

Strategic Action for Efficacy: Climate Change

What will it take for environmental organizations to promote veganism among the remedies for climate change? How can we translate increased public concern about global warming into behavior change at the grocery store? How can we ensure that both farmed and free animals have “a seat at the table” during policy deliberations concerning climate change? Who will make sure that factory farms are forced to abide by new emissions regulations? As global warming escalates, driving more and more species toward extinction, how will the different components of the animal advocacy movement work together to ensure that no necessary task goes undone?

We don't know. We need to know. The animals need us to know.

It's time for the animal advocacy movement to practice what the Center for Science and Environment calls “**knowledge-based activism.**” For too long, we have relied on haphazard guesswork when choosing tactics and failed to work together to plan and implement coherent strategies. This is nowhere more evident than the escalating emergency of climate change, a crisis that menaces billions of animals but also offers extraordinary openings for effective intervention into longstanding problems such as factory farming.

We invite our allies in animal advocacy to participate in an innovative experiment in collective knowledge-building and decision-making that will result in several research reports, a **Climate & Animals** website, and —most importantly— a multi-faceted strategic plan through which animal advocates of all stripes can collaborate to create substantial change.

Please review the attached draft project proposal and let us know whether and how you or your organization would like to participate. Participating organizations are encouraged, but not required, to contribute to the support of the project.

This project was conceived by the **Eastern Shore Sanctuary and Education Center** but we, as a chronically under-funded sanctuary, cannot afford to cover its costs. One national animal rights organization has pledged funds on the condition that other organizations also contribute. The first phase of the project will begin as soon as we have received sufficient pledges of support to ensure that it will not stall midstream.

Strategic Action for Efficacy
Project Proposal: Climate Change

Summary: Partners in this project will collaborate to create and implement a well-researched, multi-faceted, and pragmatic strategic plan to more effectively intervene in climate change on behalf of animals.

Background: Climate change represents both urgent emergency and emergent opportunity for animal advocacy. As climate change reshapes landscapes and alters weather patterns, animals ranging from polar bears to tropical birds face increased risk of both species extinction and individual anguish. At the same time, animal agriculture remains among the chief causes of climate change. Hence, the exploitation of billions of captive animals creates ecological conditions that threaten billions of free animals.

Problem: While there is increasing recognition among animal advocates that climate change could and ought to be a focus of concentrated activism, our efforts so far have been haphazard, uncoordinated, and not grounded in relevant research. Hence, while worldwide awareness of global warming is rising, much of the public remains ignorant of the climate-meat connection and animals are not represented as stakeholders in policy deliberations between governments or among activists. We need, rather urgently, to conceive and implement a realistic, multi-faceted plan in which animal advocacy, vegan/vegetarian, and animal-friendly environmental organizations can cooperate to more adequately represent the interests of farmed and free animals in local, national, and international efforts to alleviate climate change.

Project Overview: This project has three phases. In the *Research & Analysis* phase, we will set the stage for knowledge-based strategic thinking by reviewing published research concerning attitudes and behavior in relation to climate change among the general public; by conducting and analyzing original research concerning attitudes toward veganism among environmentalists; by collating information concerning ongoing climate activism among animal advocates, promotion of vegetarianism by environmentalists; and by

identifying potential allies among climate experts and policy makers. In this stage, we will also set up the infrastructure for the project, including the website that will serve as both a source of information for the public and a site for networking and resource sharing among project partners. In the *Strategic Planning* phase, project partners and advisors will receive and reflect upon an advisory document summarizing the results of the research phase and then collaborate in the construction of a multi-faceted, pragmatic plan to advance the interests of animals in relation to climate change. In the *Implementation Coordination* phase, the project coordinator will circulate, promote, monitor, and assess the progress of the plan; depending on the details of the plan, this phase of the project may also involve coordination of activities among project partners.

Certain Project Outcomes:

1. Climate & Animals website and blog
2. Report on review of relevant scholarly literature
3. Report on research concerning attitudes about veganism among environmentalists
4. Report on climate activism among animal advocates and promotion of vegetarianism by environmentalists
5. Advisory document for animal advocacy organizations
6. Strategic plan for the advancement of animal interests in relation to climate change
7. Coordination of initial implementation of strategic plan

Project Aims:

1. Increased public awareness of both animal agriculture as a cause of climate change and impact of climate change on animals of many species
2. Decreased resistance to promotion of veganism among environmental activists
3. Increased representation of animals as stakeholders in climate change deliberations at both governmental and non-governmental levels

Measurable Long-Term Project Goals:

1. Routine inclusion of veganism (or, at minimum, reduced meat consumption) in recommendations put forward by climate change activists and educators

2. Reduced consumption of meat and other animal products in the U.S., Canada, Australia, and the E.U
3. Routine inclusion of animal advocates (including farmed animal advocates) in climate-related conferences and meetings among activists and NGOs;
4. Recognition of animals and ecosystems as stakeholders in national and international climate change policies and agreements, in the manner that ecosystems are now recognized in the Ecuadoran Constitution.

Measurable Short- and Intermediate-Term Project Goals: To be determined in process of creating strategic plan and included within plan.

Costs: The costs for the first two phases of the project will include labor (research, writing, etc.) for six months at a rate of 50% FTE; research costs (access to scholarly databases, consultation concerning survey instrument, etc.); and travel for purposes of networking and data collection. We expect some costs (project website, online survey, etc.) to be covered by in-kind contributions. Costs of the third phase will be determined by the details of the plan emerging from the first two phases.

Funding: This project will be jointly funded by multiple organizations and individual donors. Contributing organizations will, through their contributions, be ensured first look at all research findings, copies of all research reports, and a voice in the process of crafting the strategic plan. Level of requested contribution will depend on the size and resources of the organization. Contributing individuals and organizations may elect to be listed as project funders on research reports and other publications of the project but may also choose to keep their participation confidential. Two 501(c)3 animal advocacy organizations have offered to serve as fiscal sponsors so that individual donations to the project will be tax deductible and other 501(c)3 organizations can contribute without worry. Whether or not they choose to be recognized for doing so, contributing donors and organizations will help to increase the capacity and efficacy of the animal advocacy movement while at the same time gaining access to valuable information. Work will begin once promises of support sufficient for the first two phases have been obtained.

Personnel: The research, writing, and coordination for this project will be undertaken by patrice jones, who is the co-founder of the Eastern Shore Sanctuary & Education Center and the author of a handbook for activists. As a PhD Candidate in psychology and the former instructor of a University of Michigan course in social change theory and practice, jones has the requisite grounding in research methods and activist praxis for the research and strategic planning phases of this project; as the former coordinator of the Global Hunger Alliance and a long-term activist in several movements, she has a network of contacts sufficient to make this project feasible. (CV available upon request.)

Prospect: The Eastern Shore Sanctuary & Education Center is committed to the creation of a more diverse, cohesive, and effective animal advocacy movement. In addition to forging a multi-faceted strategy to address climate change, this project will test the process of research-based collective thought and action implicit within it. If successful, the process will then be applied to the heretofore unanswered question of exactly how to effectuate the transition from industrial animal agriculture to sustainable production of vegetables and cereals in regions where factory farming is centered.