

# 2016

**A YEAR OF ACTIVISM  
IN DEFENSE OF ANIMALS**



2016 has brought about great advances for [Animal Ethics](#) in the different areas in which we work. This is a summary of the activities we have carried out.

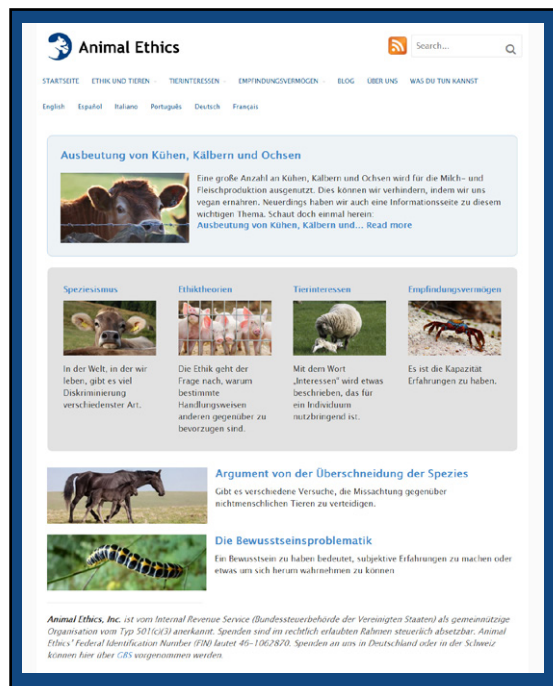
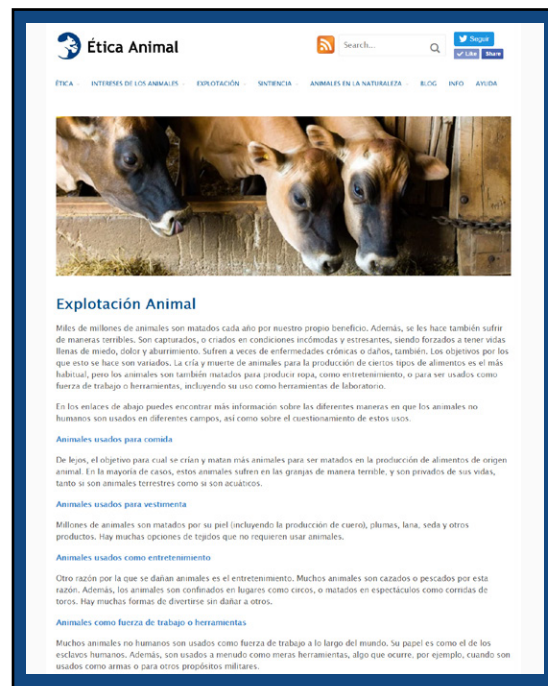


## INTERNET RESEARCH AND INFORMATION DIFFUSION

One of our fundamental tasks is to gather information and make it accessible for the public. This year we have worked intensively on this. In 2016 we doubled the number of articles on our website, which now hosts more than 100 texts on different areas related to the situation of animals. This is due mainly to the inclusion of two large new sections: [animal exploitation](#) and the [status of wild animals](#). This has helped to supplement our website with around

sixty new articles, all of which have been thoroughly researched and have long lists of bibliographical references to scientific texts.

Our website has been made available in two new languages: [French](#) and [German](#). It is now accessible in six languages (including [English](#), [Spanish](#), [Italian](#), and [Portuguese](#)), which combined have over 2 billion speakers worldwide. This greatly increases our global reach.



## STREET ACTIVISM

Alongside our online publications, we have been engaged in regular activism on the street. We have deployed information stands and distributed leaflets in various cities in a number of countries including the US, the United Kingdom, Spain and Brazil. Doing all this has allowed our materials to reach thousands of people on both sides of the Atlantic. We often carry out these activities at universities, because students tend to be more receptive to our message of animal protection.

The leaflets and flyers we use as publication materials are also [available as free downloads](#). This way, our materials are used not only by us, but also by other groups of animal advocates, whose number has grown over the course of 2016.





## ORGANIZING AND GIVING TALKS

We have organized and given dozens of conferences in various countries, including the US, the United Kingdom, Spain, Argentina, Uruguay and Germany. In addition to rea-

ching a large number of people with them, by doing this we have aimed at reaching those who are in influential positions. Some examples of events we have participated in are:

35th Annual Public Interest Environmental Law Conference (University of Oregon, US), Effective Altruism Birmingham Symposium (University of Birmingham, England), Sentience Conference (organized by the Berlin Free University by [Sentience Politics](#)) and the Debates on Science (at the University of Santiago). Some of these conferences have been broadcasted on the internet, which has contributed greatly to their diffusion.



Additionally, we have given many seminars at universities and organized talks in collaboration with other organizations. They have featured speakers from both Animal Ethics and other groups, including effective altruism and animal defense groups from the US, Europe, and Latin America.



## PARTICIPATION IN EVENTS

We have also been present at various events and festivals, such as the Texas Vegan Festival, the South Florida Vegan Festival, the San Francisco Bayview and Dogpatch Sunday Streets, and in England, the London Vegan Festival and the West Midlands Vegan Festival. We set up information stands, distributed leaflets and informative flyers, and gave lectures at some of them.





## SOCIAL NETWORKING

Animal Ethics has been very active on social networks, especially on [Facebook](#). Approximately 250,000 people have followed us on the Facebook pages we have in different languages, with more than 100,000 of those followers being from our English page. Thanks to this, our publications have reached millions of people. In 2017, we hope to greatly increase the number of people we reach through new methods of spreading the word on the issue of speciesism.

## RESEARCH WORK IN ACADEMIA

In the academic world we have also been working on changing the perspectives of students, professors, and especially researchers towards animals, as work in this area can be especially influential in society. It is helpful for this that several Animal Ethics activists teach and do research work at different universities. Alongside their usual work, they also talk to students about the issue of moral consideration when it comes to animal treatment. As well as having done the research that they have presented on our website, these activists have appeared in various media, and have published

texts in various books and articles in respected academic journals on animal ethics, such as *Animal Sentience* and *Between the Species*. One of our members, Catia Faria, has also completed the first PhD dissertation on the suffering of animals in nature and the ways to help them.

To encourage more research in this area, we have also announced the [2nd Animal Ethics Essay Prize](#), which will be on the topic of the situation of animals living in the wild, and of what we can do to help them. We will announce the winning essay next

year. We hope this initiative gives incentive for, and lends authority to, research efforts made in this area.

Finally, our activists have been involved in the launch of an animal law section by the Spanish Organization of Lawyers in Madrid. We intend to do more research in the field of animal law and politics in 2017.





## EVALUATING THE EFFECTIVENESS OF OUR WORK

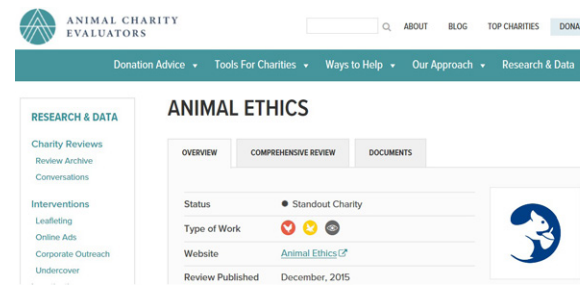
With these activities, we are making progress towards fulfilling the objectives of Animal Ethics in the following areas:

(a) Among the general public, we help to raise awareness about the moral consideration of all sentient beings.

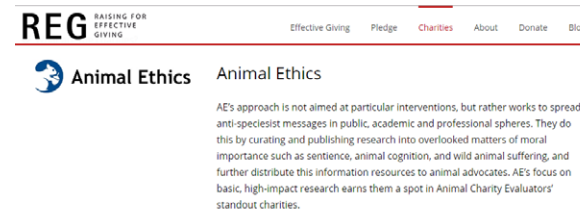
(b) For animal activists, we provide information and resources which can help to increase their effectiveness.

(c) In academia, we encourage debate on the issue of sentience, ethics and animals, animal exploitation, and the situation of animals living in nature.

Although we are only a few years old, Animal Ethics has already been regarded as a stand-out organization by [Animal Charity Evaluators](#) (ACE) due to its work thus far. ACE is a non-profit organization which, among other things, analyzes the effectiveness of animal organizations across the world. It has pointed out that “Animal Ethics works in a mostly ignored area, but is has great potential, particularly in the field of activism that concerns wild animals. Its work in the academic domain is especially promising.”



Animal Ethics has also been recognized as a recommended organization by the organization [Raising for Effective Giving](#) (REG), because of what they describe as our “focus on basic, high-impact research.”



Animal Ethics has achieved this thanks to all the people in many different countries who have been volunteering with us, giving donations to support our work, or helping

us to spread our publications. With your help, we are confident we can have an even bigger impact in 2017, with the goal of making a difference for sentient animals.

