

# WILD WELFARE ANNUAL REPORT 2019



# THANK YOU FROM THE CHAIRMAN

As chair of the Wild Welfare Board I never cease to be amazed at how much our small and hardworking staff manage to achieve in one year. When, in this report, you read about the practical work going on in the field and its outcomes, what you don't see is the considerable time spent in preparation, organisation and pre-visit discussions, not to speak of the language barriers and often quite complex conditions of travel and working in some of the countries where we operate. It requires a lot of patience, attention to detail and very astute inter personal skills!

Although there are certainly a number of one on one relationships where a zoo from a richer nation is helping one with fewer resources, Wild Welfare remains the only organisation worldwide that has a comprehensive, focused, program of zoo animal welfare assistance in a wide range of countries. The positive comments that we get from those we help and the continuing high demand for that help demonstrates the continuing need. One of our great strengths is the considerable network we have both within the zoo world and in the larger welfare community. Not only has that enabled us to create a range of partnerships, essential for much of this work, but it has also allowed us to carry out work with institutions and countries where even five years ago we would probably not have been welcome. I am convinced that this has been at least partially responsible for the reduced number of adverse comments about zoos that we used to hear a decade ago. We still hear the complaints and there are still plenty of zoos with conditions to complain about. We don't have the resources to tackle every one of the places, but often we can put people in touch through our networks in order to try to initiate action.

The following report will detail what we have focused on and achieved this year. Important to our continued and effective expansion are our welfare research projects, ensuring that we can provide evidence based reports to policy makers and other stakeholders who have an influence in zoo and wild animal welfare reform. With that in mind, in 2019, we expanded our collaboration with a number of national and international academic bodies.

This last year also saw the launch of our new Partner 4 Animals Programme which involves linking individual leading zoos with facilities needing support. The programme is core to Wild Welfare's mission and we have been thrilled at the success of the first programme initiated between North Carolina Zoological Park and Zoological Parks of Thailand. Wild Welfare acts as the programme facilitator and a further three countries and other major zoos have been identified for similar partnerships. We see this as being a very important model for the future as a way to expand our work around the world.

At a time when people generally are expecting ever higher standards of animal care and understanding, our work is vital.

None of this would be possible without the generous support of our donors, from private individuals to our zoo colleagues, we are incredibly grateful for every donation received. As you see in our short financial report, we operate on a tight budget, using our funds carefully to be as impactful as possible. So, thank you from the Wild Welfare team and enjoy the pages which follow!



**Dr David Jones**  
**Chairman & Founder**

# 2019 IN A SNAPSHOT!

## AROUND THE WORLD



We've been active in ten different countries this year. From national and zoo association animal welfare standard support and improvements to novel enrichment ideas for snakes, we've helped make sustainable animal welfare improvements happen around the world.

Not only have we been very active out in the field, but we've also had some exciting success and activities developing participatory educational learning materials, public awareness resources and we've also received recognition of our animal welfare commitment through award nominations!



### Rollout of the SEAZA welfare certification programme

This is a first for the SE Asian region, and one that Wild Welfare has been significantly involved in helping develop and oversee. The auditing programme has progressed through 2019 and we've been delighted to see it having an impact already, not only with tangible animal welfare improvements, but in the enthusiastic uptake in embracing the programme by a number of the different associations across the region.

### Adoption of certification programme in Vietnam

Adoption of the South East Asian Zoo Association programme into the Vietnam Zoo Association constitution happened during our December workshop with the VZA. The result will mean that not only Vietnam SEAZA members will benefit from the welfare programme in the future, but also all the VZA members, helping increase standards within the country.

### Development of our Partner 4 Animals Programme

Rolled out in one country in 2019 and a further three countries identified for 2020. This links leading institutions with facilities looking for support, often involving the regional zoo association so that the Partnership can expand to other facilities too. Wild Welfare acts as the facilitator for this programme and we've seen some fantastic changes within the Thailand zoos that we've already worked with.

### New national and international research collaboration

We've carried out new collaborations with a number of national and international academic bodies to further on-going and new research projects that underwrite the work that we do. Providing research reports to policy makers and stakeholders on why animal welfare reform is required is essential to ensure credible evidence based content is used that is up to date.



# 2019 IN A SNAPSHOT!



## AROUND THE WORLD

### New programmes reaching more facilities

In 2019 we started a programme in China, thanks to our collaboration with Animals Asia Foundation who are already very active in the country. China are showing an increased interest in animal welfare programmes and we are excited to be supporting AAF's ongoing activities in China moving forward. We are also expanding into other countries in 2020 as the demand for our work continues.

### Progress in Japan at the national level

We had multiple projects happening in Japan in 2019, including continued training of JAZA member facilities, a new partnership with Nippon University of Life Sciences to carry out research on Japan's animal cafes and ongoing partnerships with two individual facilities where we provided bespoke support.

### Award nominations

This year our Executive Director was shortlisted for the CEVA UK animal welfare charity person of the year 2019 award. Our short film "Imagine If" also was nominated and shortlisted for a charity film award.

### Development of interactive learning programme

The e-learning programme has been rapidly developing over the second half of the year. Once finished, it will be a resource which will empower a large number of learners across the globe to understand animal welfare concepts and take action for improvement.

### Public engagement learning short video

Engaging the public with straightforward animal welfare concepts and building people's empathy for animals is key to encouraging a greater understanding of what constitutes good and poor welfare.





# 2019 HIGHLIGHTS IN NUMBERS

AROUND THE WORLD



## 90+

Zoos supported directly or indirectly



## 995+

People trained in animal welfare concepts & practices



## 4

Representation and presentations at international conferences



## 18+

Welfare collection assessments carried out in zoos as part of our ongoing welfare programmes



# TESTIMONIALS

A FEW FROM AROUND THE WORLD IN 2019

"I have known Wild Welfare since 2016 and I really appreciate the work they do, particularly in training and assessment. There's no perfect zoo in the world so we have to improve and Wild Welfare has supported that a lot. We have seen facilities, animal welfare and even animal behaviours being changed in a very good way."

**Hoang Bui – Vietnam Zoo Association member 2019**

"The advice from Wild Welfare has been a fantastic support in helping us develop a comprehensive animal welfare programme which will help our animals, staff and hopefully inspire our visitors!"

**Brazilian Zoo Workshop delegate 2019**

Much of the Japanese general public who claim to be "animal-lovers" tend to focus their attention on companion animal issues. The work that Wild Welfare does in Japan casts light on wildlife in captivity, a group of animals that tends to be overlooked by the Japanese public and supports the endeavour of Japanese zoo and aquarium stakeholders to improve the welfare of these animals. Wild Welfare is contributing to the domestic scene by creating momentum for the changes that are much needed for the betterment of the lives of these animals.

**Animal Literacy Institute, Japan 2019**

Wild Welfare's pragmatic, hands-on approach directly addresses challenges to captive animal welfare by forging collaborative partnerships that build motivation for change

**Margaret Whittaker, Creative Animal Solutions**

We are excited to be collaborating with Wild Welfare and AZAB in developing the Partner for Animals programme, aiming to create a community of animal welfare specialists across Brazilian zoos and Aquariums.

**Dr Jason Watters, San Francisco Zoo.**



# TESTIMONIALS

A FEW FROM OUR SUPPORTERS IN 2019



**(On Imagine If)** "It's a great film and very accessible for all ages - no gratuitous cruelty."

**Julie Attwood - Supporter**



**"A deep bow of gratitude and respect for all that you do Wild Welfare."**

**Michelle Ann - Supporter**



**"(The results of your work are) a great testament to your dedication to helping people as well as the animals, showing them the benefits of changes and teaching them the skills needed to spread your influence, rather than being judgemental outsiders."**

**Morag Mckay - Supporter**



**"Amazing work that truly makes a difference for animals while teaching best practices to those who work with them."**

**Ruby Leslie - Supporter**



**"Good to see zoo welfare being challenged in a constructive way where the intent is not to demonise but to ask hard questions and support in finding the solutions."**

**John Pemberton - Supporter**



**"Making a real difference highlighting and acting on so many welfare issues, inspired!"**

**Gerry Creighton - Operations Manager, Dublin Zoo**



# *PARTNER FOR ANIMALS - THE CORE OF WILD WELFARE'S MISSION AND VISION*

Wild Welfare has been working with leading zoos and aquariums for many years and, as we know there is a wealth of knowledge in those institutions. Sharing this expertise is critical to create global change in animal welfare reform.

Historically, there has of course been supportive partnerships between international zoos. However, these are rarely solely animal welfare focused and often have a species specific or conservation goal.

Many leading facilities want to share their expertise but we live in a busy world, and finding the right institution to support can be difficult. Connecting facilities and developing a strategic approach to a collaborative partner takes time and resources some zoos just don't have. We wanted to provide a partnership that took the laborious preparation time out of the equation, so it could be dedicated to up-skilling staff in animal welfare management, while creating engaging and long term partnerships between institutions.

We started to talk to our colleagues around the world, who share our values and philosophies, and we began to formulate a programme. We wanted to link the zoos who are committed to high animal welfare standards and are accredited members of a recognised standard from within their regional or national association, with zoos which have demonstrated the desire to develop their staff and facilities for the benefit of the animals in their care.



*Take a moment to think about Wild Welfare's vision and mission. Not only do we aspire to end the suffering of captive animals around the world, but we also want to unite the world's leading zoos to improve the welfare of captive animals around the world.*

*With a passionate and dedicated organisation like Wild Welfare, we will be able to make a huge difference to many animal's lives in zoos and aquariums around the world.*

*However, when you consider some of the figures we have calculated, the task becomes a bit more onerous. There are as many as 10,000 zoos worldwide and approximately 90% of them fall outside of any meaningful national regulation.*

*They also lack any sort of institutional guidance unless Wild Welfare can offer a partnership*

*Working together and utilising the expertise within leading zoos, we can reach more facilities, provide more expert help and inspire more communities to develop their animal welfare programmes.*





# *PARTNER FOR ANIMALS - THE CORE OF WILD WELFARE'S MISSION AND VISION*

## **What format would this take?**

From our experience, it is not necessarily the lack of resources (the "hardware" problem) that prevents animal welfare reform. A commonly held belief is that if there was more money provided, changes would happen. They might, but not necessarily the right changes! However, the "software" problem of different cultural attitudes and values, historical or traditional practices, lack of effective legislative oversight and staff behaviour/attitude are actually some of the biggest barriers to overcome. If those changes are address, more effective changes can be implemented.

Ultimately, we are working together for the benefit of the animals, but simultaneously creating partnerships, friendships and communities that last a lifetime. We therefore need to make sure the relationship is the right fit for all involved. Communication is another important consideration. A misunderstanding or lack of acknowledgement can cause things to breakdown very quickly. We need to make sure the specialist knowledge of the zoos is appropriate as well as logistics and the legalities of working together.

There are many possible sticking points to collaborations, but an advantage to our work is that we've been there and done it when it comes to mistakes! Using this knowledge, we could learn by what we have done and help develop positive partnerships that avoid all the common mistakes, instead focusing on the positive outcomes of what the partnership could achieve for the animals and facilities involved.

This is when Wild Welfare decided to embark on developing a programme which we could actively manage. We wanted to provide enough initial and ongoing support and strategic direction to encourage involvement, but at the same time give the zoos and staff involved the freedom to choose how they achieve their goals.

**And so, Partners for Animals was born.**



## *PARTNER FOR ANIMALS - THE CORE OF WILD WELFARE'S MISSION AND VISION*

The “Partner” in the title is key. We wanted the institutions involved to have a positive relationship and respect each other as professionals in their chosen careers. They would have the ability to have formal and informal discussions supported by science and best practice whilst respecting and embracing cultural differences, allowing for honest and constructive conversations. Ultimately the aim is for all involved to enjoy the experience, learning from each other and developing friendships and partnerships that last whilst working together towards animal welfare reform



The very first Partner for Animals programme started in 2019 with a partnership between North Carolina Zoo, USA, and Zoological Parks Organisation (ZPO), Thailand. ZPO have seven zoos under their management so it was a great opportunity for the programme to have a far reaching impact on many thousands of animals. Having a good relationship with both institutions, Wild Welfare was able to help develop the partnership between North Carolina Zoo and ZPO. The first field trip was a great success with the ZPO and North Carolina Zoo teams bonding well, and the dialogue being open and honest which allowed for husbandry and management changes to be made easily. There were opportunities to share knowledge on enrichment, husbandry, training and nutrition and during the first trip, long-term plans were drawn up for this three-year programme. The communication is continuing with great effect as we see ZPO staff continue to develop. Plans are in place for a return visit to assist ZPO members achieve SEAZA certification in 2020.

Near the end of 2019 we were in the process of fostering a new partnership between the Association of Zoos and Aquariums Brazil (AZAB) and San Francisco Zoo. During a trip to Brazil we were able to identify the training need of AZAB members and initiate our second Partner for Animals programme. With 33 members in the AZAB, San Francisco Zoo will be able to reach hundreds of zoo staff by running workshops to train key AZAB members as animal welfare experts and roll out the training across Brazil. This will improve the lives of thousands of animals in captivity and assist AZAB members reach certification standards over the next three years.



We have two more partnerships in the pipeline for 2020 which will change the lives of not only the animals, but also the staff, empowering them to make positive changes for the animals in their care.

Through the Partner for Animals programme, Wild Welfare has mobilised the zoo community and instigated real change, through education and training of staff, to improve the lives of thousands of animals in captivity around the world. By building relationships, we have bridged any cultural gaps and enabled zoos to realise that many of the barriers they face are universal. Together we can help to make all zoos good zoos. **You can Find out More on our Partnerships Page>>**





During the Partner 4 Animals Programme in Thailand in 2019, Wild Welfare and staff from North Carolina Zoo worked with two of the Zoological Parks of Thailand member zoos to identify key areas where they could improve their animal welfare practices. This included identifying how to make beds for indoor spaces, including ones that are easy access for older animals. It also included an enrichment workshop for birds and protected contact training with elephants.





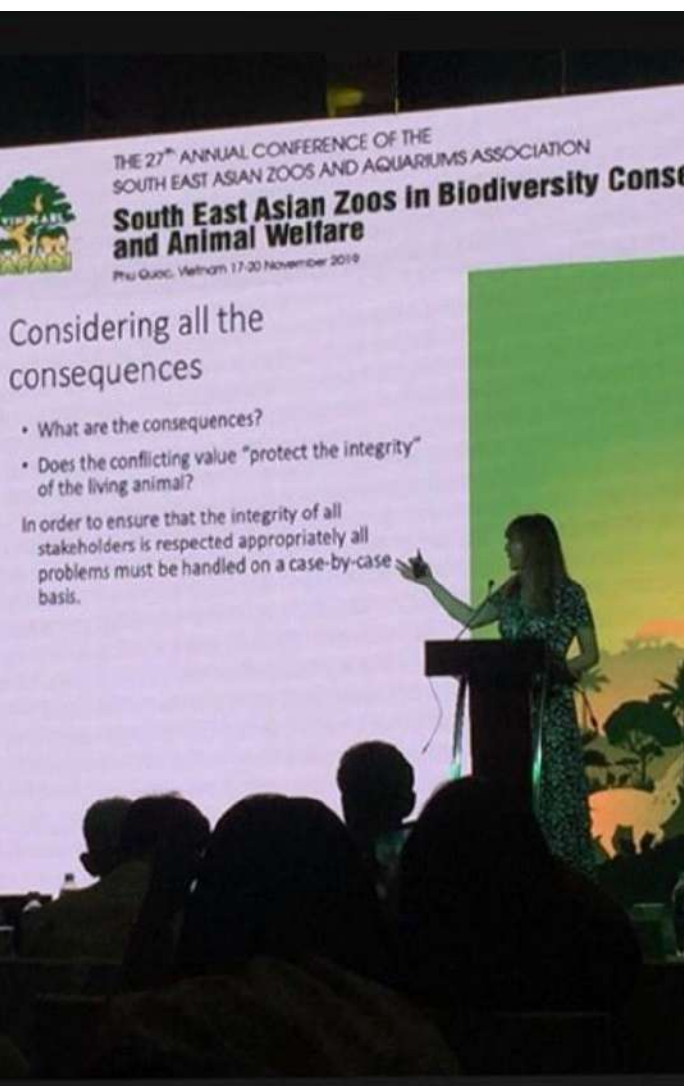


The Vietnam Zoo Association (VZA) was formed in 2015 as a result of a jointly hosted workshop between Wild Welfare & Animals Asia Foundation in late 2014. A national zoo association can provide welfare direction and ethical oversight, especially when it may lack any under national legislation protection. The resulting association has grown in number over the years, and now has around 20 members which roughly equates to half the captive facilities within the country.

## The Virtues and Vexations of Vietnam

Our final trip of the year was to Vietnam, encompassing nearly everything we have to offer in one very busy schedule. In the space of two weeks we conducted welfare audits, presented at conferences, hosted workshops and had many meetings to ensure that collaborating partnerships with organisations in Vietnam are as strong as ever.

Up until recently, the VZA lacked constitutional welfare guidance, but during a recent Wild Welfare workshop, the SEAZA welfare certification programme was adopted, marking an important step in the direction of higher welfare standards within the country



The first aspect of our trip was to present at the annual SEAZA conference in the south of Vietnam. SEAZA is the South East Asian Zoological Association and Wild Welfare have been working alongside them for past few years, in particular supporting the development of the first ever SEAZA led welfare certification programme for its members. This year's event had over 250 delegates from 28 different countries in attendance. Our team spoke on developing ethical frameworks to support animal welfare practice and the importance of clear communication when delivering animal welfare training and auditing.

Not only do these conferences generate great opportunities for learning but they also strengthen relationships and collaboration opportunities between partners within the South East Asian region. Wild Welfare has been active for quite a few years within the region and as a result we have made some valuable friendships. Developing close relationships can also have a massive impact on animal welfare as it gives us the opportunity to address welfare concerns as a respected friend rather than a stranger.

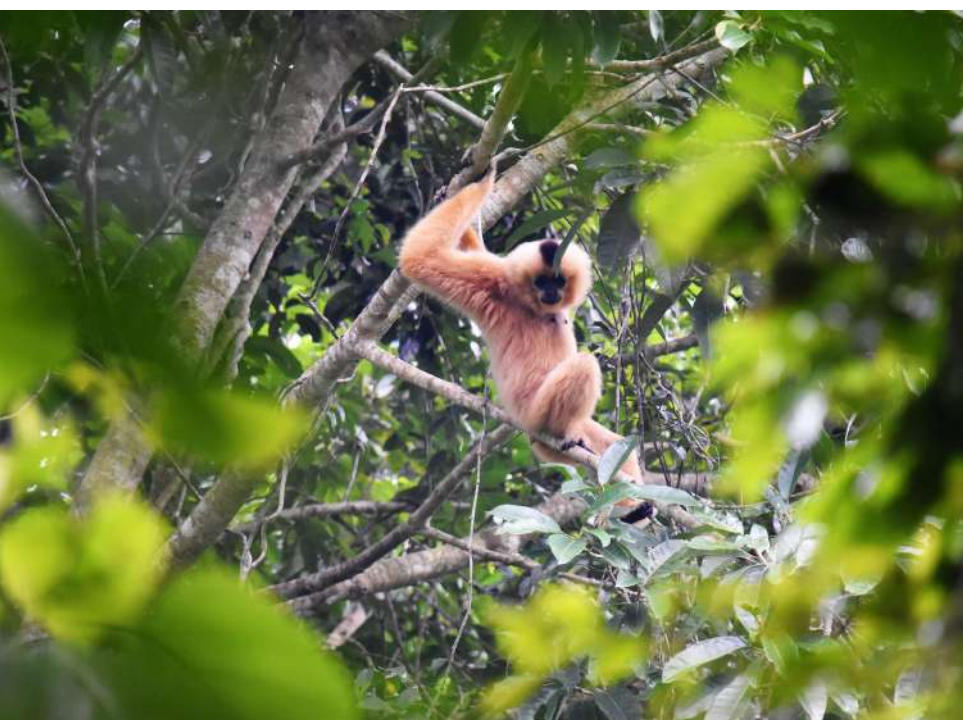
The team then headed north to a mountainous region of the country covered in lush green forest to conduct a series of welfare audits. These audits were at the request of the facilities themselves in order to help them prioritise and focus their improvements to ensure the biggest positive impact on animal welfare within their facilities. We met some wonderfully compassionate staff who were clearly very dedicated to their animals. The animals themselves had some interesting stories behind them (many were rescues) and some were there for rehabilitation and release. Because of this, we had to ensure that the staff were mindful of the behavioural needs of each species.

We met ex-pet otters who had been confiscated and finally had the opportunity to swim in a pool and play together, we saw sleepy pangolins enjoying a choice of different burrows and even some of the rarest primates in the world grooming and relaxing with the rest of their troop.

It was very encouraging to interact with teams of keepers who were keen to make progressive steps forward in terms of animal welfare. As a charity, we often see the desire to make changes but sometimes without the knowledge or skillset to make it happen. This is where we come in and it's wonderful to be able to share what we know for the benefit of both animals and their keepers.



**"When we started this project, there wasn't a word in Vietnamese for 'animal welfare'"**  
**Dave Morgan**



After leaving these facilities we have already been told that some of our recommendations have been taken up. For example, some of the langurs we met have already been given access to more space within their enclosures. These striking primates can now benefit from a choice of environments and whether to be seen by the public (and each other) or not.

**Photo:** one of the gibbons released into a semi-wild space at a sanctuary we visited in Vietnam



Our final stop on the tour was Vinh, where we were attending the annual meeting of the Vietnamese Zoological Association (VZA). Something that we love to do within Wild Welfare is teach because it has such a far-reaching impact. There are only so many places that we can visit to conduct a welfare audit each year but if we teach others in this practice it means more facilities can be assessed and more animals can benefit from audit recommendations. In Vinh we did just that. Dave Morgan gave a presentation on how to conduct welfare audits and what makes a good auditor. Once the presentation was done, the next day involved a practical assessment of what our new auditors had learned. We took a tour of a facility whilst our trainees conducted their audit and once that was done, we compared findings. The trainees did really well, managing to identify improvements to recommend to the facility as well as delivering this information in a tactful and logical way.

Now that these individuals are trained, agreements within the VZA have been made for these people to conduct more audits in facilities around the country and we are confident that, because of their work, animal welfare standards across the entire country will make progressive steps towards improvement. Having worked with several Vietnamese facilities in the past, we know that these improvements can take time and sometimes feel slow to progress, but what is vitally important is the change in people's attitudes towards animal welfare. We certainly witnessed that at this meeting. There was a moment during a discussion session of VZA associates which was significant. During the segment in which plans were being made for action points in 2020, there was a pause in proceedings and nearly everyone in the room raised their hand. When we asked what they were voting for, we were told that the VZA members had voted to approve the notion for a requirement within the association for welfare considerations and had decided to adopt the SEAZA standard.



Overall, we came away from our Vietnamese expedition feeling positive for the way in which animal welfare is being taken into serious consideration. We met plenty of people who are at the forefront of that change and look forward to seeing further developments for the sake of animal welfare within the country. It is exciting to be a part of that change and we are confident that our work in this country (and others) will keep pushing standards forwards

# THE SEAZA WELFARE CERTIFICATION PROGRAMME

In April 2017, Wild Welfare provided welfare assessment standard training and certification framework development in Vietnam to SEAZA, with the intent of developing an obligatory association standard for zoo animal welfare, and a certification process that would provide an infrastructure for auditing SEAZA members against that standard.

In November 2017, Wild Welfare and SEAZA formally signed an MoU at the SEAZA annual conference in Manila in the Philippines. The MoU constituted a mutual support pledge towards the development of a welfare standard as per objective 1 of this project.

During 2018, the constitutional welfare standard for the certification programme was developed with Wild Welfare's support, and Wild Welfare signed an MoU with SEAZA with the intent to implement a welfare-based certification programme. In 2019, the programme was initiated with five SEAZA members audited for certification

## THE PROGRAMME

SEAZA represents a wide range of zoos and aquariums.

Institutional members come from ASEAN countries as well as from neighbouring nations, including Taiwan and Hong Kong. Associate and affiliate institutions come from different parts of the world including other parts of Asia, the Middle East, Australia, Europe, and North America.

Many regional zoo associations already have some form of accreditation programme to support and ensure best practice occurs within its membership, including animal welfare. The process usually requires a set of pre-determined standards to be regularly reviewed, evaluated and for members to be held accountable against them.

## THE BENEFITS

The benefits of accreditation for any industry, whether that is zoos or another global or national body, are both internal and external. They act as guidance to their members wanting to achieve a given set of standards. Externally they represent quality, demonstrate accountability, promote validity and provide assurance above and beyond non-accredited members, consequently elevating them within a global community.

For the global zoo community, a good accreditation process can determine who is meeting a high standard within the community and who is not, and can clearly differentiate members and associated members from non-members.

## SEAZA

SEAZA recognises the need to establish and implement an animal welfare certification programme, to help regulate and improve the professional ethos under which their members operate. Starting soon, SEAZA will implement this certification programme for all current and potential SEAZA members.

Through this programme, SEAZA members need to be compliant with an Animal Welfare Certification Standard developed by themselves. This standard delegates authority to SEAZA to define specific standards of captive animal care and welfare, and identify gaps and opportunities to improve conditions for captive wild animals.



# SEAZA WELFARE CERTIFICATION PROGRAMME ACTIVITY



In 2019, Wild Welfare helped implement a welfare certification programme in collaboration with the SEAZA that will improve care and welfare for animals within their member zoos, with a knock-on effect to those zoos in the region who are not yet SEAZA members. The region covers Vietnam, Myanmar, Thailand, Indonesia, Malaysia, Taiwan, Singapore and the Philippines, and has a huge range of zoos and aquariums of considerably varying animal care and welfare standards. The Southeast Asian Zoos and Aquariums Association (SEAZA), is the region's zoo association and it represents a range of around 100 zoos and aquariums.

The certification programme involves setting an Association welfare standard that all members have to adhere to in order to attain or maintain their membership. Following generous funding from Wildlife Reserves Singapore, 2019 saw the roll-out of the programme with Wild Welfare's Field Director Dave Morgan, providing oversight to training and audit missions in Thailand, Vietnam and Indonesia.

**Wildlife  
Reserves**  
S I N G A P O R E

We are incredibly grateful to Wildlife Reserves Singapore for their generous support that allows our involvement in such an important welfare programme.



Beginning in Thailand, the first visit two zoos falling under to the state-based Zoological Park Organization of Thailand (ZPO), were audited against the SEAZA Standard of Welfare. These were Nakhon Ratchasima (Korat) Zoo and Khon Kaen Zoo. Dave Morgan, Wild Welfare's field director, held an audit training course for 5 Thai trainees at Korat Zoo prior to the audits, and oversaw both audits to ensure all had understood the process. This process involves raising findings (usually non-compliance with the Standard) and then working with the zoo to develop a timeline for corrective action with appropriate reporting to the SEAZA Animal Welfare Committee on progress.

The same approach was then followed at Vietnam's VinPearl Safari in Phu Quoc and Indonesia's Bali Marine and Safari Park, and Bali Zoo in Bali. Core groups of 5-6 auditors were trained in both countries. Consequent to the audits, all five zoos were given a list of mandatory corrective actions indicative of non-compliance with the SEAZA standard of welfare. These non-compliances had to be rectified before welfare certification could be conferred, and deadlines also set by which these actions had to have occurred.



On the basis of follow-up reports from each of the zoos, the SEAZA Animal Welfare Committee then met at the 2019 SEAZA annual conference in Phu Quoc, Vietnam in November and deliberated outcomes. Dave Morgan sat in on these meetings and gave input and guidance. Subsequent recommendations for certification were then passed on to the SEAZA Executive Board. On the basis of these recommendations, Certificates of Compliance to the SEAZA Standard of Welfare were presented to representatives of Khon Kaen Zoo (Thailand), VinPearl Safari (Vietnam) and Bali Marine and Safari Park (Indonesia). The other two zoos were given extended deadlines to address their non-conformances during 2020.



Wild Welfare's involvement in the SEAZA Certification process will continue in 2020, with similar training and audit missions to Taiwan, Philippines, Malaysia and Singapore. At least two zoos per country will undergo certification audits over this period. The programme thereafter calls for a minimum of two zoos per year per country to undergo the same audit process, however these will be carried out by local, in-country Wild Welfare trained auditors.



**“Thank you to Wild Welfare for their enthusiastic work. With their collaboration we feel the workshop was successful and our members learnt more about the importance and application of good animal care and welfare.”**

*Dr Etsuo Narushima Managing Director JAZA*

In July this year, Wild Welfare presented a two-day workshop to members of the Japanese Association of Zoos and Aquariums (JAZA). This workshop focused on the work JAZA need to do to develop a welfare certification programme so that all their members meet a high standard of animal welfare.

The workshop was part of our ongoing project with JAZA, running for three years now. More than 50 people attended from 30 or more JAZA facilities across the country, receiving presentations on the topics of animal welfare concepts, animal enrichment, welfare assessments and specialist geriatric animal care and animal training.

Georgina Groves, Wild Welfare's Executive Director said: “As always, we were made to feel very welcome and were very impressed with the hard work shown by participants involved in our training workshops.”

The geriatric animal care and training workshops were given by bear specialist Nicola Field, who joined us on this trip and whose expertise was invaluable – Nicola comes with more than a decade's experience managing Animals Asia's China bear sanctuary.

## Japan 2019

Despite being a small NGO, we have been extremely active in Japan in the past few years, gradually building up a partnership with relevant NGO's and policy bodies to develop their trust and respect which will help to identify short and long-term solutions to animal welfare. By working with these key stakeholders we have developed positive relationships and partnerships and are able to provide key training with JAZA and other authorities. We have also been working on developing capacity on wild animal welfare with the NGOs and meet with the government to discuss appropriate content for future zoo licensing and legislation.

Our approach means that we can work with the stakeholders and communities that can provide long term changes for animal welfare in Japan. We aim to address short-term and immediate needs such as bear re-homing, veterinary treatment and species specific welfare solutions. Long term aims include welfare training, legislation reform and NGO capacity development on captive animal welfare issues.







**The Wild Welfare seminar was really popular! We really hope to continue this partnership with Wild Welfare, to help more students, vets and key government staff learn about why animal welfare and assessment is so important for zoos and aquariums in Japan.”**

JAWS director, Nai Machiyata

In July we also visited Tokyo and presented at a welfare seminar in collaboration with JAWS Japan. They are one of a number of growing animal welfare NGOs in the country tackling animal welfare reform in all areas of industry, including within zoos.

Being held for the fourth year running, success and demand for our previous seminars saw us carry out a two rather than one-day session this time, presenting to more than 30 veterinary students, veterinarians and government staff, who took part in theoretical and interactive workshops discussing difficult ethical questions and debates surrounding animal welfare.

Georgina Groves said: “Appropriate ethical decision processes are complex, but an essential tool for the modern zoo and one that should ensure zoos’ animal welfare and conservation goals are underpinned by both sound science and a sound ethical framework.”

Recent changes to animal welfare legislation in Japan means that under their Act on Welfare and Management of Animals, there were changes to the rules governing keeping certain animal species as pets, unless under specific management. It is not clear yet what the specific management is or how it will be monitored and Japan continues to lack effective legislation for captive wild animals in public facilities, such as zoos, aquariums and animal cafés.

We’re working with a number of organisations to identify how we can help apply such legislation and importantly, help local and national authorities effectively implement it. We hope that our charity’s work helping the country’s zoos and animal welfare organisations develop effective zoo guidelines and standards can look to support future legislative changes.

Japan’s animal welfare Act will next be amended in five years’ time. Wild Welfare’s Japanese projects continue to push for animal welfare advancements and we remain hopeful that ongoing legislation changes will only bring about a brighter future for zoo animals in the country.

**Photo:** Delegates at the Wild Welfare workshop for JAWS carrying out an interactive exercise





Photo by Animal Literacy Research Institute, from a zoo in Japan

**"Compared to animal protection laws in other countries, Japanese legislation does not comprehensively cover non-companion animals such as animals used for exhibitions, lab animals, and farm animals. We are working to change this situation so that the welfare of all animals in Japan are ensured."**

Head of JCAW, Dr. Koichi Aoki

There are many captive facilities in Japan, with around three thousand three hundred facilities registered in Japan as type I "exhibiting" animal handling businesses. We carried out research looking at a sub section of zoos that were not members of the Japanese Association of Zoos and Aquariums and therefore these facilities are not subject to any of the rules and ethical guidance set forth by the national association. The research indicates that numerous non-JAZA member facilities exhibit animals for the purpose of using them in VAIs.

#### **Of Particular Concern:**

- Over 30 different species were being used for VAI's in the sample taken, ranging from elephants to capybara
- A meerkat which is a very social species was housed alone and restrained using a leash
- Nocturnal species such as owls were used for multiple petting interactions during the day with no refuge from visitors
- Dolphins were used for shows, petting and photo opportunities.
- An elephant was being used for riding and football demonstrations.
- There was a distinct lack of safety considerations observed for both animals and visitors using in interactions with potentially dangerous animals such as capybaras, freely able to roam amongst visitors.

# Animal Visitor Interactions in Japanese Zoos

Wild Welfare has had the opportunity to present some of the charity's critical findings to the Ministry of Environment in Japan recently. In partnership with the Japanese Coalition for Animal Welfare (JCAW), Wild Welfare's research into animal/visitor interactions and the negative impact on captive animal welfare has been used to highlight the problems associated with the activities. From dolphin shows and elephant rides to petting meerkats, guinea pigs and capybara, the research showed that visitors can interact with a wide variety of species involving practices which do not have any benefit for the welfare of the animals being used. Visitor/Animal Interactions (VAIs) seem to be popular in Japan and many "interaction-oriented" facilities are springing up throughout the country.







This research indicates that the potential impact on the animal's welfare while being used for visitor interactions is not being considered. From the use of species that do not cope well with human contact, to the conditions of the facilities, welfare is clearly not a priority. It was evident that there were limited to no regulations pertaining to standards that would protect the animals involved from being over-used.

### **What Can Be Done?**

In order for visitor animal interactions to ensure a high standard of welfare is maintained, there needs to be a set of rules and ethical guidelines that can be enforced. Currently under the Animal Welfare Act (MOE, 2014), all animal handling businesses – businesses that transfer, keep, lend, train, exhibit, or engage in other handling of animals with the exceptions provided under the Act – must register with the prefecture as animal handling businesses and renew their registration every 5 years. While animal handling businesses must comply with the provisions under the Act, with prefectures given authority to inspect the facilities for compliance, the Act lacks any real reference to tangible animal welfare standards.

We are working with relevant partners to encourage the development of captive wild animal facility specific legislation welfare standards that can be nationally applied. In conjunction with specific operational guidelines within the standards for the operation of VAI events.

# The problem with Animal Cafes

There are around 5000 pet shops, cafes, breeders and pet hotels in Tokyo, of which approx. 1000 of these are animal cafes, facilities that allow the visiting public to directly and indirectly interact with a range of species. From flamingos to capybara, animals are kept in small cafes in the city, with no apparent consideration to their welfare.

We have partnered with Nippon University to review over 200 animal cafes as part of a national research programme. This will be the first time such a large number of animal cafes will be comprehensively assessed against evidence-based standards. By gathering a comprehensive welfare assessment and collection of demographic data we hope the information will strategically identify and demonstrate the welfare concerns found in animal cafés within Tokyo, supporting an informed approach to developing national animal protection standards for captive wild animals within Japan.

*Below: Just some of the animals observed by Wild Welfare at animal cafes they visited in 2019*



# Other Activities in Japan, 2019

## Animal Welfare Concerns at Horri Zoo, Japan

Wild Welfare was pleased to learn that a zoo which is notorious for very poor animal care and welfare conditions has closed in 2019, but appealed for more to be done for the zoo's animals. Horii Zoo in Moriyama city (also known as Meccha Zoo), in the Shiga prefecture of Japan, was closed down earlier in 2019 due to a number of serious animal welfare issues.

However, approximately 1,500 animals including bears and other exotic wild animal species are still owned by Mr Horri – the proprietor of the former Horii Zoo – and are reportedly being kept in unacceptable conditions in two locations, according to Japanese animal welfare NGO PEACE.

Wild Welfare joined more than 160 members of the Asia for Animals (AfA) Coalition, to sign a letter to the Governor of Shiga, calling for more to be done for the zoo's animals. In particular we wanted to see the removal of these animals to better zoos in Japan, where they can receive proper care. Wild Welfare joined the Asia for Animals Coalition in 2019, a coalition of global animal welfare organisations with a shared focus on improving welfare for animals in Asia. As members we can be a voice on issues involving captive wild animal care and welfare throughout Asia and lend weight and experience to animal welfare concerns wherever it might be needed.

We have been updated by the NGO PEACE that some of the animals have now been removed to better facilities and we will continue to work with them to see what further support we can provide.

**Photo (PEACE):** Conditions at the facility were appalling, with animals stacked on top of each other in filthy cages





# Other Activities in Japan, 2019

## Zoo Improvements

In May 2019, we took the opportunity to return to a zoo we have been providing practical advice to since 2018. Zoo staff showed us some of the changes they have been making for their elephant and we made further suggestions for indoor and outdoor enclosure modifications. The changes included the introduction of a large sandpit, which the elephant has been using daily – throwing sand over herself, rolling around and mixing it with her water to make mud baths!

We must stress we do not endorse facilities holding solitary elephants, but while discussions are ongoing about the future of elephants being held on their own in Japan, our focus is to ensure they have the best quality of life possible. Whilst walking around the rest of the zoo, we gave multiple recommendations for changes that could be made for their animals. The zoo staff are extremely engaged with learning about animal welfare, how they can make changes in the care they provide and the public education on offer so we look forward to continuing our work with them to support these ambitions.

## Conference representation

Marine biologist and animal welfare scientist, Dr Isabella Clegg, represented Wild Welfare at the 14th International Conference on Environmental Enrichment (ICEE), held in Kyoto, Japan in 2019. The conference took place at Kyoto University and was attended by more than 200 delegates from the zoo, aquarium and wildlife sectors, including participants from Japanese and international zoos and aquariums, students, researchers and Japanese zoo association representatives.



The theme of ICEE 2019 was wild animal behaviour and learning from the wild in order to better enrich animal environments for captive animals. A variety of interesting presentations were given across the two-day event, on zoo and other animal enrichment, as well as updates from the Japanese Association of Zoos and Aquariums (JAZA) on its own projects and discussion on the progress of enrichment and welfare within Japanese zoos. Dr Isabella presented to conference delegates about her findings from a study of captive dolphins and their enrichments in captivity.

Dolphin care in Japan is notoriously poor and it was a great opportunity for an expert in the field to represent Wild Welfare at such an important conference. There is growing interest in aquarium animal welfare and Dr Clegg is keen to continue providing Wild Welfare with this support as and when it is needed.

# Brazilian Association of Zoos and Aquariums (AZAB)

Our involvement in Brazil and the Association of Zoos and Aquariums of Brazil (AZAB) goes back to the early years of Wild Welfare. In 2014, we were invited to assist the association – Society of Brazilian Zoos (SZB) as it was then called – in the development of a constitution and code of ethics for the newly formed association. At the time, there were estimated to be approximately 120 zoos and aquariums in the country, the majority of which were concentrated in the southern portion of Brazil, in and around the state of Sao Paulo.

Representatives of the two national conservation authorities, IBAMA and ICMbiol gave a presentation on the development of a One Plan approach to a number of species of endemic Brazilian fauna. As the One Plan approach mandates an ex-situ component, the authorities wanted a reassurance from the Brazilian zoo community that they had the welfare and husbandry capacity to be able to adequately hold such species in trust for the programme.

The net result of this was Wild Welfare being invited to share its welfare assessment methodology with the association, as a possible means of checking the welfare capacity of its members.

Two zoos were nominated under the process in 2015 – Rio de Janeiro Zoo in Rio de Janeiro and Parque Dois Irmaos in Recife. Whilst the audits themselves were obviously of some importance to the zoos concerned, of greater value was that it enabled Wild Welfare to demonstrate to the association the effectivity and robust nature of our process.

This followed on with SZB announcing its intention to follow the Wild Welfare methodology in 2016, and with our assistance, develop a welfare certification protocol for its membership, in line with what the authorities had requested.

In the same year, the first auditor training course was conducted by Wild Welfare at Guarulhos Zoo, outside Sao Paulo. In 2017, the first zoos were audited subsequent to a collaborative plan developed between SZB and Wild Welfare for zoo audits going forward with the intent of auditing 50 Brazilian Zoos within the ensuing 5 years. This has involved Wild Welfare visiting Brazil twice a year since then, specifically for zoo audits.

**Photos:** Sometimes there are unexpected activities during our trips, and one has to go beyond the classroom and the clipboard, such as Dave Morgan helping AZAB treat this injured caiman





# Brazilian Association of Zoos and Aquariums (AZAB)

In 2018 at its annual conference, the association formally changed its name to the Association of Zoos and Aquariums of Brazil (AZAB). At the same time, it launched the document "Norma, Procedimento e Formulário de auditoria para Certificação em Bem-estar animal da Associação de Zoológicos e Aquários do Brasil – AZAB", translated as 'The standard, procedure and audit form for animal welfare certification of the Association of Zoos and Aquariums of Brazil'. This document was based entirely upon the Wild Welfare welfare assessment methodology.

At the same meeting, an historical MoU was signed between AZAB, IBAMA and ICMBio, committing to the development of ex-situ breeding projects for 22 endangered species of Brazilian fauna. 2019 saw us into the third year of the programme having audited a total of 29 AZAB member zoos over the period, by the years' end. Wild Welfare personnel were involved with all of these audits. Of significance is the fact that in 2019, AZAB had 33 direct zoo and aquarium members and an additional 25 facilities indicating an interest in membership giving a grand total of 58 facilities employing 3,473 employees caring for 35,395 animals. Over the three-year period, a total of 10 facilities have been granted certificates of compliance with AZAB's Welfare Standard: Ubatuba Aquarium, Aqua Rio, Sao Paulo Aquarium, Guarulhos Zoo, Beto Carrero World, Complexo Ambiental Cyro Gevaerd, Sabina Aquarium, Ititipa Zoo and Collegio Dante.

The next two years of the programme will be targeting the outstanding AZAB members and some of the potential members as well. We are very proud of the highly productive and closely involved nature of our ongoing relationship with AZAB



# Indonesia Veterinary Training, 2019

The main issues associated with the predominance of facilities with low grades, hinges around outmoded enclosure design and poor levels of professional standards within the facilities. Overall animal care staff knowledge is low and in the case of municipal facilities, employment conditions are unattractive and poorly resourced. The core of the solution revolves around training and capacity building.

In August 2016 Wild Welfare participated in a joint Zoo Veterinary training course at Bandung Zoo in West Java. The course was held in collaboration with the Jeanne Marchig International Centre for Animal Welfare Education – part of the University of Edinburgh's Royal (Dick) School of Veterinary Studies in the UK, the Indonesian Veterinary Medical Association (PDHI) and PKBSI. In total 27 veterinary personnel from 17 PKBSI member zoos attended the course and were able to receive first-class veterinary training.

Following this successful workshop, it was agreed that Wild Welfare would provide a series of essential animal care and welfare topics, helping to secure long-term improvements in welfare for animals across PKBSI zoos in Indonesia. However the proposed second round of Zoo Vet training set for 2017 was unfortunately delayed.

However, in 2019 we were back in Indonesia to provide training at Taman Satwa Lembah Hijau, a zoo in Lampung, Indonesia, as part of our partnership with the PKBSI. Wild Welfare was joined by Dr Heather Bacon, JMICAWE's Veterinary Welfare Education and Outreach Manager, and Margaret Whittaker from Creative Animal Behaviour Solutions.

Both gave a series of engaging presentations. The training welcomed 28 veterinarians and veterinary technicians from 17 PKBSI zoos, as well as personnel from Indonesia's National Parks department and the Ministry of Environment and Forestry. Attendees had the opportunity to learn about essential zoo animal health and welfare principles, with an emphasis on positive reinforcement training to help with veterinary examinations and how its use can have a very positive impact on animal welfare.

Indonesia consists of over 2,000 individual islands representing some of the planet's important biodiversity hotspots. There are 61 captive wild animal facilities registered with the Indonesian Department of the Environment and Forestry.

Distressing images and reports of acute animal welfare concerns are real and relevant, but can detract and distract from the efforts being carried out by relevant authorities such as PKBSI and the zoos themselves to improve animal welfare.

Wild Welfare has been active in Indonesia since 2014 and we have developed a good working relationship with PKBSI and the Government with representatives from the Department of the Environment and Forestry having attended Wild Welfare's workshops and zoo audits. This puts us in the position of being able to assist and influence change for animals within Indonesia.



Photo: (top to bottom) enthusiastic participants in one of the workshops, Dave Morgan presenting, Heather Bacon and Margaret Whittaker carrying out practical demonstrations and theoretical workshops





# OTHER 2019 PARTNERSHIP ACTIVITY

JMICAWE, UNIVERSITY OF  
EDINBURGH

INTERNATIONAL VET  
STUDENT ASSOCIATION

THE ELEPHANT SANCTUARY,  
TENNESSEE & CREATIVE  
ANIMAL BEHAVIOUR  
SOLUTIONS

DUKE LEMUR CENTRE,  
NORTH CAROLINA AND  
THE MADAGASCAN FLORA  
& FAUNA GROUP

WILD ACT



## JMICAWE, UNIVERSITY OF EDINBURGH

Identifying the barriers to developing positive relationships between the animals and their care givers is a critical element for improving animal welfare standards. Providing accessible education/learning content that addresses basic primary care practices, in a manner that encourages behavioural change, is one solution.

In partnership with The Jeanne Marchig International Centre for Animal Welfare Education (JMICAWE) at the University of Edinburgh, we have been working with an e-learning specialist to develop an Animal Welfare and Husbandry E-learning Programme which will be launched in 2020. We have been in regular communication with the university-based e-learning specialist providing them with the content for this programme and they are doing expert work in terms of putting it into its e-format. Starting with animal behaviour and enrichment, this initial module is getting close to demo stage, whereby we can then decide upon how the programme will be hosted (from our website, a microsite or similar) and in time, how we might track the number of people taking part. We are reminded on almost every field trip, of the necessity of this programme and the educational support it will offer the zoo staff we're working with, so we are very keen to ensure it is of a suitable style and accessibility to fulfil its brief.



# INTERNATIONAL VETERINARY STUDENT ASSOCIATION



In 2019 we were delighted to sign an MoU with the The International Veterinary Students' Association (IVSA). The IVSA is the largest global veterinary student association and the Standing Committee on Animal Welfare (SCAW) is its oldest Standing Committee within IVSA. SCAW's aims are to actively support measures of improving the standard of animal welfare worldwide, to engage veterinary students on an international scale in order to increase levels of awareness and education about animal welfare and to work towards creating a world in which animal welfare is maintained at the highest possible standard.

SCAW and Wild Welfare share similar goals to improve the standard of captive animal welfare, therefore a collaboration will be mutually beneficial. We aim to work together to engage veterinary students with the work of Wild Welfare, educate them on wild animal welfare and increase awareness of wild animal welfare issues through the sharing of resources, connections and knowledge.



## THE ELEPHANT SANCTUARY, TENNESSEE & CREATIVE ANIMAL BEHAVIOUR SOLUTIONS

Wild Welfare has a relationship with the Sabah Department of Wildlife, Sabah, East Malaysia, which operates the Lok Kawi Wildlife Park (LKWP) in Kota Kinabalu. In early 2018, it was internationally reported that two elephants died at the Park. At the invitation of the Department, we were asked to carry out an animal welfare audit on the whole Park in August 2018.

LKWP holds 14 Bornean elephants. At the time, in August 2018, these elephants were kept all together on single chains (double chained for the two mature bulls) 24 hours a day in a concrete floored barn. They had been maintained in this fashion for two years while their old enclosure was being refurbished. Following a generous grant from the Elephant Sanctuary in Tennessee, Wild Welfare's Field Director Dave Morgan in collaboration with Margaret Whittaker of Creative Animal Behaviour Solutions revisited the Park in June 2019.

The objectives of the visit were to review the status of suggested improvements based on the previous visit and perform training in animal welfare concepts such as positive reinforcement training, protected contact elephant management and environmental enrichment. They were pleased to note that seven elephants had now been moved off-chain to the larger exhibit enclosure of some 2000 square metres. The remaining seven were kept in the same concrete floored barn, but only the two mature bulls are still maintained on chain. A recent (November 2019) update from the manager of LKWP, Ms. Nur'Ain Acheh reports that with the exception of one adult bull, all elephants are now being regularly rotated through the outdoor exhibit enclosure. All the elephants are managed through free-contact by four full-time and two temporary personnel. This is obviously an inadequate number of personnel for 14 elephants, as evidenced by several cracked toe-nails noted in both on- and off-exhibit elephants by Dave and Margaret. At this time the elephants are not trained to present their feet for a thorough assessment, and foot-care cannot be administered; therefore, these feet issues remain unaddressed. The animal care staff at LKWP (including the six elephant care personnel) are transferred Wildlife Rangers from within the Wildlife Department with specific backgrounds in in-situ wildlife management, but little background in wild animal husbandry and welfare.

In the wild, elephants are confined to the northern and northeastern parts of Borneo. However, land use in the region through logging and oil palm plantations has now led to an increasing number of elephants moving outside the protected areas and equally increasing are the conflicts that inevitably arise when people and elephants compete for the same resources. Human-elephant conflict is on the rise with 5 elephants being poisoned between September to October 2019. Such conflicts also occasionally lead to human injury or death, and further unfortunate frequency of orphan elephants being brought into captivity. All of the elephants presently held at LKWP are the outcomes of this conflict.





Consequent to this in 2020 we will be pursuing the development of a four-way Memorandum of Understanding (MoU), for a three-year partnership between The Sabah Department of Wildlife, The Elephant Sanctuary in Tennessee, Seratu Aatai (a locally-based NGO which performs conflict mitigation in-situ) and Wild Welfare. The function of this MoU will be to formalise the capacitation of LKWP in appropriate elephant care and husbandry through training and facility enhancement to all elephant spaces (on and off exhibit) to allow for appropriate protected contact management. Whilst the primary focus of the project will be upon elephants, we will concurrently ensure that other animal-care personnel at the Park receive capacitation and training in specific animal husbandry and welfare.

At the same time, members of the project team through Seratu Aatai will be working with different stakeholders on the ground (e.g. communities and the oil palm industry). In situations of human/elephant conflict, people very seldom know what to do or how to react, and nearly always resort to aversive and aggressive measures to move elephants away. Therefore, the project team will investigate non-aversive methodologies to reduce and mitigate conflict, and demonstrate options to local communities.

To further aid communities in learning to live with elephants, assistance will be given towards the development of a well-trained elephant monitoring team who will track elephant activities and movement patterns. The implementation of such a team, apart from developing critical data on elephant behaviour and activities, will be crucial in building confidence among different stakeholders and furthering protection for both elephants and people. The net outcome will be to reduce and moderate Human/Elephant conflict and protect wild elephants, thereby reducing the potential need to bring more elephants into captivity in the future.





## ANIMALS ASIA FOUNDATION - CHINA

August 2019 saw Wild Welfare in Ji'nan, China, helping to deliver an Animal Welfare and Improvement Workshop in partnership with the Animals Asia Foundation (AAF), the Elephant Foundation in Tennessee and the Chinese Association of Zoological Gardens (CAZG). This was a first for the country. The workshop involved lectures delivered by Wild Welfare's Dave Morgan and Margaret Whittaker of Creative Animal Solutions. Forty-one delegates ranging from animal care givers, managers, veterinarians to zoo directors from 28 different zoos, attended.

**"This is the first workshop about animal welfare assessment and its tools. It will help improve animal welfare and is of great significance in promoting the wildlife protection in Chinese zoos."**

"Madame Xie, vice-president of CAZG"

The workshops delved into the topics of ethics and the development of ethical frameworks; behavioural modification in animals and the concept of animal welfare as a whole was also discussed. Of particular interest was the Wild Welfare Animal Welfare audit process and presentations to this effect were given, although the main thrust was to encourage the delegates to understand the principles behind welfare auditing. After delivering presentations on the theoretical side, the team took the delegates out into Ji'nan Zoo and encouraged them to conduct their own welfare audits based on what they had just learned. We were pleased that the workshop was deemed a great success by CAZG, as manifested by a return invitation to present the same workshop again – along with our partners, Creative Animal Behaviour Solutions, AAF and the Elephant Sanctuary in Tennessee, in Shanghai in September 2020

## DUKE LEMUR CENTRE, NORTH CAROLINA AND THE MADAGASCAN FLORA & FAUNA GROUP

In partnership with Duke Lemur Centre, North Carolina and the Madagascan Flora and Fauna Group (MFG) - an international NGO based in Madagascar, that collaborates with US, European, New Zealand and South African zoos, aquariums and related institutions to conserve Madagascan biodiversity - Wild Welfare travelled to Toamasina in Madagascar in June 2019 to attend a workshop aimed at reviewing a new lemur husbandry manual. The manual was put together by the Duke University/ MFG, for use by the country's rescue centres and other captive facilities housing lemurs. The workshop was also an opportunity for representatives from the country's lemur facilities and members of the Ministry of the Environment to come together and discuss important issues surrounding Madagascar's captive lemurs.



Presenting to more than 30 people from a dozen captive lemur organisations, members of the country's Ministry of the Environment and representatives from the Duke University Lemur Centre, Dave Morgan spoke about modern concepts of animal welfare, zoo associations and zoo ethical frameworks. One of the challenges during the workshop was the initial lack of the concept of 'animal welfare' in the Malagasy language (Madagascar's national language). Current legislation in Madagascar fails to address animal welfare or its enforcement, so Ministry representatives were very interested to learn about zoo associations and ethical frameworks and how industry self-regulation with professional codes of ethics may be used to promote and improve welfare standards in captive facilities across the country.

Wild Welfare is exploring a partnership with MFG, with the aim of helping Madagascan facilities develop a national professional zoo and rescue centre association, that can push forward high standards of care and welfare for the country's captive lemur population.

## WILDACT

WildAct is a Vietnamese NGO specialising in the education of Vietnamese people in the concepts of animal welfare and raising awareness of issues such as wildlife trafficking. It is their mission to have a direct impact on conservation and welfare through education in biological science, changing attitudes towards conservation and welfare within Vietnam and capacity building.

After meeting in Vietnam, Wild Welfare partnered with them for the benefit of both organisations. We were able to give them detailed information on animal welfare which was already translated into Vietnamese and in return, they have offered to be the first organisation to trail our e-learning programme once it is complete. We are looking forward to developing this relationship in the future.

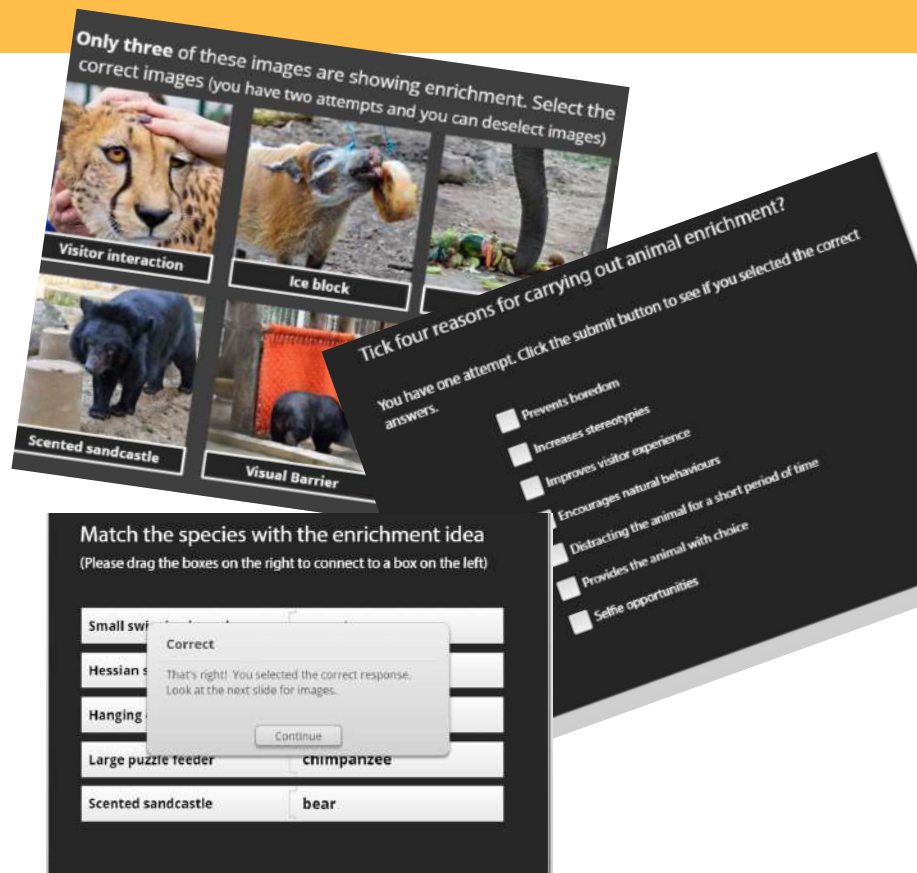


# Resources

## E-learning

The e-learning platform is developing rapidly and we are working towards an official launch in the summer of 2020. With a total of six modules consisting of both an information document and corresponding online interactive activity module, we aim for this resource to be both engaging and educational.

We have already partnered with an educational organisation in Vietnam and aim to have our e-learning programme initially translated into Vietnamese after launch. Eventually we aim to have it translated into other languages to reflect the regions where our projects are.

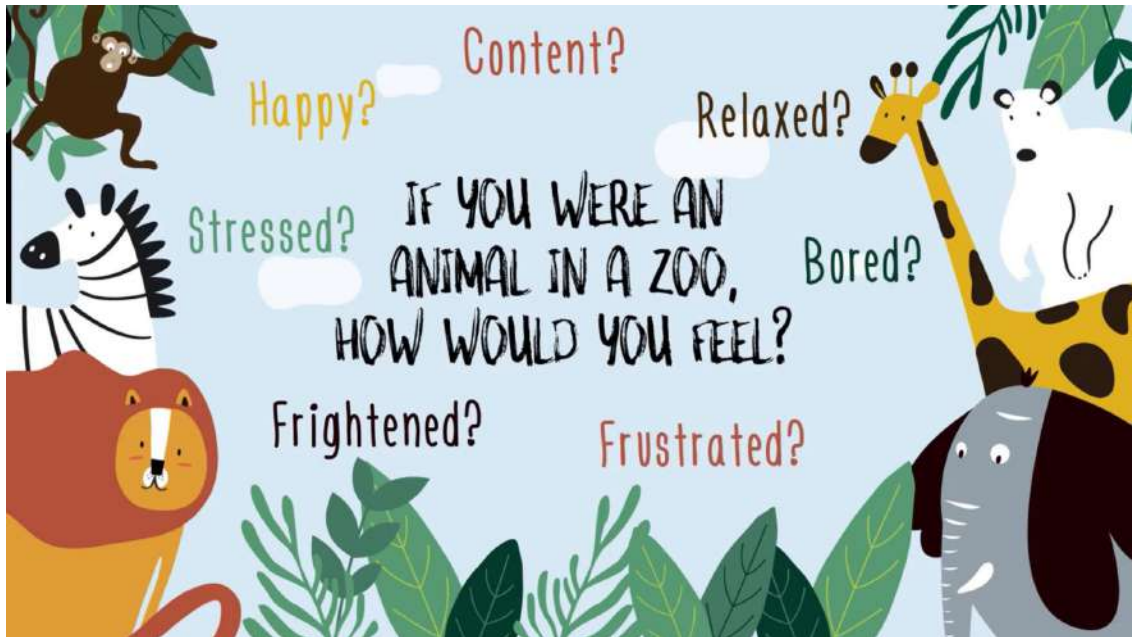


## What is an E-Learning Programme?

- **Cost and Accessibility.** Downloadable PDFs and online access ensure the cost to train a large number of people remains low, there is a low environmental impact, and the programme can be accessed by anyone from anywhere in the world.
- **Standardisation of Animal Welfare Knowledge.** The programme will offer standardisation of animal care and welfare practices to multiple animal care staff across multiple countries. This standardisation is key to ensuring those basic primary care practices are understood across as wider network as possible, in order to effect positive change for as many captive wild animals as possible.
- **Positive Learner Experience.** E-Learning gives those taking part the opportunity to fail without the negative consequences that can appear in a classroom setting and it is developed in a way that ensures the learner takes part, they cannot take a back seat from the learning process.
- **Wild Welfare's Training Potential.** As an additional resource to the training Wild Welfare provides in the field, during our partnership projects with zoos and aquariums, the e-learning course will be available at all times before, during and after our work, ensuring long-term learning possibilities for zoo staff, that endure after we are in-country.



# Resources



## Public Awareness Video - "Imagine If"

In March we released "Imagine If," our first animation video which delivered a simple but clear message: animals have emotions. The video highlighted the connection between these emotions and an animal's welfare, particularly in regards to inadequate zoo care which can result in suffering. Learning about an animals' needs and facilitating public understanding of animals as sentient beings, with feelings and emotions and the ability to experience sadness, fear, frustration and loneliness, has the potential to protect captive animals from unnecessary suffering and ensure their welfare is given priority across zoos and aquariums in all countries of the world.

Showing the public the common ground they share with wild animals, in the way they think, feel and experience, is a critical way of addressing welfare concerns and bringing about long-term change in attitudes and behaviours and leading to the better treatment and care of all animals. Using video as a communication tool is highly effective, especially when trying to simplify complex ideas, and as its popularity as the medium of choice on a whole range of social media channels grows, so too does its effectiveness at reaching a large, diverse audience. Raising awareness and engagement between the public and the global zoo community on zoo welfare issues can help support effective action and enable Wild Welfare to fulfil its vision of ending the suffering of captive wild animals around the world and ensuring full and sustainable protection is given to all those under human care.

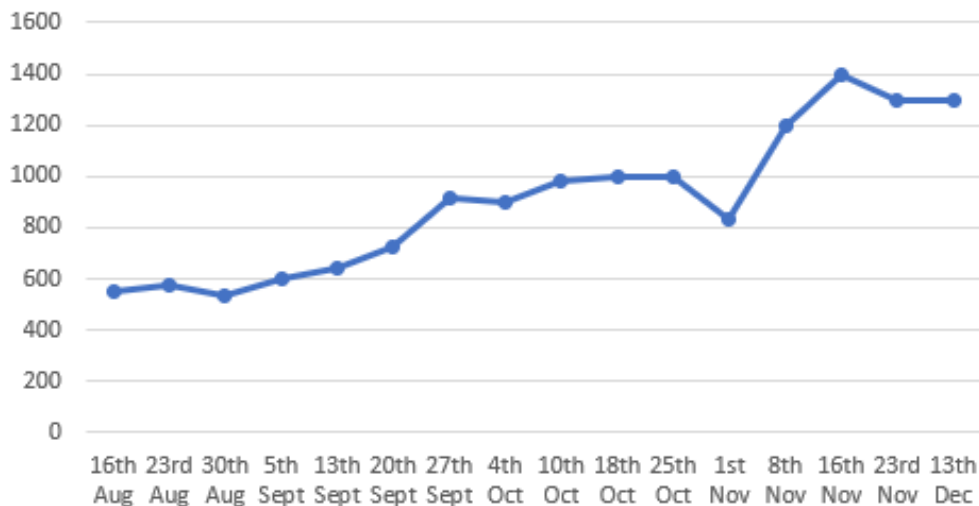
The response was a positive one from our supporters, garnering nearly 3000 views across our platforms. In the future we hope to be able to translate it into other languages to make the message more accessible for the people in the project countries that we work in.

**Click here to watch "Imagine If" >> .**

## Online Presence

Our steady social media following and engagement increase means we have more people who know who we are and become invested in our work. We are able to drive more people to our website and newsletter updates as well as garnering more opportunity for public fundraising.

Weekly Website Users Over Half A Year



5,340+



915+



1,080+

## Care For Us

Our Care For Us documents provide easily accessible information of species specific care and welfare for a wide range of taxa. These are simplified for use in workshops as well as an online resource. We are adding to our portfolio all the time and have managed to create and publish eight over the course of 2019



### CARE FOR US - SUN BEAR

The sun bear is found in the tropical forest habitats of Southeast Asia. They are the smallest of all the...

[LEARN MORE](#)



### CARE FOR US - BINTURONG

The binturong, also known as the bearcat, belongs to the Viverridae family, an ancient group of small to medium-sized mammals...

[LEARN MORE](#)



### CARE FOR US - SQUIRREL MONKEY

The squirrel monkey is found in the tropical forest habitats of South America. They are very agile, being able to...

[LEARN MORE](#)



### CARE FOR US - STORKS, HERONS & IBIS

Storks, Herons and Ibis are wide ranging and can be found throughout the world except near the two poles. They...

[LEARN MORE](#)



### CARE FOR US - ORANGUTAN

Orangutans are arboreal apes which live in the rain forests of Sumatra and Borneo. There are three species of orangutan...

[LEARN MORE](#)



### CARE FOR US - GIRAFFE

Giraffe are the world's tallest animal, reaching 5.8 metres tall. They are found across sub-Saharan Africa in dry forest, shrub...

[LEARN MORE](#)

## Concern Reports

We receive regular reports of concern about particular zoos or animal over the course of each year. These reports are becoming more frequent and often come from supporters or involve individuals or organisations reaching out to us. We keep a log of the report itself and any activity/communication involved. We try to provide feedback and create action where possible.



# Fundraising Report - increasing & diversifying our income

Wild Welfare's positive reputation now precedes us, meaning that the demand for our work to help animals is at an all time high. The charity must establish a strong financial position to ensure we can confidently meet this demand.

Our priority for the first half of 2019 was to set up our public donor offer. Since Victoria Fanthorpe, our Fundraising Officer, joined us this year, she has worked hard to launch our brand new online fundraising pages. These cover a multitude of fundraising and supporter engagement packages that supporters can sign up to, from participating in challenge events to raising funds through shopping online and regular donation opportunities, all illustrating how donor support is used to improve animal welfare.

For the latter part of 2019, we continued to develop our donor prospect pipeline and have recruited two volunteers who are conducting donor research (of Trusts and Foundations and Corporate Donors) on an ongoing basis, to identify relevant prospects to approach based on their interest in supporting animal welfare projects. Our aim is to identify and prioritise those organisations that are strongly aligned to our values, have a previous history of donating to animal welfare causes and where possible will provide unrestricted donations.

Now that we have a steadily growing and consolidated donor prospect list, our aim going forward is to start sending out applications on a regular basis. As part of our fundraising strategy in 2020, we have budgeted to achieve a third of our new income to be from Trusts and Foundations in 12 months. To achieve this we anticipate writing approximately 7 funding applications per month. The donor prospect pipeline will help enormously in identifying those funders we think we are likely to have the most success with.

## Long Term Planning:

In 2019 we developed our 4 year fundraising strategy, identifying income targets for 2020-2023. Establishing a base unrestricted reserve to begin with is crucial and individual giving and public fundraising are critical avenues to do this. Public fundraising can be a profitable funding avenue, and we have been investing in its development during 2019. However we are currently too reliant as a charity on two funding avenues and some grants (restricted) by animal welfare foundations. This is not a sustainable funding approach and we need to diversify and grow our income to meet current and future expenses. The strategy focuses on increasing fundraising from members of the public, trusts and foundations. As such, where possible, we are prioritising unrestricted income to support charitable growth. However, as foundations and trusts often favour supporting projects through a restricted approach, we have also created a portfolio of budgeted 1-3 programmes that Wild Welfare will be carrying out.

Growth within giving from trusts and foundations is critical and will include both restricted and unrestricted income. Major donor income is also important, and we will continue the cultivation of potential donors. We remain incredibly grateful to our current zoological and foundation donors, without which the foundation of Wild Welfare would not have been built and hope to retain these donations through demonstrating how our activities are strategically delivered so that they are as impactful and as sustainable as they can be.



**Victoria Fanthorpe,**  
**Fundraising Officer, Wild**  
**Welfare**

# Fundraising Activity Examples in 2019

## Individual Giving

The team have developed a realm of important fundraising pages (click the blue link for more information) for our website. This will enable us to offer a menu of supporter engagement opportunities and grow our supporter base and individual giving fundraising income.

We have created a fundraising pack (**Click here to see the pack**) to send to supporters interested in raising funds to support our work. This fundraising pack has been designed to make fundraising for Wild Welfare as easy as possible. It includes a whole host of ideas on how to fundraise, information on how to set up and run an event, raising as much money as possible, while still having fun. It also includes a template sponsorship form and donation paying-in form to ensure that supporters have all the materials they need to make their fundraising go as smoothly as possible.

## Online Shopping

We have signed up to AmazonSmile and Give As You Live, two online fundraising platforms that give a percentage of the purchase price (at no extra cost) on eligible products to Wild Welfare when supporters shop online via these platforms.

## Other Ways To Help

As part of our supporter pages, we have a page inviting supporters to help improve the welfare of captive wild animals around the world by taking action **Click Here to Find Out How>>**

These calls to action raise awareness of some of the critical animal welfare and environmental issues the planet is currently facing, enabling our supporters to get involved and be part of the solution.



## Fundraising Platforms

We have signed up to Facebook fundraising enabling us to add a donate button to our Facebook page to receive donations via the platform. We have also registered for Virgin Money Giving and Just Giving which will enable supporters to raise funds for us by seeking donations or sponsorship from friends and family online, by sharing the link to their dedicated fundraising page.

## CAF Donate

Whether supporters click through from the DONATE button on our website, or visit CAF Donate directly, they can now support Wild Welfare through a regular, monthly donation.

We've set up our offer so supporters can see how their funds will help, from £5 a month that helps us develop accessible animal welfare resources where they are most needed, to £20 that helps us deliver tailored training workshops, supporters can be confident that we've carefully costed out our work to ensure 100% of their donation goes towards helping animals.





## Christmas Appeal

We were excited to be selected by GlobalGiving, the US/UK based crowdfunding platform, to take part in their Christmas Accelerator programme which ran from 3rd - 31st December 2019. To graduate and receive a permanent spot on the GlobalGiving Platform, which gives us access to donors around the world and the chance to receive matched funding, our goal was to reach a minimum target of 40 unique donors making donations totalling \$5,000.

We are delighted to report that our project 'Help an Animal Live a Life Worth Living' (<https://www.globalgiving.org/projects/help-an-animal-live-a-life-worth-living/>) received 50 donations totalling \$5,587 via GlobalGiving, with a further 7 donations totalling \$328 received via our own website.

Earlier, in October, we put together a Regular Giving Appeal on World Animal Day to encourage people to consider supporting us through making a committed gift. The main benefit of gaining regular givers is that it guarantees income spread throughout the year on a more sustainable basis. We promoted our campaign in a bespoke email to supporters and on social media and plan to continue to promote it via our website to increase the uptake of donors supporting us this way. Please click on the link below to take a look: <https://wildwelfare.org/become-a-welfare-warrior/>

 **Will you become a #WelfareWarrior for Wild Welfare and make a gift today?**

### Wild Welfare

Zoos and aquariums can play an integral role in all our lives, with the power to shape the way we feel and care for animals. Unfortunately, not all zoos are equal and animals are suffering. We believe all animals deserve to live a life worth living and our work is helping make this possible. Help us help more animals by becoming a donor of Wild Welfare.

How often would you like to donate?

☐ Just one donation

☐ I'd like to give regularly

[Next](#)



**Did you know?**



It's estimated that there are more captive wild animal facilities in the world than there are cheetahs and tigers left in the wild combined. Thousands of these facilities exist, but despite advances in welfare science only a small amount of these actually provide a good standard of animal care. From dull, barren enclosures, overcrowded spaces and poor health care, to circus style shows or visitor interactions,

# Fundraising Activity Examples in 2019

## FUNDRAISING VIDEO

Another exciting, recent development was the filming and production of our first fundraising video ([https://youtu.be/VoQT\\_1XPm5Y](https://youtu.be/VoQT_1XPm5Y)) which we launched on 11th December as part of our Christmas Appeal, promoting it on our social media channels. We hope that it continues to encourage people to support our work and help spread the word that we are seeking funding to support our work.



## ONLINE SHOPPING AND OTHER WAYS TO GIVE

We are continuing to regularly promote fundraising communications on social media including Give As You Live (GAYL) and AmazonSmile. We did a lot of promotion around Black Friday and Cyber Monday to encourage people to support Wild Welfare whilst doing their online shopping at no additional cost to them, with a percentage of their purchase coming to Wild Welfare. We now have a total of 10 supporters signed up to Give As You Live who have raised £163.02 since we joined the scheme in February 2019. We anticipate that the number of our supporters using GAYL will keep growing steadily over the coming months as we continue to promote it.

## CHALLENGE EVENTS

We are delighted to report that our first fundraising challenge event was a great success! We had two runners take part in the Royal London Parks Half Marathon in central London on Sunday 13th October, raising a grand total of £1,495 in sponsorship and Gift Aid (from the UK Government).

The company our two runners work for is also generously matching their fundraising by a further £1,000, bringing the overall total to £2,495 well over the £1,050 minimum target we had set ourselves!





# 2019 Wild Welfare Financial Summary

In 2019 we brought on two new staff members and increased the number of projects we were working on. This is reflected in an increased expenditure compared to 2018 (£101,088)

Wild Welfare income for 2019 was £165,478.81 which was the same as in the previous year, (£165,256.58, Of the income received, £126,076 was unrestricted funds, while the rest was restricted to identified field projects. The restricted donations require separate reporting to the respective donors.

**Tamsin Cracknell,**  
**Trustee and Acting Treasurer**



While we would hope to have had an increase in income to reflect our increased activities, and allow us to build up reserves, much of 2019 was identifying and developing new fundraising avenues (public and foundation) so we can become less reliant on one income stream only. (please see our fundraising update)

It is recognised that securing appropriate prospects and developing a fundraising strategy, including professional donor offers will take time to mature. We feel confident that the work taken in 2019 has helped develop a sustainable fundraising plan moving into 2020.

**1 January 2019 to 31 December 2019**

**(Funds banked as of 1<sup>st</sup> January 2020 £102,930.53)**

## **Income**

Other Revenue	£652.88
Philanthropic Donation	£58,000.00
Public Donations	£2,583.14
Trust & Foundation donation	£36,030.00
Zoological Donation	£68,212.79
<b>Total Income</b>	<b>£165,478.81</b>

## **Expenditure**

Salaries	£87,499.40
Consultancy	£35,775.65
Field Related Activities	£25,899.90
Resource related activities	£87.51
Charity Administration	£3,778.63
Conference attendance	£2,705.69

<b>Total Operating Expenses</b>	<b>£155,746.78</b>
---------------------------------	--------------------

## **Restricted & Unrestricted Funds**

Restricted funds (Japan)	£27,040.00
Restricted funds (SEAZA programme)	£8,372.13
Restricted funds (Vietnam)	£3,990
Unrestricted Donations	£126,076.68
<b>Total</b>	<b>£165,478.81</b>

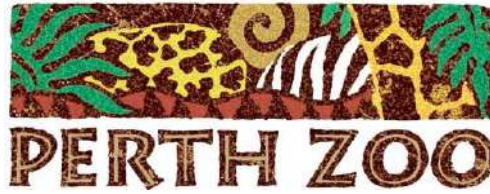
# THANK YOU

Wild Welfare is incredibly grateful to all our current and new donors.

Without their support we wouldn't be able to carry out our work.

We are kindly supported by the following organisations:

The Silent Foundation



WELLINGTON







# WILD WELFARE

HELPING ZOOS, HELPING  
ANIMALS

UNITING THE WORLD'S LEADING  
ZOOS AND ANIMAL WELFARE  
ORGANISATIONS TO IMPROVE THE  
WELFARE OF CAPTIVE WILD  
ANIMALS AROUND THE WORLD