

ANIMAL SOCIETY

FIVE YEARS OF SPEAKING OUT FOR ANIMALS

Foto: Jo-Anne McArthur / We Animals

WHY ANIMAL SOCIETY IS NEEDED

Dear Supporters,

When Animal Society was founded in 2021, it started from a fundamental insight: although political decisions directly affect the lives of animals, their interests are often given insufficient consideration in political processes. To identify where a gap existed in the animal rights movement, Animal Society first conducted a survey of around 20 people from the movement, including activists, donors and employees of other organisations. The subsequent analysis of specific political demands revealed a key bottleneck: animals are directly affected by political decisions, yet they have so far had almost no representation in the institutions where those decisions are made.

Animal Society was founded to close this gap. The organisation's vision is a world in which the exploitation of animals is a thing of the past, and in which every sentient being is respected, their interests are taken into account, and their right to a self-determined life is protected.

Our focus is therefore on the political representation of animals and their concerns. Lasting improvements for animals require not only engagement from society, but also political structures that systematically take their interests into account. Although we started in Germany and are still based here, much of our work takes place internationally.

From the outset, Animal Society has combined political analysis, strategic campaigning and public mobilisation with concrete proposals for institutional change.

Thank you for making this possible.

With warm regards,

Thomas Hecquet





ANIMAL SOCIETY

OUR IMPACT

Foto: Jo-Anne McArthur / We Animals

September 2021: Animal Society goes public

September 2022: Launch of the international network Animals in Democracy

December 2022: Parliamentary evening for a Federal Animal Welfare Commissioner in Germany

December 2022: Report on chick culling handed over to the European Commission

January 2023: Recommendation paper on the office of a Federal Animal Welfare Commissioner

May 2023: Success of the first campaign for a Federal Animal Welfare Commissioner

May 2023: Criminal complaint over chick culling and publication of the first investigation into 'layer cockerels'

September 2024: Success of the #EUforAnimals campaign for an EU Commissioner for Animal Welfare

February 2025: Publication of our largest project: the Animal Policy Monitor

2025: Actions in Brussels, Strasbourg and Berlin, information stands and a petition against cage farming in the EU

November 2025: Task force and expert interviews to develop the Animals in Democracy guidelines

Action in Berlin and 20 days of Information stalls in Germany to push for a cage Ban in the EU

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GOVERNMENT INSTITUTIONS FOR ANIMALS

FEDERAL COMMISSIONER FOR ANIMAL WELFARE

Animal Society's first campaign called for the creation of the office of a Federal Animal Welfare Commissioner. With petitions, a parliamentary evening and a recommendation paper, the campaign succeeded in 2023: Ariane Kari was appointed Germany's first Federal Animal Welfare Commissioner. For the first time, there is a specialised institution dedicated exclusively to representing the interests of animals in political decision-making, advising the government, highlighting problems in animal welfare legislation and informing the public about animal welfare.

When the office's existence was threatened in 2025, Animal Society once again mobilised support alongside partner organisations. Protests, petitions and a postcard campaign helped ensure that the office was preserved, even though its independence was curtailed.

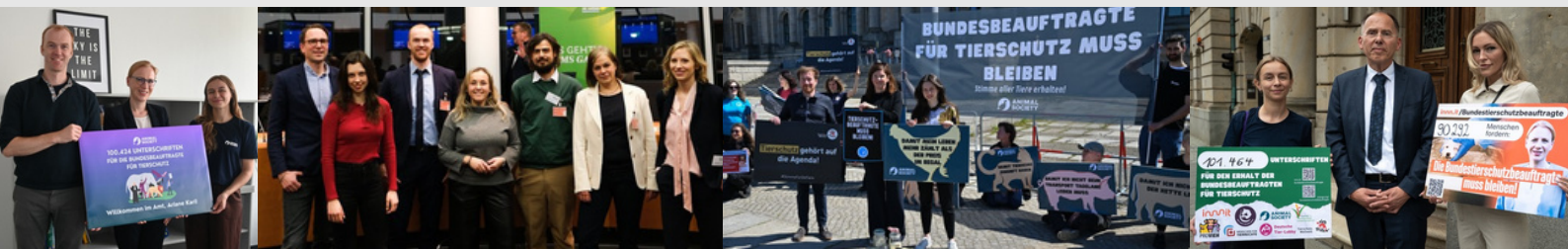
> ***It's not the animal keepers who need me, it's the animals.***
>
> Ariane Kari 2023 in an Interview with Die Zeit

Selected activities of the first Federal Animal Welfare Commissioner over two years:

- Position paper on reforming the EU regulation regarding the transport of animals
- Statement on the legal options at federal level for preventing animal transports to countries with a high risk for animal welfare
- Ten-point paper on amending the Animal Welfare Act
- Recommendations by the independent animal welfare commissioners for strengthening animal welfare in party election manifestos
- NGO consensus paper on the Animal Welfare Act

1,167 Enquiries from citizens, NGOs and politicians	**182+** Expert discussions with associations
17 Events hosted by the Commissioner	**46** Lectures & speeches

Activities of the Federal Animal Welfare Commissioner in the first two years



#EUFORANIMALS

EU COMMISSIONER FOR ANIMAL WELFARE

Animal Society also campaigned at EU level for animal welfare to be more firmly anchored in the government institutions. As part of the #EUforAnimals campaign, launched in September 2021, we supported the demand that animal welfare is specifically included in the title of the responsible Commission. 3 years later, in September 2024, our joint demand has been successful. This is an important step towards greater visibility, which must now be followed by concrete policy improvements.

With Olivér Várhelyi, an EU Commissioner has animal welfare explicitly in his title for the first time. This also raises expectations of him and of the responsible Directorate-General, DG SANTE, to achieve concrete improvements for animals. This political ambition is expected to be reflected in the long-announced revision of EU animal welfare legislation.



2'000+
Sent emails by us to MPs

150
Phone calls to MEPs

35
Meetings with MPs

12
Commitments of MPs supporting the Campaign



Members of the European Parliament supporting the creation of a commissioner for Animals

EU–
ANIMAL WELFARE LEGISLATION
FOR AN END TO CHICK CULLING

Since 2022, Animal Society has been working closely with numerous partner organisations to ban chick culling and cage farming in the EU.

Every year, around 330 million newly hatched male chicks are killed by the egg industry in the EU. An estimated further 40 million female ducklings are killed in the foie gras industry. Although several member states, including Germany, have already banned the practice, the EU itself has not yet adopted a ban. We are campaigning for one. To this end, we produced a report on chick culling, which was handed over to the European Commission. At an event in the European Parliament, Animal Society gave a presentation on the issue. We reached a criminal complaint against hatcheries that had exported chicks to be killed outside of Germany. Our action attracted wide media coverage and brought the issue into political and public debate. Our investigation into the rearing of "brother roosters" in Poland, picked up by news outlets including ZDF, Die Zeit and Geo, exposed the conditions in which these animals live.

4'500+
Emails sent to MPs

165
Phone calls with MPs

140 Mio
Media-reach

493
Reports sent to MPs



OPEN THE CAGES

When it became clear in autumn 2023 that the European Commission would not present its promised comprehensive animal welfare reform, Animal Society launched the “Act for Animals” campaign. A Europe-wide poster competition produced 110 designs from 55 designers across 13 EU member states within four weeks, many of whom had never engaged with animal welfare before. An accompanying petition to the president of the European Commsion (Ursula von der Leyen) gathered around 36,000 signatures. In meetings in Brussels and Strasbourg, Animal Society then lobbied MEPs directly for the reform.

To tackle cage rearing specifically, Animal Society organised protests in Brussels, Strasbourg and Berlin and held political talks with MEPs, who pledged to support a ban. At information stands in German city centres, we informed the public and collected signatures for a petition. Our petitions to end cages in the EU gathered more than 12,000 signatures.

In total, Animal Society secured commitments from more than 80 Members of the European Parliament to support an EU-wide ban on cage farming.

The European Commission has announced legislative proposals to end the caging of hens and chick culling by the end of 2026. Animal Society continues to campaign for political promises to be turned into binding improvements for animals.

5
Protests

80
Commitments

300
Millions of animals affected

48.000
Signatures

255
Phone calls with MPs

110
Poster designs







MAKING ANIMAL POLITICS TRANSPARENT

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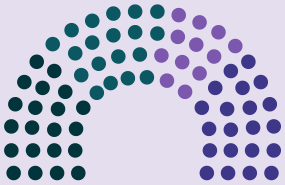
Who is genuinely standing up for animals, and who is acting against their interests? With the Animal Policy Monitor, Animal Society has created a platform that brings transparency to animal policy by analysing and rating thousands of political activities and votes.

Published in 2025, the Monitor makes it possible to compare votes, parliamentary questions, public communications, draft legislation and election manifestos, among other things. Following its publication, 14 MPs pledged to support a reform of the Animal Welfare Act. This makes political positions more transparent, allowing citizens to see more clearly who is working for or against animals and to contact MPs directly. Animal Society is currently working on updating, developing and expanding the platform. Automating time-consuming research processes is intended to make the work more efficient.

650
Evaluated MPs



7
Parties evaluated



1800+
Evaluated activities



60,000
Website visits





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ANIMALS IN DEMOCRACY: RETHINKING THE POLITICAL REPRESENTATION OF ANIMALS

Political change requires not only campaigns, but also long-term concepts and sustainable structures. Through the international Animals in Democracy network, Animal Society connects organisations, activists and academics to bring research and practice together. The website provides an overview of the key literature, resources and institutions relating to the political representation of animals. We have also developed a research agenda to encourage closer analysis of under-explored aspects of the topic.

17	6	32
Working group meetings	Webinars	Working group members

Guidelines are currently being drawn up, setting out eight principles for how institutions that represent animals in political processes should be designed. These guidlines are being developed by an international, interdisciplinary task force of twelve people, and more than 40 expert interviews have fed into the work.





Animals in Democracy


ANIMAL
SOCIETY
CARRYING THE
CHANGE FORWARD
Foto: Jo-Anne McArthur / We Animals

THE NEXT FIVE YEARS

The past five years have shown that political change for animals is possible. At the same time, they have made clear how important it is to defend the progress achieved and to build long-term structures.

Animal Society therefore intends to develop further campaigns for political offices and institutions at state, federal and EU level. We will also keep campaigning and advocating for an EU-wide ban on cage farming and on the killing of male chicks and female ducklings. The Animal Policy Monitor will be updated, expanded and technically improved, and we aim to bring it to other countries. We also want to grow the Animals in Democracy network to include more countries, and to complete, disseminate and expand the Animals in Democracy Guidelines with case studies.

Our goal remains the same: to make sure animals have a lasting voice in politics, with people and institutions whose job it is to stand up for them, and to turn public concern into real improvements in their lives.

THANK YOU! NONE OF THIS WOULD HAVE BEEN POSSIBLE WITHOUT OUR SUPPORTERS



Legal notice:
Animal Society e.V.
Kriegsbergstraße 28
70174 Stuttgart - Germany

info@animalsociety.de
www.animalsociety.org

Represented by the
Chair of the Board
Thomas Hecquet

Bank details
Bank: GLS Bank
Account holder: Animal Society e.V.
BIC: GENODEM1GLS
IBAN: DE32 4306 0967 1113 3870 00