



Investing in Others in Southeast Asia

We were known as **WSPA**
(World Society for the
Protection of Animals)



Overview

World Animal Protection has a bold vision to create 'a world where animals live free from cruelty and suffering'. Today, billions of animals, especially farm animals, face a starkly different reality.

Since 2015, World Animal Protection has been addressing this challenge by engaging major food companies and producers to phase out the worst farming methods and practices, including close confinement, overcrowding, barren environments and other related poor welfare practices, such as mutilations and excessive growth rates. We know that this is not enough. To take our work further and achieve more impact, starting in 2021 we will be working to transform the global food system and prevent an exponential growth in farm animal suffering from an expansion of factory farming.

We recognise that phasing out the worst farming methods and transforming the food system will require much greater resources than of any one organisation and is indeed well beyond the combined means of today's animal protection movement. Thus, we need to actively work with and support other organisations who can join us in tackling these significant global problems.

This document outlines the background and objectives of World Animal Protection's Investing in Others in Southeast Asia Initiative¹, along with information on how to apply for a one-year grant. Award applications will be launched in March 2020 and close to applicants on Tuesday, 30th June 2020.

We welcome applications for projects tackling issues related to farm animal welfare at scale in countries that have the largest numbers of farm animals.

Investing in Others in Southeast Asia Award

The majority of the world's 70 billion farm animals live in conditions that shorten their lives and cause fear, pain and illness. Their suffering is extreme, endemic, unnecessary and hidden.

World Animal Protection is working to improve the lives of farmed animals, including chickens, pigs, and dairy cattle by:

¹ World Animal Protection's Investing in Others Initiative in Southeast Asia is made possible by the generous financial support of the Open Philanthropy Project.



- Working with food businesses to end cruel practices and systems, such as barren and crowded environments and painful mutilations;
- Piloting projects that demonstrate the viability of high-welfare production systems;
- Shift or create government or inter government policy to improve farm animal welfare
- Empowering consumers demonstrate their growing appetite for higher welfare products, thus putting pressure on corporates to significantly improve their farm animal welfare policies and practices; and
- Exploring a systems-based approach to transform the global food system beyond 2020.

In July-August 2020, World Animal Protection will make financial awards to projects that are designed to address issues related to farm animal welfare at scale in countries that have the largest numbers of farm animals and/or have the potential to impact large numbers of animals across Southeast Asia. The geographical focus is restricted to Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam. Award amounts will be in the range of USD \$10,000 to \$70,000, with most awards being \$25,000 to \$50,000 range.

Applications should set out how the project will achieve change for the largest number of farm animals, improve farm animal welfare policies and practices of food producers and/or retailers, and/or make positive contributions to consumer attitude or behaviour change in relation to farm animal welfare.

Ideally, projects should be scalable and replicable, and underpinned by a commitment from the proposing organization to continue to address farm animal welfare beyond the project duration.

Winning projects will:

- Help improve the lives of farm animals at scale
- Have the potential to disrupt the status quo on one or more farm animal welfare issues
- Contribute to the achievement of World Animal Protection's farm animal welfare strategy as described above
- Have the potential to be scaled and replicated
- Be implemented in Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam and/or across Southeast Asia



How to apply

Applicants are invited to apply for an Investing in Others in Southeast Asia award by completing an application [here](#).

Completed project applications must be received **by 5pm GMT on Tuesday, 30th June 2020**. They will be reviewed by a panel of staff from World Animal Protection Animals in Farming programme. Additional information may be requested from applicants during the evaluation process (end of June to mid-July 2020).

Please direct enquiries to: investinginothers@worldanimalprotection.org.