

# Introduction to Wild Animal Initiative Programs and Impact Metrics

## Programs

To improve the lives of animals in the wild, we have to understand them first. Which animals are capable of subjective experiences? What is the quality of their lives like in the wild? How can we safely and sustainably help them?

Answering these questions is beyond the reach of any one research group. That's why Wild Animal Initiative's highest priority is supporting the growth of a self-sustaining research community that can advance wild animal welfare research on many fronts at once.

Each of our programs is designed to achieve that end. They work closely together, with progress in one program typically translating into progress in another. Although these interactions work in many directions, we've arranged our programs below to illustrate the conceptual pipeline of many of our ideas: (1) brainstorming ideas with our allies, (2) further exploring them on our own, (3) involving academic collaborators, and (4) empowering others to pursue these ideas independently.

## Impact measurement

In order to achieve our mission as quickly as possible, we are committed to evaluating the impact our efforts actually have on the world. We rely on these metrics to tell us whether our programs are working and when we should change course.

In our first year, we focused our efforts on building our team and developing our programs. Now that we are in our second year, we are implementing systems to rigorously evaluate the impact of these programs. Please see our [Impact Measurement Plan v3.0](#) for more details.