
STRATEGY

ANIMA INTERNATIONAL





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I. MOVEMENT BUILDING

introduction

One of the best investments we can make as an organization today is to invest in the development of the animal protection movement and make it global. We currently lack not only enough people and resources to solve many problems, but also enough good ideas and potential alliances. Having more people involved in improving animal welfare increases the overall success rate of the movement and boosts

the chances of good ideas and great solutions being developed. An additional benefit will be to contribute to the fight against the suffering of animals by people and organizations from countries where the animal movement is very small or non-existent. By ensuring a good flow of information between organizations and the cultural diversity of the movement, we are increasing the chances of innovation.

01. WE DEVELOP LOCAL ACTIVIST GROUPS

We do not believe that serious social change can happen without creating a social movement, so we invest heavily in this. Thanks to our large network of activists the impact of each job we create in the organization is multiplied. Local groups ensure we are able to react faster to events and we are better embedded

in local communities. Volunteers are involved in the work of the organization at all levels. They actively participate not only in the implementation of the plans, but also in their creation. This approach results in very high involvement of volunteers and attracts highly qualified people to the organization. We also invest in our



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volunteers - we organize a large number of internal training sessions which are accessible to all. Local activist groups also give us many opportunities for innovation - relatively independent groups implement their own ideas. If the idea proves to be a failure, the cost for the organization is

small, but if it proves successful, we can easily copy it in other groups or make it a national campaign. We are an organization where ideas are both transferred from the centre (management board) outwards to volunteers and employees and from them back towards the centre.



02. WE ARE ACTIVE IN COALITIONS

Coalitions of different organizations are important in creating social change and are good platforms for facilitating understanding between organizations. We consider coalitions to be an essential element in creating a strong animal movement and therefore, if we join them, we are an active participant and take responsibility for their success. We organize campaigns and share knowledge and materials with other organizations. We also initiate opportunities for multi-organizational cooperation on our own, in the form of larger or smaller coalitions.



03. WE ORGANIZE CONFERENCES

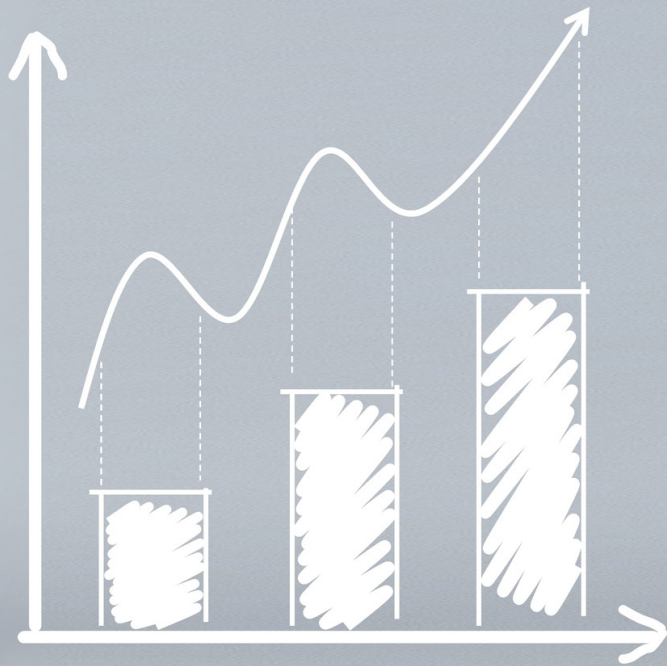
Our experience shows that conferences can play a very important role in the progress of the animal movement. They provide an opportunity to exchange ideas, increase the level of knowledge of participants on various topics, and above all, they inspire participants, which is a factor that is extremely important but is often underestimated. Conferences, giving the opportunity to meet people from different organizations and from different backgrounds, potentially create a very good ground for the creation of new ideas and solutions. Additionally, conferences of a more academic nature have the potential to raise the profile of the issues discussed and inspire further research.

04. WE INVEST IN OTHER ORGANIZATIONS

We will not win the fight against animal suffering alone. We need other organizations not only because it gives us the strength of quantity, but also because having more organizations involved increases the potential for innovation. All employees have the opportunity and are encouraged to spend part of their working time consulting or training other organizations. We offer other organizations our investigation materials, web templates and other materials that can make their work easier and more efficient.

We are currently working on creating a central repository with valuable materials we want to share with others. We have also started to work on a project of active acquisition of contacts for new organizations and people who may be interested in setting up an organization so we can offer them training and support.





DEVELOPING FUNDRAISING BASED ON A BROAD BASE OF DONORS

We develop fundraising areas based on broad donor membership by organizing various fundraising campaigns that appeal to the interests of potential donors in the countries in which we operate. Thanks to this, we are able to funnel donations and campaigning interests of supporters towards the issue of farmed animal suffering, whereas they might begin their journey with us by being interested in more traditional subject areas like circus animals and homeless dogs and cats. We are happy to train other organizations with our fundraising solutions.

II. CAPACITY BUILDING

When organizations operate efficiently this increases the chances of campaigns to combat animal suffering being successful. As Anima International, we take the development of campaigns - both our main programs and increasing fundraising capacity - very seriously.

02. WE ARE AN ORGANIZATION BASED ON EFFECTIVE PROCESSES

An important part of our self-identification is the great freedom of individual country organizations, employees and volunteers in achieving their goals and missions. We recognize that growth and development often leads to less innovation and more bureaucracy and control. We put a lot of effort into finding the best solutions that will counteract this and allow us to have the impact of a large international organization and the maneuverability and innovation of a small grassroots group.



03. CREATING FUTURE LEADERS

Our ambition is to create an organization that will be able to solve important problems not only now but also in the future, while still having a positive impact on the overall level of competence in the animal movement. To achieve this, we are already investing in the development of both employees and volunteers in the organization. We focus on giving opportunities to learn new things and strongly emphasize the fact that learning is a very important part of the job. After setting priorities and making sure that the person understands the framework in which we operate and our mission, we give as much freedom as possible in the way we perform our tasks and in the projects that the employee or volunteer carries out. We feel that we cannot create a leader-ful movement if we operate in a structure in which a few people make decisions and all the rest of the organization is just executing them. We want our employees and volunteers to have the competencies to manage positions in our organization, in other organizations, in companies that are changing the food market or to establish their own organizations or companies.



III. INSTITUTIONAL CHANGES

Institutions are key to determining the actions of the public and so creating change in this area is one of our focus points. By influencing institutions we are able to change society as a whole. Institutional and legal regulations are deeply rooted expressions of social values.



01. WE INFLUENCE POLITICAL CHANGE

One of our goals in the countries where we operate is to make animal issues a major political issue that has the potential to mobilize voters with different views on many other topics. We aim to create multi-party agreements to improve animal welfare and encourage political parties to create programmes that help reduce animal suffering, as well as outlawing some of the worst abuses.



02. WE INFLUENCE THE MARKET

We are campaigning both to improve the welfare of farmed animals and to increase the quantity and quality of alternatives to animal products. We put pressure on companies through both high-profile public campaigns and dialogue with partners. We make it easier for new companies to offer more plant-based options by linking them to interested audiences. We create opportunities for business cooperation between different entities with the aim of developing the market for plant alternatives.



03. WE ARE EXPERTS IN ANIMAL WELFARE AND ALTERNATIVES TO ANIMAL PRODUCTS

We advise companies on their animal welfare policies and how to market these to the public. We produce reports and rankings and commission independent studies that illustrate animal welfare issues, society's expectations and market trends. We are active participants in and initiators of industry events. We also position ourselves as an expert in the field of clean meat to influence the debate on this issue and to avoid a GMO-style backlash.

04. WE ENGAGE IN CONSTRUCTIVE DIALOGUE WITH THE LEGAL PROFESSION

Lawyers play a key role in all stages of law making, application and enforcement. A large number of active politicians, especially MPs and senators, have a legal education and almost all parliamentarians benefit from the assistance of lawyers in their parliamentary work. It is therefore extremely important for lawyers to be aware of the importance of the problems relating to industrial animal farming. That is why we encourage close relations with the legal profession. We organize conferences on the legal protection of animals, we train police officers in applying animal protection laws and we cooperate with scientific circles on animal rights at universities.



05. WE COOPERATE WITH THE ACADEMIC COMMUNITY

Another aspect of raising the profile of topics related to the prevention of animal suffering is cooperation with the academic community. We are in contact with scientific institutions whose scope of activities may be useful for the implementation of our objectives. We try to inspire research related to both innovation in alternatives to animal products and in social sciences that can improve the efficiency of the animal movement. We also use expert knowledge as a tool of persuasion - in many circumstances, scientific expertise will have greater power of persuasion than materials written by activist organizations.



IV. CHANGING SOCIAL NORMS

Social norms have a strong impact on both the views and conduct of society. As part of our awareness-raising activities, we rely on techniques that directly change social norms rather than the views of individuals.

01. ALLIANCE BUILDING

Individuals make decisions based on their assumptions about the beliefs of their benchmark group. In order to have a greater impact on the social perception of animals, we focus on social groups rather than individuals. We create targeted campaigns that are aimed at attracting influential

individuals from different social groups to change their attitudes in the groups they represent plant-based nutrition, with local communities struggling against the building of industrial farms and with popular chefs promoting plant-based meals and better animal welfare.



02. WORKING WITH THE MEDIA

The media has a strong influence on changing social standards by influencing public opinion. There are indications that the way in which information is provided is more important than the content of the information and that public content has a greater impact on changing attitudes than content provided to individuals (e.g. in the form of leaflets). Many of our actions are designed from the very beginning in such a way as to bring about media coverage,

resulting in a gradual change in social norms and momentum to make further changes and achieve further successes. We place great emphasis on ensuring the media is talking about the evidence of trends related to both the increase of empathy towards animals and the increase of interest in alternatives to animal products. Very often we decide not to emphasize our participation in media materials in order to increase the impact of these materials, e.g. in the business world.

03. REACHING CONSUMERS BY CREATING COMMUNITIES AND INTEREST GROUPS

Changing the supply of products on the food market also requires reaching new consumers and increasing the pool of potential consumers. We focus on creating communities and communicating with whole groups. As in the case of working with the media, communication with a group gives a greater chance of change in their social norms. Additionally, group support gives people less sense of alienation and makes it easier to continue new behaviours (e.g. giving up eating meat). An additional element of our work with consumers is transforming interest communities into interest groups - i.e. groups that share common interests and that are ready to fight for these interests together. An example of such actions is engaging people taking part in the vegan challenge in supporting institutional campaigns. People experimenting with plant-based diets are interested in increasing the number of alternatives on the market and for companies producing alternatives this is often the most interesting group.



Join Vegan Challenge
today!

