

ACE COMMUNITY CHAT:

Animal Advocacy Research



Housekeeping

- Presentation followed by Q&A
- Submit your questions at any time via the Q&A feature
- Chat with attendees and panelists via the Chat window
- Today's presentation will be recorded



ANIMAL CHARITY
EVALUATORS

Animal Advocacy Research

Samantha Berscht, *Research Fund Program Officer*

Land acknowledgment

“We acknowledge that this Webinar is taking place throughout the unceded territory of countless tribal nations and indigenous people. As we begin this event, we acknowledge and honor the original inhabitants of our various regions.

Adapted from: California Indian Culture and Sovereignty Center

Agenda

- Overview of Animal Advocacy Research Fund (AARF): 10 - 15 min
- Perspectives on Research: 20 min
- Effective Animal Advocacy (EAA)— Learnings & Building: 10 - 15 min
- Q&A/Discussion: 15 min

Goals

- Viewpoints & challenges
- Identify which pieces resonate with you
- Share your ideas/suggestions!

sam@animalcharityevaluators.org

Poll:

Are you a...

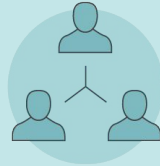
- Donor
- Researcher
- Part of the EA community
- Animal advocate
- ACE supporter

Animal Advocacy Research Fund (AARF)



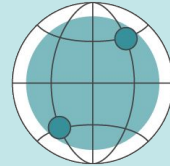
46

research projects



84

researchers



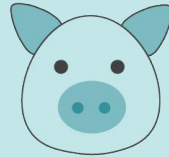
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countries



47

academic institutions

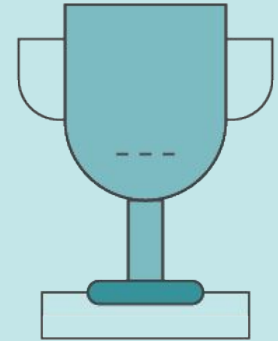


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animal charities

Success

- 22 completed projects
- Increasing application numbers
- 2 stage application process
- Fostering expertise in animal advocacy
- Open science policies



AARF research examples

- “Naturalness Concerns and Clean Meat Acceptance: A Faunalytics Study.” [Anderson , Jo, et al.](#)
- “Eating to Save the Planet: Evidence from a Randomized Controlled Trial Using Individual-Level Food Purchase Data.” [Jalil, Andrew, et al.](#)
- “A Survey of Consumer Perceptions of Plant-Based and Clean Meat in the USA, India, and China.” [Bryant, Christopher, et al.](#)

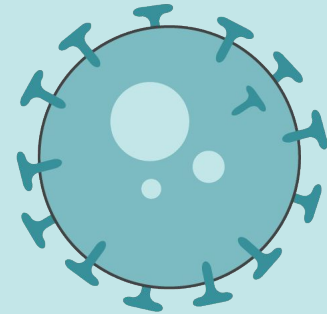
“Early in my adult life I faced a fork in the road: continue pursuing the career path I had begun in academia or switch gears and devote myself full-time to animal advocacy...

...Animal Charity Evaluators has helped to change that for me and many other scholars through the Animal Advocacy Research Fund (AARF).”

Lisa Kramer, PhD, University of Toronto

Challenges

- Canceled projects
- COVID-19
- More projects than funding
- Open science policies
- Evaluating research methods



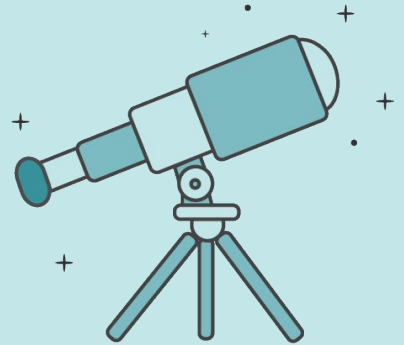
Respond in the chat:

- What do you think is the most common reason AARF funded projects are not completed?

Looking ahead

What's next for the AARF?

- Need remains high
- Build on success
- Innovative research program



Exploring multiple perspectives on research



Donor perspectives

- *I want to see results of my donation*
 - research can be a slow process
- *I want to know I am making a difference*
 - it is difficult to predict what will be impactful
- *I want my money to be used efficiently and responsibly*
 - donor vs. other preferences

Respond in the chat:

- What would motivate/ de-motivate you to fund research?

Poll:

On average, academic researchers spend what percentage of their time applying for grants?

- 10% - 15%
- 20% - 25%
- 40% - 50%
- 60% - 70%

Researcher perspectives

- *I spend nearly half my time applying for grants*
 - More efficient application process
- *There is little to no funding for interdisciplinary work*
 - How do we encourage collaboration?
- *I want to publish my work and build a career for myself*
 - How can we support careers in animal advocacy research?

Respond in the chat:

- What other obstacles exist for researchers?

Animal advocate perspectives

- *I want to use research results to better inform my work*
 - Results have to be accessible
- *I have ideas for projects but may not have the training to carry out a research study*
 - Can we connect front line advocates to researchers?

Respond in the chat:

- Have you utilized research findings to inform or improve practice?

Grant administrator perspectives

- *I want to accurately assess grant proposals*
 - Need a vast variety of experts
- *I want to measure the impact of research results*
 - Classic metrics are not ideal
- *I want to see uptake/implementation of results*
 - Facilitate connections, highlight work

Respond in the chat:

- Where do you think conflict in priorities most commonly occurs?

Conflicts

- Publishing costs
- Balancing rigorous review process with turnover
- What questions/studies are important

Lessons from others

What can we learn from other disciplines?

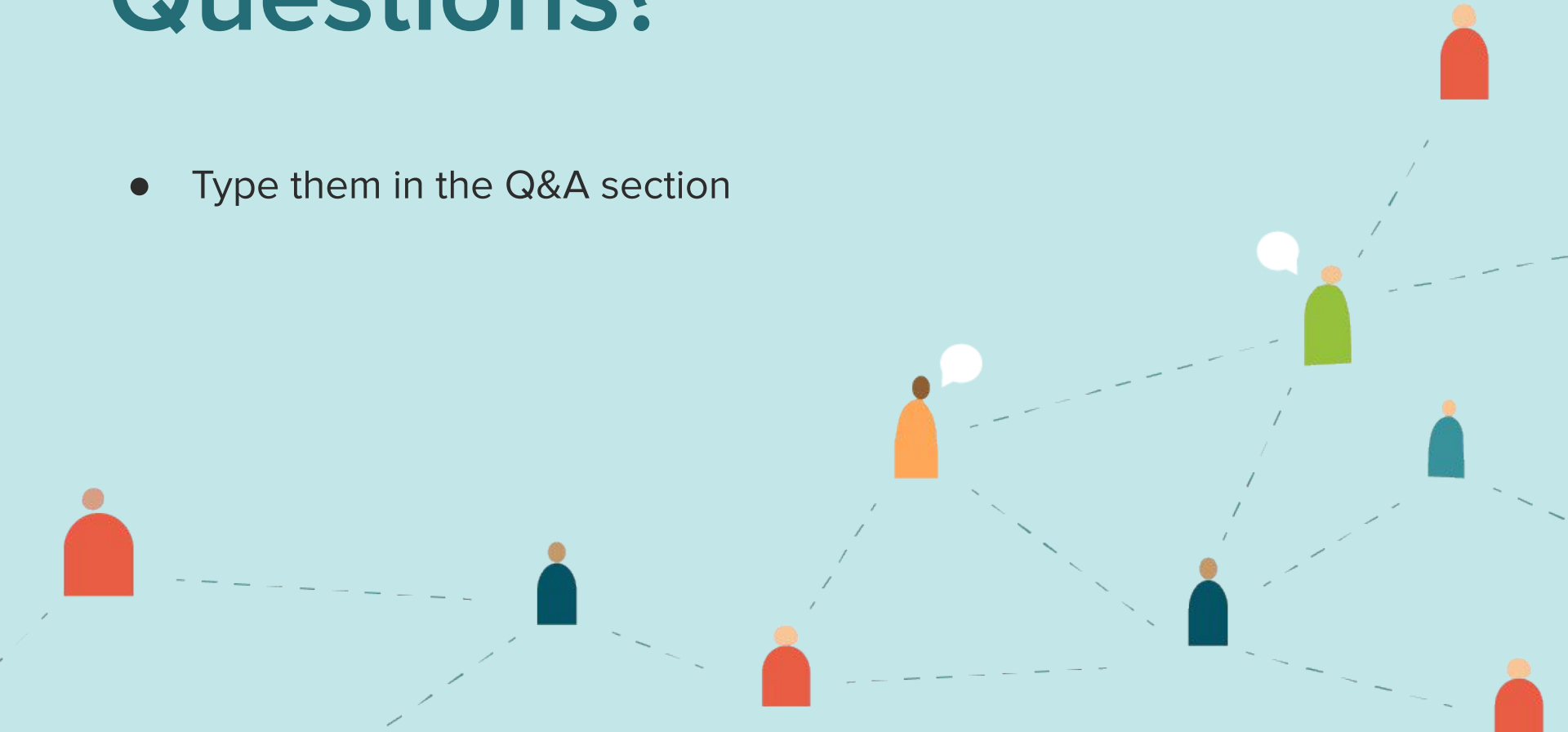
- Clinical human trials
- Public health
- Sustainability science

Respond in the chat:

- How could you leverage your knowledge and skill set to advance animal advocacy?

Questions?

- Type them in the Q&A section



Thank you!

Reach out:

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