming systems. All countries bear responsibility for ending cruel exploitation. However, countries who have contributed disproportionately to this problem such as overconsumption of meat, wildlife exploitation and habitat destruction have the added

responsibility to fund existing and emerging solutions<sup>iii</sup> which will work within the local contexts, for example securing humane and sustainable food sources and livelihoods for those who need them. International financial institutions must also stop bankrolling animal cruelty and instead enable more investments in humane and sustainable proteins, with co-benefits for the protection of ecosystems and wildlife.

We believe individual and collective action by millions of our supporters and allies will drive the necessary systems transformation. Our role is to promote a new perspective and bring about a shift in behaviours and mindsets.

Animals within these systems are also severely impacted when disasters strike. Through our partners we will respond to specific, defined emergencies where domestic farm or wild animals are impacted.

Our engagement is informed by our vision and the change we are striving to achieve. We work on our own and in alliance with others, including communities, to influence, advocate and campaign to bring about changes in policies, practices and behaviours that will improve the lives of animals. We recognise there are different cultures and environments around the world and work to engage with relevant partners to advance our goals within the local context. Our focus of change is often on governments, business, and international institutions.

At World Animal Protection we live our values and will apply them to our own practices, and we engage and work with those who also align with our animal welfare goals.

Although the challenge is great, our determination is greater.

*Approved by International Board: 12 September 2023*

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<sup>i</sup> One Health: A new definition for a sustainable and healthy future  
(<https://journals.plos.org/plospathogens/article?id=10.1371/journal.ppat.1010537>)

<sup>ii</sup> UK Treasury, Interim Report – The Dasgupta Review: Independent Review on the Economics of Biodiversity, p31  
(<https://www.gov.uk/government/publications/interim-report-the-dasgupta-review-independent-review-on-the-economics-of-biodiversity>)

<sup>iii</sup> The IPCC report on Mitigation found that emerging food technologies such as precision fermentation, cultivated meat, and plant-based foods can “promise substantial reductions in direct GHG emissions from food production. The report recognises that cultivated meat, although in its early stages and requiring additional investments, innovation, and regulatory approval, presents a more sustainable option compared to current livestock production systems and agricultural land use. It also specifies animal welfare as a co-benefit.