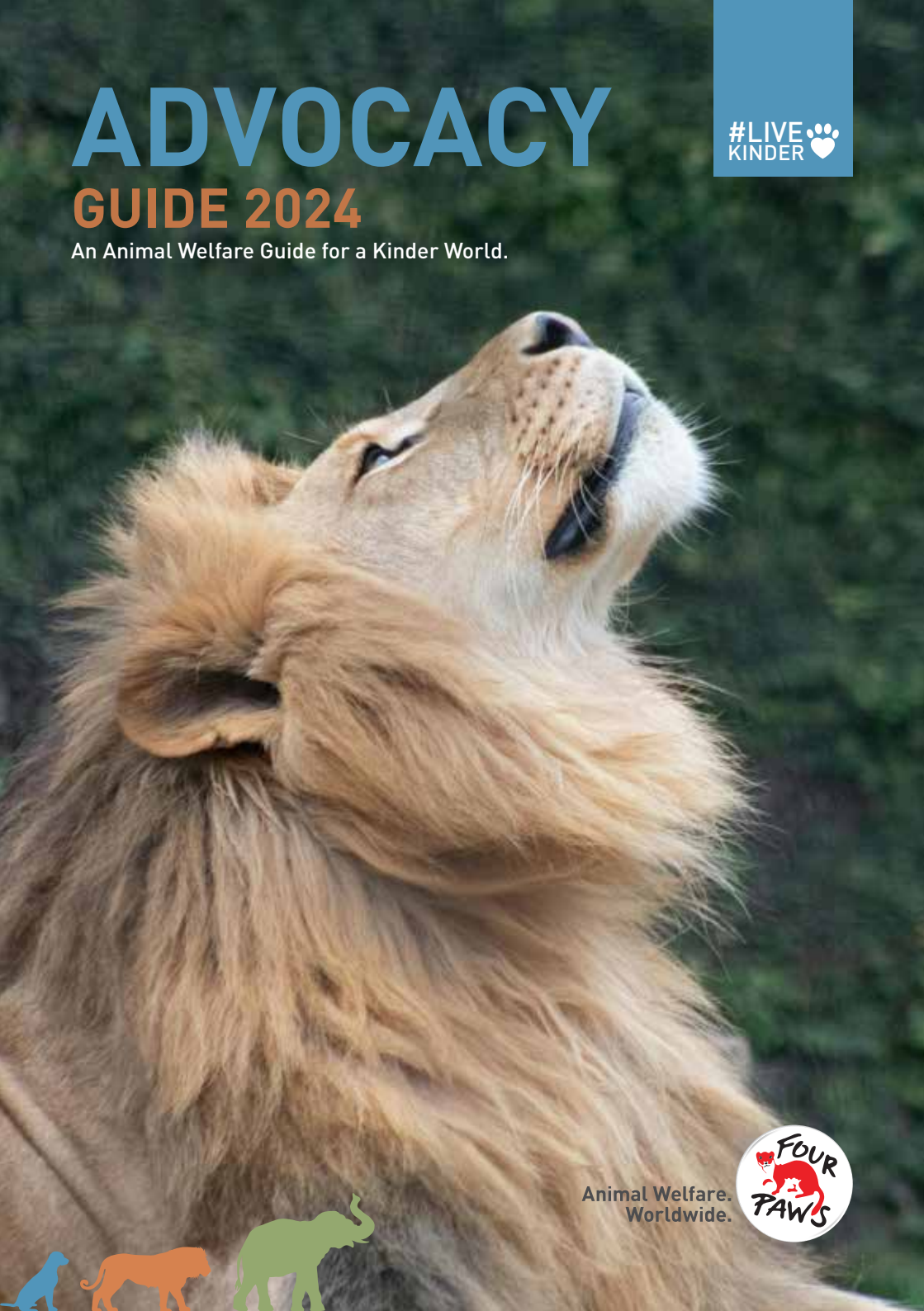
ADVOCACY
GUIDE 2024

An Animal Welfare Guide for a Kinder World.

#LIVE KINDER



Animal Welfare.
Worldwide.

FOUR PAWS

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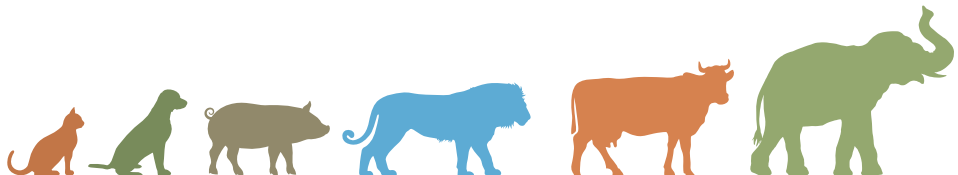


01

WELCOME NOTE

by FOUR PAWS South African Director – Ms Fiona Miles

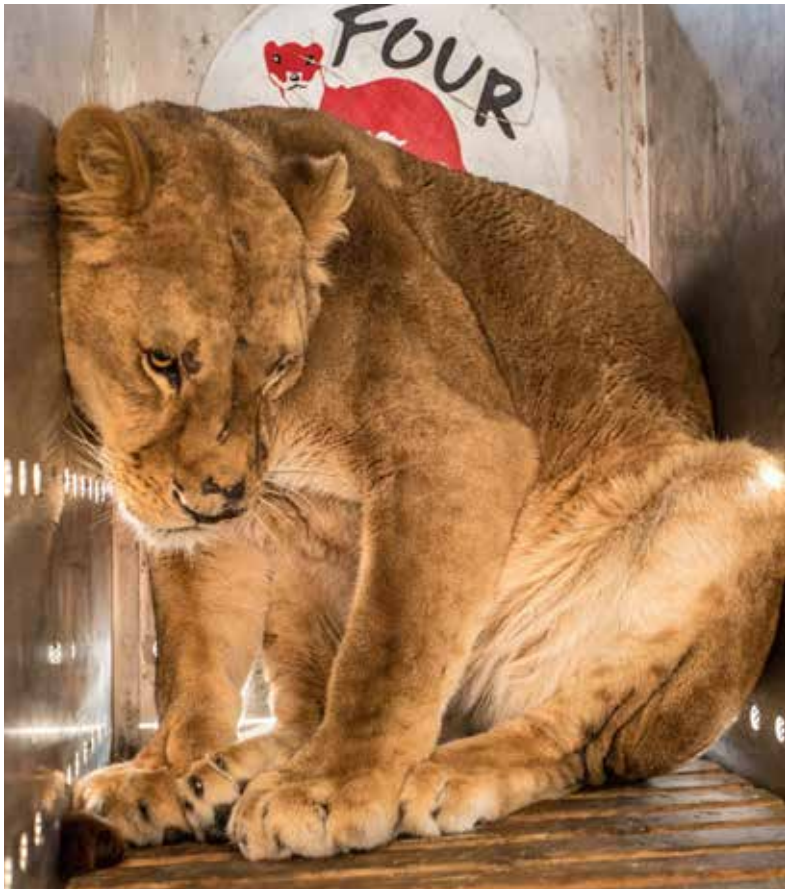
Dear Reader,
FOUR PAWS in South Africa proudly introduces you to our Animal Welfare Advocacy Guide. Our goal, and dream, for this guide is that it helps co-create a kinder future for animals in South Africa, and in turn the world. Our advocacy objective with this guide is to transform policy and practice through knowledge co-creation, learning, partnerships and convening voices towards Animal Welfare in South Africa.
We can no longer ignore the interconnectedness between human, environmental, and animal health.

We can create a place where animals, the environment and people are treated with kindnesss. Together, we can make this possible. Using this guide as a torch to light the way, please join us and support our demands for a world with higher animal welfare standards. We cannot do this alone, but with your help, we can make a real difference for Animal Welfare. Worldwide. We are stronger together, and we need to speak with one voice for the protection of animals and recognition of their sentience. Let us create a culture of a caring and kinder society for all.

At FOUR PAWS we value the importance of One Welfare. We need to create a world where Animal Welfare is a priority. The well-being of animals actively contributes to the quality of our future. Together we pave the way for a kinder, more compassionate, and sustainable future for all – humans, animals and the planet.

One cannot look at pandemics, biodiversity loss, climate change, pollution, health, and food security- without looking at Animal Welfare. I urge you to join the movement towards a more sustainable and healthier future. The first step in achieving this change, can be to read and share this guide.

Fiona



02

THE ANIMAL WELFARE WE WANT

Who is FOUR PAWS?

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them.

Founded in 1988 in Vienna by Heli Dungler and friends, the organisation advocates for a world where humans treat animals with respect, empathy and understanding. Today, with offices in Australia, Austria, Belgium, Bulgaria, France, Germany, Kosovo, the Netherlands, Switzerland, South Africa, Thailand, Ukraine, the UK, the USA and Vietnam as well as sanctuaries for rescued animals in eleven countries, FOUR PAWS provides rapid help and long-term solutions.

FOUR PAWS' sustainable campaigns and projects focus on companion animals including stray dogs and cats, farm animals and wild animals – such as bears, big cats, orangutans and elephants – kept in inappropriate conditions and in disaster and conflict zones.

We are actively committed to the humane treatment of stray dogs and cats as well as better keeping conditions for companion and farm animals. We establish and operate sanctuaries worldwide, where wild animals rescued from abusive captivity are provided with a species-appropriate home.

FOUR PAWS takes a problem-solving approach and offers animals in distress swift and direct aid. We aim to achieve and establish changes in politics, society and the economy that will benefit animals – through projects, campaigns and education. Our work is based on scientific expertise, sound research and intensive national and international lobbying.

LIONSROCK Big Cat Sanctuary established by global animal welfare organisation FOUR PAWS is home to over 100 Big Cats rescued from around the world. Here they are protected for the rest of their lives in a species-appropriate environment.

Just 18 km outside Bethlehem in the beautiful Eastern Free State of South Africa, LIONSROCK is conveniently situated approximately 2 - 3 hours from Johannesburg and Bloemfontein.

03

WHAT IS IN THE GUIDE AND HOW TO USE IT?

This Advocacy Guide aims to bring in ordinary South Africans, animal lovers, youth, activists, and sectoral leaders to influence animal welfare policy in South Africa. It aims to influence decision-makers and thought leaders by providing the model of Animal Welfare that South Africa deserves. It provides resources, tools, campaign messaging and activities that people can use to rally behind and influence public opinion. We want to define, teach, and lobby for **Animal Welfare. Worldwide.**

This guide includes our FOUR PAWS South Africa story, sets the scene for our local ambitions and builds on the targets that FOUR PAWS in South Africa aims to achieve. It aims to enable individuals and communities to advocate for Animal Welfare in South Africa.

04

WHAT IS ADVOCACY?

Noun: ad·vo·ca·cy: *the act or process of supporting a cause or proposal: the act or process of advocating public support for an idea, plan, or way of doing something.*

Verb (used with object), ad·vo·cat·ed, ad·vo·cat·ing: *to speak or write in favour of; support or urge by argument; recommend publicly:*

Advocacy is the act or process of pleading or arguing in favour of a cause, idea, or policy. It includes multifaceted and multileveled strategies that can be used to bring about societal change. It is about influencing people, policies, practices, structures, and systems to bring about such change and this includes work that focuses on one specific issue or campaigns that span over a period that address a range of issues. It is conducted from a grassroots level to an international level and its accepted mission is to create a society that is fair and just and where the needs and interests of marginalised individuals or groups are represented and addressed.

Why Advocacy?

As FOUR PAWS, we envision a world where humans treat animals with respect, empathy and understanding. The reality is that many animals face inappropriate and life-threatening conditions under direct human influence. We reveal the suffering of animals to achieve justice and fairness for their treatment.

Furthermore, we take concrete action for government to improve and introduce legislative laws and regulations to change the lives of millions of animals and ensure their protection. Our Claim **Animal Welfare. Worldwide.**

Advocacy aims to:

- Change, and improve official policy, legislation, or regulations.
- Implement long-term, sustainable solutions to problems.
- Incorporate evidence and research in policy development.
- Involve both the lobbying of decision-makers and the mobilisation of citizens.

Advocacy is important because it:

- Addresses long-term issues.
- Has the ability to solve problems faced by the larger population.
- Shifts resources to where they are most needed.
- Invites citizen involvement in problem-solving.
- Can create enduring change.

05

WHAT IS ANIMAL WELFARE?

Animal welfare is the sum of all mental experiences of an individual animal at any given time. This mental state is influenced by the interplay between the functional domains of an animal's life, namely, the quality of their nutrition, the physical environment they live in, their health status, and their behavioural interactions within the physical and social context as stated under the **Five Domains Model**:

Because animals cannot speak for themselves, FOUR PAWS speaks up for them to bring about the necessary change to transform the way in which humans perceive and treat animals. FOUR PAWS seeks a fundamental, system-wide change across economic, technological, environmental, legal, political and social factors, including paradigms, goals, and values, to ensure that animals are treated with respect, empathy and understanding.

06

UNDERSTANDING OUR WORK

Our overall programme approach follows the three core activities of FOUR PAWS, set in the FOUR PAWS Mission: REVEAL- RESCUE- PROTECT.

FOUR PAWS ***reveals*** inappropriate life-threatening conditions, abuse, and exploitation of animals under direct human influence and develops appropriate solutions. ***Rescues*** animals in need to reduce further suffering with continuing help and medical care and ***protects*** animals by providing safe and species-appropriate homes where possible, for wildlife such as big cats, bears, orangutans, and elephants rescued around the world.

Animal Welfare. Worldwide.

WILD ANIMALS:

In many countries, wild animals are still being kept for human entertainment, or for other uses, under horrible conditions. Global biodiversity is still in decline with species and habitat loss occurring at an alarming rate. The treatment of wild animals is also intrinsically linked to zoonoses and pandemics that affect human health and economic well-being. South Africa is intensively farming and commercially trading big cats. Big cats are being traded both legally and illegally fuelling a global market for traditional Asian "medicinal products" and so-called luxury items. Through our **#BreaktheViciousCycle** Campaign, we are asking the government to put in place laws to stop the farming of all big cats and to ban all commercial trade of big cats and their parts from, within and to South Africa. With the illegal wildlife trade as the fourth largest criminal activity in the world, big cat products are being fuelled by South Africa. This in turn is driving consumer demand, largely from Asia.

FARM ANIMALS:

80 billion farm animals suffer from poor living conditions such as overcrowding and painful mutilations, cruel long-distance transports and inhumane slaughter methods. When they are no longer in use and profitable, the disposal of these animals occurs, and they are not protected by the law. Where regulations exist, they are often not fully controlled or enforced. Not only are billions of animals being farmed for their meat but due to the economic revenue of animal-derived textiles for clothing, many animals are either co-products of the meat industry or primary products, for example, ostrich farming in South Africa.

Intensive animal agriculture such as factory farming, characterised by poor welfare of the animals in production, is also the biggest issue prohibiting us from reaching our climate goals. Factory farming accounts for 32% of human-caused methane emissions, while animal agriculture contributes 16.5% of the total global GHG (greenhouse gas) emissions responsible for our current global climate crisis. Furthermore, three-quarters of emerging human infectious diseases originate in animals with the risk being higher where animals are being bred intensively, driving several zoonotic disease outbreaks. FOUR PAWS therefore advocates for upholding the highest standards of animal welfare, including the reduction, and ending of factory farming, which will later positively affect human and environmental health.

COMPANION ANIMALS:

Companion animals can suffer from a wide range of welfare issues during their lifetime. This includes poor breeding and selling practices, irresponsible ownership, abandonment and overcrowded long-term shelters, as well as ill-treatment. FOUR PAWS has created a Responsible Pet Ownership Guide. This guide, shared with the public, teaches pet owners how to best care for, and show love and respect towards their dogs, cats or other pets.

FOUR PAWS partners with local NGOs or animal shelters in South Africa, which provide much-needed veterinary services such as vaccinations, spaying, neutering, tick, and flea treatment to under-resourced communities. FOUR PAWS also provides essential pet wellness packages for pets, which include educational materials on responsible pet care.

07

SPEAKING TO GOVERNMENT

South Africa's main animal welfare legislations are the Animal Protection Act No. 71 of 1962, which prohibits animal cruelty on all domestic and wild animals in captivity or under the control of humans; and the Performing Animals Act 1935, amended in 2016, which requires establishments training animals for exhibitions or performance, or training guard dogs, to be licensed. The South African Bureau of Standards (SABS), in cooperation with the National Council of SPCAs (NSPCA), has enacted a series of animal welfare Standards, which provide further details in relation to certain species of animals.

In the absence of laws and regulations that protect animals used in farming, captivity, recreation, and scientific research, we run the risk of cruel practices such as confinement of animals in cages, intensive captive breeding, and live animal trade. FOUR PAWS holds the South African government accountable for animal welfare by encouraging the need to create multi-stakeholder engagement, and maintaining the implementation of animal welfare policies and strategies, in line with international standards.

FOUR PAWS is committed to the responsible treatment of animals. Our involvement entails the production of relevant, accurate and timely information as well as advice for the government. The data we collect on both the status, and the socio-economic impact of animal welfare, informs the government to ensure that all the Five Domains of animal welfare are met. In cooperation with the South African government, we aim to ensure that animals are protected by laws and regulations. This constitutes a basis for achieving justice and fairness in the treatment of animals and restoring order that will improve the lives of millions of animals.

Our recommendations to the South African Government are as follows:

- Animal sentience is to be recognised in legislation or policy in South Africa, given the extensive body of scientific evidence proving that animals are sentient beings.
- Government to stop subsidising harmful practices in Factory farms
- The National Animal Welfare Standards document produced by SABS must be freely accessible to the public to improve animal welfare standards, as at present they need to be purchased.

When we spoke to government:

SOUTH AFRICA HAS ANNOUNCED ITS INTENT TO END CAPTIVE LION BREEDING, BONE TRADE AND DOMESTICATION OF THE SPECIES

FOUR PAWS position statement May 2021 – **Read the full statement on the FOUR PAWS Website.**

The South African Government has announced it will phase out the breeding and keeping of captive lions for commercial purposes. This includes the use of captive lions that are bred, hunted, used in interactions, and the sale and export of their bones (or derivatives).

FOUR PAWS commends the statement made by the Minister for Forestry, Fisheries and the Environment (DFFE), Barbara Creecy and the release of the report from the High-Level Panel that outlines this move. Following years of campaigning on this issue, FOUR PAWS hopes this statement and report signifies the end of a lifetime of suffering for thousands of lions.

FOUR PAWS is confident that the South African Government, in consultation with numerous stakeholders will bring an end to this industry effectively and humanely.

We will continue to offer support to the DFFE and share our expertise and knowledge during the implementation phase of this decision, particularly with regard to the welfare of the lions. FOUR PAWS remains committed to big cat protection and ensuring animal welfare is a high priority in the implementation period of this decision, and we look forward to supporting the South African Government in doing so.

08

#LIVEKINDER SOUTH AFRICA

In the words of the late **Archbishop Desmond Tutu**:

"Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world".

FOUR PAWS advocates for a kinder planet for humans, animals, and the environment. We must rethink our relationship with animals.

Join FOUR PAWS as a co-creator of a kinder planet. As FOUR PAWS we believe that every little action can have a huge impact. We collectively have the power to protect animals, humans and the planet by making kinder choices.

At FOUR PAWS we are working to protect wild, companion and farm animals and in doing so, improve the planet and human health. Supporting higher animal welfare standards includes the application of the 3Rs Principle - Reduce, Refine and Replace. It means reducing your consumption of animal-based products, refining your choices and choosing products that promote better animal welfare standards such as food and fashion and where possible seeking out to replace animal-derived products with alternatives!

KINDER CHOICES FOR A KINDER WORLD:

#EatKinder, South Africa!

A huge part of South African culture is celebrating every occasion with food. From all our favourite local dishes and family recipes, these meals have meaning and hold so much tradition and culture. In a kinder world, food choices have no negative impact on the lives of animals, our health and that of the planet. Refining food choices means opting for alternative and sustainable products.

Eating Kinder to #LiveKinder

Buying Local

There are many great reasons to 'buy local' – animals, fruits, veggies, and other foods are not transported long distances which adds to the suffering of animals and to pollution; food is fresher; and it boosts the local economy.

Save Our Planet

Meat consumption contributes significantly to climate change - oxygen producing forests are cut down to make space for methane-producing livestock, which take up about a third of global agricultural land. Meat is eating up the planet.

Alternative Protein

Protein and calcium are not only found in animal products. There are so many nutritious plants and plant-based products to keep you strong and healthy. Beans, legumes, and lentils are rich in protein and contain many other nutrients. Soybeans are a complete source of protein.

Wear It Kind South Africa!

No animal deserves to suffer in the name of fashion. Trapping, breeding and killing animals to produce fashion is cruel, unethical and unsustainable. Fortunately, due to rapid technological developments, there is an ever-growing range of next-gen and recycled animal-free materials available. In co-creating a kinder world for animals, animal-friendly fashion is the only kind of fashion.

5 SIMPLE STEPS to a cruelty-free wardrobe!

1. Shop for more sustainable plant-based fibres such as organic or recycled cotton and hemp – these fabrics are gentler on the planet and found in many fashion items.

2. Choose products made from waste. This can include discarded fishing nets, recycled polyester, and even used coffee grinds. These materials are being made into versatile, durable, and luxurious fabrics, turning a problem – consumer waste, into a solution.

3. Love pre-loved! You can #WearItKind without breaking the bank. Try the 80:20 rule – 80% pre-loved and 20% new and kind. We can be gentle on the planet, and gentle on our wallets.

4. Download the Good On You App, a source of sustainability ratings for fashion, which gives you the power to easily check the impact of your favourite fashion brands on animal welfare standards. You're now able to to discover the best in ethical and sustainable fashion, through a FOUR PAWS, #WearItKind partner.

5. Speak up! Already have a favourite brand you wish was doing more? Let them know! Your voice may be just the motivation they need to improve their products for animals, people, and the planet.

Travel Kind South Africa!

When planning your next holiday,

we encourage you to only visit wild nature reserves and True Sanctuaries. To #TravelKind means visiting destinations where no animals are exploited or harmed. This means avoiding facilities that keep animals in cruel conditions and allow wildlife interactions. Travellers should strive to make conscious and kind choices. FOUR PAWS recommends visiting True Sanctuaries in South Africa, where there are no interactions with animals permitted, no trading of animals for profit, no hunting and no breeding of animals in captivity.

10 Do's and Don'ts of #TravelKind

1. Do- photograph wildlife in the wild while respecting their space. Don't support businesses charging for photos with animals.

2. Do- Enjoy animals in the wild where they belong, and support companies that offer eco-tourism trips or non-invasive photo safaris.

3. Don't- visit places that offer trips that include interactions and trophy hunting, which is a cruel and unnecessary sport.

4. Don't- have close contact with wild animals, they are not pets looking for belly scratches. Holding or petting wildlife is never kind to the animal, despite your best intentions. Close contact with wild animals could cause harm to their environment or to the animals themselves. And for your safety, this goes for stray or feral animals too.

5. Don't feed wild animals, this harms their ability to find food naturally and teaches them to get dangerously close to humans.

6. Sometimes you'll see animals in "sanctuaries" or poor-quality zoos. If you are worried about the welfare of these animals, **Do** report it immediately to your tour operator or a local welfare organisation. A True Sanctuary does not breed animals, allow the public to make contact with animals, and cares for the animals for the rest of their natural lives.

7. Elephants are wild animals and can't be "tamed" without cruel treatment. **Don't** try to ride them or visit businesses that offer this kind of activity.

8. Don't buy trinkets or souvenirs made from animal parts. The illegal trade in wildlife parts and products includes items made with exotic leathers and fur, ivory and ornamental objects, food items, and traditional medicines. Buying these products encourages animal exploitation and poaching of animals from the wild.

9. Don't support cruel animal exhibits or shows like circuses, performances with marine mammals or any kind of show that involves wild animal performances. These animals are kept in inappropriate conditions and their performances are the result of dubious training methods based on domination or, at worst, violence. Please don't support this torture.

10. Working mules and horses are common in some countries. If you encounter an animal bred for work and are worried about their welfare, please - **Do** report it immediately to a local welfare organisation or your tour operator.

09

OUR DEMANDS

As you join us in co-creating a kinder planet with kinder choices, these are our demands to industries and the government, and we welcome you to join the #LiveKinder movement:

- The food industry should diversify its range of plant and fungi-based alternatives and set tangible targets to reduce animal products.
- The fashion industry should commit to ending sales of cruel products and the reduction of animal-derived materials, while increasing sustainable and animal-free alternatives.
- The public sector must reduce animal products in public institutions, and where animal products are used, these should be sourced from businesses that uphold higher animal welfare standards.
- The South African Government should stop promoting harmful animal agricultural practices and commit to ending factory farming, by taking action such as banning sow stalls, veal crates and battery cages.

10

BECOMING THE VOICE FOR ANIMALS

As a global animal welfare organisation, speaking in one united voice, we have combined our ability to engage with the public by reaching the hearts and minds of millions through revealing animal suffering, rescuing animals in need, and protecting them.

At FOUR PAWS, we reveal the evidence of animal suffering through the use of social media by connecting compelling visuals to animal rescue stories which inspire, inform, and promote behavioural change. We translate technical science-based research into captivating picture-making facts that are understandable to the public and to project consistent messaging.

Social media platforms such as Facebook, Instagram, TikTok, YouTube and X (Formerly known as Twitter) are powerful tools for driving change and as such, helps amplify advocacy efforts by reaching more people in more places, faster.

FOUR PAWS encourages supporters to use social media to advocate for animal welfare in the following ways:

STEP 1

Follow FOUR PAWS South Africa on all our social media platforms to see the work we do and how you can get involved and stay informed. Here you will see the latest news on our rescue missions, animal features and online campaigns!

Facebook: @FourPaws.ZA **Instagram:** @fourpawsza **Twitter:** @FOURPAWSSA
YouTube: @FourPawsZA

STEP 2

Visit our dedicated website at www.four-paws.org.za to learn more about us, our history, our vision, our mission for Animal Welfare. Worldwide. Here you will find our programmatic work, educational material, press news and a dedicated resources page of our petitions and research.

STEP 3

Sign up for our newsletter and join our mailing list. This is a quick, effective, and easy way to share FOUR PAWS content with your online community. This allows for an understanding of the day-to-day work that happens at FOUR PAWS.

STEP 4

Find our petitions! Your signature matters to our work! It speaks volumes and makes a difference! A petition is a request for government representatives or legislators to do something about the cause and the signatures collected from the supporters strengthen that voice. Our petitions are a platform for the public to engage decision-makers on desired change.

Signing a Petition is a simple, and easy way to show support for our campaigns. The more signatures we receive, the greater the pressure on government. We therefore encourage you to share our petitions across all your social media channels, retweet, like and share for a greater reach! Our petitions are signed online, through our website and you can add your name and email address so that we can keep you informed on the petition progress.

STEP 5

Take our surveys and polls! Our surveys and polls are designed to find out what the general public thinks about a particular issue or topic regarding Animal Welfare. When we lobby, campaign and conduct research we invest resources to advocate for animal welfare and make use of surveys and polls to collect data. Information gathered from public opinion informs us on public preferences and behaviour.

The polls are designed to represent the opinion of South Africans by conducting a series of questions that form public opinion. Our surveys gather feedback to understand public needs and concerns that inform us to tailor our approach and advocacy. Our surveys and polls protect animals worldwide.

11

PENNY FOR YOUR THOUGHTS?

What the Rand can do

FOUR PAWS is a Not-for-Profit organisation which means we rely entirely on charitable donations to fund our critical animal welfare work. We offer multiple ways for you to support our work and commit to using every rand we receive responsibly and for the benefit of the animals we serve.

Your generous donations support our local initiatives that proactively support:

- Domestic animals in need
- Advocating for better laws for farm animals
- Wild animals under direct human influence and
- FOUR PAWS Sanctuaries (LIONSROCK Big Cat Sanctuary)

Your support also directly supports our Emergency and Disaster Relief campaigns, Rescue Missions and sterilisation and vaccination programmes to administer life-saving veterinary services and provide animal care packs to vulnerable companion animals.

- R 100 could provide appropriate nutrition for a rescued big cat
- R 350 could contribute to enrichment for our rescued big cats
- R 500 could provide sterilisation and vaccinations for a cat or dog, preventing unwanted litters and subsequent animal suffering
- A generous R1000 donation could provide a medical check and annual vaccinations for a rescued big cat.

Face-to-Face Fundraisers near YOU!

Our dedicated team of fundraisers can be found in shopping malls around Gauteng and Cape Town, South Africa. Our teams are knowledgeable and passionate about our work and will introduce you to an array of projects and campaigns that need your support.

We know that our donors are core to the success of our critical animal welfare projects and campaigns. We endeavour to make the experience of becoming a valued FOUR PAWS donor seamless and quick.

As a FOUR PAWS donor, we strive to keep you informed about the work your support allows us to do.

Other ways to donate:

1. Online at Donate FOUR PAWS (four-paws.org.za)
2. Donate via SnapScan (Add QR code SnapScan | FOUR PAWS
3. List FOUR PAWS as a Woolworths MySchool/ MyVillage/ MyPlanet beneficiary.
4. Become a fundraiser for FOUR PAWS or donate via GivenGain

5. EFT:

FOUR PAWS Animal Welfare Foundation
First National Bank
Account number: 621 3954 7759
Branch code: 250 655
Swift code: FIRNZAJJ
Please use your e-mail address as a reference so we can thank you!

A lasting legacy for a kinder future:

As passionate advocates for animal welfare, their fate when we're no longer here to stand by their side or give them a voice is concerning. By entrusting your legacy to FOUR PAWS, you're securing a future where your love for animals lives on. Together, we can forge a lasting testament to show compassion and protect those who need it most. Discover how you can leave behind an impactful legacy on our website.

#LIVE
KINDER