An Introduction

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is of a world where animals live free from suffering - together we move the world to protect animals. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

To achieve this, we focus on the issues and activities where we can have the biggest impact on reducing the scale, duration and intensity of animal suffering, through our four priority programmes.

Animals in the wild

We will directly save at least 100,000 wild animals from being traded and used for entertainment, as luxury pets or products, and as traditional medicines. We will also save 1 million marine animals. We will protect animals in the wild by:

- Influencing the UN, governments and the seafood and fishing industry to commit and take real action to tackle the problem of ghost gear, saving millions of marine animals from suffering
- Inspiring even more people and travel companies to demand an end to tourism that exploits animals
- Securing lasting changes in Asia to stop bears being cruelly abused for entertainment and for their bile
Animals in communities

We will convince the governments of 25 countries to adopt humane and ethical dog population management policies and practices. These will improve the lives of at least 50 million dogs. We will protect animals in communities by:

- Creating better lives for dogs and communities in Kenya, Sierra Leone and China through promoting national and local humane dog population management programmes
- Supporting and working with global organisations including the World Health Organization and the World Organisation for Animal Health to push for rabies to be eliminated humanely

Animals in disasters

We will directly benefit the lives of at least 5 million animals through our disaster response and improve the lives of a further 270 million animals by working with target governments to change policy and practice. We will protect animals in disasters by:

- Taking our emergency relief and response work where it’s needed the most, to save 5 million animals from suffering by 2020
- Working with global organisations, including the International Federation of Red Cross and Red Crescent Societies, in emergencies to develop and promote best practice procedures for animals
- Continuing our work at UN level pressing for animals, their protection and welfare to be included in regional, national, local and personal disaster preparedness plans worldwide
Animals in farming

By 2020, we will transform the lives of at least 1 billion farm animals and secure commitments from 4 global retail brands and 12 national chicken retailers to source higher welfare chicken. We will protect animals in farming by:

- Telling the story of their suffering in bold new ways – building a sense of urgency for farm animal welfare and encouraging people to move the world for them
- Rallying a vibrant global movement of people to influence the food industry and secure commitments to improve the lives of millions of chickens, pigs and dairy cows
- Collaborating with livestock producers around the world to develop and expand higher welfare farming systems

Our History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1950</td>
<td>The World Federation for the Protection of Animals (WFPA) is formed</td>
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<tr>
<td>1959</td>
<td>The International Society for the Prevention of Cruelty to Animals (ISPA) is formed</td>
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<td>1981</td>
<td>WFPA and ISPA merge to become WSPA – the World Society for the Protection of Animals</td>
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<td>2014</td>
<td>We become World Animal Protection.</td>
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Across the world we have worked to protect animals for more than 50 years and we’re proud of our past. We’ve grown and so has our influence and just like our millions of supporters worldwide we know change is always possible. We changed our name from WSPA to World Animal Protection in June 2014; our determination to protect animals remains as strong as ever.
Key Achievements

- We signed a landmark agreement with one of China’s leading agricultural producers, and the International Cooperation Committee of Animal Welfare (ICCAW) to start a trial of higher animal welfare production for pigs this month. This demonstrates a shift in China’s pig industry, as more companies and organisations recognise the importance of higher animal welfare practices, and the positive impact it can have on production and sustainability for China.

- We worked with Betagro, one of Thailand’s leading pig producers, to phase out two types of cruel and confining cages for mother pigs by 2027 - giving 250,000 pigs a better life.

- We galvanised more than 558,000 supporters to convince TripAdvisor to stop selling tickets to some of the cruellest wildlife activities.

- One of the biggest social media sites, Instagram was moved by our campaign and our supporters around the world to educate its users around the suffering wildlife selfies can cause to animals.

- We convinced NRMA, Virgin Australia, Tigerair and Qantas to stop promoting Dolphin Marine Magic venue to their customers – taking us one step further to moving dolphins out of captivity.

- We helped remove 7,702 square metres of illegal abandoned fishing nets from the Gulf of Mexico, the home of the critically endangered vaquita porpoise.

- We helped sterilise all known bears used for bile in South Korea, signalling the end of this horrifically cruel industry in the country.

- Our Vaccination drives in both Sierra Leone and Kenya, helped to create herd immunity from rabies, protecting dogs and people from the deadly disease.

- When Hurricane Irma tore across the Caribbean, closely followed by Hurricane Maria, our teams deployed to the hardest hit islands to care for the animals. The animals were injured, confused and hungry. We tended to their wounds, provided food and reunited them with their owners, helping more than 50,000+ animals in need.
Our beliefs and priorities

- We move the world to protect animals
- We end the suffering of animals, by tackling cruelty and suffering worldwide
- Today we’re working on projects like this worldwide – helping governments and communities to protect and care for their animals.
- We help the world see how important animals are to all of us, by demonstrating the vital relationship between people and animals
- We inspire people to change animals’ lives for the better, by moving communities and governments to stop animal suffering
- We put animals on the global agenda by being part of the big global debates on how we live within the world’s resources now and in the future

We’re proud of our past and excited about our future – join us to help move the world to protect animals.

Why Work for us?

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources. As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.