

Lush Public Awareness Prize 2014

Background Paper

1 Executive Summary

The Lush Prize, now in its third year, supports excellence and innovation by organisations working to end animal testing.

The Public Awareness Prize, one of five categories in the awards, is aimed at rewarding individuals or organisations raising public awareness of ongoing animal experiments:

“Despite years of campaigning, animal testing has yet to be consigned to the history books where it belongs.

However, partial legislative victories have led to the common misconception that animal testing, especially for cosmetics, no longer takes place.

It is vital therefore that the public is reminded that this cruel and unscientific practice does continue in many areas of the world. Support is essential for public awareness activities to ensure that this issue remains high on the political agenda. We are therefore seeking to reward excellence and innovation by organisations working in this field.”¹

It is clear from the Lush Prize that the five categories are not isolated. Public awareness and lobbying initiatives go hand in hand, often conducted by the same NGOs (Non-Governmental Organisations) and usually all part of the same campaign package: creating the awareness of, and public and media support for, an issue and using that awareness to lobby for legislative action. “Scientific innovation needs to go hand-in-hand with policy change, to ensure that end-users of new testing approaches (both industry and regulator) are receptive and responsive to the new methods.”²

This report looks at public awareness and how it operates within the key issues with regards to animal testing over the few years that the Lush Prize has been in existence.

Also included is a table of organisations around the world active in creating awareness, either locally, nationally or internationally, on animal experimentation.

¹ Public Awareness Prize. Lush Prize. <http://www.lushprize.org/awards/public-awareness/>. Accessed 30 July 2014

² Editorial: The 2012 Lush Prize Awards. BéruBé, K.A. & Brown, K. ATLA 41, 419–422, 2013

2 Introduction

Organisations have campaigned against animal testing since the 19th century. The American Anti-Vivisection Society (AAVS) was formed in 1883 and the British Union for the Abolition of Vivisection (BUAV) in 1898, both inspired by the passing into British law in 1876 of the first regulation of vivisection, the Cruelty to Animals Act.

Public opinion, due to campaigning NGOs, has led to the EU finally banning the marketing of animal-tested cosmetics in 2013 (a *testing ban* on finished cosmetic products was introduced in 2004, followed by a ban on testing ingredients in 2009). Israel had already banned using animals to test personal care and household products in 2007, but in 2013 introduced a ban on marketing of animal-tested products, similar to that in the EU. India prohibited testing cosmetics and their ingredients on animals in 2014. Croatia has banned animal tests for cosmetics and household products and ingredients and Norway has banned the use of animals to test cosmetics ingredients.

However, there are still many challenges, not only in taking the cruelty-free cosmetics campaign globally (with initiatives such as Be Cruelty Free³ and Cruelty Free International⁴) but also with issues such as chemical testing.

Public awareness campaigns need to keep up with current trends, whether that is social media, mobile phone applications or improving general communication methods with target audiences. These campaigns aim to draw attention to issues and bring about social change, changing behaviours rather than simply changing opinions, encouraging public engagement to form a personal state of connection with the issue.

Strategic approaches to the issues are crucial and organisations such as the Humane Research Council provides access to the research, analysis, and strategies that maximise effectiveness of NGOs and individual campaigners to reduce animal suffering.

³ http://www.hsi.org/issues/becrueltyfree/be_cruelty_free.html

⁴ <http://www.crueltyfreeinternational.org/>

3 Public Awareness

3.1 What is public awareness?

Public awareness campaigns are designed with the main objectives of drawing the public's attention to particular issues and bringing about behavioural and social change.

This is done in a wide variety of ways, including: public protests; media reports; direct action; undercover investigations; celebrity endorsement and social media. Usually, it involves more than one of these.

All of these methods can raise the level of exposure to the public but this does not always mean that awareness has been raised and it certainly does not always result in changing opinions or behaviours ("attention does not necessarily result in support", according to Ronald D. Smith, Professor of Public Communication⁵).

3.2 Online activism

There can be a temptation to believe that a few thousand 'hits' to a web page, or a thousand 'likes' on Facebook (or even a story in a national newspaper) is a success. However, unless significant inroads are made on the way to achieving the overall goal (e.g. a ban on testing cosmetics on animals), these individual factors are no more than stepping stones.

For example, whilst online campaigns can certainly create huge public awareness, campaign strategist Chris Rose questions whether they are actually increasing participation. He suggests⁶ that "high effort campaigning [e.g. mobilising on the street or direct action, rather than signing online petitions or involvement in social media campaigns] actually creates motivational capital in the form of social bonds. If mobilisation mechanisms are not just to become a form of opinion polling, they need to have a bit of them that is difficult." He adds: "Even the person stopping on a High Street and taking a minute to write out their name and address on a list, was probably putting in greater effort, and making a greater commitment to confirm their view, than someone 'liking' an action on Facebook or retweeting it on their smartphone"⁷.

Others have also questioned participation in online campaigning (sometimes disparagingly referred to as 'clicktivism'). *Observer* journalist Carole Cadwalladr wrote that "depending on who you believe" such campaigning is "either inventing a new type of 21st-century protest or

⁵ Strategic Planning for Public Relations. Ronald D. Smith. Routledge, 2012

⁶ Is Online Increasing Participation in Campaigns? Chris Rose. Presentation at the World PR Forum. <http://threeworlds.campaignstrategy.org/wp-content/uploads/2012/10/Is-Online-Increasing-Participation-in-Campaigns-TW-ver.pdf> Rose is also author of the book *How to Win Campaigns*, published by Routledge in 2010, an essential book for campaign managers

⁷ Is 'Online' Increasing the Number of People Engaged in Campaigns? 23.10.12. <http://threeworlds.campaignstrategy.org/?p=116>

they're a bunch of idle slacktivists who are about as likely to start a revolution as they are to renounce their iPhones and give up Facebook"⁸. Cadwalladr notes that some online activists "might not remember doing anything at all".

Malcolm Gladwell, writing in *New Yorker*⁹, sees the platforms of social media as being "built around weak ties" and that "weak ties seldom lead to high-risk activism". Comparing online campaigns to the actions of the civil rights movement in 1960's America, Gladwell writes: "Fifty years after one of the most extraordinary episodes of social upheaval in American history, we seem to have forgotten what activism is."

This is not to say that online activism is not useful or important; it clearly is, as shown by organisations such as Avaaz and 38 Degrees. Internet-based campaigns can create a widespread involvement at a crucial moment in a campaign, as Avaaz state¹⁰:

"In the life of an issue or a cause, a moment sometimes arises when a decision must be made, and a massive, public outcry can suddenly make all the difference. Getting to that point can take years of painstaking work, usually behind the scenes, by dedicated people focusing on nothing else. But when the moment does come, and the sunlight of public attention floods in, the most crucial decisions go one way or another depending on leaders' perceptions of the political consequences of each option. It is in these brief windows of tremendous crisis and opportunity that the Avaaz community often makes its mark. In any country or on any issue, those moments might come only once or twice a year. But because Avaaz can work in all countries and on all issues, these moments can crop up several times in a week."

3.3 Changing behaviours rather than changing opinions

Opinion polls have been widely used by NGOs to show public support for an end to animal testing, particularly for cosmetics. However, campaign strategist Chris Rose warns that campaigners should focus on outcomes (changing behaviours), not changing opinion.

In his paper 'Beware the Siren Songs of Opinion Polling'¹¹, Rose states: "Campaigns drawn into trying to navigate by what the polls say, or seduced into trying to win by changing 'public opinion', risk running aground and becoming stuck fast. [...] The best strategic safeguard is to have a critical path based on events and activities which evidence shows will lead to outcomes, and not to deviate from it. As a rule campaigners should research, develop, test and then implement a plan, and not wait for public opinion.

⁸ Inside Avaaz – can online activism really change the world? Carole Cadwalladr, *Observer*, 17.11.13

⁹ Small Change: Why the revolution will not be tweeted. Malcolm Gladwell, *New Yorker*, 4.10.10

¹⁰ The Avaaz Way: How We Work. <http://www.avaaz.org/en/about.php#howwework>. Accessed 12.3.14

¹¹ June 2013. <http://threeworlds.campaignstrategy.org/wp-content/uploads/2013/06/Beware-The-Siren-Songs-Of-Opinion-Polling.pdf>. Also see Campaign Strategy Newsletter 86 – June 2013 http://documents.campaignstrategy.org/uploads/campaignstrategy_newsletter_86.pdf.

[...] So plan your campaign around changing outcomes, without needing to change opinion polls, and in the end you will probably in fact change ‘opinion’.
[...] For campaigns, the importance of behaviours is that they are intrinsic to real outcomes. To get less pollution, for instance, people must change what they do, not what they say. Which is why the approach I advocate is always to try to work back from the outcome you want, in order to plan a communications campaign. If not, countless pitfalls may ensnare you, of which the circular relationship between media, polling and pollsters is but one.
[...] To chase the chimera of changing opinion rather than changing outcomes, risks leading you round in circles”.

3.4 Public engagement

Making people aware of an issue is only the first step to change: public awareness needs to lead to public engagement (a personal state of connection with the issue). Those people need to be encouraged into taking action of some sort, whether to change their individual habits/practices/purchases, encourage others to also take action, or to lobby for legislative change.

Lorenzonio et al (2007)¹², in a study of public attitudes to climate change, consider one of the most easily identified barriers to engagement to be “a lack of basic knowledge about causes, impacts and solutions to climate change. While there is information available (to those who wish to seek it), it is not necessarily taken up or translated into knowledge or action, for various reasons”, including: lack of knowledge about where to find information and lack of desire to seek information.

One reason for the success of the EU ban on animal testing of cosmetics is that NGOs and some cosmetics companies made it easier for the public to engage and implement change: making them aware of issues (through investigations, media coverage, street stalls, protests); providing information in attractive and easily-accessible ways (e.g. cruelty-free guides in booklet form, on websites and as mobile phone apps) and making high-quality, attractive, cruelty-free products easily available (e.g. high-street stores such as Lush and encouraging mainstream brands to sign up to recognised cruelty-free protocols and label products with the BUAV’s Cruelty Free International bunny logo).

3.5 The power of focussing on individuals

The staggering numbers of animals exploited in laboratories, factory farms, etc. can be not only difficult to comprehend but can result in target audiences being unable to identify with the subjects of concern.

“Identifiable victims”, with individual, personal, stories, are far more likely to elicit a response from someone hearing that story than a number of victims so large that individuals cannot be

¹² Barriers perceived to engaging with climate change among the UK public and their policy implications. Lorenzonio, I., Nicholson-Cole, S., Whitmarsh, L. *Global Environmental Change* 17 (2007) 445–459

identified (referred to by academics as “statistical victims”). A classic example¹³ of this consists of relating two stories: The first about a named individual child, severely malnourished in a refugee camp, with a detailed description of his plight and his mother’s anguish. The second talks about 12 million malnourished people in an African famine, with more than 29,000 children having starved to death in the last 90 days. The second example should be more emotionally powerful, describing the suffering of millions; yet the first, about an individual, carries more ‘emotional punch’.

According to psychologist Paul Slovic¹⁴: “Numerical representations of human lives do not necessarily convey the importance of those lives. All too often the numbers represent dry statistics [...] that lack feeling and fail to motivate action. When it comes to eliciting compassion, the identified individual victim, with a face and a name, has no peer.”

Slovic adds¹⁵: “Research shows how the statistics of mass murder or genocide, no matter how large the numbers, fail to convey the true meaning of such atrocities. The numbers fail to spark emotion or feeling and thus fail to motivate action.”

Field experiments reveal that when donating to charitable causes, “people do not value lives consistently. Money is often concentrated on a single victim even though more people would be helped, if resources were dispersed or spent protecting future victims”¹⁶.

Dickert and Slovic note¹⁷: “as the number of people at risk increases, the marginal rate of contributions decreases, revealing a general insensitivity to large losses of life. In many cases, valuations are actually highest for a single individual life and decrease when more lives are at risk”.

The same is true when looking at the suffering of non-human animals.

Risk-communication consultant David Ropeik provides a quote from Mother Theresa to sum up the above findings¹⁸: “If I look at the mass I will never act. If I look at the one, I will.”

¹³ Statistical Numbing: Why Millions Can Die and We Don’t Care. David Ropeik. Psychology Today, 15 August 2011. <http://www.psychologytoday.com/blog/how-risky-is-it-really/201108/statistical-numbing-why-millions-can-die-and-we-don-t-care>

¹⁴ Psychic Numbing and Genocide. Paul Slovic. Psychological Science Agenda, November 2007 <http://www.apa.org/science/about/psa/2007/11/slovic.aspx>

¹⁵ Psychic Numbing and Genocide. Paul Slovic. Psychological Science Agenda, November 2007 <http://www.apa.org/science/about/psa/2007/11/slovic.aspx>

¹⁶ Small, D., Loewenstein, G. & Slovic, P. Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims, *Organizational Behavior and Human Decision Processes*, 102(2), 143-153

¹⁷ Dickert, S. & Slovic, P. Unstable Values in Lifesaving Decisions. *Front Psychol.* 2011; 2: 294. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3216016/>

¹⁸ Statistical Numbing: Why Millions Can Die and We Don’t Care. David Ropeik. Psychology Today, 15 August 2011. <http://www.psychologytoday.com/blog/how-risky-is-it-really/201108/statistical-numbing-why-millions-can-die-and-we-don-t-care>

One recent example of focussing on an individual is the documentary Blackfish¹⁹, about a captive orca, Tilikum, used in performances at SeaWorld. According to Whale and Dolphin Conservation²⁰:

“While ‘Blackfish’ fairly portrays the dangers that come with keeping a top predator in captivity, it also shows the humanity, or ‘people-ness’ of this huge being. Former trainers talk about his personality and intelligence, the bond they felt with him and their responsibility to take care of him - which now means release from captivity. It is through the words of those who have known Tilikum that you see him as an individual who his frustrated by his conditions, not as a captive animal ‘gone wild.’”

As a result of the controversy caused by the film, several high profile musicians, including Willie Nelson, pulled out of planned concerts at SeaWorld²¹.

Liz Marshall, Director of the documentary The Ghosts in Our Machine, which explores humans’ attitudes towards other animals, also recognised the power of the individual in telling an important story. Rather than producing a straight-forward expose of animal cruelty, Marshall chose to follow a human individual – photojournalist Jo-Anne McArthur – as she investigates fur farms, slaughterhouse and animal testing facilities around the world. Marshall states²²: “I wanted to have a human protagonist to help ground the big, complex issues the film tackles. She’s sort of our envoy – she takes your hand and takes you on a journey.”

¹⁹ <http://blackfishmovie.com/about> Accessed 30 July 2014

²⁰ Blackfish Q&A. Whale and Dolphin Conservation, 1.7.13. <http://us.whales.org/blog/colleenweiler/2013/07/blackfish-qa>

²¹ First Person: How Far Will the Blackfish Effect Go? Tim Zimmermann. National Geographic, 13 January 2014. <http://news.nationalgeographic.com/news/2014/01/140113-blackfish-seaworld-killer-whale-orcas/>

²² The Ghosts in Our Machine: 'It's not a finger-wagging movie outing farmers'. Rebecca Hawkes, Telegraph, 16.7.14

4 Key campaign issues

4.1 Cosmetics testing

In 2013 the EU finally banned the marketing of animal-tested cosmetics (a *testing ban* on finished cosmetic products was introduced in 2004, followed by a ban on testing ingredients in 2009). Israel introduced a similar marketing ban the same year. In 2014 India prohibited testing cosmetics and their ingredients on animals and campaigners are now aiming for a marketing ban.

In the past few years global initiatives to take the cruelty-free cosmetics campaign to individual countries have been launched, most notably the Humane Society International's Be Cruelty Free²³ and BUAV's Cruelty Free International²⁴.

4.1.1 India

In addition to the lobbying work carried out to achieve a ban on the testing of cosmetics on animals (see Lobbying Prize Background Paper), public awareness campaigns have been conducted to support this. PETA India used the support of stars in the country to raise a public profile to compliment its lobbying work.

In May 2014 India becomes South Asia's first country to end cosmetics testing on animals²⁵.

Following campaigns by a number of NGOs, the Drug Controller General of India announced in June 2013 that the testing of cosmetics and their ingredients on animals will no longer be permitted. The announcement was made during the Bureau of Indian Standards PCD 19 Cosmetics Sectional Committee meeting, on which PETA India has an official seat.

The test ban was finalised when the Drugs and Cosmetics Rules (Second Amendment) 2014 was notified through Gazette no: 346 (E), following completion of a 45 day public consultation²⁶. The ban states that no cosmetic which has been tested on animals in the country will be allowed to be sold²⁷.

²³ http://www.hsi.org/issues/becrueltyfree/be_cruelty_free.html

²⁴ <http://www.crueltyfreeinternational.org/>

²⁵ Historic Milestone Celebrated as India Finalises Cosmetics Animal Testing Ban. Humane Society International, 23 May 2014. <http://www.hsi.org/world/india/news/releases/2014/05/india-bans-cosmetics-animal-testing-052314.html>

²⁶ Historic Milestone Celebrated as India Finalises Cosmetics Animal Testing Ban. Humane Society International, 23 May 2014. <http://www.hsi.org/world/india/news/releases/2014/05/india-bans-cosmetics-animal-testing-052314.html>

²⁷ Govt bans animal-tested cosmetics. Rupali Mukherjee. The Times of India, 22 January 2014. <http://timesofindia.indiatimes.com/india/Govt-bans-animal-tested-cosmetics/articleshow/29218436.cms>

However, the ban will not prevent companies from importing and selling animal-tested cosmetics in India. The Ministry of Health and Family Welfare issued a draft proposal in June 2014 to end the import of cosmetics newly tested on animals abroad²⁸. At the time of compiling this report, the proposal was still undergoing public consultation.

More than 30 members of parliament, legislative assemblies and legislative councils backed the HSI Be Cruelty-Free campaign, led by Mrs. Maneka Sanjay Gandhi along with other policy makers and Bollywood celebrities²⁹.

In June 2014 Humane Society International/India's Be Cruelty Free campaign submitted a petition to the Ministry of Health and Family Welfare, signed by more than 70,000 people, supporting the proposed import ban on cosmetics tested on animals abroad. Presenting the petition was 'Chulbuli', Be Cruelty-Free India's giant rabbit mascot³⁰.

4.1.2 China

Until recently China's State Food and Drug Administration (SFDA) required animal toxicology test reports to be provided prior to licensing a new cosmetic ingredient³¹. This led to some multi-national cosmetic companies which had not tested on animals for two decades, such as Avon, Estée Lauder and Mary Kay, to animal test again in order to sell in China³².

Due to pressure not only from NGOs but also companies which have avoided animal testing for other markets, China began recognising test results that use alternatives to animal testing.

Much of the work within China on seeking to end animal testing for cosmetics appears to focus on lobbying of regulatory bodies. This is covered in the Lobbying Prize Background Paper.

A growing animal protection movement in China has resulted in more celebrities speaking out on issues such as cosmetics testing. In March 2014, actress and former MTV China

²⁸ More than 70,000 Be Cruelty-Free Petitioners Support India's Proposed Import Ban on Animal Tested Cosmetics. Humane Society International, 18 June 2014. <http://www.hsi.org/world/india/news/releases/2014/06/india-bcf-70k-petition-handover-061814.html>

²⁹ Historic Milestone Celebrated as India Finalises Cosmetics Animal Testing Ban. Humane Society International, 23 May 2014. <http://www.hsi.org/world/india/news/releases/2014/05/india-bans-cosmetics-animal-testing-052314.html>

³⁰ More than 70,000 Be Cruelty-Free Petitioners Support India's Proposed Import Ban on Animal Tested Cosmetics. Humane Society International, 18 June 2014. <http://www.hsi.org/world/india/news/releases/2014/06/india-bcf-70k-petition-handover-061814.html>

³¹ Registration of New Cosmetic Ingredient with SFDA in China. Yunbo Shi, March 2012. Chemical Inspection and Regulation Service (CIRS). http://www.cirs-reach.com/china_chemical_regulation/SFDA_Registration_of_New_Cosmetic_Ingredient_in_China.html. Accessed 14.8.12

³² Avon, Mary Kay, Estée Lauder Paying for Tests on Animals. Michelle Kretzer, 16.2.12. <http://www.peta.org/b/thepetafiles/archive/2012/02/16/3-companies-booted-off-cruelty-free-list.aspx>

host, Zhu Zhu, featured in a new poster in support of Be Cruelty-Free China³³. Launched in Beijing, it shows the actress crying whilst cradling a rabbit, one of the most commonly used animals in cosmetics testing. An estimated 300,000 rabbits, mice and other animals are used in cosmetics testing each year in China.

HSI said of the campaign: “The photo, along with a heart-felt personal video message from the star, will appear at selected sites at Beijing metro station in the coming months, as well as be promoted online through China’s burgeoning social media platforms such as Weibo.”

From 30 June 2014 animal testing for ordinary cosmetics (including make-up, fragrances, skin, hair and nail care products) produced and sold inside China will no longer have to be animal tested. ‘Special-use’ cosmetics, including hair dyes, deodorants and sunscreens, still require animal testing as do foreign imported ordinary cosmetics³⁴. Be Cruelty-Free campaigners marked the occasion in Dalian with a street event featuring 100 life-size rabbit cut-outs and a huge banner³⁵. In Hong Kong, Be Cruelty-Free’s corporate supporter LUSH Cosmetics celebrated with in-store events and a bunny flash-mob.

4.2 Individual Species

Several campaigns have highlighted the use of specific species in animal testing. These have generally been species seen by many members of the public as more ‘intelligent’, more capable of suffering and some as ‘pets’. The NGOs running these campaigns oppose experiments on all species but highlight these particular animals as a way of creating awareness and action on vivisection issues generally.

4.2.1 Primates

Primates have received the attention of many animal NGOs.

The BUAV campaign ‘Stop the Baby Trade’³⁶ aims to end the international trade in non-human primates for research. This long running campaign has involved covert investigations of animal laboratories, the capture of primates from the wild and the international trade to labs. Lobbying has included persuading the Malaysian government to reinstate its ban on the export of wild-caught primates, while public awareness campaigns have targeted airlines which transport non-human primates for research use³⁷.

³³ Film Actress Zhu Zhu Cries for Animals in Striking Photo Campaign to Ban China’s Cruel Cosmetics Animal Testing. HSI, 25 March 2014. http://www.hsi.org/news/press_releases/2014/03/zhu-zhu-bcf-poster-032514.html

³⁴ China Implements Rule Change in First Step Towards Ending Animal Testing of Cosmetics. Humane Society International, 30 June 2014. http://www.hsi.org/news/press_releases/2014/06/china-implements-rule-change-063014.html

³⁵ China Implements Rule Change in First Step Towards Ending Animal Testing of Cosmetics. Humane Society International, 30 June 2014. http://www.hsi.org/news/press_releases/2014/06/china-implements-rule-change-063014.html

³⁶ www.buav.org/our-campaigns/primate-campaign

³⁷ BUAV Primate Campaign History. <http://www.buav.org/our-campaigns/primate-campaign/buav-primate-campaign-history/buav-primate-campaign-history-page2>. Accessed 15.3.14

Despite the UK having banned the use of wild-caught primates in research since 1997, there is no ban on using their offspring or imports from farms which trap wild primates for breeding purposes. The BUAV have focussed a campaign on Mauritius, a top holiday destination but also one of the world's largest suppliers of long-tailed macaques for the research industry. By engaging support from celebrities, politicians, scientists and primatologists, the BUAV is lobbying the UK Government to end its import of the offspring of wild-caught monkeys for research in the UK. Over 100 MPs have signed an Early Day Motion which calls on the government to end the UK's involvement in the wild-caught primate trade³⁸.

In the USA, the New England Anti-Vivisection Society runs 'Project R&R'³⁹ (Release & Restitution for Chimpanzees in U.S. Laboratories), a campaign to end the use of chimpanzees in invasive biomedical research and provide them release and restitution in a sanctuary. The US is the only remaining country to hold large numbers of chimpanzees in laboratories.

Project R&R draws attention to the scientific arguments against the use of chimps as well as the ethical issues and publishes papers on the topic⁴⁰. Public awareness campaigns include calling on labs to retire their chimps to sanctuaries. In June 2013 the National Institutes of Health announced its decision to retire 310 chimpanzees, nearly 90% of those held by NIH. NEAVS has financially supported Chimp Haven, a national sanctuary for chimpanzees retired from federal research⁴¹.

4.2.2 Cats and dogs

Cats and dogs, kept in their millions as pets in Western countries, have also been the centre of attention for anti-vivisection campaigners.

The BUAV's 'our best friends' campaign⁴² reveals the types of experiments conducted on cats and dogs in UK labs and calls on the Government to end the use of the animals in research in the UK. The campaign utilises the organisation's usual combination of covert investigations, celebrity backing and political lobbying. The campaign website allows supporters to Tweet the Home Office calling for a ban on experiments on 'our best friends' and the BUAV have joined with the Run Free Alliance, an organisation launched with the support of The Kennel Club and The Beagle Welfare Scheme, to call on the Government to end experiments on dogs.

In March 2014 the BUAV launched the findings of an eight month undercover investigation into cat and dog experiments in a UK lab, in which 92 beagle puppies, ten adult nursing female beagles and at least 15 kittens were killed at the facility⁴³.

³⁸ BUAV UK Primate Trade Campaign. <http://www.buav.org/our-campaigns/primate-campaign/uk-primate-trade-campaign/>. Accessed 15.3.14

³⁹ <http://www.releasechimps.org/>

⁴⁰ The Case to End Chimpanzee Research: Scientific Publications. <http://releasechimps.org/resources/science-papers>. Accessed 15.3.14

⁴¹ Cap lifted on federal spending for chimpanzees in sanctuaries. 28.11.13. <http://releasechimps.org/resources/article/cap-lifted-on-federal-spending-for-chimpanzees-in-sanctuaries>

⁴² <http://www.ourbestfriends.org/>

⁴³ Born to Die. <http://www.ourbestfriends.org/born-to-die>. Accessed 15.3.14

In Italy, Fermare Green Hill⁴⁴ (Close Green Hill) has been a successful campaign to close a major breeder of beagles for labs across Europe as well as highlight animal testing generally and encourage the public to change consumer behaviour.

The campaign, which began in April 2010, was initially aimed at preventing the company expanding to house 5,000 dogs. Protest marches attracting up to 10,000 people, many of whom would not have previously associated themselves with an animal rights or anti-vivisection message but were moved by the plight of these dogs. One protest saw activists break into the premises and liberate several dogs. This in turn led to an official investigation of the company, with a court giving animal rights groups responsibility for the care of the 2,500 beagles in the facility⁴⁵. The dogs were re-homed to private homes and sanctuaries.

The high profile nature of Fermare Green Hill also led to some cities declaring themselves 'vivisection free' and banning construction of labs in their area. Both Houses of the Italian Parliament voted in favour of a number of bans and restrictions of animal experiments⁴⁶.

There are further stages to pass but so far these include:

- Green Hill will definitely have to close
- Ban on breeding dogs, cats and primates for vivisection
- Ban on experiments using primates, dogs and cats, except in limited circumstances
- Bans on: warfare experiments; experiments on drugs, tobacco and alcohol; animal research involving xenotransplantation (transplanting cells and tissues across species)

The group's focus has been not only to close this particular breeder, but to give visibility to the issue of vivisection and get results in the political arena, creating a strong popular support. The campaign, and particularly images of the rescue of dogs, provided a major boost to the global anti-vivisection campaign. Coordinamento Fermare Green Hill was shortlisted for the 2013 Public Awareness prize for its work to end the use of dogs in testing.

Across the United States, nearly 65,000 dogs (most of them beagles) are used in labs. The Beagle Freedom Project was founded in 2010 to rehome dogs from labs after they are no longer being used in experiments. They have since rehomed many beagles, cats, rabbits and other animals, with a hugely successful and popular public awareness campaign. By summer 2014, 80,715 people had signed up to participate in BFP's retirement, rehabilitation, and re-homing campaigns⁴⁷.

Initiatives like Beagle Freedom Project offer a 'feel-good' factor, a project that everyone can participate in whatever their views on animal testing. Importantly, sharing stories and videos of beagles in loving, safe new homes after being released from breeding centres and labs provides a very different and positive aspect of anti-vivisection campaigning than the image often portrayed.

⁴⁴ <http://www.fermaregreenhill.net>

⁴⁵ Court orders temporary closure of Italian dog-breeding premises. Alison Abbott. Nature, 2.8.12. <http://www.nature.com/news/court-orders-temporary-closure-of-italian-dog-breeding-premises-1.11121>

⁴⁶ Personal Communication with Coordinamento Fermare Green Hill, 31.7.13

⁴⁷ <http://www.beaglefreedomproject.org/> Accessed 30 July 2014

5 Who is active in the sector? NGOs active in raising public awareness about animal testing

The table below lists groups across the world currently active in the area of public awareness and campaigning against animal testing. The list is certainly not comprehensive. Attempts have been made to include a range of organisations, from grassroots volunteer-led groups to international, well-funded NGOs. Attention has also been paid to NGOs in 'emerging' countries where the demand for consumer products is increasing. This research has been largely web-based and although effort has been put into researching websites in many different languages, we are aware that not all NGOs will have websites, that information available on websites will in some cases be limited and that there will be other effective NGOs which have been missed during our research.

	Organisati on	Campaign	Phone	Email / web
	Australia			
1	Animals Australia	Various animal protection: animal testing; factory farming; live export; rodeos; animal circuses; puppy mills; fur	+61 39329 6333	enquiries@animalsaustralia.org www.animalsaustralia.org
2	Animal Liberation Victoria	Various animal protection: animal testing; duck shooting; zoos, circuses, rodeos; puppy farms; veganism	+61 39531 4367	enquiries@alv.org.au www.alv.org.au
3	Choose Cruelty Free	"An independent, non-profit organisation which actively promotes a cruelty-free lifestyle." Surveys and accredits companies not testing on animals. Produce a phone app for consumers to find cruelty-free products	+61 39328 1377	admin@choosecrueltyfree.org.au www.choosecrueltyfree.org.au
4	Animal Liberation	Various animal protection: animals for food; fashion, entertainment; science	+61 29262 3221	sydneyhq@animal-lib.org.au www.animal-lib.org.au

	Organisati on	Campaign	Phone	Email / web
5	Replace Animals in Australian Testing	Based at University of Wollongong. Aims to "create a network of researchers and other individuals or groups interested in advocating non-animal based research and in strengthening the Australian Government/ NHMRC guidelines and their enforcement"	+61 24221 3387	Dr Denise Russell: deniser@uow.edu.au www.uow.edu.au/arts/research/raat/index.html
6	Humane Research Australia	"Challenges the use of animals in research and promotes the use of more humane and scientifically-valid non animal methodologies"	+61 38823 5704	info@humanereseach.org.au www.humanereseach.org.au
	Austria			
1	Verein gegen Tierfabriken (Association against Animal Factories)	Various animal protection: animal testing; animal farming; veganism; fur; hunting	+43 1929 14 98	vgt@vgt.at www.vgt.at
2	Internationaler Bund der Tierversuchsgegner / Ein Recht für Tiere (Rights for Animals)	Animal testing. Long term lobbying on issues such as REACH	+43 1713 08230	tierversuchsgegner@chello.at www.tierversuchsgegner.at
	Belgium			

	Organisati on	Campaign	Phone	Email / web
1	Eurogroup for Animals	Various animal protection: animal testing; farmed animals; wildlife; companion animals; EU & animal welfare	+32 2740 08 20	info@eurogroupforanimals.org www.eurogroupforanimals.org
2	GAIA - Voice of the Voiceless	Various animal protection: animal testing; factory farming; foie gras; fur trade	+32 2245 29 50	info@gaia.be www.gaia.be
3	Bite Back	Various animal protection: animal testing; veganism; zoos; animal circuses	+32 486/601 666	info@biteback.org www.biteback.org
	Brazil			
1	ANDA - Agência de Notícias dos Direitos dos Animais [News Agency of Animal Rights]	Articles and news on animal rights issues from around the world.	+55 11 9810119 16	faleconosco@anda.jor.br www.anda.jor.br
2	ARCA Brasil	Various animal protection: animal testing; responsible 'pet ownership'; farmed animal welfare; wildlife trade; animal circuses; rodeos. In 2013 partnered with HSI Be Cruelty Free campaign		adm@arcabrasil.org.br www.arcabrasil.org.br
3	Humane Society International	Be Cruelty Free campaign	+55 (21) 8342-4163	Helder Constantino: hconstantino@hsi.org www.hsi.org/world/brazil
	Canada			

	Organisati on	Campaign	Phone	Email / web
1	Animal Alliance of Canada	Various animal protection: animal testing; farmed animals; seal hunting. Working with HSI as part of 'Be Cruelty Free'	+1 416-462-9541	contact@animalalliance.ca www.animalalliance.ca
2	Canadian Federation of Humane Societies	Various animal protection: animal testing; companion animals; farmed animals; hunting; zoos	+1 613 224-8072	info@cfhs.ca http://cfhs.ca
	China			
1	Animal Protection Network	Be Cruelty Free partner		http://dongbaowang.org/BCFChina
2	Capital Animal Welfare Association	Working with HSI to launch Be Cruelty Free campaign in China	China mobile: +86 13901132574	
3	Chinese Animal Protection Network	First Chinese network for animal protection, focussing on different animal issues such as scientific research, lab animal rights, vegetarianism, networking of advocacy groups/individuals		info@capn-online.info www.capn-online.info/en.php
4	Humane Society International	2013 launched Be Cruelty Free campaign in China with Chinese NGOs and academic scientists. HSI launched an \$80,000 partnership with the Institute for In Vitro Sciences to provide Chinese scientists with hands-on training using advanced non-animal methods.	China mobile: + 86 13718914649	Peter Li, China Policies Specialist: pli@hsi.org
	Croatia			

	Organisati on	Campaign	Phone	Email / web
1	Animal Friends Croatia	Various animal protection: animal testing; vegetarianism; fur; hunting; animal circuses. ECEAE member	+385 1 4920226	prijatelj-zivotinja@inet.hr www.prijatelj-zivotinja.hr/index.en.php
	Czech Republic			
1	Svoboda zvírat [Freedom for Animals]	Various animal protection: animal testing; fur; animal circuses. Grants the Humane Cosmetics Standard and the Humane Household Products Standard international certificates to Czech companies fulfilling given criteria. ECEAE member	+420 377 444 084	info@svobodazvirat.cz www.svobodazvirat.cz
	Denmark			
1	Anima	Various animal protection: animal testing; fur; animal circuses; farmed animals	+45 35 10 70 70	www.anima.dk
	Finland			
1	Animalia	Various animal protection: animal testing; fur; vegetarianism. Produce a list of non-animal tested cosmetics. ECEAE member	+358 9720 6590	animalia@animalia.fi www.animalia.fi
	France			
1	One Voice	Various animal protection: animal testing; animal circuses; dolphinariums; bullfighting; hunting; farmed animals. ECEAE member	+33 3 88 35 67 30	www.one-voice.fr

	Organisation	Campaign	Phone	Email / web
2	The Anti-Vivisection Coalition France (CAV)	International Toxicology Center switch to non-animal testing; Stop Huntingdon Animal Cruelty; air transport of animals for labs		info@cav.asso.fr www.cav.asso.fr/en
3	Destination Enfer - Campaign for the Abolition of Vivisection	Animal testing	+33 6-70-99-41-70	presse@destination-enfer.com www.destination-enfer.com
4	Le Graal	Arranges to rehome animals from laboratories to private homes or sanctuaries.		www.graal-defenseanimale.org
	Germany			
1	Bundesverband Tierschutz (Association of Animal Protection)	Various animal protection: animal testing; animal circuses; zoos; animals for fur	+49 2841 25244	bv-tierschutz@t-online.de www.bv-tierschutz.de
2	NOAH	Various animal protection: animal testing; factory farming; animals used for entertainment Unique use of visual advertising (photographic and video)	+49 228 – 350 77 99	www.noah.de

	Organisation	Campaign	Phone	Email / web
3	Ärzte gegen Tierversuche e.V. (Doctors Against Animal Experiments)	<p>"We are a charitable organisation of several hundred doctors and scientists who work in the medical field. We support the immediate abolition of all animal experiments on ethical and scientific grounds."</p> <p>ECEAE member</p> <p>The NGO's toxicologist works to prevent animal testing under REACH by submitting scientific evidence.</p>	+ 49 89 - 35 99 349	info@aerzte-gegen-tierversuche.de www.aerzte-gegen-tierversuche.de
4	Menschen für Tierrechte (People for Animal Rights)	<p>Various animal protection: animal testing; factory farming; animal circuses; zoos; hunting; sexual abuse of animals.</p> <p>ECEAE member</p>	+49 2 41 - 15 72 14	info@tierrechte.de www.tierrechte.de
	India			
1	Humane Society International	Be Cruelty-Free campaign for marketing ban on animal-tested cosmetics in India.	+91 9849094113	<p>Alokparna Sengupta: asengupta@hsi.org www.hsi.org/world/india/work/end_animal_testing/be_cruelty_free/be_cruelty_free.html </p>
2	People For Animals	<p>Cruelty Free International partner.</p> <p>PFA members are board members of every Laboratory Ethics Committee.</p>	+91 - 11 - 23357088	www.peopleforanimalsindia.org
3	PETA India	Lobbying and public awareness to help achieve ban on animal testing of cosmetics. Now working to prevent products animal tested elsewhere from being marketed in India.	+91 22-4072 7382	Info@petaindia.org www.petaindia.com

	Organisati on	Campaign	Phone	Email / web
	Ireland			
1	Irish Anti-Vivisection Society (IAVS)	General anti-vivisection campaigns. Member of ECEAE.	+353 (0)1 2820154	info@irishantivivisection.org www.irishantivivisection.org
	Israel			
1	Israeli Society for the Abolition of Vivisection Society (ISAV)	General anti-vivisection campaigns.	+972-76-54 03257	isav@isav.org.il www.isav.org.il
2	Behind Closed Doors	Campaigns against animal experiments and breeding animals for labs in Israel. Undercover investigations of Israeli laboratories in cooperation with Let the Animals Live and Animal Log.	+972 54-646217 0	anat@invitro.org.il www.invitro.org.il
	Italy			
1	Lega Anti Vivisezione (LAV) (Anti-Vivisection League)	Various animal protection: animal testing; vegetarianism; animal circuses; zoos; hunting; fur Produces guide to cosmetics not animal tested	+39 6 446.13.25	info@lav.it www.lav.it

	Organisati on	Campaign	Phone	Email / web
2	Lega Internazionale Medici per l'Abolizione della Vivisezione (LIMAV) (International League of Doctors for the Abolition of Vivisection)	"The purpose of the Organisation is to improve public health through the abolition of all animal experiments"	+39 2 6427882	info@limav.org www.limav.org
3	Stop Vivisection	A Citizens Initiative to end animal experiments. Committee includes scientists, activists and politicians. June 2013: Arranged presentations in the European Parliament as part of the campaign.		representative.stopvivisection@gmail.com www.stopvivisection.eu
	Japan			
1	Japan Anti-Vivisection Association (JAVA)	Lobbys for end of animal testing as Asian representative member of ICAPO (International Council on Animal Protection in OEC programmes); Publishes guide to cruelty-free cosmetics; Campaign partner of Cruelty Free International	+81 (3) 5456-9311	java@java-animal.org www.java-animal.org/english
	Korea, Republic of			

	Organisation	Campaign	Phone	Email / web
1	Korea Animal Rights Advocates (KARA)	<p>Various animal protection: animal testing; anti-dog meat; companion animals; clothing trade; hunting; factory farming.</p> <p>Partnered with HSI on Be Cruelty Free campaign. Produces guide to cosmetics and household products not animal tested.</p>	+82 2-3482-0999	admin@animalrightskorea.org www.animalrightskorea.org (English website) info@ekara.org www.ekara.org (Korean website)
2	Korean Society for Animal Freedom / Korean Animal Welfare Association	<p>Various animal protection: animal testing; pets; farmed animals; illegal animal slaughter programme; animal use in sports and entertainment.</p> <p>benicetobunnies.org website educates public on animal testing and gathers signatures for their campaign 'No to cosmetics testing on animals'.</p>	+82 2-2292-6337	admin@animals.or.kr / hjl@animals.or.kr www.animals.or.kr Campaign website: www.benicetobunnies.org
	Netherlands			
1	Bite Back	<p>Various animal protection: animal testing; veganism; zoos; animal circuses</p>	+31 6 34132082	nl@biteback.org www.biteback.org
2	EDEV - Een DIER Een VRIEND (An Animal Friend)	<p>Various animal protection: animal testing; dolphinariums; fur.</p> <p>ECEAE member EDEV runs the Humane Cosmetics Standard in the Netherlands.</p>	+31)70 383 3699	campagnes@edev.nl www.edev.nl
3	Proefdiervrij	<p>Campaigned against animal testing for cosmetics; produces guide to cruelty-free cosmetics; funds non-animal medical research.</p>	+31 70 306 2468	www.proefdiervrij.nl

	Organisati on	Campaign	Phone	Email / web
4	Anti Dierproeve n Coalitie (Anti Animal-Cruelty Coalition)	Grassroots anti-vivisection campaigns. Has helped rehome animals no longer used by labs (including primates). In 2013 carried out an open rescue at a centre breeding dogs for labs, rescuing 6 beagles.	+31 479/85 15 19	info@stopdierproeven.org www.stopdierproeven.org
5	Respect Voor Dieren (Respect for Animals)	Various animal protection: animal testing; vegetarianism/veganism; fur.		info@respectvoordieren.nl www.respectvoordieren.nl
	New Zealand			
1	Save Animals From Exploitation (SAFE)	Various animal protection: animal testing; factory farming; rodeos; poisoning. Produces guide to cruelty-free cosmetics; organising Cruelty Free Cosmetics week; is part of the Be Cruelty Free campaign.	+64 3 379 9711	info@safe.org.nz www.safe.org.nz www.safeshopper.org.nz
2	NZ Anti-Vivisection Society (NZAVS)	Campaigns for total abolition of vivisection through public education, protests and lobbying	+64-3-379-0093	www.nzavs.org.nz
	Norway			
1	Dyrevern Alliansen (Norwegian Animal Protection Alliance)	Various animal protection: animal testing; fur; factory farming. Produces guide to cruelty-free cosmetics; developed and marketed a free app listing cruelty-free products; ECEAE member	+47 22 20 16 50	post@dyrevern.no www.dyrevern.no/english

	Organisation	Campaign	Phone	Email / web
2	NOAH - for dyrs rettigheter (NOAH - for animal rights)	Various animal protection: animal testing; fur; veganism; animal circuses; zoos List of cruelty-free cosmetics and info campaign at www.kosmetikk.info	+47 22114163	support@dyrsrettigheter.no www.dyrsrettigheter.no www.kosmetikk.info
	Poland			
1	VIVA! Poland	List of cruelty-free cosmetics and info on anti-vivisection campaigns		www.notest.pl
	Portugal			
1	ANIMAL Association	List of cruelty-free cosmetics; ECEAE member	+351 96 132 08 18	info@animal.org.pt www.animal.org.pt
	Russia			
1	VITA Animal Rights Centre	Various animal protection: animal testing; fur; animal circuses; vegetarianism. List of cruelty-free cosmetics		vita@vita.org.ru www.vita.org.ru
	Serbia			
1	Feniks (Phoenix, Society for the Protection of Animals and Development of Civic Consciousness)	Various animal protection: animal testing; fur; companion animals. ECEAE member	+381 64 253 71 15	drustvo.feniks@yahoo.com www.feniks.org.rs

	Organisation	Campaign	Phone	Email / web
2	ORCA – Organization for Respect and Care for Animals	Various animal protection: animal testing; farm animal welfare; zoos; companion animals; developing regulations; education		orcabeograd@yahoo.com www.orca.org.rs
	Singapore			
1	Animal Concerns Research and Education Society (ACRES)	Various animal protection: animal testing; zoos; fur; wildlife crime; wildlife rescue	+65 6892 9821	info@acres.org.sg www.acres.org.sg
	South Africa			
1	Beauty without Cruelty	Various animal protection: animal testing; fur/wool/leather; veganism; hunting; ritual killings	+27 21 438 2282	chairperson@bwcsa.co.za www.bwcsa.co.za
	Spain			
1	Asociación Defensa Derechos Animal (ADDA) (Association for the defence of animal rights)	Various animal protection: animal testing; zoos; animal circuses; fur; bullfighting/ fiestas; factory farming; hunting. ECEAE member	+34 93 459 1601	adda@addaong.org www.addaong.org

	Organisati on	Campaign	Phone	Email / web
2	Igualdad Animal (Animal Equality)	Various animal protection: animal testing; zoos; animal circuses; fur; bullfighting/ fiestas; veganism. Conducts undercover investigations and animal rescues. June 2013: Animal Equality gave a presentation in the European Parliament on the campaign 'Stop Vivisection'.	+34 915 222 218	info@igualdadanimal.org www.igualdadanimal.org
3	Animanaturalis	Various animal protection: animal testing; zoos; animal circuses; fur; bullfighting/ fiestas; vegetarianism. June 2013: Animanaturalis gave a presentation in the European Parliament on the campaign 'Stop Vivisection'.		www.animanaturalis.org/home/es
	Sweden			
1	Djurrättsalliansen (Animal Rights Alliance)	Various animal protection: animal testing; fur; bestiality; veganism. Ongoing campaign against primate testing.		www.djurrattsalliansen.se
2	Djurens Rätt (Animal Rights Sweden)	Various animal protection: animal testing; fur; hunting; factory farming. ECEAE member	+46 8-555914 00	info@djurensratt.se www.djurensratt.se
	Switzerland			

	Organisation	Campaign	Phone	Email / web
1	Ligue suisse contre la vivisection (LSCV) (Swiss League Against Vivisection)	Supports development of non-animal testing methods and takes legal action to prevent animal tests. Publishes list of cruelty-free cosmetics.	+41 (0)22 349 73 37	admin@lscv.ch www.lscv.ch
2	Zurcher Tierschutz Association (Zurich Animal Protection Association)	Various animal protection: animal testing; fur; farm animal welfare. Funds non-animal testing; has a representative on the Zurich Animal Experiments Committee and the Federal Animal Experiments Committee.	+41 44 261 97 14	info@zuerchertierschutz.ch www.zuerchertierschutz.ch
	UK			
1	British Union for the Abolition of Vivisection (BUAV)	Key issues include: primates in research; cruelty-free cosmetics; animal testing of household products in UK; REACH; Freedom of information. Conducts undercover investigations. Co-ordinates the European Coalition to End Animal Experiments and Cruelty Free International (global campaign to end animal testing for cosmetics).	+44(0)20 7700 4888	info@buav.org www.buav.org www.crueltyfreeinternational.org
2	National Anti-Vivisection Society (NAVS)	Part of Animal Defenders International (ADI). Animals in space research; freedom of information; World Day for Laboratory Animals; Good Charities Guide (charities funding non-animal medical research).	+44 (0)20 7630 3340	www.navs.org.uk

	Organisati on	Campaign	Phone	Email / web
3	Animal Aid	Various animal protection: animal testing; veganism; horse racing; hunting; wildlife. Vivisection campaigns focussed on medical experiments (e.g. charities funding animal tests).	+44 (0)1732 364546	info@animalaid.org.uk www.animalaid.org.uk
4	People for the Ethical Treatment of Animals (PETA UK)	Various animal protection: animal testing; veganism; fur; circuses	+44 (0)20 7837 6327	Info@peta.org.uk www.peta.org.uk
5	InterNICHE (International Network for Humane Education)	Network of students, teachers and campaigners working for fully humane education and training in medicine, veterinary medicine and biological science. Produced award-winning video on alternatives available in nearly 20 languages; book describing over 500 products designed for progressive life science education; offers a global Alternatives Loan Systems - libraries of products available for free loan, as well as literature, support and advice for teachers and students. Conferences, seminars and training.	+44 (0) 116 210 9652	coordinator@interniche.org www.interniche.org
	USA			
1	Coalition for Consumer Information on Cosmetics (CCIC)	Coalition of 8 national animal protection groups. The CCIC “promotes a single comprehensive standard and an internationally recognised Leaping Bunny Logo”.	+1 888546-CCIC	info@LeapingBunny.org www.leapingbunny.org

	Organisati on	Campaign	Phone	Email / web
2	The American Anti-Vivisection Society (AAVS)	Key issues include: Ban Pound Seizure; End Animal Cloning; Compassionate Shopping. In 2006, AAVS assumed the leadership role as Chair of the Coalition for Consumer Information on Cosmetics (CCIC). Free phone app with guide to over 200 cruelty-free cosmetics companies.	+1 800-729-22 87	aavs@aavs.org www.aavs.org
3	Humane Society International (HSI)	Launched 'Be Cruelty Free', a global campaign in partnership with NGOs worldwide. Active in key emerging countries such as Brazil, India, China.	+1 202-452-11 00	info@hsi.org www.hsi.org
4	The New England Anti-Vivisection Society (NEAVS)	NEAVS is the U.S. Executive Office for Cruelty Free International. Founding member of the Coalition for Consumer Information on Cosmetics.	+1 617-523-60 20	info@neavs.org www.neavs.org
5	Physicians Committee for Responsible Medicine (PCRM)	PCRM is Secretariat of the International Council on Animal Protection at OECD (ICAPO), which was formed to incorporate alternative methods that can replace, reduce, and refine animal use in OECD guidelines and programs.	+1 202-686-22 10	pcrm@pcrm.org www.pcrm.org
6	Beagle Freedom Project	Started in 2010, the Project negotiates with labs to hand over animals for re-homing to suitable private homes. 120 dogs have so far been saved in 14 rescues.	+ 1818-330-4 040	shannon@beaglefreedomproject.org www.beaglefreedomproject.org

	Organisation	Campaign	Phone	Email / web
7	National Anti-Vivisection Society (NAVS)	In addition to general anti-vivisection campaigns, include: fund to assist sanctuaries; cruelty-free product search; AnimalLaw.com provides access to legislation and legal matters pertaining to the rights and welfare of animals.	+1 312 427-6065	navs@navs.org www.navs.org

6 Public Awareness Prize winners 2013

Two organisations shared the Public Awareness Prize in 2013, receiving £25,000 each:

PETA, Laboratory Investigations Department, USA

<http://www.peta.org/>

For their high-profile campaigns against organisations that test on animals and that provide support services for animal testing.

SAFE (Save Animals from Exploitation), New Zealand

<http://www.safe.org.nz/>

For publicising the use of animal-testing in national drugs regulation and helping consumers to buy cruelty-free products.

Also shortlisted:

The Ghosts in Our Machine – Canada

www.theghostsinourmachine.com

Film based on the work of photographer Jo-Anne McArthur exploring human relationships with animals and their exploitation in laboratories, farms, etc., around the world.

Andre Menache

Veterinary surgeon and scientific consultant for various NGOs campaigning against animal testing, Menache is a prolific public speaker and author of many scientific papers and reports.

PETA India

www.petaindia.com

For its major role in the successful campaign to ban the testing of cosmetics on animals in the country.

Beagle Freedom Project

www.beaglefreedomproject.org

BFP has rescued over 60 beagles as well as other animals from labs in 3 countries in the past 18 months, rehoming them and raising the issue of animal testing to the public in innovated and compassionate ways.

Coordinamento Fermare Green Hill (Co-ordinate to Close Green Hill) – Italy

www.fermaregreenhill.net

For engaging massive public support for the closure of a company breeding beagles for laboratories; the seizing and rehoming by authorities of 2,700 dogs; encouraging political movement leading to some cities declaring themselves ‘vivisection free’ and national legislation to ban the breeding of dogs, cats and primates for testing and on certain areas of animal experimentation.

NOAH, Menschen für Tiere – Germany

<http://noah.de>



Unique use of visual advertising, photographic and video materials to reveal the reality of animal testing to consumers.

Be Cruelty-Free Campaign – Humane Society International (HSI)

www.hsi.org/becrueltyfree

For its launch of 'Be Cruelty Free', a global campaign in partnership with NGOs worldwide, and awareness, scientific and lobbying activity in key countries such as Brazil, India, China.

New England Anti-Vivisection Society (NEAVS)

www.neavs.org

Project R&R works to end the use of chimpanzees in U.S. research and release them to sanctuaries. NEAVS has provided sanctuary funding, including establishing Lifetime Care Funds.