



GLOBAL STRATEGY

2021-2030

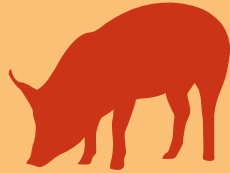
**THERE IS A DEEPENING
CRISIS FACING ANIMALS
AROUND THE WORLD.
ITS SCALE IS ALARMING.**

1.6 TRILLION



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

70 BILLION



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

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



SYSTEMIC CHANGE

Over the next 10 years we will seek to overturn the entrenched global systems that cause so much suffering and anguish to animals. We will take action to reverse the direction of these systems permanently, ending the animal abuse within them.

We will elevate animal welfare to become a priority issue of global importance. We will shift public perception so that animals are no longer considered mere commodities, showing that ill treatment and destruction of animal habitats are inextricably linked to our own wellbeing.

Active, growing movements around the world are proving that people are no longer satisfied with piecemeal, short-term solutions. More and more people are demanding change to the global systems that are the root causes of inequality and suffering.

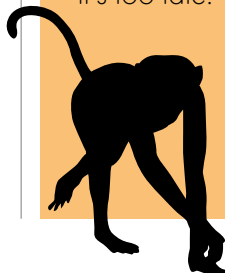
We will never have a greater opportunity to transform the entrenched systems that fuel the very worst animal abuse.

► **Our new strategy urgently addresses this.**

THE TIME IS NOW

Social and economic trends all indicate that people are beginning to think more about animal welfare. Whether that be through an interest and better understanding of animal sentience, wanting to improve their own lifestyles, or understanding the stresses on the planet from climate change and habitat loss.

This understanding is urgent. Over the next 10 years we must combat climate change, protect the world's richest wildlife habitats and end the vast scale of animal suffering, before it's too late.



OUR STRATEGIC VISION

Our strategy is unified, focussed and at scale.

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

The interconnection between our goals

Growing wealth and populations mean more and more factory farms are being built. This huge problem leads to a greater need for animal feed. Global animal feed production is one of the worst destroyers of wild habitats and exacerbates climate change. Pesticides used for feed production and manure produced by billions of farm animals harm ecosystems, big and small. And it is only going to get worse.

Our unrelenting exploitation of animals is leading to irreversible harm to animals, people and the planet.

► **Together we must take on these big, entrenched systems. This is the only way to end the root causes of their suffering.**



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GOAL 1

ENSURE FARMED ANIMALS LIVE GOOD LIVES BY TRANSFORMING THE GLOBAL FOOD SYSTEM

Millions of people around the world are becoming economically more affluent and spend more money on meat and animal products as part of their changing diets. Animals are reared, transported and slaughtered in their billions, under horrendous conditions in an industrial global food system seeking to meet the rising demand as cheaply as possible. For too many, these animals are mere products, not sentient, living creatures that suffer pain and anguish.



© Tree Tops

GOAL 2

STOP WILD ANIMALS BEING CRUELLY EXPLOITED AS COMMODITIES BY CHANGING THE SYSTEMS THAT ALLOW IT

Our demand for wildlife is out of control. Profit and greed drives the wildlife trade and billions of wild animals are being killed or cruelly exploited for use as products or for our entertainment. We need to transform the systems so we protect wild animals and stop exploiting them. We will continue to reduce the demand and supply of wildlife for commercial purposes. We will change the systems and beliefs that allow a sustainable use of wildlife and their habitats. We will move the world to demand that wild animals are valued and protected in the wild, where they belong.

ENDING THE CRUEL CYCLE OF ABUSE

We will end the biggest causes of animal suffering globally, taking billions of animals out of a cruel cycle of abuse.

Our goals are hugely ambitious. Achieving them will help end some of the very worst cases of animal suffering and benefit huge numbers of animals. It will enable us to elevate animal welfare to a priority issue within the broader sustainability, food security, human health and climate emergency agendas.

► **We have identified four critical and interconnected elements that shape our strategy: Systems, Scale, Sentience and Sustainability. By bringing these four elements together, we can create long-lasting, positive change for animals.**

SYSTEMS

To enable bold, transformative change, we will focus on overturning the systems that fuel the very worst animal abuse. These include the inherently cruel industrial food system and those driving the damaging extraction of wildlife from the wild, systems that are inextricably linked.

Individual projects and interventions are not enough. We will focus on changing entire systems, to break the chain of cruelty that commodifies animals for profit.

SENTIENCE

We believe that every animal counts. We view the world through their perspective, we give them a voice and ensure they live a good life, where all their needs are met. We are driven by the most recent science on sentience, which informs all our work. This belief is at the heart of everything we do and all the solutions we propose.

SCALE

We focus our attention on transforming the lives of the greatest numbers of animals, both now and in the future. We will prioritise those animals enduring the most severe and long-lasting suffering. This includes the billions of farmed animals confined in the industrial food system and the trillions of wild animals exploited in the lucrative global wildlife trade.

SUSTAINABILITY

Our world is changing fast and animal welfare is too often seen as a niche issue. But animal welfare is central to human welfare and the two are inextricably linked. Our work to protect animals must play a part in solving urgent issues like the climate emergency, the public health crisis, rapid urbanisation and the ongoing depletion of natural resources. Our solutions must align with the global sustainability agenda and work for animals, people and our planet.

A GLOBAL LEADER

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

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

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

GLOBAL PARTNERSHIPS

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





You will play a vital role in telling this story to the world

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