

ABOUT ANIMAL ETHICS

VISION, MISSION AND VALUES

VISION

Our vision is a world where all sentient beings are given full moral consideration.

MISSION

To educate and influence the general public and society, in particular academics and animal advocates, so they show greater respect towards all sentient beings and reject speciesism.

To investigate the ways nonhuman animals can be positively and negatively affected in significant ways.

To support activities that eradicate harms suffered by sentient beings.

VALUES

We accept the simple principle that some strategies, tactics, and methods can be more effective than others, and we aim to be as efficient as possible. We should constantly be seeking the most efficient ways to achieve our mission. We are prepared to change the way we work to improve our cost-effectiveness on the basis of the strongest evidence available.

We will not let our aim (achieving a world where as many harms suffered by sentient beings as possible are eliminated) be compromised or made dependent on any other ethical or political aim.

We believe in treating everyone we work with with respect and reject unjustified discrimination.

Our decisions should be consistently aligned with our vision, mission and values.

CORE PHILOSOPHY

We believe that all sentient (feeling) beings deserve equal moral consideration, because

it is the ability to feel that determines whether a being can suffer or have positive experiences. The species or any other biological category (such as vertebrates) to which a being belongs is irrelevant when it comes to respecting someone.

Any other circumstance that is not related to whether a being is sentient is also irrelevant. If what we care about is the feelings of suffering or wellbeing in others, then how different a sentient being is from us and how much their experiences differ also have nothing to do with how much moral consideration we should give them.

Where and how sentient beings live are irrelevant for deserving equal moral consideration. Beings who deserve equal moral consideration include animals who are exploited by human beings and those who can be harmed by other causes, including animals in the wild.

Moral consideration concerns both sentient animals living today and all future sentient beings, whatever their nature may be. Our work aims at having the biggest possible positive impact on all of them. We try to avoid work that gives greater benefit to those who exist right now at the expense of sentient beings in the future.

WHAT WE DO

We do research and outreach work aimed not at stopping particular ways in which animals are harmed (which other organizations are already addressing), but at achieving a shift in attitudes towards speciesism, animal exploitation, and the tendency to dismiss intervention to aid animals in the wild.

- We aim to change the minds of the public, academics and people in influential positions. We do this by providing information about the situation of nonhuman animals and arguments regarding the moral consideration of animals.
- We aim to be a resource that other organizations, academics, and members of the general public go to for information and outreach materials on issues in animal ethics and animal consciousness (sentience).
- We consider research on the most cost-effective ways to reduce the harms suffered by all nonhuman animals, both domesticated and wild animals.