

A year in retrospect:

Animal Ethics activism in 2017

In 2017, [Animal Ethics](#) expanded its work further, reaching new places and people, and we anticipate great advances during the next year. Here is a summary of the results of this year's work.



INFORMATION DIFFUSION AND RESEARCH

Animal Ethics does extensive work online with three aims:

1) reaching the widest possible audience with a message of respect for all sentient beings

2) helping a more specific audience already interested in animal advocacy become better informed and more concerned about issues such as speciesism and the situation of animals in the wild

3) providing information and resources to animal advocates that can help them improve their work

In line with these aims, in 2017 we have continued investing time in doing research and publishing it online. Our research covers topics that are important to animal advocacy, including animal suffering in the wild, cognitive biases and animal activism, veganism, and the legal status of animals.

The number of articles available on our website increased significantly during 2016 and the first half of 2017. By the end of 2015, we had published 35 articles about animal ethics, animal sentience, and animal defense on our website. Since then, we have added 92 new articles to our website, making a total of 127 new articles. These include articles about animal ethics and animal defense and also about animal exploitation, veganism, and wild animals. In particular, our section about the situation of wild animals and the ways to help them is unique in that no other online resource offers similar information.

We introduced a more modern and user-friendly website. We have also continued translating our website into other languages. We recently added a translation in Polish, so our website is now available in seven languages (English, Spanish, French, German, Portuguese, Italian and Polish). Moreover, our work will also be soon available in Chinese, which will make it possible for us to reach an ever-wider audience.



STREET ACTIVISM

We have also expanded our street activism work. We created new local groups of activists in several countries. We have groups of people regularly distributing our leaflets and carrying out activities on our behalf throughout the United States, but especially in the states of California, Colorado, New York, Oregon, Texas and Washington. We are also active in Spain and Brazil and have distributed our materials in other places such as Germany, Canada, and France. We're now distributing hundreds of thousands of leaflets per year, our current estimate for 2017 being close to 300,000. We have been tabling especially at university campuses to reach young people who tend to be more receptive, and have also done outreach in different city centers.

In addition to distributing our materials directly, other groups use them in their outreach work. Our leaflets and fact sheets are [available as free downloads](#), and we're also happy to mail them to those who want to distribute them. As a result, each year our information reaches new locations.





TALKS AND EVENTS

In 2017, we gave and organized dozens of conferences in different countries and languages. Between 2016 and 2017, we organized or gave 60 talks in total. Many of these talks have been at universities. In some cases, Animal Ethics staff members and spokespersons have spoken at conferences where we have reached academics, assessing, in particular, the question of wild animal suffering. In addition to giving talks in English speaking countries, we have expanded into other areas since last year, particularly in Latin America, where we were able to give more than 15 talks. Next year we plan to reach additional new locales as our expertise in issues related to wild animal suffering grows and we become better known in the field.

We have also been present at various events, such as community events in the California Bay Area and Texas VegFests. Animal Ethics activists have given talks and participated in discussions about animal ethics at vegan festivals in the US, Argentina and Brazil, as well as at the Global Effective Altruism Conference in Berlin, the Effective Altruism Conference in Munich and the Animal Capital event in Valencia, Spain.

SOCIAL NETWORKING

Animal Ethics has also continued its work on social networks. While in 2016 we had a total of 250,000 people following us on [Facebook](#) on the pages we have in various languages, in 2017 this figure rose to around 430,000, and we expect to reach half a million in a few months. In total, our different publications promoting veganism, antispeciesism, and concern for animal suffering in nature have reached millions of people. We have invested an increasing amount of resources in boosting interest in the plight of animals in nature, given that this is a topic many people, including animal advocates, are not yet aware of.



WORK IN ACADEMIA

Given the impact students, professors, and researchers can have, this year we continued to promote interest in animal ethics studies in academia. In 2017, we awarded the [2nd Animal Ethics Essay Prize](#) on the situation of animals living in the wild and the ways to help them. This initiative intends to encourage research on this topic and to increase the respect it has in the academic world.



We are also currently carrying out a research project aimed at determining the attitudes of researchers and scholars toward the different ways of helping animals suffering in the wild. The results of the study will help us design a program in 2018 to promote academic research about ways to aid animals in need. Ultimately, our aim is to help establish this

research as a respected field in biology and veterinary science. This will be key to increasing concern for this issue and significantly improving the ways we have to effect change for animals in the wild.

In addition to this, Animal Ethics members have given talks about speciesism and wild animal su-

ffering at academic events such as the *Convergence and Divergence between Animal and Environmental Ethics Conference* in Montreal, Canada, the *Animal and Ethics Seminar* in Santiago de Compostela and the *Critical Analysis of Speciesism Conferences* in Madrid, both in Spain, and the *International Animal Rights Conference* in Mexico.



YOUR HELP IS CRUCIAL

Our work is only possible thanks to all the people who have been supporting us in many different places. Without all the people who have donated to support our work and volunteered with us we wouldn't have been able to do all we have managed to do this year. If you'd like us to carry out more and more effective work next year, please consider supporting us. Your help will make a difference, providing us the crucial resources for reaching more people and having a more significant impact. With your help, we look forward to attaining new goals for all sentient beings in 2018!



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