

## Content

“Against the Hair” Campaign	A4
Campaign For Replacement of Animal Experiments	A6
Section for Protection of Cats	A8
Environmental Education Program	A8
Freedom for Animals Information Centres	A9
Membership in Freedom for Animals	A9
Financial Report	A10



## **Freedom for Animals** 2009 Annual Report

*Dear supporters of animal protection,*

*the Freedom for Animals civil organization has been operating in the Czech Republic for 16 years and belongs to leading animal protection organizations in our country. Here we present you the Annual Report of our activities during the year 2009.*

*Thank you for your support and we hope you will stay with us!*



**Tomáš Popp**

Chairman of the Freedom for Animals

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**Annual Report of the Freedom for Animals Civil Association**

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## Freedom for Animals

Freedom for Animals (Svoboda zvířat – SZ) is a nation-wide non-profit organization engaged in protection of animals and associating people who support its aims. Our mission is based on the idea that each and every life has its own unique value that should not depend on the momentary human judgement. Our organization was founded in 1994. Our efforts don't focus only on animal welfare (although from a short-term perspective we agree with this approach), the key aim is to change people's attitudes towards animals – for animals to be perceived as living beings of their own intrinsic value. The way people treat animals should not be based on possible benefits of the animals' use. Any activity of our organization is based on the idea of non-violence and respect for personal freedom of every earthling.

Freedom for Animals organizes workshops and expert conferences, discussions, exhibitions, information stalls, showing of documentaries, tasting of vegan food, etc. Within educational campaigns our organization issues leaflets, brochures, posters and produces film documentaries. Our campaigns focus on so called fur animals and replacement of animal experiments. Besides other activities Freedom for Animals also places emphasis on environmental and ethic awareness – successfully lecturing about ecology and animal protection in elementary and secondary schools as well as in universities and other public places. Within the campaigns we organize petitions, demonstrations, submit amendments and comments to drafts of legislation and governmental decrees concerning protection of animals, prepare suggestions and proposals on improvement of animal protection, cooperate with authorities, participate in administrative proceedings, lobby etc. Within the promotion of cosmetics and household products that are not tested on animals, Freedom for Animals grants the Humane Cosmetics Standard and the Humane Household Products Standard international certificates to Czech companies fulfilling given criteria. Ethically responsible fashion traders are awarded the Fur Free Retailer (Obchod bez kožešin) certificate. In 2006, the Freedom for Animals opened a new information centre in Prague 5 where it provides public with information from all areas of animal protection.



The organization cooperates with Czech and foreign animal protection organizations that have similar aims and missions. Within the scope of the international cooperation, Freedom for Animals is a member of RSPCA (The Royal Society for the Prevention of Cruelty to Animals), WSPA (World Society for the Protection of Animals), Fur Free Alliance (international coalition that fights against fur fashion) and ECEAE (European Coalition to End Animal Experiments). Besides these our association actively cooperates with other partner organizations in Europe (InterNICHE, VIVA) as well as in the USA (HSUS, Peta). Our work includes also discussions and cooperation with authorities engaged in animal protection – the Central Commission for Animal Welfare, the State Veterinary Administration, the Ministry of Agriculture and the Ministry of the Environment.

About 40% of the association's incomes are constituted by grants obtained for various projects from Czech and foreign foundations or from international organizations. Another 15% of incomes are constituted by contributions from foreign animal protection organizations (Fur Free Alliance, RSPCA, PRO TIER, BUAV, and WSPA), another 40% comprise of financial contributions from individuals, and about 5% are obtained through selling of promotional goods and from beneficial events. Freedom for Animals does not accept money from corporations that make profit from animals by any means whatsoever.

During its 16-years history, the Freedom for Animals organization achieved many successes, such as enforcement of the ban on animal testing of cosmetics and cosmetic ingredients in the Czech Republic, closing down of the fur farms in Milevsko and Souměř or participation in the implementation of cat- and dog-fur trade ban and seal-based products trade ban in the EU. However, the biggest success is a shift in public opinion towards apprehension of animals as sentient beings.

## “Against the Hair” Campaign

The aim of this campaign is to end the unnecessary suffering of animals being killed for their fur– to ban fur farming and reduce fur trade in the Czech Republic. In 2009, we launched a very successful campaign titled “Commercial Seal Hunting is Against the Hair to the European Public”.

### **New Against-the-Hair web site**

In February, we started a brand new web page dedicated to the fur issue only – [www.protisrsti.cz](http://www.protisrsti.cz). Its visitors can find there survey reports of international legislation related to the protection of so-called fur animals, both Czech and foreign public opinion polls, information about welfare of “fur animals”, about the impact of fur production on the environment, about ethic and economic aspects of fur fashion, and also about how it looks like on Czech fur farms. Various pictures or videos from fur farms can be found on the web page as well as several useful advices on how to contribute to the (not only) “furanimals” protection. A special section is devoted to the seal protection (see below).



“Life” of animals in fur farm



Prague happening at the occasion of Fur Free Friday

### **Other activities**

In May and October, our delegates attended an international gathering of Fur Free Alliance (FFA) whose member Freedom of Animals is. The FFA coalition associating 35 “furanimals” protection organizations worldwide is meeting regularly twice a year. Within the coalition, we negotiated for example the Design Against Fur or the Fur Free Retailer projects that are successfully running all over the world thanks to FFA.

Among other business in 2009, we were engaged in lobbying for the European directive on the protection of animals at the time of killing. Unfortunately, none of the amendments required by the FFA members was voted through, i.e. the ban on the usage of carbon monoxide (mainly mixed with other gases), exhaust gases, carbon dioxide or electric current for killing so-called fur animals and the demand on the person performing the slaughter to hold a certificate of competence as it is obligatory in other slaughter animals.

In November, we submitted our comments to the Decree No 208/2004 Collection of Laws, “on minimum standards for the protection of farm animals”, within an interdepartmental review process of the Ministry of Agriculture. We pointed out to the Section 13, Minimal standards for protection of fur animals kept at farms. Sadly, none of them was accepted.

By the end of November, Czech breeders of so-called fur animals received our open letter with a plea for them to end their activity.

In 2009, the international Fur Free Friday occurred on November 27th. Freedom for Animals joined it for the first time and organized a happening in Prague with more than 60 participants.

Within this campaign, we updated the brochure for members of the Parliament that clearly and briefly summarizes information about farming of so-called fur animals. A CD with supplementary documents was attached. Producing of these materials was co-funded by the Animal Protection Trust. We presented and distributed the brochure and CD to members of the Central Commission for Animal Welfare (CCAW) during a talk on current development of the “furanimals” protection that we prepared for the CCAW.

During the year, we were negotiating with different relevant people about the eventual ban of fur farming in our republic.

During the whole year, we were briefing about animal suffering not only on the Czech fur farms, but also e.g. during the seal hunt in Canada. We prepared for example the lecture for the students in Havířov.

Thanks to the cooperation with mass media, the problematic of fur fashion appeared in different journals and news (e.g. Divka, Bravo Girl, lidovky.cz etc.).

For more information see: [www.protisrsti.cz](http://www.protisrsti.cz)

## The Campaign “Commercial Seal Hunting Goes against the Hair of European Public”

The aim of this campaign, which was finally attained also due to the effort of Freedom for Animals, was the enforcement of the ban of the trade with seal products in the European Community. The ban came in force in May 2009. The European Community obviously showed Canada (and other countries, in which the commercial seal hunting is still taking place) that EC don't agree with cruel practices of killing seals. The Campaign Commercial Seal Hunting Goes against the Hair of European Public started on the 2nd February 2009 in the cooperation with IFAW (International Fund for Animal Welfare, [www.ifaw.org](http://www.ifaw.org)). To show the success of the campaign, we mention here some statistics: from the website [www.protisrsti.cz](http://www.protisrsti.cz) 10,000 e-mail requests were sent (the number from 5th May 2009) to the Czech MEPs to support the totally ban of the trade with seal products in the European Community; the website was visited by 31,966 people (number from 18th May 2009), we sent more than 230 packets with printed material (posters, leaflets...) to the volunteers who distributed it to the wider public.



Footage – Commercial Seal Hunting Goes against the Hair with European Public campaign (© IFAW)



Czech jury, winners of Czech-Slovak round and Petr Vacek (DAF 2009)

## Design Against Fur, DAF

Design Against Fur (DAF) is an international student competition in poster designing and creation of flash animations. Students are to come up with original poster or animation speaking against fur fashion which could be consequently used by animal protection organizations in their anti-fur campaigns. In cooperation with FFA, Freedom for Animals has organised this competition in the Czech Republic since 2003. In 2009, we newly offered the possibility to register to the students in Slovakia. Altogether 136 students from Czech Republic and 38 students from Slovakia registered via our websites. We prepared a new leaflet involving the general information about the competition.

In the cooperation with the agency Scholz&Friends Praha, the expert jury chose the winner of the Czech-Slovak round of the competition DAF 2009 in September 2009. The winner was Alexandra Mikhailová from the Private Secondary School of Arts and Industry Zámeček in Pilsen. The second place was awarded to Dominik Trusina from the Secondary school of Arts of Josef Vydra in Bratislava. The third place was shared by Petr Kutek (Private Secondary School of Arts and Industry Zámeček in Pilsen) and Markéta Horáková (Academy of Arts, Architecture and Design in Prague). The Jury awarded one special commendation to Ondřej Slinták (Private High School of Arts in Zlín). The ceremonial announcement of the results together with the varnishing day of the exhibition of the photos of the seals of Nigel Barker took place in the coffee-bar Velryba in Prague. The evening was moderated by Petr Vacek. The first prize (software Adobe Creative Suite 4 Web) was donated by the Adobe company.

The DAF competition was presented in autumn in the reportage in the TV programme of the Czech Television called “Chcete mě?”.

In May and in June 2009, the winners of the competition DAF 2008 took part in the internship in the Scholz&Friends agency. The internship was a part of their prizes for winning the competition. In November 2009, we started with the preparation of the new year of DAF 2010 competition.

As a background to the competition, we offer lectures about so called fur animals for schools that join the competition. From November, there is a possibility to lend for free a new exhibition DAF09 which consists of 15 posters from the year 2009 (A3 and A2 format).

For more information visit: [www.dafcr.cz](http://www.dafcr.cz) or write to: [Lucie.moravcova@svobodazvirat.cz](mailto:Lucie.moravcova@svobodazvirat.cz)



## Fur Free Retailer

Fur Free Retailer (FFR) is another project that has been organized by Freedom for Animals in the Czech Republic in cooperation with Fur Free Alliance. The main aim is to support fur free fashion – from the very design to sale of final products to customers. Retailers and designers who decide to join the program sign a contract binding them not to use or sell products made of or with real fur. The Fur Free Retailer website presents regularly updated list of these designers and retailers. Thus we help customers to find responsible and ethical retailers. We are still offering an opportunity to sign an international on-line petition demanding retailers to go fur-free.

For more information see: [www.obchodbezkozecin.cz](http://www.obchodbezkozecin.cz) or write to: [info@obchodbezkozecin.cz](mailto:info@obchodbezkozecin.cz)

## Campaign For Replacement of Animal Experiments

This campaign has been running for few years now and it is divided into three separate projects:

### Beauty Victims

**Campaign against testing of cosmetics and household products on animals**

### Humane Education

**For replacement of harmful animal use in education**

### Next of Kin

**For ban on primate experiments in the EU**



Event in front of the seat of Czech government on the occasion of ECEAE meeting in Prague



Demonstration in Strasbourg

Within our projects, we cooperate with the European Coalition to End Animal Experiments (ECEAE) and with Inter-NICHE (International Network for Humane Education).

In 2009, among others, we were focused on the revision of the Directive 86/609/EEC on the protection of animals used for experimental and other scientific purposes. We sent a letter to all Czech MEPs accompanied by a brief overview of the key points that should be embedded in the law (e.g. the ban of the experiments on primates, strategic plan for reduction of animal experiments, the ban of several types of the research etc.), and also the overview of suggestions significantly lowering the animal protection which should be refused. In different stages of the discussion about this directive, we sent more overviews with key requirements and suggestions. We were also negotiating on personal level with several MEPs. In March 2009, we took part in the international demonstration in front of the European Parliament in Strasbourg which was supposed draw attention to the revision of this directive.

During the year 2009, we attended several Czech and international conferences, including the 7th World Congress on Alternatives and Animal Use in the Life Sciences in Rome. In spring 2009, we organized the meeting of members of ECEAE. The meetings of coalition are held twice a year. We focused on the strategy of further work concerning protection of animals used for experiments and current issues demanding increased attention in particular countries. In the framework of the meeting, a peaceful demonstration and the passing of the letter with requirements for the support of the suggestions of ECEAE for the revision of the Directive 86/609/EEC took place in front of the building of Czech government.

Before the election to the European Parliament, we contacted Czech candidates with the manifesto demarcating the obvious aims for their work in the area of the protection of so called experimental animals in the coming electoral term; consequently we published the list of the candidates who agreed with the manifesto.

We cooperated with authors of the article on animal experiments published in a teenage magazine called Cosmogirl.



Products of Manufaktura company – first Czech cosmetic company to gain the HCS certificate



Participation at the fair Cosmetics 2009

### Beauty Victims

In 2009, we continued to offer the Humane Cosmetics Standard (HCS) and the Humane Household Product Standard (HHPS) to Czech companies. These standards guarantee that neither the products nor their ingredients were tested on animals. We promoted these certificates on the international trade fair of cosmetics in Brno.

Czech company Manufaktura, which produces skin, body and bath-care products, has reached the criteria to get the HCS certificate.

We informed the public about the certificates and individual certificated companies through the lectures on schools and other public places and on our website: [www.netestovanonazviratech.cz](http://www.netestovanonazviratech.cz).

### Humane Education

Within the Humane Education project, we attempted to communicate and cooperate with secondary schools and universities in the Czech Republic. We have been successful in the discussion about replacement of animal experiments in the education on different faculties and we still cooperate with these faculties. We organised several lectures on alternatives in education and we actively took part in the multimedia exhibition about alternatives in the education on the 7th World Congress on Alternatives and Animal Use in the Life Sciences.

### Next of Kin

Within this project, we have produced two movies about experiments on primates in European laboratories – Next of Kin and the Reportage from Covance laboratory.

We supported the international protest against the development of new research equipment for primates in Malaysia and breeding equipment in Portorico. In Portorico, building of the breeding centre has been temporarily stopped by a court.

During 2009, activities of this project were focused especially on the effort to reach the ban of experiments on primates in the area of the European Community.

For more information visit: [www.pokusynazviratech.cz](http://www.pokusynazviratech.cz) or write to: [alternativy@svobodazvirat.cz](mailto:alternativy@svobodazvirat.cz), [pokusy@svobodazvirat.cz](mailto:pokusy@svobodazvirat.cz)



## Section for protection of cats

Activities of this section can be divided into two main areas – ongoing activity and single events.

### **Ongoing activity**

The ongoing and in fact everyday activity is running of the temporary homes for stray cats where they are taken care of. These temporary homes are represented by households, weekend houses and cottages of our members and supporters where cats are taken care of and cured, getting used to living with humans.

Another ongoing activity is searching for new homes for these cats (advertisements, websites, transport of cats, etc.). The outcome of these activities in 2009 were new homes for 65 cats and kittens (this number does not include cats re-homed through the exhibition).

For stray cats living in the streets, we make thermally insulated kennels, feed them and we try to facilitate their life outside. We also capture stray kittens.

### **Single events**

On 17th October 2009 we organised the 7th allocation exhibition of stray cats. Exhibited cats came from temporary homes of different associations and cat shelters – besides our Section for protections of cats the Association for the protection of cats in exigency in Prague, the Association The cat among the people in Pilsen, the cat shelter Podbrdsko and 2 private exhibitors.

56 cats and kittens were “exposed” at the exhibition – 28 of them found new home. You can see the photos from the exposition at [www.kocicky.info/galerie/](http://www.kocicky.info/galerie/), eventually at <http://picasaweb.google.cz/venda.pidlo/>.

For more information visit: [www.kocici.cz](http://www.kocici.cz) or write to: [info@kocici.cz](mailto:info@kocici.cz)



Allocation exhibit of stray cats



Children with teacher of educational program

## Environmental Education Program

### **Environmental Education at Schools**

During the year 2009, we were preparing the materials and educating teachers for the environmental education project. The Environmental Education Program will be started in the year 2010 again.

We have 3 programs for younger school children and 3 programs for older pupils of elementary schools – all aimed at animal protection. Particular environmental awareness programs (“Animals in our homes”, “Ideal farm”, “Animals in various cultures”, “Humans and animals”, “What does ORGANIC stand for?” and “Mysterious forest”) are accompanied by work-sheets that make children think about the issue and lead them to a discussions about animal protection issues. Children are provided with animal masks (dog, cat, cow, pig, owl and rabbit) that can be coloured and used also in other lessons. Each program takes two standard lessons – i.e. 90 minutes.

For more information write to: [ekovychova@svobodazvirat.cz](mailto:ekovychova@svobodazvirat.cz)



## Freedom for Animals Information centres

### Information centre in Prague

Animal protection information centre in Prague 5 was opened in 2006. In 2009, there were about 30 visits. However, people mainly contacted us by electronic mail (approx. 150 people). The majority of people were interested in information materials (leaflets, posters, books, badges, etc.). They also wanted to know how to get involved in the Freedom for Animals' activities and projects. The information centre is attended by Freedom for Animals representative once a week and it is also possible to arrange an individual meeting with us at different time. Information centre was repeatedly used as a place for interviews with media and meetings with other organizations engaged in animal protection.

**Address:**

Mozartova 6/1976, Prague 5, 150 00

Phone No.: +420 777 835 651

**Opening hours for public:** every Thursday, 4 pm to 7 pm

For more info write to: [infocentrum@svobodazvirat.cz](mailto:infocentrum@svobodazvirat.cz)

### Information centre in Pilsen

Since 1998, Pilsen has been the main seat of Freedom for Animals. The main distribution of information and promotional materials is done there. The office also serves as information centre. During last year, we responded more than 450 inquiries – personal, telephonic or e-mail.

**Address:**

Koterovská 84, Pilsen, 326 00

Phone No.: +420 377 444 084

**Opening hours for public:** every Wednesday 2 pm to 6 pm and every Thursday 2 pm to 6 pm

Inquiries and information materials: [info@svobodazvirat.cz](mailto:info@svobodazvirat.cz), promotional materials: [e-shop@svobodazvirat.cz](mailto:e-shop@svobodazvirat.cz)



Meeting of Freedom for Animals' members



Benefit calendar for 2010

## Membership in the Freedom for Animals

Everyone can join Freedom for Animals as the membership in our organization is not limited by age. Currently, we have more than 380 members and about 1,000 supporters.

Besides payment of the membership fee, the members of the Freedom for Animals have no other obligations. It is up to them to what extent they want to participate in our activities. Members are regularly provided with up-to-date information on activities as well as with news from various areas of animal protection. One of the benefits of the membership is a free of charge printed bulletin issued quarterly, an e-mail newsletter every 2nd month and 10% discount in our E-shop.

Membership fees (CZK 300 per calendar year) are to be paid in advance for the next calendar year. Those who are interested in joining Freedom for Animals during the year pay a partial membership fee (on a pro rata basis – i.e. CZK 25 per month) only. The membership fee may be paid by bank transfer to the following bank account: ČSOB Pilsen 152049858/0300 or by post money order.

For more information, write to: [clenstvi@svobodazvirat.cz](mailto:clenstvi@svobodazvirat.cz)

In June 2009, the historically first meeting of members of Freedom for Animals took place in Prague. On the program, there were for example workshop about the issues of animal experiments and other lectures about activities of Freedom for animals and its history, about the "Against the Hair" campaign and its associate projects. Inspiring discussion and familiarization of present members took place also.

We launched a summer photographic competition for our members. The subject of the pictures was the motto "freedom of animals". From the winning photos we created a benefit calendar for the year 2010.

## FINANCIAL REPORT

### Incomes in 2009

in CZK

“Green Treasure” Foundation	204,000
Statutory City of Pilsen	64,332
IFAW	655,546
Fur Free Alliance	262,400
Individual donations	844,480
Other grants	20,634
Other incomes and interests	135,615
<b>Total incomes</b>	<b>2,187,007</b>

### Expenditures in 2009

in CZK

Printing of information materials	459,032
Promotion and advertising	130,272
Travel costs	78,431
Copying and photographic	3,537
Refreshment at events	16,014
Office supplies	10,975
Lease of equipment	244,060
Postage	78,822
Telecommunication fees and charges	29,668
Rent and energies	178,542
Accounting services	27,660
Salaries	53,250
Expert and lecturers' works	3,300
Other services, repairs	490,911
Other materials	217,673
Bank fees and charges	19,569
<b>Total expenditures</b>	<b>2,041,716</b>