



Executive Summary

Our Strategy 2021-2030

**Achieving global impact
- together**

We have a real chance of elevating animal protection to the international platform.

For years, international policymaking has sidelined the wellbeing of billions of animals. As the environmental, human rights and sustainability movements grew, animals were missed out. All that is about to change.

Policy and legal analysis - and recent successes - have shown that, by harnessing the collective strength of the animal protection movement, the World Federation for Animals (WFA) taps into a momentous opportunity to ensure that animals are, at last, considered within global policymaking.

The ambition to improve the well-being of all animals and end their exploitation and suffering worldwide will be realised, through the collective efforts of WFA's members.

We follow an inclusive, trust- & impact-based strategy to bring about transformative change for animals.

The strategy will be guided by WFA's values:



inclusion

diverse views & cultures



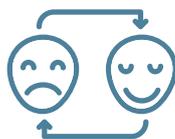
altruism

for animals & members



trust

integrity & compassion



transformation

of systems & mindsets



impact

evidence-based & expert-led

We envisage a world in which...

humans recognise that animals can suffer and are motivated to ensure all human-animal interactions are humane, harmonious, and non-exploitative.

animals are allowed to flourish naturally. Wild populations can flourish in situ. Domestic animals are kept in ways that allow them to fulfil their needs, with safe environments and good care, and without undue genetic or behavioural manipulation or restriction.

remaining valuable habitats and animals are protected. There is no exploitative or industrial breeding, keeping, or trade of animals and animal products. Where animals are bred, raised, and kept, it is done humanely.

Vision	A world in which animal sentience is respected, and all animals live a good life, with their well-being protected.		
Mission	To improve the well-being of all animals, and end exploitation & suffering worldwide, through the joint effort of WFA members.		
Goals	The UN recognises the importance of animal welfare with dedicated international instruments	International health & environmental regimes integrate animal welfare	International trade, aid, subsidy & investment rules improve animal welfare
Enablers	Mindset shifts of policymakers and stakeholders	Globally effective animal NGO sector for international advocacy	An effective Federation to achieve its objectives
Operating model	Policy research, analysis & information sharing	Global coordination of ambition & efforts	Direct policy advocacy

The strategy at a glance

We will improve the wellbeing of animals with our membership by working towards bold and audacious goals.

The United Nations (UN) recognises the importance of animal welfare with dedicated international instruments, such as an explicit ambition for animal welfare in the future sustainable development agenda that replaces the SDGs; mainstreaming animal welfare in current and relevant SDGs; a UN Resolution on animal welfare; a UN General Assembly Convention on animal welfare; and, the recognition of a World Animal Day by the UN.

Present & future international health and environmental protection regimes are strengthened by integrating animal welfare. This includes improved global agreements on biodiversity, climate change and pollution; an international agreement on preventing pandemics; the elevation of the Convention on Migratory Species prominence and influence over other treaties; and, UN agencies fulfilling elements within their mandate that relate to animal welfare, through, among others, the effective implementation of UNEA 5.2 Animal Welfare Nexus Resolution.

International trade, aid, subsidy and investment rules improve animal welfare including through intergovernmental aid promoting animal welfare improvements; intergovernmental trade policy contributing to governments and producers vastly improving animal welfare; and the financial sector agreeing on animal health and welfare requirements to drive their investment strategies and policy.

Some of the above will be led by the WFA as a coalition; some will be led by individual members with WFA's support; and, some will be led by partners in collaboration with WFA.

A photograph of two giraffes looking out from behind a large, leafy tree. The giraffes are positioned in the center of the frame, with their heads and necks visible. The background is filled with dense green foliage, creating a natural, outdoor setting. The lighting is soft, suggesting a late afternoon or early morning scene.

**"We have an enormous amount to achieve,
which is equalled by a momentous
opportunity and an unprecedented ambition
to achieve it together."**

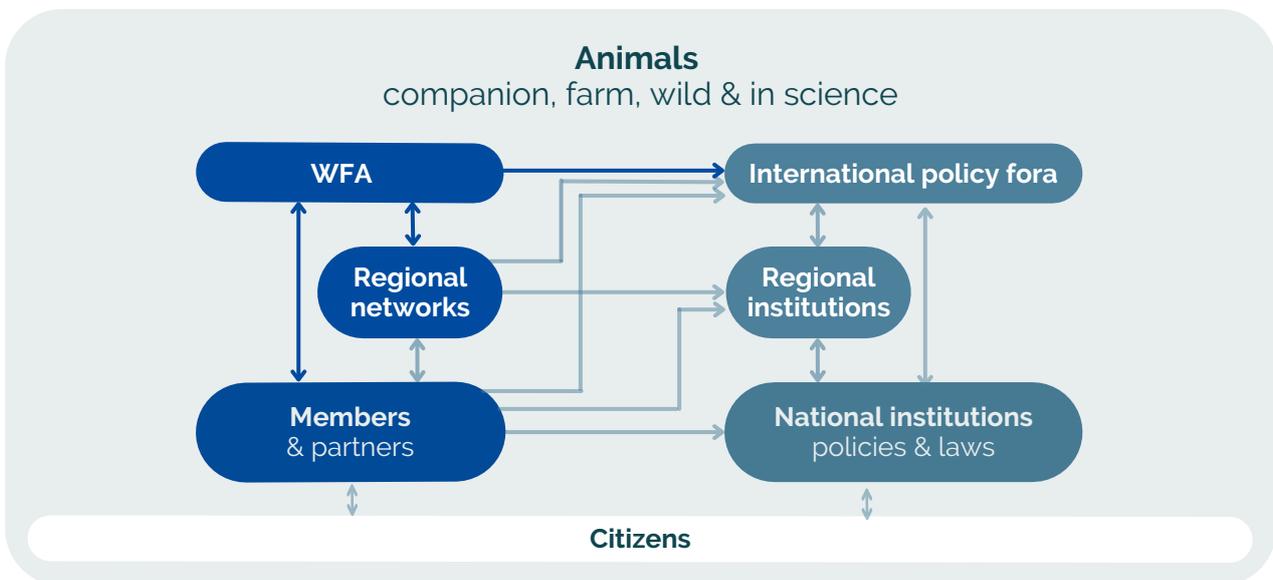
James Yeates, CEO, WFA

Enablers of WFA's future success:

Shift mindset of priority international policymakers and influential stakeholders to perceive animal welfare as a critical, cross-cutting issue for sustainable development.

One unified and empowered NGO voice to engage with and in international fora credibly and effectively.

A Federation of regional and focused coalitions and networks established with a representative, diverse, engaged, and influential membership.



WFA's engagement to improve animal welfare

Expert and value-led members and staff are core to WFA's success.

Influential and collaborative animal protection organisations bring a diversity of viewpoints, experience, scale, and scope, as well as resource the Federation and its activities.

"This is the collective strategy that will bring about the transformative change that none of us could achieve on our own."

Britta Riis, President, WFA



We will achieve our goals in three key ways.

Policy research, analysis and information sharing

- | Curating and sharing information and insight to enable the sector's effectiveness at international advocacy
- | Sharing knowledge, relating concepts, and creating the fundamental narratives to influence policymakers' perception.

Global coordination of ambition and efforts

- | Inspiring and coordinating concerted advocacy NGO efforts across the world to ensure sufficient and timely global agreement.
- | Helping members take their campaigns global, through coordination with other members and alignment with other initiatives.

Direct policy advocacy

- | Providing collective leadership for the animal protection movement, representing it with a professional, clear, and unified advocacy position.
- | Building relationships with key international stakeholders so they can obtain credible, supported views on key animal issues.



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