

How you can Live Kinder



Animal Welfare.
Worldwide.





How to Live Kinder

#LiveKinder

FOUR PAWS is a global animal welfare organisation, working to reveal, rescue and protect animals under human influence and especially focused on the welfare of animals impacted or connected to the global pandemic.

Covid-19 is not the first zoonotic outbreak, and nor will it be the last. Not unless we drastically change our relationship with animals and the environment can we break this cycle. Infectious diseases like Ebola, HIV, MERS and SARS have all emerged from either human interaction with wild or domestic animals sold at live animal markets, or with farmed animals reared in intensive systems that create the perfect conditions for viruses to spread.

Markets selling wildlife, dog and cat meat and farmed animals, both dead and alive, with little or no hygiene practices, are a direct risk to human health, but it's also created by our demand. Animals farmed or taken from the wild, commonly find their way into our lives, as food, clothing, pets or products.

So how can we prevent the next pandemic?

This is not just a problem on the other side of the world. This is a problem we are all contributing to and a problem we can all solve, if we Live Kinder. We need to:

1. Reduce the number of animals farmed for food
2. Reduce trade and transport of animals and animal products
3. Reduce demand for animal products like meat, dairy, eggs and textiles

We can all #LiveKinder. Kinder in what we eat and how we treat animals and the planet. Small actions can have a big impact. Swapping your beef burger for a plant-based alternative, walking to work instead of driving or even stopping buying fast-fashion can all have a big impact.

Collectively, we have the power to protect animals and the planet.



How to Travel Kind

Before the pandemic we all took travel and exploring new places for granted. Now, as countries start to re-open their borders and we begin to rediscover exciting lands and cultures once more, we must make better choices and ensure animal welfare does not take a back seat when planning our holidays.

The Do's and Don'ts of animal-friendly travel:

If an animal is performing tricks or shows, this is a clear sign they have been abused to perform – do not support or give your money to animal performances of any kind!

If you can ride, touch, bathe or pose for a photo with a wild animal, there is a high chance that the animal has suffered to be tamed. Remember – a true sanctuary will not allow any human interaction with their animals or breed the animals.



Respect animals in the community including working animals and strays. Avoid interacting with strays as some diseases like rabies can be passed to humans, and if you have any concerns about the welfare of working animals report it to your tour operator.

Do not buy trinkets or souvenirs made from animal parts like ivory, furs, or skins. Buying these products puts money in the pockets of poachers and encourages animal exploitation and can also get you a hefty fine at the airport if from a protected species!



Do not eat at restaurants or street vendors that sell dog and cat meat, bush meat, and endangered species like shark fin or turtle meat – if in doubt, go for a veggie option on the menu!



Take the oath to Travel Kind today



SCAN ME



How to Eat Kinder



Our high demand for meat and animal products has led to billions of farmed animals suffering on factory farms.

These farms are a breeding ground for disease and are slowly destroying our planet with dangerous greenhouse gas emissions and waste polluting our lakes and rivers.

First steps

1. Start small - introduce a meat-free day once a week. Swap chicken for tofu in your curry for a change!
2. Experiment - there are lots of different plant-based alternatives available, so try swapping dairy for tasty oat or almond milk for your breakfast.
3. Give yourself a break! We all slip up and make mistakes, but don't let that stop you from getting back on the reduce-itarian diet.

The 3Rs Principle

Reduce

Animal-based products



Refine

Food choices which promote higher animal welfare standards



Replace

Animal-based products with plant-based alternatives



By following the 3Rs, you can eat kinder for your health and the wellbeing of millions of animals and the planet. Foods like lentils and pulses are not only cheaper than meat, but also lower your risk of developing heart disease and bowel cancer thanks to the high fibre and low saturated fats. And, with 18% of greenhouse gas emissions coming from livestock farming, just think how a simple meat-swap could help tackle climate change!



By reducing the amount of meat and dairy we eat and introducing more plant-based foods into our diet, we can not only end factory farming, but help protect the planet and improve our own health!

**Take the
pledge today**



SCAN ME



Treat your pet with kindness

Pets can be our lifelines and act as dependable companions during challenging times, and no time has been more demanding than during the pandemic. But this global disaster has not only impacted our lives, but theirs too.

More people are buying and adopting pets than ever before, especially during lockdown, and this has opened the door to illegal breeders to take advantage. The failure to get puppies adequate vet treatment, removing them from their mothers far too early and transporting them across Europe illegally to be smuggled into the UK and sold to unsuspecting homes, often has catastrophic results.

If you think you have been a victim of illegal puppy breeders or might know someone who has, **report it here:**



Our existing pets have also had to adapt to our new work/life balance. Many will be thrilled to have our company 24/7 for a change, but as life returns to normal, our pets can develop anxiety or boredom when we start to leave them alone. So, it's really important that we become responsible pet owners and make the transition for pandemic life to normal life as easy for them as possible.

Let's Live Kinder at home and keep our pets happy by:

1. Addressing separation anxiety by getting them used to being alone
2. Investing in toys and gadgets that keep them occupied while you are out
3. Making sure to socialise your dogs with other dogs and people
4. Fully read up on the realities of owning a pet and check you are ready for the responsibility and costs involved
5. Source your new puppy from a responsible breeder and make sure you see the mum



Wear it Kind



How to Wear it Kind

For many people fashion is about looking and feeling great. However, should this come at the expense of animals? Every year, millions of animals are caged and abused to feed our love of clothing. We need to show more compassion in fashion.

Say NO to mulesed wool

Did you know 90% of the world's fine wool is produced in Australia? Merino lambs have the skin around their buttocks cut off to reduce the risk of flystrike, often without pain relief. If you buy merino wool products, check the label for the 'Responsible Wool Standard' to make sure you are not funding this cruelty.

Down with down feathers!

It takes the down feathers from at least 75 birds to make just one duvet. Millions of geese and ducks suffer the

painful practice of 'live-plucking' to supply down feathers for clothing and bedding. Luckily, there are several sustainable alternatives available, such as lyocell and silicone, or you can check the label for the 'Responsible Down Standard' which prohibits 'live plucking' and force-feeding of birds.

Fur fox sake, enough is enough!

The UK banned fur farming back in 2000, yet we still import millions of pounds worth of fur each year. Animals like mink, foxes and raccoon dogs are kept in tiny, barren cages and endure a life of cruelty. There is no ethical or sustainable way to farm fur, so the only option is to say NO to fur!

We can't hide from exotic skins

Crocodiles, pythons, ostriches, kangaroos – what do these animals have in common? Sadly, these are just some of the many wild animals that are farmed, hunted and skinned to make fashion items such as handbags, watch straps and shoes. Please say NO to exotic leather!

By thinking more about the clothes we buy, we can make more conscious decisions that do not support animal cruelty and send a signal to fashion brands that we want to see more compassion in fashion.

Tear here,
fold and
keep in your
wallet

Take the
pledge today



Wear it Kind

We need more compassion in fashion

Millions of animals are suffering in the name of fashion. Every item we buy is a chance to wear our values and speak up for animals in need.

Together, we can drive an animal-friendly fashion future.

Pledge to #WearitKind today at wearitkind.org



Wear it Kind





Animal Welfare.
Worldwide.



FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. For more than 30 years, **FOUR PAWS** has worked tirelessly to create sustainable solutions for animals in need, by changing consumer behaviour, driving legal change and building effective partnerships to improve the ways in which animals are treated.

Animal welfare. Worldwide.

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*Tear
here*
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How to Wear it Kind

Choose kind, long-lasting and sustainable fashion.
Or choose pre-loved (second-hand) purchases.

Say NO to fur from any animal.
No animal should die for a fur coat or fur trim.

Choose sustainable alternatives to down feathers
such as recycled polyester of Flocus products.



How to Wear it Kind

Look for alternatives such as recycled polyester/acrylic
or organic cotton. **Always avoid mulesed Merino wool.**

Avoid leather and try sustainable, animal-friendly
alternatives such as piñatex and cork.

Reduce animal-based fashion choices as much as
possible and support brands that care about animals.