

2025 Europe Annual Report

Achievements for animals



**Humane
World for
Animals™**

Formerly called Humane Society
International Europe



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Advancing compassion for animals when progress is harder won

First and foremost, thank you.

To our supporters, donors, partners and dedicated colleagues: Thank you for making our work possible.

In 2025, your support took on particular meaning as we entered a new chapter as Humane World for Animals. More than a change of name and visual identity, it marked a clearer expression of who we are and the impact we seek to achieve. Our mission, however, remains unchanged: to tackle the root causes of animal cruelty and suffering to create permanent change.

For me, 2025 also confirmed that the political environment for animal welfare in Europe has fundamentally changed.

As geopolitical instability, economic competitiveness and security increasingly dominate the European agenda, animal welfare has too often slipped down the political priority list. Industry pressure has intensified, governments have become more cautious, and commitments that once seemed within reach have been delayed, weakened or reopened for debate.

The European Commission's decision in 2023 not to move forward with legislation to phase out cages and crates in its mandate was perhaps the clearest and most disappointing example. Millions of animals remain confined in outdated systems despite overwhelming public support for change. It reminded us that public support alone is not enough. Our task is to help translate that support into political courage, effective legislation and practical pathways for change.

This changing environment has also challenged us to evolve. While our mission remains the same, we increasingly demonstrate that better animal welfare is not only an ethical responsibility, but also contributes to public health, scientific innovation, environmental sustainability and resilient food systems. Animal welfare should not be seen as competing with Europe's priorities, but as an essential part of them.

Not every campaign delivered the progress we had hoped for in 2025, and I believe it is important to acknowledge that openly.



Lasting change rarely follows a straight line, particularly when it challenges deeply embedded political and economic interests. Yet persistence, evidence and strong partnerships continue to move us forward.

That was reflected in important achievements across Europe. Poland's decision to ban fur farming demonstrated what sustained advocacy can accomplish after years of determined work by our team and many partners. I was equally encouraged by the adoption of the first EU-wide rules on the welfare of cats and dogs, providing an important foundation for future progress.

The war in Ukraine also reminded us that the wellbeing of people and animals is deeply connected. Through our partnership with the Ukrainian Red Cross Society, we have seen how helping displaced families stay together with their animals strengthens humanitarian assistance while preventing countless animals from being abandoned. It is a powerful reminder that compassion for animals and compassion for people often go hand in hand.

Looking ahead, I do not expect the political environment to become easier overnight. But I remain optimistic. Public support for animals remains strong, our partnerships continue to grow, and my team brings extraordinary expertise and determination to this work every day.

Together with you – our supporters, donors and partners – we will continue building a Europe where animals are treated with the compassion and respect they deserve.

Thank you for being part of that journey.

Ruud Tombrock

Executive Director

Humane World for Animals Europe



Our mission

Together, we tackle the root causes of animal cruelty and suffering to create permanent change.

Our effectiveness comes from 70+ years of fighting to protect animals. Our strength comes from our supporters.

Our commitments

We drive change with human action

We make real, lasting change for animals. We help people, governments and corporations shift behavior—providing the right support and advocating for policy change to stem the root causes of suffering and cruelty.

We drive change at scale

Animal suffering is rarely constrained to geographies or species. We make bold progress for all animals by working together on the biggest problems—no matter where they are or how deeply entrenched, we focus on where we can make the greatest impact.

We drive change with deep expertise

It takes an extensive toolkit and diverse specialists to tackle the complex root causes of animal suffering. From field responders, scientists and program advocates to litigators and experts in policy change—our teams pull every lever on behalf of animals.

We drive change with compassion

Driven by the belief that we can build a better world for animals, we work to end suffering and cruelty for good by welcoming all supporters, no matter their starting point, to join us in tackling the root causes and creating the solution.





Our new name reflects our global vision: an end to animal cruelty

In February, 2025, we announced a merger of our U.S. and international programming and changed our name to Humane World for Animals—a truly global force for ending animal cruelty.



We launched
our new brand
at events in 11
countries.



Sia lends us her star power

The singer recorded Peter Gabriel's 'Solsbury Hill' for our ad campaign, with all proceeds benefitting Humane World for Animals.

AP

Sia discusses covering classic Peter Gabriel song 'Solsbury Hill,' with proceeds going to Humane World for Animals

The Grammy winner's proceeds from the song will go directly to the charity, which has rebranded from "The Humane Society of the United States" and "Humane Society International" to "Humane World for Animals."



Sia performs Solsbury Hill (Humane World for Animals Cover) on Jimmy Kimmel Live! dressed in a stunning custom Christian Siriano gown and bow featuring our animal print.

'A world of hope'

Our brand launch campaign reflected our commitment to advancing animal welfare and won several international awards.



Scan the code to watch the award winning ad

HORIZONT

"Seit über 70 Jahren setzt sich die in den USA gegründete Organisation Humane World for Animals weltweit gegen Tierquälerei und Tierleid ein. Um international stärker wachsen zu können, hat die Initiative nicht nur ihren Namen gewechselt, sondern ihren kompletten Markenauftritt überarbeitet."

CORRIERE DELLA SERA

"Humane Society diventa Humane World for Animals: nuovo nome e nuovo logo (con l'aiuto di Sia e Peter Gabriel)."

BURSA

"Humane World for Animals își menține angajamentul de a crește impactul pe care îl are și de a munci pentru schimbări sistemice care să garanteze un viitor plin de compasiune pentru toate animalele."

EURACTIV

"At a recent high-level event, 'From Resilience to Recovery: The Role of Animals in Humanitarian Crises', in Brussels, experts, policymakers, and NGOs gathered to discuss the need for integrating animal welfare into disaster response frameworks."

Our new brand and continued commitment to tackle the root causes of animal cruelty across Europe

In 2025, Humane World for Animals Europe continued to advance animal protection in a policy environment where progress was increasingly contested and often hard-won. As momentum behind several long-awaited **European Union** reforms slowed, we focused on building the evidence, partnerships and public support needed to maintain attention on animal welfare and continue driving lasting change for animals. Growing scientific evidence linking animal welfare to resilient food systems, public health and innovation reinforced the urgency of our work.

The new name – Humane World for Animals – and the refreshed visual identity gave clearer expression to our mission: addressing the systems and practices that cause animal suffering and building a more humane world. In **Brussels**, an event marking the launch of our new brand brought together policymakers, partners and supporters at a pivotal moment for EU animal welfare policy. In **Germany** and **Italy**, supporter events and public engagement activities helped bring the renewed mission closer to national audiences. Across these moments, our new identity strengthened engagement with supporters, partners and decision-makers, while more clearly demonstrating the ambition and impact behind Humane World for Animals.

One of the year's clearest breakthroughs came in **Poland**, the EU's largest fur-producing country. Following years of sustained advocacy by Humane World for Animals Europe and partners, legislation banning fur farming was signed into law. The decision marked a major victory for animals and sent a strong signal for EU-wide action. It was reinforced by years of advocacy and evidence showing that fur farming is increasingly indefensible as a public policy choice – including findings from *A Full-Cost Account of the EU Fur Industry*, a report commissioned by Humane World for Animals Europe and other organizations, and produced by an

independent researcher, which found that the EU fur farming sector's environmental and public health costs exceed its total revenue.

Work to improve the lives of farmed animals remained a core priority, combining EU advocacy, national action and corporate accountability. The second edition of *The Pecking Order*, our corporate animal welfare assessment of major fast-food companies in central and eastern Europe, helped expose gaps in chicken welfare commitments in **Poland** and **Romania** and strengthened pressure for higher standards across supply chains. In **Italy**, targeted advocacy contributed to the establishment of a public fund supporting farmers in transitioning away from cage-based systems, while **Romania's** Unseen Lives of Farm Animals campaign brought the realities of intensive animal farming into public debate and helped build support for stronger protections.

Efforts to strengthen protection for wild animals advanced through national, EU and corporate engagement. Advocacy on hunting trophy import restrictions continued in several countries, including **France** and **Spain**, where legislative and political engagement helped maintain momentum for stronger national action. Engagement with airlines and cargo companies led to some progress and kept pressure on the wider transport sector to strengthen policies against the shipment of hunting trophies. At the EU level, Humane World for Animals Europe and partner NGOs launched the report *Stolen Wildlife: The EU's role as destination for wildlife traffickers*



Since 2023, Humane World for Animals has been supporting the Bear Again Rehabilitation Center for Orphan Bears project.



at the European Parliament, exposing legal loopholes that allow illegally taken wildlife to enter European markets and strengthening advocacy to close gaps in EU law. Together with efforts to convene policymakers and others involved in wildlife trade, this work helped keep the issue in policy discussions and strengthen the case for reform, even as significant legislative progress remained limited.

For companion animals and animals affected by crisis, direct support was combined with efforts to strengthen longer-term protections. In **Ukraine** and neighbouring countries, funded projects supported more than 67,000 animals and 30,000 pet owners with food, supplies and veterinary care, while reinforcing our advocacy for the inclusion of animals in disaster preparedness, emergency response and humanitarian planning. In **Romania** and **Germany**, initiatives strengthened humane approaches to dog and cat population management, helping build practical and scalable models for companion animal protection.

Progress in replacing animal testing and research remained uneven. Humane World for Animals Europe nevertheless kept animal-free science on the political agenda and, with partners, contributed to the adoption of the One Substance, One Assessment package, which improves access to chemical safety data and can help reduce unnecessary animal testing. In **Spain**, the XI REMA Conference in Madrid brought together more than 250 experts and helped move modern, human-relevant methods into policy and practice. Meaningful change for animals is seldom linear, and the years ahead will bring both challenges and opportunities. Yet 2025 demonstrated the value of persistence, partnership and evidence-based advocacy in advancing animal welfare despite an increasingly difficult political environment. Humane World for Animals Europe will continue working with partners, supporters and decision-makers across the EU to build and maintain momentum for stronger protections and a more humane future for animals.



Ending fur farming in the European Union

2025 at a glance

- **Poland, the European Union's largest fur producer**, passed a landmark fur farming ban following sustained advocacy by Humane World for Animals Europe and international allies.
- **The A Full-Cost Account of the EU Fur Industry report**, commissioned by Humane World for Animals Europe and partner organisations, found that fur farming imposes a net cost of nearly €450 million per year on the EU economy.
- **Scientific and regulatory developments strengthened** the case for change – European Food Safety Authority scientists confirmed that fur farming fails to meet animals' basic welfare needs, and the EU classified American mink as an invasive alien species.
- **Fur Free Friday communications** and a global appeal to urge Woolrich to adopt a fur-free policy helped maintain public and fashion-sector pressure to move away from fur.
- **In Italy, advocacy prompted parliamentary action** on mink still being kept on farms despite the national ban, reinforcing calls for full enforcement and an EU-wide fur farming ban.

“

I am proud of the role Humane World for Animals played, together with our partners, in helping secure a ban on fur farming in Poland. This landmark achievement means that millions of foxes, mink, chinchillas and raccoon dogs will be spared a life of suffering and death on fur farms, while bringing Europe another step closer to a fur-free future.”

Iga Głazewska-Bromant, Country Director, Poland, Humane World for Animals Europe



Why fur farming must end

Whether raised on fur farms or trapped in the wild, animals exploited by the fur industry suffer for products that are no longer necessary or defensible. Mink, foxes, raccoon dogs and chinchillas are kept in conditions that cannot meet their basic welfare needs, while the industry also creates environmental, public health and wildlife risks.

Across Europe, momentum against fur farming has grown. Twenty-four European countries, including 18 EU member states, have already banned fur farming, yet more than six million animals remain confined on nearly 1,200 EU fur farms. Worldwide, the number of animals farmed and killed for fur fell from 140 million in 2014 to 20 million in 2023, an [85% decline](#). But as long as animals continue to suffer and die for fur, the case for stronger action remains clear.

Strengthening the evidence for an EU-wide ban

In 2025, scientific and regulatory developments helped sharpen the case for a fur-free Europe. [The European Food Safety Authority](#) confirmed that fur farming fails to meet animals' basic welfare needs, while the EU's classification of [American mink](#) as an invasive alien species reinforced concerns about the wider environmental risks linked to keeping mink for fur.

Humane World for Animals Europe and partner organisations also commissioned the report [A Full-Cost Account of the EU Fur Industry](#), which found that the EU fur farming sector's environmental and public health costs exceed its total revenue. Together, the welfare evidence, biodiversity concerns and economic analysis helped show that fur farming is not only cruel to animals, but also increasingly indefensible as a public policy choice for Europe.

Mobilising public and political pressure

This evidence was used to support public and political pressure for action. Humane World for Animals Europe called on supporters to sign an open letter to Olivér Várhelyi, European Commissioner for Animal Welfare, who is responsible for responding to the European Citizens' Initiative [Fur Free Europe](#). The call was reinforced by an [opinion piece](#) in *Euractiv*, one of Brussels' leading policy outlets, by Dr. Joanna Swabe, senior director of public affairs at Humane World for Animals Europe, arguing that the science leaves no doubt that the Commission must act.

Public mobilisation also reached consumers and the fashion sector. A Fur Free Friday communications campaign, timed around Black Friday, reminded audiences that the

suffering caused by the fur industry has no place in fashion and encouraged support for a permanent EU ban. During the 2025 New York, London, Milan and Paris fashion weeks, Humane World for Animals joined the Fur Free Alliance in urging outdoor clothing brand Woolrich to abandon fur. Although Woolrich has not yet adopted a fur-free policy, the campaign kept pressure on one of the remaining major brands still using fur.



Key findings in [A Full-Cost Account of the EU Fur Industry](#)

- The EU fur farming sector generates a gross value added loss of €9.2 million, negatively impacting the EU economy.
- Public health measures to prevent zoonotic diseases would cost €211 million per year, while environmental damage is estimated at €226 million.
- After deducting environmental and public health costs from GVA, the fur farming sector imposes a net cost of €446 million per year on the EU economy.

[Read the full report](#)



A landmark victory in Poland

The clearest breakthrough came in Poland. In December 2025, the President signed into law a national ban on fur farming after approval by the lower house of Parliament, where it passed with 339 votes in favour and 78 against, and by the Senate. Given Poland's historic position as Europe's top fur producer, the law will spare more than 3 million animals from cruelty and death each year.

The ban followed years of strategic, cross-party engagement with politicians and decision-makers, including more than 20 policy briefs setting out animal welfare, public health, environmental and investor risks. Public engagement also played an important role: sustained media and social media work reached hundreds of thousands of people, while more than 80,000 petition signatures were formally presented to the President before the final decision. Together, these efforts helped demonstrate that the time for fur farming in Poland had ended and sent a clear signal for the wider EU.

For animals still trapped in the industry, Poland's decision matters far beyond one country. It shows that even in Europe's largest fur-producing member state, sustained political engagement, public support and evidence-based campaigning can turn long-standing concern into lasting legal protection.

Pressing for full enforcement in Italy

In Italy, Humane World for Animals Europe continued to press for full implementation of the national fur farming ban. Milan Fashion Week provided a public platform to draw attention to hundreds of mink still being kept on farms despite the 2022 ban. With the organisation's backing, MPs submitted several parliamentary questions demanding full enforcement of domestic law and support for an EU-wide fur farming ban.

“The fur industry is the first industry I've seen that starts from a position of negative economic value. Incorporating environmental and public health costs makes this negative societal contribution even worse.”

Griffin Carpenter, Economist and Author of *A Full-Cost Account of the EU Fur Industry*



Looking ahead

Following the landmark victory in Poland, Humane World for Animals Europe will focus on securing a commitment from the European Commission for a legislative proposal to ban fur farming and the sale of farmed fur products across the EU.

The campaign will also keep public, political and fashion-sector pressure on the remaining parts of the fur trade, including companies such as Woolrich that have yet to adopt fur-free policies. The goal remains clear: to end the suffering of animals farmed or trapped for fur and to ensure that Europe's laws and markets reflect the growing rejection of this outdated and cruel industry.



Improving the lives of farmed animals across the European Union

2025 at a glance

- **The second edition of *The Pecking Order* report was launched** in Romania and Poland, supported by a high-level European Parliament event, assessing fast-food companies' commitments on the welfare of chickens raised for meat and highlighting the need for stronger corporate action across supply chains.
- **In Poland**, Domino's Pizza, one of the largest pizza chains in the country, transitioned to 100% cage-free egg sourcing following discussions with Humane World for Animals Europe and partner organisations.
- **A campaign strategy to end cage-based egg production** was finalised, focusing on transparency in processed egg supply chains, securing financial support for producers transitioning to cage-free systems, reducing Poland's share of caged-hen eggs by one-fifth by 2030, and mobilising progressive member states like Germany, Austria and others to push for creating a level playing field by banning caged systems across the European Union.
- **Our public-facing Romanian campaign**, *The Unseen Lives of Farm Animals*, reached more than three million people, generated over 186,000 website visits, secured more than 18,000 pledges and generated significant media coverage.



“

Farmed animal welfare is connected to resilient food systems, consumer expectations, trade standards, sustainability and environmental impact. Good animal welfare policy is not a distraction from Europe's priorities; it is part of Europe's identity and part of building a more resilient Europe. It's not just an ethical argument.”

Pankaj KC, Campaign Director,
Humane World for Animals Europe

Driving animal welfare reform across European food systems

Globally, **nearly 100 billion land animals** are slaughtered for food each year, most of them raised in intensive systems that severely restrict their movement and natural behaviours. Humane World for Animals works to end these practices by combining scientific evidence with corporate and political advocacy, securing commitments that reduce animal suffering and phase out cage-based confinement.

In the EU, around 300 million farmed animals spend most or all of their lives in cages, causing significant welfare harm. Public support for stronger protections remains high, and according to [the latest Eurobarometer](#):

91% of Europeans believe protecting farm animal welfare is important.

84% want better protections.

89% oppose keeping animals in individual cages.

With 2025 marking the start of the mandate of the EU's first-ever Commissioner for Health and Animal Welfare, expectations were high that animal welfare reforms would move higher up the political agenda.

Advancing chicken welfare standards in the EU

A **high-level chicken welfare** roundtable at the European Parliament brought together policymakers, scientists, industry representatives and civil society to press for stronger legislation and reform of the EU's chicken meat production sector. Hosted by Maria Noichl MEP, the event used findings from [The Pecking Order 2024](#) report, commissioned by Humane World for Animals Europe and partner organisations, to highlight continuing animal welfare concerns in the sector and the need to revise the EU Broiler Directive in line with current scientific evidence.

The report highlighted some progress among fast food chains in Poland and Romania. Although both countries ranked among the lowest-scoring of the seven EU member states surveyed, Domino's, IKEA and Pizza Hut led the rankings in Poland, while PAUL, IKEA and Pizza Hut topped the list in Romania. In 2025, Domino's Pizza Poland also achieved sourcing 100% of its eggs from cage-free hens.



“Over 6.4 billion broiler chickens are slaughtered in the EU every year. Most of them live in conditions that do not align with the expectations of European citizens when it comes to animal-friendly farming. I urge the European Commission to swiftly deliver a proposal to revise the Broiler Directive to ensure modern, science-based and enforceable animal welfare standards.”

Maria Noichl, Member of the European Parliament



Advancing protections for animals during transport

Animal transport remained another major focus of the European animal welfare debate. The revision of the EU animal transport rules faced intense scrutiny, with more than 3,000 amendments tabled in the European Parliament reflecting a divided debate. While some sought to strengthen animal welfare protections, including limits on journey times and safeguards for vulnerable animals, others aimed to weaken key aspects of the Commission's proposal or reject it entirely, leaving negotiations highly challenging.

Turning advocacy into action at the national level

Across Romania, Italy and Germany, efforts focused on raising public awareness, driving policy change and strengthening the case for higher animal welfare standards.

In Romania, The Unseen Lives of Farm Animals communications campaign helped bring the realities of life for farmed animals into public debate, generating more than 50 national media stories and encouraging citizens to take action through a dedicated pledge platform. In Italy, advocacy contributed to the creation of a new government fund supporting the transition away from cage-based animal farming systems, with €500,000 allocated for 2026 and €1 million for 2027. In Germany, our response to avian influenza helped connect animal welfare and public health concerns, securing coverage in influential policy media and through a national newspaper network that reached millions of readers.

Looking ahead

We will continue to press the European Commission, the European Parliament and EU member states to deliver long-promised reforms for farmed animals, including ending caged confinement. A transparency report across key EU countries will support these efforts by encouraging food manufacturers and retailers to disclose the source of their egg ingredients in different food products and across supply chains.

We have also commissioned a report from the Institute for European Environmental Policy, which explores pathways for funding the transition to cage-free egg production, including the Common Agricultural Policy post-2027.

Pressure on fast-food companies and multinational food producers will also continue. Future editions of *The Pecking Order* report will be used to highlight the gap between corporate commitments, consumer expectations and the reality faced by millions of chickens in food supply chains.

Sylvie Kremerskothen Gleason,
Country Director, Germany,
Humane World for Animals Europe.



Strengthening care and protection for companion animals across the European Union

2025 at a glance

- **In Ukraine**, Humane World for Animals Europe funded projects that supported more than 67,000 animals and 30,000 pet owners with access to food, supplies and veterinary care, while distributing nearly 250,000 kg of pet food to families and animals affected by the war.
- **Humane World for Animals Europe advanced direct care**, prevention and reform in Romania, with mobile veterinary teams treating nearly 2,200 dogs and cats, advocacy to improve animal welfare laws and a new national primary-school programme to build compassion for animals.
- **Humane street-cat management expanded** across five German federal states, with 3,672 cats neutered, marked and registered in Schleswig-Holstein alone in 2025.
- **Sustained advocacy in Italy helped secure** a dedicated public fund for the care and rehabilitation of dogs rescued from dogfighting, with €1 million allocated for both 2026 and 2027.



“

Transformations in public policy on companion animals show how human perceptions of animals are fundamentally changing. Dogs and cats are becoming recognised as community members deserving respect and care.”

Ruud Tombrock, Executive Director,
Humane World for Animals Europe

Care and protection where dogs and cats need it most

Dogs and cats live in varying circumstances

across Europe and beyond. Some are beloved family members, while many others live on the streets, exposed to hunger, untreated illness, injury and neglect. Humane



World for Animals works around the world to improve the welfare of street, community and companion dogs and cats, expand access to essential veterinary care and other companion animal services, and protect animals from cruelty, neglect and disasters.

Across Asia, Humane World for Animals works to end the dog and cat meat trade through legislative advocacy, community engagement, animal rescue, rabies vaccination and livelihood transition programmes. We implement these efforts both directly and in partnership with local organisations.

In Europe, we work with local partners, public authorities and communities to improve care for pets and community animals through veterinary services, humane population management, education and targeted policy change.

In 2025, we focused on places where practical support and advocacy could improve lives for animals and the people who care for them: crisis-affected families from Ukraine, underserved communities in Romania, street cats in Germany and dogs rescued from dogfighting in Italy.

Supporting animals and families affected by war

As the war in Ukraine continued, Humane World for Animals Europe supported local organisations with grants for pet food, medicines, sterilisation programmes and emergency veterinary treatment. Partnerships with the Ukrainian Red Cross Society, Homeless World in Ukraine and Red Panda in Romania helped keep animals safe, warm and fed.

In 2025 alone, funded projects supported more than 67,000 animals and helped 30,000 pet owners access food, supplies and veterinary care; and aided the distribution of nearly 250,000 kg of pet food to families and animals affected by the war. This support helped families facing displacement and economic hardship care for the dogs and cats who remained part of their lives through crisis.



Daisy's story

When Marianna's family fled Kherson, Ukraine, they brought their dog Daisy with them to Romania. With financial support from Humane World for Animals Europe, partner organisation Red Panda helped the family with pet food and equipment, including a sturdy lead that allows Daisy to move safely through the city. Her story shows how support for companion animals helps displaced families keep a loved member of the family safe, while holding on to a sense of home and hope during crisis and war.

Advancing humane care and education in Romania

In Romania, Humane World for Animals Europe advanced humane population management, public education and legislative reform. Dedicated veterinary teams brought spay and neuter procedures, vaccinations and treatments to nearly 2,200 dogs and cats in underserved communities, providing direct care while supporting a more humane approach to animal population management.

Policy work also advanced. Humane World for Animals Europe was one of the leaders of a coalition that developed several legislative proposals to amend Romania's two

main animal welfare laws. Our proposals included the recognition of animal sentience and psychological suffering, as well as measures to improve the effectiveness of the Animal Protection Police. A parliamentary roundtable with county councils helped promote humane dog population management and a replicable model for local authorities.

Education formed another part of this prevention-based approach. We acted as consultants in developing the discipline called *An Hour With and About Animals*, created by our strategic partner, Ilfov County Council, which was approved for inclusion in the national school curriculum.

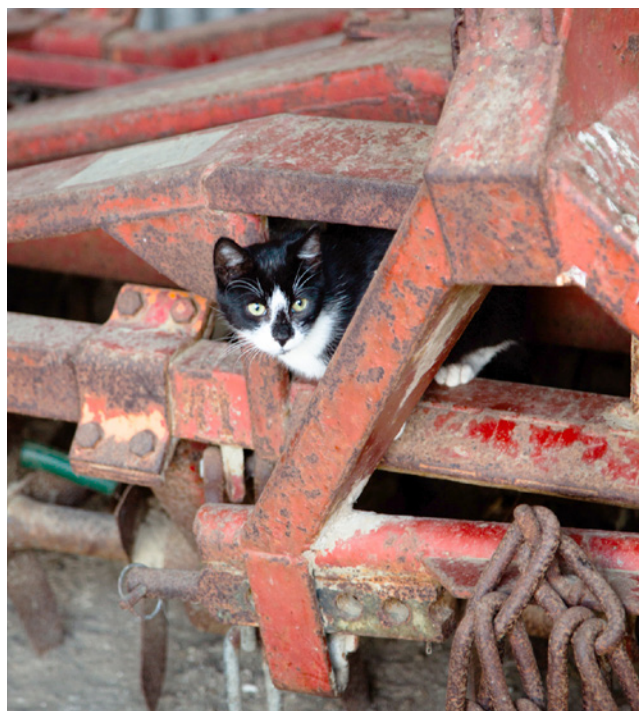
Managing street-cat populations humanely in Germany

In Germany, Humane World for Animals Europe expanded humane street-cat population management through trap-neuter-return, a method that humanely captures street cats, provides veterinary care and neutering, and returns them to their familiar territory to prevent further breeding and reduce suffering.

The programme reached five federal states, distributed 100 live traps and provided grants to local groups to strengthen local infrastructure, increase capacity and improve access to veterinary services. In Schleswig-Holstein alone, 3,672 cats were neutered, marked and registered in 2025, while five new local partnerships were established to support trap-neuter-return programmes for street cats.

Securing care for dogs rescued from dogfighting in Italy

In Italy, the cost of caring for and rehabilitating dogs rescued from fighting rings placed a heavy burden on local



In Germany, Humane World for Animals Europe supports humane street-cat population management through trap-neuter-return.

shelters and volunteers. Humane World for Animals Europe worked with parliamentary allies to develop a policy solution that would help cover the costs of care and custody for animals seized or confiscated in fighting cases.

The policy proposal helped secure a dedicated public fund in the Italian Budget Law for 2026, allocating €1 million in both 2026 and 2027 to shelters managed by, or working with, charitable organisations specialised in behavioural rehabilitation. The result built on years of sustained campaigning through the *Io non combatto* project and helped ensure that dogs rescued from dogfighting have a stronger chance of recovery and protection.

Looking ahead

Humane World for Animals Europe will build on the progress made in 2025 to secure stronger, lasting protection for dogs and cats across the EU. Priorities include advancing humane dog and cat population management, improving access to veterinary care, supporting education that builds compassion and working with authorities to strengthen enforcement against crimes such as dogfighting.

As long as the war in Ukraine continues, we will maintain financial and logistical support for partners helping companion animals and the families who care for them. Across this work, the goal remains clear: to reduce suffering, prevent cruelty and ensure that dogs and cats receive the care and legal protection they deserve.





Helping keep animals and people together in times of crisis

2025 at a glance

- **More than 50 MEPs, EU policy-makers, NGO partners, media, donors and supporters** convened in Brussels for Humane World for Animals Europe's event on the role of animals in humanitarian crises and disaster response.
- **In Ukraine**, Humane World for Animals Europe funded projects that supported more than 67,000 animals and 30,000 pet owners access food, supplies and veterinary care, while distributing nearly 250,000 kg of pet food to families and animals affected by the war.
- **For the third year running**, we supported the Ukrainian Red Cross Society's Pet Care Project, which provided aid across 18 Ukrainian regions.
- **With support from Humane World for Animals Europe** and other donors, Homeless World rescued, treated and rehabilitated 900 animals, carried out 193 spay/neuter surgeries and built 22 new enclosures for dogs affected by conflict-related trauma and stress.
- **In Poland**, we provided funding to six flood-hit animal shelters to rebuild facilities, replace damaged equipment and strengthen their ability to protect animals in future emergencies.



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We've seen time and again how deeply people's lives are intertwined with their animals. For many families in Ukraine, pets are not just companions – they are family. In times of crisis, the ability to care for their animals offers emotional stability and hope. Protecting animals has become an integral part of humanitarian response.”

Tetiana Yeskova, Head of the Project Management Office, Ukrainian Red Cross Society



Why animals must be part of crisis response

Disasters and conflict put animals at immediate risk.

They may be left without food, shelter, veterinary care or safe evacuation routes, while people may face the painful choice of leaving behind animals who are part of their families and emotional support systems. Forced separation can deepen grief, trauma and uncertainty for people, especially children and vulnerable individuals; for animals, it can mean abandonment, injury or death.

Humane World for Animals Europe works to help keep people and animals together wherever possible, and advocates for companion animals, farmed animals and wildlife to be included in humanitarian response, evacuation planning and disaster risk management. Protecting animals in crisis supports human wellbeing, safer evacuations and stronger community recovery. Caring for animals during crises therefore is not simply an animal welfare issue and a good, humane thing to do. It also is a humanitarian issue. And it is increasingly becoming a preparedness issue for Europe looking at the increased number of natural disasters.



When disasters occur, people are often reluctant to evacuate their homes because they do not want to leave their pets and farm animals behind. Policymakers and governments can play their part. It is important that animals are included in disaster preparedness."

Petras Auštrevičius, MEP, Vice President of the EU Intergroup on the Welfare and Conservation of Animals

Bringing animal-inclusive disaster response into EU debate

In February 2025, Humane World for Animals Europe used its Brussels event, *From Resilience to Recovery: The role of animals in humanitarian crises*, to celebrate the organisation's rebranding and bring animal-inclusive disaster response into policy debate. Held at the Royal Belgian Institute of Natural Sciences, the event convened MEPs, Commission representatives, NGO partners, media, donors and supporters to discuss the human-animal bond in disasters, the role animals can play in emotional resilience and recovery, and the need to include companion animals, farmed animals and wildlife in EU and national disaster risk planning.

Funding vital relief for animals and families in Ukraine

As the war in Ukraine continued, Humane World for Animals Europe focused on funding local partners that could provide food, medicine, sterilisation and emergency veterinary care for animals affected by the conflict. Partnerships with the [Ukrainian Red Cross Society](#) and [Homeless World](#) helped keep animals safe, fed, sheltered and able to receive veterinary care.

Winter 2025 brought freezing temperatures, blackouts and daily attacks, while internally displaced people in Ukraine struggled to keep their pets safe. The same conditions also left more animals on the streets, increasing the need for food, shelter and veterinary care. For the third year running, we supported the Ukrainian Red Cross Society's Pet Care Project, which provided aid across 18 Ukrainian regions. In 2025, the project assisted more than 30,000 pet owners and more than 65,000 animals, distributing 246,000 kg of pet food and more than 36,000 items of pet supplies.



Oleg Vyazkov, who was displaced from the Kherson region, received 3 kg of cat food and essential supplies for his cat, Alice, provided by the Ukrainian Red Cross Society.

Bonya's story

Hanna and her family were displaced twice by war, first from Donetsk in 2014 and then from Bakhmut in 2022. When Hanna evacuated alone to Uzhhorod by crowded public transport, she carried one bag of belongings and Bonya, her six-year-old cat. She was ready to abandon her luggage before leaving him behind. In Uzhhorod, support from the Ukrainian Red Cross Society helped ease the cost of pet food and care, ensuring that Hanna could continue to care for Bonya despite the challenges of displacement.



“

Thank you for supporting animals in Ukraine and for believing in difficult but vital projects! You don't just look at our ideas, you believe in them, supporting them with grants and giving us the opportunity to implement what others do not dare to do.”

Oleksii Zhurba, Director, Homeless World



Humane World for Animals Europe also continued to support Homeless World, whose mobile veterinary ambulance and rescue centre in Bila Tserkva care for animals injured, abandoned or displaced by war. The centre sheltered more than 1,000 dogs and cats, as well as horses, pigs, foxes, hedgehogs, birds and swans. Despite the dangers of gunfire and rocket strikes, teams provided shelter, food, neutering, surgery and vaccinations.

With support from Humane World for Animals Europe and other donors, Homeless World rescued, treated and rehabilitated 900 animals in 2025, carried out 193 spay/neuter surgeries and built 22 new enclosures for dogs suffering from conflict-induced trauma and stress. These facilities give staff safer conditions to care for animals whose recovery requires time, stability and specialist attention.

Helping Ukrainian refugee families care for animals in Romania

Outside Ukraine, Humane World for Animals Europe continued its partnership with Red Panda, a Romanian

animal welfare organisation supporting Ukrainian refugees in Romania. With Humane World for Animals Europe's support, Red Panda helped more than 1,066 pets and supplied 1,401 kg of pet food. The organisation also referred families for free spay/neuter appointments, helped with temporary lodging for dogs and provided guidance to refugees on Romanian legislation and rules around all aspects of building a new life in a foreign country (housing, health, work, education).

Rebuilding flood-hit shelters in Poland

A year after devastating floods hit south-western Poland in 2024, we provided financial assistance to six animal shelters to rebuild damaged buildings, restore essential infrastructure and provide food and veterinary care. The funding helped shelters recover from immediate damage while strengthening their ability to protect animals in future emergencies.



Gina's story

Gina, an elderly blind German shepherd, was abandoned on the streets of Zhytomyr. After local residents asked for help, Homeless World travelled hundreds of kilometres to rescue her. She arrived hungry, dehydrated, exhausted and seriously ill, with advanced untreated cancer. At the rehabilitation centre, veterinarians eased her pain and staff gave her safety, care and dignity. Gina is unlikely to be adopted, but she can now spend the rest of her life in comfort.

Looking ahead

Humane Humane World for Animals Europe will continue urging EU and national decision-makers to include companion, farmed and wild animals in disaster risk management, evacuation, shelter and emergency planning. When animals are included in crisis response from the start, evacuation and shelter systems can better support families, strengthen trust in humanitarian assistance and help emergency responders act more safely and effectively.

In Ukraine, Humane World for Animals Europe will maintain its collaboration with the Ukrainian Red Cross Society and Homeless World in 2026, focusing support on three critical

needs: pet food near dangerous frontline areas where transport is severely restricted; support for displaced owners facing pet care costs; and rescue, emergency treatment and longer-term rehabilitation for injured and abandoned animals in active conflict zones.

Across this work, the goal remains clear: to ensure that animals are not forgotten in emergencies, and that people are never forced to choose between their own safety and the animals who are part of their families and help them find stability in times of crisis.

Replacing animal testing and research with better science

2025 at a glance

Testing

- **Humane World for Animals Europe and partners** contributed to the adoption of the One Substance, One Assessment package. This marked a key European Union chemicals strategy milestone towards more ethical, transparent and modern chemical safety assessments. We also supported the first MEPs' Intergroup event with direct Commission feedback on revisions to the EU Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) and on non-animal methods.
- **As part of the Animal-Free Safety Assessment Collaboration**, we convened scientists to develop interactive tools to help industry and regulators understand and decide how and when animal-free methods can be used instead of toxicity tests.
- **Our peer-reviewed REACH fish-use analysis**, *Fish Count, Too*, revealed that nearly 400,000 fish have already been used in EU chemical safety tests, with a further 520,000–680,000 potentially required under new long-term tests.
- **Our End Lethal Dose Testing public-facing campaign** called on EU and national decision-makers to phase out cruel and outdated lethal dose testing, generating 13.5 million impressions, more than 175,000 action page views and over 10,000 unique signers, with coverage in *Euractiv* and *Politico*.

Research

- **The Biomedical Research for the 21st Century Collaboration**, co-founded by Humane World for Animals, published *A Moonshot for NAMs*, calling for coordinated investment in animal-free research and non-animal methods and a dedicated €1 billion European moonshot programme.
- **Through the BioMed21 Collaboration** with the University of Utrecht, we are developing a free, online educational programme to support scientists in making the best use of animal-free, human-relevant methods in biomedical research.

“

In recent years, we've seen momentum for animal-free science build like never before across Europe. We're delighted to have contributed to this shift through our collaborative, solution-focused approach to replacing truly unnecessary animal methods with better, kinder science.”

Jay Ingram, Managing Director, Chemicals,
Humane World for Animals Europe

Why replacing animal tests matters

Every year, nearly 200 million animals – including cats, dogs, mice, monkeys, rabbits, rats and other species – are used in experiments worldwide. In Europe alone, almost **eight million fish, rats, rabbits, mice and other animals** are harmed in research and testing laboratories annually. Many procedures cause daily suffering and are carried out without adequate pain relief, while animal-based results often fail to predict how humans will respond. Humane World for Animals campaigns for a future in which science protects people without causing suffering to animals, using evidence-based arguments that combine scientific progress, ethics and the need for more animal-free methods based on human biology.

In 2025, Humane World for Animals Europe focused on holding the European Commission to account for its proposed roadmap to phase out animal testing for chemical safety assessments. This work responded to sustained public demand, including the *Save Cruelty Free Cosmetics – Commit to a Europe Without Animal Testing* initiative, which garnered 1.2 million signatures. Advocacy throughout the year was supported by peer-reviewed evidence, coalition work and policy engagement designed to help move non-animal methods into policy and practice. We also advocated for REACH revision, including revision of its annexes, through sustained engagement with member state ministries and other key interested parties. Real progress was made on this front over the course of the year, even though the Commission's later decision to drop the REACH revision was a disappointing setback.

Moving chemical safety beyond animal tests

A major policy milestone came with the adoption of the One Substance, One Assessment package. Secured through sustained advocacy by Humane World for Animals Europe and animal welfare partners, it will help reduce animal testing by improving access to chemical safety data through a centralised platform and supporting more transparent, scientifically advanced assessments.

At the European Parliament, we supported the MEPs' Intergroup on the Welfare and Conservation of Animals event reviewing progress on the transition away from animal testing. The event was the first of its kind to feature direct Commission feedback on revised EU chemicals regulations, REACH and non-animal methods, helping keep political attention on the need for a credible and enforceable roadmap towards animal-free safety assessment.



Key findings from our Fish count, too analysis

- Nearly 400,000 fish have already been used specifically for REACH, with a further 520,000–680,000 potentially required for new long-term tests resulting from REACH amendments.
- Fish are sentient animals capable of suffering, and many of those used in testing, including zebrafish, are socially and cognitively complex. Their use in chemical testing should therefore be treated as a genuine last resort, as required under REACH.
- The evidence showed that fish tests are often treated as a first resort, despite the availability of non-animal methodologies. Updated REACH guidance is needed to replace fish tests wherever scientifically valid non-animal methods are available.

[Read the full report](#)

Moving modern science into policy and regulation

The BioMed21 Collaboration, co-founded by Humane World for Animals, published *A Moonshot for NAMs – Leveraging non-animal methods to position Europe as global leader in health research*, calling for coordinated EU investment in animal-free research, including a dedicated €1 billion European moonshot programme under the next EU Horizon Europe 2028–2034 Framework Programme. The paper highlighted the potential of approaches such as organ-on-a-chip technologies and AI-driven methods to advance biomedical research without relying on animals.

Humane World for Animals Europe also worked to make modern methods easier to apply in regulatory decision-making. As part of the *Animal-Free Safety Assessment Collaboration*, we convened experts to develop a series of decision trees for toxicity test alternatives, resulting in practical workflows to support the use of non-animal methods in safety assessment.

Scientific progress alone, however, is not enough if policymakers and regulators lack confidence in the transition. We addressed this challenge by co-hosting a European Parliament event with MEPs Tilly Metz and Nils Fugelsang on the concerns and assumptions that continue to limit the use of animal-free science, and by supporting a survey of 123 regulatory professionals in the context of the *Global Education Hub* for animal-free innovation coordinated by TPI Utrecht, with the aim of understanding their learning and training needs and informing the development of novel training tools on non-animal methods.

The *End Lethal Dose Testing campaign* brought the issue into the public and political spotlight. It explained why lethal dose testing – a nearly century-old method that exposes animals to toxic substances to determine the dose that causes death – is both cruel and outdated, and called on EU and national decision-makers to phase out acute toxicity tests and adopt improved non-animal approaches. The campaign generated 13.5 million impressions, more than 175,000 action page views and over 10,000 unique signers, with coverage in *Euractiv* and *Politico*.

“Our biggest battles are against ignorance, distrust and a lack of motivation: we must help people understand what is possible with non-animal methods, and build confidence that these methods work, and work well.”

**Antigoni Effraimidou, Senior Strategist,
Institutional Policy and Toxicology, Humane
World for Animals Europe**

Building national momentum for animal-free science

National advocacy helped reinforce EU-level pressure. In Spain, Humane World for Animals Europe joined the Spanish Network for Alternative Methods and AFSA to host the XI REMA Conference at the Ministry of Health in Madrid. The conference brought together more than 250 experts from industry, academia and government and added pressure on the European Commission to publish its roadmap to phase out animal testing.

In Italy, we welcomed a Senate commitment to formalise the use of non-animal research methods, strengthen oversight and modernise academic courses. MPs approved a non-binding order of the day to enforce national and EU rules on animals in scientific research, and we later worked with two Italian MEPs to participate in a European Parliament event on non-animal testing under REACH revision. In Poland, regular engagement with the Ministry of Economic Development and Technology continued throughout the year. Following a Humane World briefing on animal research and testing, the Ministry indicated openness to an expert-level meeting on REACH revision proposals.

Looking ahead

In 2026, Humane World for Animals Europe will continue working at EU and national levels to advance the transition towards animal-free science and ensure that commitments to reduce and replace animal testing are translated into concrete policy and regulatory action. Priorities include implementation of the European Commission roadmap, continued engagement on revision of REACH annexes, stronger confidence in advanced non-animal methods and improved education and training for regulators, researchers and future scientists.

We will continue to engage policymakers, regulators, scientific experts and other interested parties to promote the uptake of advanced non-animal methods and support a regulatory framework that enables their wider use. The goal remains clear: to accelerate the transition to modern, human-relevant science that protects people while ending reliance on cruel and outdated tests that subject animals to suffering.



Protecting wild animals from exploitation in trade and trophy hunting

2025 at a glance

- **Humane World for Animals Europe advanced advocacy** for hunting trophy import restrictions in Poland, France and Spain through consultation evidence, support for a French Senate bill and lobbying that contributed to a non-binding motion in Spain.
- **Together with our partner NGOs**, we launched the report *Stolen Wildlife: The EU's role as destination for wildlife traffickers* at the European Parliament, exposing loopholes that allow illegally taken wildlife to be legally traded in the European Union.
- **Corporate engagement helped secure** stronger cargo policies restricting hunting trophy transport, with commitments from Emirates SkyCargo, IAG Cargo, Sudan Airways and Air Canada Cargo.
- **Public-facing campaigns**, including Live and Let Live! and Between Life and Death, highlighted the suffering behind trophy hunting, promoted responsible tourism and encouraged stronger corporate policies against hunting trophy transport.

“

Wild animals are being killed, captured and commodified at a time when nature is already under immense pressure. Across Europe, citizens are increasingly rejecting the exploitation of wildlife, and governments and companies are starting to listen. Closing the loopholes that allow stolen wildlife and hunting trophies into European markets is a vital step towards a future where wild animals are valued alive.”

Liam Slattery, Program Director, Trophy Hunting Campaign, Humane World for Animals Europe

Wild animals targeted by trade and trophy hunting

Wild animals are exploited as commodities, whether poached or bred for their body parts, captured for trade, shot as trophies, kept captive for entertainment or killed for occupying spaces where humans do not want them. This exploitation causes severe suffering, costs animals their lives and can put already vulnerable species under further pressure. Humane World for Animals Europe works to protect wild animals from intentional harm, exploitation and persecution for expressing natural behaviours.

This includes addressing the EU's role in trophy hunting and wildlife trade. The EU is the world's second-largest importer of hunting trophies from internationally protected species, after the United States. Between 2014 and 2023, almost 27,000 hunting trophies from animals listed under the Convention on International Trade in Endangered Species of Wild Fauna and Flora, which regulates trade in threatened species, were imported into the EU.

A decade after the killing of Cecil the lion in Zimbabwe, Humane World for Animals Europe continues to push for Europe to end its role in enabling the trophy hunting of protected species. Although the European Parliament called for an import ban in 2022, EU rules still allow hunting trophies to enter as "personal items" if the correct permits are in place.

Advancing national action against hunting trophy imports

At EU level, we continued engagement through a Brussels-based NGO coalition and supported Members of the European Parliament in shaping the Parliament's Resolution on EU objectives for CITES CoP20, reinforcing the precautionary principle and science-based decision-making.

Poland remained an important focus because it imported almost 1,400 hunting trophies from CITES-regulated animals between 2013 and 2022. Humane World for Animals Europe submitted evidence to the public consultation on the Trophy Import Bill and worked with interested parties ahead of parliamentary consideration in 2026. Cross-party traction and a national petition that reached almost 40,000 signatures helped reinforce the case for action.

Political momentum also continued in France and Spain. In France, a proposed Trophy Import Bill backed by 82 co-signatories across seven parties was introduced in both the National Assembly by MP Sandra Regol and the Senate by Senator Yannick Jadot; whilst calls from politicians and the public for immediate regulatory action by the government to curb imports continued to grow stronger. In Spain, lobbying contributed to the anticipated registration of a motion urging the government to prohibit the import of trophies from protected species, which would subsequently create political space for a vote to take place.

Further action continued in Germany and Italy. Humane World for Animals and other NGOs secured legal advice supporting the exclusion of trophy hunting providers from JAGD & HUND in Dortmund, Europe's largest hunting fair. In Italy, we joined a coalition of animal protection and environmental organisations to oppose a proposed reform of the national hunting law. The proposal seeks to weaken protections for wildlife and could encourage practices such as hunting tourism and trophy hunting.

Key findings from Stolen Wildlife: The EU's role as destination for wildlife traffickers

- **EU rules leave a loophole for stolen wildlife.** Animals protected in their countries of origin, who have been taken and exported illegally, can still be traded in the EU if they are not covered by EU rules or CITES.
- **The EU is a major destination for wildlife trade.** More than 1.7 million live animals are legally traded in the EU each year, creating a market into which illegally sourced animals can be laundered.
- **Many species fall outside current protections.** Only around 10.5% of amphibians, reptiles, birds and mammals are listed under CITES, leaving many species exposed to illegal capture and sale.
- **Online trade makes enforcement harder.** Digital platforms connect international sellers with European buyers, increasing the risk that trafficked wildlife is sold through poorly regulated channels.
- **The legal gap can be closed.** The report calls for supplementary EU legislation to prohibit the import, sale and possession of wildlife taken illegally abroad.

[Read the full report](#)



Mobilising public support and strengthening company policies

Public communications helped take our #NotInMyWorld campaign against hunting trophy imports beyond policy discussions and into wider debate. Our Live and Let Live! campaign focused on responsible tourism, the ecological consequences of trophy hunting and the role of airlines in transporting hunting trophies. Between Life and Death contrasted animals in the wild with their commodification as trophies, using powerful campaign visuals based on photographs by award-winning wildlife photojournalist Britta Jaschinski.

Corporate engagement complemented this advocacy. Humane World for Animals Europe urged travellers to choose airlines with hunting trophy transport bans and engaged companies that still allowed such transport to strengthen their policies. In 2025, this work helped secure stronger airline and cargo policies restricting hunting trophy transport, including commitments from Emirates SkyCargo, IAG Cargo, Sudan Airways and Air Canada Cargo.

“The growing number of transport companies stopping the transport of hunting trophies sends a powerful message: wildlife belongs in nature, not as cargo. With 42 airlines, freight carriers and other transport businesses worldwide already adopting hunting trophy transport bans – including six EU flag carriers – we hope many more companies will join this movement to help protect vulnerable species.”



Elise Allart, Program Director, Corporate Engagement, Humane World for Animals Europe

Looking ahead

Humane World for Animals Europe will continue to work with political allies to urge the European Commission to close loopholes that allow stolen wildlife to be traded in the EU and advance the case for an EU-wide ban on hunting trophy imports from internationally protected CITES-listed species.

At national level, we will build on the momentum generated in 2025 to secure stronger trophy import restrictions and improve protection for wild animals targeted by trade, trafficking and trophy hunting. Alongside this legislative work, we will engage airlines, sea freight operators and other companies linked to trophy hunting and wildlife trade, encouraging policies that help keep protected wild animals from being turned into trophies or commodities.

Across this work, our purpose remains to keep wild animals from being reduced to trophies, commodities or objects of trade.

Andreea Roseti, Country
Director, Romania, Humane
World for Animals Europe.



European Union

Keeping animal welfare on the policy agenda in a difficult year

2025 at a glance

- **Humane World for Animals Europe hosted its European rebranding event in Brussels**, bringing EU interested parties together around the need to include animals in crisis response, disaster laws and emergency protocols.
- **We launched *The Pecking Order* report at a European Parliament roundtable**, using its findings to press for stronger welfare standards for chickens raised for meat and revision of the EU Broiler Directive.
- **Together with partners**, we organised *The True Cost of Fur* roundtable event at the European Parliament, to present the findings of *A Full-Cost Account of the EU Fur Industry* report.
- **We co-organised with the MEPs for Wildlife group and partner NGOs** to release the *Stolen Wildlife* report; exposed the EU's role as a destination for trafficked, protected wild animals; and supported advocacy to close legal loopholes.
- **The End Lethal Dose Testing campaign** called for an end to lethal dose testing and wider use of non-animal methods, building public support and reinforcing our advocacy around the revision of the EU Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH).
- **Sustained advocacy by Humane World for Animals Europe and partners** contributed to the adoption of the One Substance, One Assessment package, improving coordination and access to chemical safety data.
- **We supported MEPs in shaping a Parliamentary Resolution** on EU objectives for the 20th meeting of the Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora, helping reinforce science-based decision-making and the precautionary principle for protected wild species.

“

Across Europe, 2025 reminded us that progress for animals is rarely linear. Even when political priorities shift, our role is to keep animal welfare on the agenda, work with partners and address the root causes of animal suffering.”

Ruud Tombrock, Executive Director, Humane World for Animals Europe

Sustaining advocacy for animals as political priorities shifted

At the EU level, 2025 brought both cautious progress and continued disappointment for animals. The year began with high expectations, following the start of the mandate of the first-ever Commissioner for Health and Animal Welfare. For many animals, however, EU ambition still did not translate into adequate protection: more than two billion animals on industrial farms lacked basic legal safeguards, around 8.4 million animals were subjected to scientific testing and 7.7 million animals were kept on fur farms, while millions of wild animals remained exposed to unregulated trade.

Working towards cage-free lives for farmed animals

We continued to press for long-awaited reforms that would move farmed animals out of cages and reduce suffering in intensive systems. Our *Chicken Welfare Roundtable: Collaboration for change* event at the European Parliament brought policymakers, scientists, industry representatives and NGOs together to press for legislative action on the welfare of chickens raised for meat. Hosted by Maria Noichl MEP, the roundtable took *The Pecking Order* report as its starting point and concluded with a call for the Commission to revise the EU Broiler Directive in line with modern scientific understanding of animal welfare.

Following the adoption of the EU Vision for Agriculture and Food, we contributed to a call for both evidence and public consultation on the welfare of animals on-farm, which attracted a record 200,000 responses. In line with our EU farming campaign strategy, we focused on building support among progressive member states for an EU-wide ban on cage-based egg production. We also partnered with 130 organisations representing farmers, consumers, health, animal welfare and environmental interests to launch a campaign for an EU action plan on plant-based foods, supported by MEPs from five political groups.



Building the case for a fur-free Europe

Poland's fur-farming ban sent a strong signal to the rest of the European Union and strengthened the case for a fur-free Europe. After the European Food Safety Authority confirmed that fur farming fails to meet animals' basic welfare needs, we hosted a well-attended European Parliament event to launch *A Full-Cost Account of the EU Fur Industry*. We also called on supporters to sign an open letter to Commissioner Olivér Várhelyi, supported by a strategic op-ed in *Euractiv*, one of Brussels' leading policy news outlets.

Advancing science without animal testing

On animal testing, 2025 brought important progress. Scientific evidence and public pressure helped push the Commission towards its first roadmap to phase out the use of animals in chemical testing, which was published in 2026.

The Council also adopted the One Substance, One Assessment package, an important step towards a more coordinated approach to chemical safety assessment and better use of existing safety data. We continued to keep animal use in testing and research visible in EU advocacy and communications, including an October European Parliament event with MEPs Tilly Metz and Nils Fuglsang focused on moving the debate beyond scientific arguments to changing entrenched mindsets. Our EU campaign was supported by an educational social media series that translated complex science for political allies and supporters.



Protecting wildlife from trophy hunting and illegal trade

In 2025, we continued our work to combat trophy hunting by pushing for an end to the transport of hunting trophies. We urged travellers to choose airlines with hunting trophy transport bans and engaged companies that still allowed such transports to strengthen their policies. This work helped secure stronger airline and cargo policies restricting hunting trophy transports, including commitments from Emirates SkyCargo, IAG Cargo, Sudan Airways and Air Canada Cargo.

We also continued our EU advocacy efforts to end the trade in stolen wildlife. A key moment was the *Stolen Wildlife* event at the European Parliament, co-hosted with MEPs for Wildlife and an informal NGO coalition. The event centred on the *Stolen Wildlife: The EU's role as destination for wildlife traffickers* report, which exposed the EU's role as one of the world's major importers of illegally traded protected wildlife species.

Protecting animals in crisis through response and policy reform

In Ukraine, Humane World for Animals Europe funded projects that supported more than 67,000 animals and helped more than 30,000 pet owners access food, supplies and veterinary care, while distributing nearly 250,000 kg of pet food to families and animals affected by the war.

We also increased our advocacy for better protocols and regulations for animals in crisis zones. To mark the rebranding of Humane World for Animals, in February we hosted *From Resilience to Recovery: The role of animals in humanitarian crises* at the Museum of Natural Sciences in Brussels. MEPs, Commission representatives, NGO partners, media, donors and supporters attended, underlining the

importance of EU-level advocacy for animals affected by crisis and conflict.

The event gave the Humane World for Animals identity a clear EU policy focus: ensuring that animals are not overlooked in disaster laws, emergency protocols and humanitarian response. It also reinforced our role in the Brussels policy community as an organisation working to address the systems and practices that leave animals vulnerable and drive lasting change.



To mark the rebranding of Humane World for Animals, we hosted a high-level event at the Museum of Natural Sciences in Brussels.

“

The EU political landscape is becoming an increasingly challenging environment for those seeking to advance protections for animals. There are political forces that do not see improved regulations as progress, but as an obstacle. Some are even determined to turn the clock back on progress, others want to maintain the status quo. Yet the millions of Europeans who care about animal welfare are not going away, and neither is the momentum for change.”

Dr. Joanna Swabe, Senior Director of Public Affairs,
Humane World for Animals Europe





Germany

Improving lives for street cats and keeping animal welfare visible

2025 at a glance

- **Humane World for Animals Europe expanded** its trap-neuter-return street-cat initiative across five federal states in Germany, helping reduce suffering and support humane street-cat population management.
- **We rolled out a national veterinary survey**, in which more than 200 veterinarians participated, to learn more about the street cat population in Germany, how vets tackle it and challenges they are facing.
- **Through the End Lethal Dose Testing social media campaign**, we raised public awareness of animal testing and non-animal alternatives, exceeding our target reach in Germany. We also engaged policymakers to promote a forward-looking, science-based revision of the EU Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH).
- **Following the avian influenza outbreak**, our science-based messaging positioned us as a credible voice on pandemic risks, securing coverage in influential policy media and nearly 30 regional outlets.
- **As part of an NGO coalition**, we worked to keep wild animals in the wild by advocating for a positive list for pets and challenging the promotion of trophy hunting at Germany's largest hunting fair.
- **An exclusive online supporter event unveiled** the new Humane World for Animals identity and renewed mission to German supporters, strengthening trust and deepening engagement.

“

Influence is built on credibility. By bringing evidence, expertise and practical solutions to the table, we are building trust with decision makers and key actors across Germany and creating lasting impact for animals – here and beyond.”

Sylvie Kremerskothen Gleason, Country Director, Germany, Humane World for Animals Europe



In the Schleswig-Holstein region alone, we supported local groups and partners and helped neuter, mark and register more than 3,600 cats in 2025.

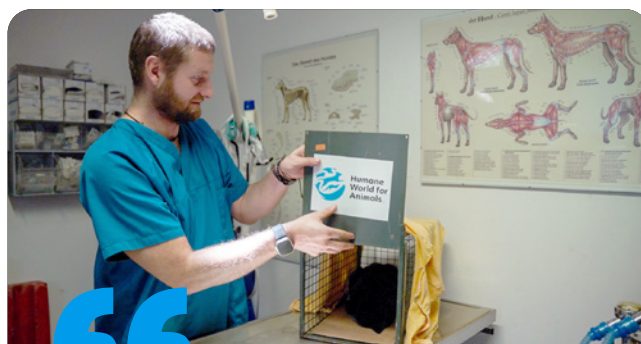


Reducing suffering for street cats

Germany has a significant street-cat welfare challenge. In 2025, Humane World for Animals Europe expanded its trap-neuter-return initiative, a humane approach in which street cats are neutered and returned to their familiar territory, to reduce suffering, support population management and strengthen local capacity to care for street cats. The programme reached five federal states, engaged more than 200 veterinarians, provided more than 100 live traps and supported local groups through grants.



In the Schleswig-Holstein region alone, we supported local groups and partners and helped neuter, mark and register more than 3,600 cats in 2025. Partnerships were also established with five new local trap-neuter-return groups in Essen, Detmold, Mainz, Würzburg and Schwielowsee. To strengthen veterinary expertise and inform our strategy, Humane World for Animals Europe launched a national survey on veterinarians' roles, challenges, practices and training needs in street-cat management. A total of 207 veterinarians responded, and the findings will inform our strategy for the next years to help mitigate the suffering of street cats in Germany.



“

We perform between 160 and 300 spay/neuter surgeries each year. Given that a female cat can have multiple litters annually, each surgery helps prevent hundreds of kittens from being born to a life on the streets. Thanks to the financial support of Humane World for Animals and the provision of essential equipment such as humane live traps, we are able to continue this vital work. We are deeply grateful for this support and look forward to continuing our collaboration.”

Dr. Gordon Ebeling, Veterinarian in Brandenburg, involved in the local spay/neuter programme

Strengthening EU advocacy from Germany

Given Germany's position as a European leader on animal welfare, much of 2025 focused on strengthening the country's contribution to EU-level debates on fur farming, production of eggs from cage-free hens and animal research and testing. We took part in round-table discussions with the European Food Safety Authority and leading industry players including L'Oréal and Procter & Gamble, making the case that higher animal welfare standards do not create a more difficult environment for industry and that reduced animal testing can increase competitiveness by cutting costs and speeding up risk assessments.

During Germany's coalition negotiations, we engaged with coalition working groups to advocate for a science-based revision of REACH and the transition to non-animal testing methods. The resulting coalition programme included new references to REACH and a risk-based approach to chemicals regulation. Humane World in Germany also engaged in high-level conversations with the Ministry of the Environment and other German institutions to propose concrete measures to REACH and its annexes to reduce animal testing, establish NAMs further and present our vision for a forward-looking REACH revision and Germany's leadership role.

As REACH negotiations continued, our End Lethal Dose Testing social media campaign in Germany raised awareness of animal testing and toxicity issues, exceeded target reach, strengthened supporter engagement and generated insights to inform 2026 strategy.

Responding to animal welfare risks in the public debate

Throughout the year, targeted media relations helped keep animal welfare visible in Germany. In July, we released a press statement and consumer guide with eight tips to help people avoid animal cruelty during summer holidays. The campaign secured extensive media coverage and positioned the organisation as a trusted voice on animal-friendly tourism.

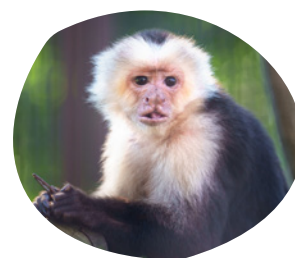
When a rapid outbreak of avian influenza dominated the news in October and led to the pre-emptive culling of hundreds of thousands of birds, we responded with a press statement and fact sheet combining scientific information on zoonotic diseases and pandemic risks with a clear German perspective. This helped position us as a credible voice on animal welfare and zoonotic disease risks in a fast-moving public debate. The outreach secured coverage in influential policy channels, including *Tagesspiegel Background*, and through *RedaktionsNetzwerk Deutschland*, whose network distributes content to around 50 regional newspapers.

Protecting wildlife: Fighting the commercial exploitation of wild animals

Working as part of an NGO coalition

we advocated for the introduction of a positive list that would define which animals can legally be kept as pets in Germany, helping prevent the trade and private keeping of wild animals such as primates and big cats. Through engagement with policymakers and participation in a parliamentary event, we helped raise the issue on the political agenda.

We stepped up pressure on JAGD & HUND, Europe's largest hunting fair, held annually in Dortmund. Together with other animal welfare and environmental organisations, we commissioned legal advice on how hunting tours and trophy hunting are promoted at the fair. The resulting legal opinion indicated that outfitters promoting trophy-hunting trips in Germany could be legally banned from the fair in the future. The campaign also increased pressure on Dortmund City Council, which established an ethics commission in 2023 but has so far not taken action.



Growing trust for our new global identity

The Humane World for Animals rebrand became an opportunity

to connect more deeply with German supporters and show the people, mission and work behind the new identity. An exclusive online supporter event in June introduced the renewed mission and featured our work on companion animals, fur, dog meat, disaster relief, trophy hunting and wildlife protection. The event strengthened supporter connection to the renewed mission, generating strong engagement during the live airing and continued interest afterwards, including among legacy supporters. Influencer engagement and digital storytelling helped bring the new identity closer to German supporters, including through a social media video featuring the official rebranding video set to an exclusive song by Sia.

At the end of the year, a Christmas social media campaign built on the strong results of our street-cat work by engaging "catfluencers", expanding our digital network and creating new relationships with social media interested parties for future advocacy.

Together, these activities helped translate the Humane World for Animals identity into a stronger supporter connection in Germany, reinforcing trust in our mission and creating new opportunities for future advocacy, fundraising and public engagement.



Italy

Delivering long-term solutions for companion and farmed animals in a difficult political climate

2025 at a glance

- **Humane World for Animals Europe helped secure** public funding to support animals rescued from dogfighting and to advance the transition away from cage-based animal farming.
- **We co-organised a high-level event** on the role of whistleblowers in reporting crimes against animals and a press conference at the Italian Senate presenting findings from legal research, which helped us sustain asks for significant legislative reform.
- **Thanks to our advocacy efforts**, the approval of Bill AS 1308 introduced the possibility of permanently assigning seized or confiscated animals to authorised animal protection associations, ensuring their immediate access to psychological and physical recovery.
- **With our support**, new parliamentary questions on mink still confined in closed Italian fur farms were submitted during the year, including one tabled during Milan Fashion Week, as we work towards the full implementation of the national fur farming ban.
- **Martina Pluda, country director for Italy**, was included in Forbes Italy's list of 100 successful women.
- **As part of the global rebrand** to Humane World for Animals, the Italy team held an online supporter event to present the organisation's renewed mission and vision.



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We focused on strengthening our collaboration with decision-makers and our advocacy work from the bottom up, building strategic relationships with Italian MPs and MEPs and getting them involved with activities in Italy and at the EU level.”

Martina Pluda, Country Director, Italy, Humane World for Animals Europe

Securing support for dogs rescued from fighting

In a challenging political climate, Humane World for Animals Europe helped secure two important public funding commitments in Italy in 2025: one to support the rehabilitation of animals rescued from dogfighting, and one to advance the transition away from cage-based animal farming systems. Both wins focused on practical, long-term solutions for animals.

Our *Io non combatto* project took major steps forward, culminating in significant legislative achievements. Following sustained advocacy efforts by Humane World for Animals and our partner Fondazione Cave Canem, the approval of Bill AS 1308 made it possible for seized or confiscated animals to be permanently assigned to authorised associations before criminal proceedings have concluded, where they can immediately begin their rehabilitation process. As shelters and volunteers face significant costs in caring for, rehabilitating and rehoming animals used in dogfighting, this policy solution enabled political allies to advocate for dedicated public funding to address these costs.



What drives an individual to organise dogfighting varies depending on their status [...]. Organised crime engages in this activity primarily for profit, which is why the animal is regarded as nothing more than a mere object [...]. By contrast, for individuals who are not affiliated with any criminal organisation [...], the main motivations are psychological rather than economic."

Faiella, Fazzi, Panzini, Pluda, Salomoni, *The Psychological and Behavioural Profile of the Dogfighter: From the legal perspective to the criminological aspects of dogfighting (Part one)*, Sicurezza e Giustizia, January 2025



As part of the *Io non combatto* project, Humane World for Animals and Fondazione Cave Canem organized an event on whistleblowing and animal protection in Rome, Italy.

As a result, the Italian Parliament passed provisions in the 2026 Budget Law allocating €1 million in both 2026 and 2027 to cover the costs of caring for animals seized or confiscated in dogfighting cases and entrusted to shelters managed by, or working with, authorised animal protection organisations. This followed years of work through the *Io non combatto* project, including relationship-building, legal and criminological research, media engagement and collaboration with law-enforcement professionals. Research supported through project scholarships was published in academic journals and presented to media and law-enforcement professionals in Rome, alongside a high-level event on the role of whistleblowers in reporting crimes against animals. We also provided training for the Italian National Police to share our expertise on dogfighting cases and ran webinars for the general public to challenge myths about certain dog breeds and promote responsible adoption.

Creating funding to phase out cages for farmed animals

Humane World for Animals Europe, as a member of the Italian End the Cage Age coalition, helped secure a new government fund to support farmers in transitioning away from cage-based animal farming systems. This directly addressed one of the main barriers raised by producers: the cost of structural and management changes needed to improve animal welfare.

The measure approved by the Italian Parliament allocated an initial €500,000 for 2026 and €1 million for 2027 to support changes in industrial animal agriculture operations. While the budget was smaller than hoped, the creation of the fund sent an important political signal and established a precedent at European Union member state level. With our support and guidance, political parties and the Ministry of Agriculture worked together on a measure that can help create change for farmed animals and provide a foundation for future advocacy and funding.

Keeping mink and wild animals on the political agenda

Despite these breakthroughs, Italy remained a difficult political environment for animal welfare. Government interest in some animal protection issues cooled during the year, leading to several standstills.

We were unable to secure public funding for specific law-enforcement training, which remains important to support implementation of the dogfighting ban, so we will continue to push for these funds to be made available.

Although Italy banned fur farming as of 1 January 2022, several hundred mink were still confined in closed fur farms in 2025. We continued to advocate for the final ministerial decree that would allow some of these animals to be rehomed. A media campaign around the spring and autumn Milan Fashion weeks, including targeted outreach to Woolrich calling on the company to go fur-free, brought renewed public attention to the issue, while our advocacy efforts were reflected in parliamentary questions on this matter.

Progress on banning the import and export of hunting trophies from protected species also made little headway in 2025, while the current pro-hunting government sought to liberalise hunting laws. This made advocacy for wild animals more difficult, but reinforced the importance of keeping the issue visible. *Tuskers: Saving the last gentle giants*, a Humane World for Animals South Africa documentary on super-tusker elephants, received a special mention at a film festival in Rome, which also helped keep the issue in the spotlight.

Pushing for science without animal suffering

As negotiations on the revision of the EU Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) continued in Brussels, we participated in the End Lethal Dose Testing social media campaign in Italy, calling on governments to promote alternatives to lethal dose testing. The campaign exceeded its expected audience reach, and audience insights are being used to shape 2026 advocacy on animal research and testing.

Further progress came when the Italian Senate approved a non-binding order of the day encouraging the government to strengthen national rules on animal use in scientific research, including mandatory validated alternatives and stronger enforcement of the EU Directive on the protection of animals used for scientific purposes.



Humane World for Animals took part in an awareness-raising action outside Woolrich's headquarters in Bologna, Italy as part of the Fur Free Alliance campaign calling on Woolrich to go fur-free.

Expanding visibility under the new Humane World for Animals identity

As part of the global rebrand to Humane World for Animals, the Italy team worked with media network *LifeGate* (5M+ reach) on an online supporter engagement event to present the organisation's renewed mission and vision, strengthen brand trust and deepen supporter relationships, running pre-event surveys to engage our community and identify key interests. Media and influencer engagement expanded visibility beyond core audiences, generating extensive coverage in Italian traditional and social media.

Our profile in Italy was further reinforced when our country director for Italy, Martina Pluda, was included in *Forbes Italy's* list of 100 successful women, generating interviews in key outlets, including *Vanity Fair*.

Together, these developments showed how targeted advocacy, public engagement and institutional relationships can deliver practical progress for animals, even when the wider political climate remains difficult.



Poland

Driving change for animals in a challenging year

2025 at a glance

- **More than 80,000 Polish citizens** signed Humane World for Animals Europe's petition calling for a ban on fur farming. The Polish Parliament passed legislation banning fur farming, and President Karol Nawrocki signed it into law in December 2025.
- **The second edition of *The Pecking Order***, our report assessing fast-food companies' progress on the welfare of chickens raised for meat, was launched, highlighting the need for stronger corporate action.
- **Domino's Pizza Poland** achieved sourcing 100% of its eggs from cage-free hens.
- **We supported six local** animal protection NGOs and shelters affected by the 2024 floods.
- **Following advocacy and public mobilisation**, a draft bill to ban hunting trophy imports was submitted to the Polish Parliament, backed by a petition signed by almost 40,000 people.
- **We delivered training** to more than 600 police officers and prosecutors on wildlife and animal protection laws.
- **Our team in Poland was invited** to brief the Ministry on proposed revisions to the EU Regulation on the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH), providing an opportunity to help shape policies to phase out animal testing.



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The fur farming ban in Poland was the result of years of strategic and collaborative advocacy. It marked a decisive step towards a fur-free Europe and will end the suffering and death of millions of animals.”



Iga Głazewska-Bromant, Country Director,
Poland, Humane World for Animals Europe

Poland's fur farming ban sends a strong signal for EU-wide change

In a politically difficult year for animal welfare across the EU, Poland's decision to ban fur farming marked a major milestone in our campaign to end this cruel practice. Signed into law in December 2025, the ban represented a landmark decision in the EU's largest fur-producing country and the world's second-largest after China.

Humane World for Animals Europe continued to make the case for ending the fur industry not only on animal welfare grounds, but also by highlighting public health risks, environmental harm, economic decline in the sector and growing environmental, social and governance concerns for investors. We produced more than 20 policy briefs, reports and targeted communications to strengthen support for decisive action.

From public pressure to legal protection

In close collaboration with Polish partners and international allies, and through engagement with financial institutions and brands to promote fur-free policies, we applied coordinated pressure from multiple directions. Public mobilisation reinforced that work. More than 80,000 signatures were gathered for the *Fur Free Poland* petition, while campaign communications helped demonstrate that support for a ban extended well beyond the animal protection movement. The parliamentary vote was decisive: the Sejm – the lower house of Parliament – approved the measure by 339 votes to 78, the Senate also passed it, and President Karol Nawrocki signed it into law in December.

For animals, the impact is significant. The ban is expected

to spare around three million mink, tens of thousands of foxes and chinchillas, and several thousand raccoon dogs each year from confinement and killing for fur. Existing fur farms are allowed a transition period until January 2034, while no new fur farms can be established once the law takes effect. Even with that transition period, the decision strengthens the case for EU-wide action as the Commission considers its response to the *Fur Free Europe* citizens' initiative.

Working toward a cage-free life for farmed animals

Our campaign against farmed animals kept in cages and crates also focused on advancing an EU-wide transition, with progress in Poland seen as an important precedent. The country is the EU's fifth largest egg producer and second largest egg exporter, yet around 70% of hens in egg production are still kept in cages. In 2025, we worked with a public affairs agency to develop targeted messaging for Polish MEPs, encouraging support for a cage-free ban at EU level. Given the economic importance of egg production, progress remained slow, although momentum for change continued to build.

To sustain that momentum, we launched the second edition of *The Pecking Order* to press major fast-food companies to improve the welfare of chickens raised for meat. The report assesses fast-food companies against the European Chicken Commitment criteria and highlights significant room for improvement in the market, as many companies lack comprehensive chicken welfare policies or continue to show important gaps in their commitments and implementation. As a major purchaser of chicken meat, the fast-food industry has both the leverage and responsibility to drive meaningful improvements in welfare standards.





Protecting wild animals from trophy hunting

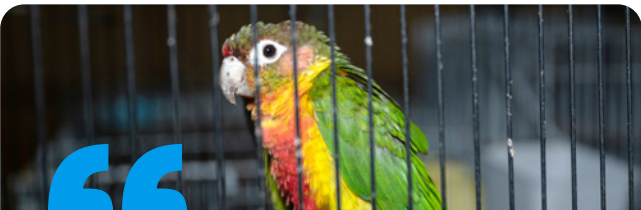
We also continued national advocacy on wildlife protection. Following public mobilisation and legislative engagement, including a petition that gathered almost 40,000 signatures, a draft bill to ban the import of hunting trophies was submitted to the Polish Parliament. In parallel, we submitted evidence to the public consultation on the Trophy Import Bill and prepared for further engagement ahead of parliamentary discussions.

Stronger systems for animals at risk

Throughout the year, we delivered training on the enforcement of wildlife and animal protection law to 600 prosecutors and police officers, in cooperation with regional prosecutor's offices and provincial police headquarters in Katowice, Gdańsk, Rzeszów and Lublin.

Alongside campaigning and legislative work, we also supported six shelters affected by the 2024 floods, helping them rebuild and strengthen their capacity to protect animals in future emergencies.

Under our new Humane World for Animals identity, our work in Poland reflected our wider mission to tackle the root causes of animal cruelty and suffering to create permanent change, demonstrating how meaningful national progress can help build momentum across the EU.



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Today, prosecutors are increasingly faced with procedural issues involving wild animals. I am referring here to traffic accidents, as well as cases involving the private keeping of non-domesticated animals. Establishing a common procedure for handling such cases, along with identifying other authorities that may assist prosecutors in their day-to-day work, should help streamline these proceedings and make them more effective while, most importantly, having a positive impact on the welfare of animals secured during the course of the proceedings.”

Michał Binkiewicz, Regional Prosecutor's Office in Katowice



Romania

Building momentum for farmed and companion animals

2025 at a glance

- **Humane World for Animals Europe was one of the leaders of a coalition** that successfully encouraged Romanian MPs to submit proposals to strengthen the country's two main animal welfare laws. We contributed detailed recommendations to improve legislation on animal protection and stray dog management, with the aim of strengthening protections for farmed animals and wildlife while promoting a humane approach to dog population management based on prevention, responsible ownership and spay/neuter programmes.
- **The Unseen Lives of Farm Animals campaign built public support** for stronger farmed animal protections, reaching more than three million people and generating over 18,000 pledges.
- Through our *Pecking Order* report, **we assessed Romanian and Polish fast-food companies' commitments** on the welfare of chickens raised for meat, and highlighted the need for stronger corporate action.
- **We advanced humane dog and cat population management** by leading a roundtable at the Romanian Parliament and working with local councils on a replicable model for stray dogs and cats.
- With our support, **partner veterinary teams provided sterilisation, vaccination and treatment** to 2,192 dogs and cats in underserved communities, as part of a humane approach to animal population management.
- **We acted as consultants for developing the discipline** called *An Hour With and About Animals* created by our strategic partners in Romania, Ilfov County Council, which was approved for inclusion in the national school curriculum.

“

There is no doubt that conditions have improved for animals in Romania. 20 years ago, animal welfare was not a topic for discussion for neither the general public nor the authorities. Today, concepts like rehoming, spaying and neutering are normal. Some things have really changed for the better.”

Andreea Roseti, Country Director, Romania, Humane World for Animals Europe





Bringing farmed animals into public view

In 2025, Humane World for Animals Europe created significant impact across farmed and companion animal programmes in Romania, combining public engagement, direct interventions and policy advocacy to advance animal welfare at the national level.

Recognising that public awareness of farmed animal welfare remains low, we continued our long-term communications work to shift attitudes and build support for systemic change. Our public-facing campaign, *The Unseen Lives of Farm Animals*, highlighted the realities faced by animals in industrial farming systems and provided clearer, solution-oriented information about welfare challenges and proposed reforms.

The campaign became more action-oriented in 2025, inviting supporters to sign a pledge in support of improved conditions for farmed animals. Under the Humane World for Animals identity, the campaign used a dedicated [landing page](#) and pledge platform to turn public awareness into action. The campaign webpage, which presents key welfare concerns alongside practical solutions, performed strongly in search results, consistently ranking second or third on the first page of Google.

In line with our EU-wide strategy, we focused primarily on hens kept for egg production, followed by chickens and pigs raised for meat. A public relations component drawing

on academic research from the University of Bucharest strengthened the campaign's credibility. Overall, the digital-first strategy reached more than three million people, generated more than 18,000 pledges and secured more than 50 media mentions, helping bring farmed animal welfare into public discussion.

Pressing food companies to improve chicken welfare

The 2024 edition of *The Pecking Order* was launched in Romania, assessing how international and national fast-food companies address the welfare of chickens raised for meat in their supply chains. While the report recognised progress by several companies on commitments, targets and reporting, it also highlighted the need for stronger action and greater transparency across the sector, as some companies continued to show significant gaps in their welfare commitments.

These activities laid important foundations for future national and European advocacy aimed at ending the intensive confinement of farmed animals in cages, particularly hens kept for egg production.





Expanding care for dogs and cats in underserved communities

Our companion animals work focused on underserved communities where access to veterinary care is limited. In 2025, we supported veterinary teams delivering spay/neuter clinics, vaccination and medical treatment, reaching nearly 2,200 dogs and cats. These interventions directly improved animal welfare while strengthening community trust and reinforcing our public profile as an organisation delivering tangible change.

Alongside direct care, we continued to advocate for humane and effective dog population management based on prevention, education and sterilisation rather than culling. We organised a Romanian Parliament roundtable for county councils to support the transition towards humane dog population management and partnered with Ilfov County Council to develop a replicable model for managing stray dog and cat populations.

Embedding animal welfare in education and law

We acted as consultants in the development of *An Hour With and About Animals*, a primary school educational programme created by our strategic partner, Ilfov County Council, to promote empathy and responsible behaviour towards animals. The programme was approved for inclusion in the

national school curriculum, representing a historic step forward for animal welfare education in Romania.

At the same time, we played a leading role in a coalition of NGOs working to strengthen Romania's two principal animal welfare laws. We developed detailed proposals to improve legislation on animal protection and stray dog management, with the aim of enhancing protections for farmed animals and wildlife while promoting a humane approach to dog population management based on prevention, responsible guardianship and spay/neuter programmes. Following a comprehensive legislative review, our proposed amendments were submitted to the Romanian Senate in November 2025.

Raising visibility for animals and our mission

The End Lethal Dose Testing social media campaign extended our EU advocacy on animal-free science to Romanian audiences, raising awareness of animal use in toxicity testing and promoting non-animal methods in the context of the EU REACH Regulation revision. The campaign exceeded its predicted reach in Romania, despite relying mainly on organic online activity, helping inform further advocacy and public mobilisation in 2026.

The year also brought strong media visibility for companion animals work, with more than 60 press articles and 53 unpaid national media mentions. Together with the Humane World for Animals rebrand, this increased organisational recognition and reinforced our position as a leading voice for animal welfare in Romania.

Through public engagement, direct care, education and legislative advocacy, Romania showed how practical work with animals and communities can build the foundations for wider, lasting change.



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Our collaboration with Humane World for Animals in Romania has been about saving lives and promoting education. Together, we have provided free sterilisation and veterinary care to hundreds of animals while helping build support for stronger animal welfare education and protection. For us, and for the Ilfov community, this partnership has been invaluable, and we hope it will continue.”

Hilde Tudora, Head of the Animal Welfare Department, Ilfov County Council

Making our work possible

Our work to combat animal cruelty and protect animals from suffering across Europe and around the world is made possible by the compassion and commitment of our donors.

In 2025, despite a challenging economic and political environment, your generosity enabled us to raise nearly two million euros from our valued supporters. Crucially, when accounting for contributions from across our global network and cross-border funding, we surpassed our annual income target.

Our growing community of supporters

In 2025, we brought together our family of organisations under one new name and logo, reflecting our shared mission and strengthening our ability to maximise our impact for animals worldwide. Across our global, regional and national strategies, we work together towards that shared mission. At the heart of this work are our regular givers, whose on-going support powers our continuous rescue and advocacy work and enables us to respond to emergencies and animal cruelty around the world.

During the year, Humane World for Animals Europe welcomed over 4,000 new regular givers – surpassing our goal of 3,250 and doubling our regular giver community. An additional 10,000 one-off donors stepped up to support our urgent appeals.

Encouragingly, our strong donor retention rate continued to improve, reflecting the deep trust and lasting connection we share with our community.

Investing in the future: Legacy giving

In 2025, our legacy programme continued to grow, and we received a generous bequest of over €34,000 from a dedicated supporter in Italy for the long-term protection of animals. In total, 1,850 people enquired about leaving a gift to Humane World for Animals in their will, far exceeding our expectations and reflecting growing support for animals through legacy giving.

Innovative public engagement and strategic investments

To grow our movement and inspire action across Europe, we expanded our outreach through bold, data-driven marketing strategies:

- **Direct Response TV:** we continued our broadcast presence, running two powerful creative campaigns across German and Italian markets to bring animal welfare into millions of living rooms.
- **Direct mail:** we expanded our postal programme in Germany by scaling high-potential acquisition channels, generating around €64,000 and significantly exceeding our projected target.

Philanthropy, trusts and corporate partnerships

Building on the momentum of previous years, our major giving, foundation and corporate partnerships raised roughly €200,000 to support animal protection across Europe and around the world. This reflects the generosity of European philanthropists, foundations and businesses whose support reached Humane World for Animals affiliates delivering lifesaving work globally.

Beyond the funds raised, we deepened relationships across Europe's philanthropic community and welcomed new partners whose long-term commitment will help expand our global impact in the years ahead.

Every milestone achieved this year was made possible through the generosity of our community. Together, these partnerships are creating lasting change for animals worldwide and helping build a more humane world.

Financial overview

Humane World for Animals Europe maintained a solid financial position in 2025, generating total income of EUR 7.2 million and incurring total expenditure of EUR 7.5 million. The organisation reported a planned deficit of EUR 312k, reflecting continued investment in strategic campaigns, programme delivery, fundraising capacity and other initiatives designed to advance our mission and strengthen our long-term impact for animals across Europe.

A significant proportion of our income was provided by Humane World for Animals, Inc., which contributed EUR 5.2 million in 2025. This support enables us to pursue ambitious policy, campaigning and animal welfare objectives while ensuring resources are directed where they can achieve the greatest impact. In 2025, this funding included targeted investment in campaigns and advocacy initiatives aimed at driving policy change, engaging key stakeholders and advancing long-term animal protection goals.

Income		2025
Donations		€1,892,235
Grants	Trusts and Foundations	€92,665
	Humane World for Animals, Inc. (formerly called the Humane Society of the United States)	€5,223,342
Interest Income		€5,561
Total Income		€7,213,803

Expenses		2025
Compensation	Total	€2,055,412
	Fundraising	€361,525
	Campaigns and Communications	€1,693,888
Non-Compensation	Total	€5,470,480
	Fundraising	€2,078,673
	Campaigns and Communications	€2,326,303
	Grants to other organisations	€1,065,504
Total expenses		€7,525,893
Net Contribution		- €312,090

How we used our resources

Total expenditure in 2025 was EUR 7,525,893, supporting the delivery of programmes, campaigns, fundraising activities and partnerships.

Compensation (EUR 1,693,888): Cost of the specialist teams who deliver our programmes, campaigns, fundraising activities and organisational support functions.

Fundraising Costs (EUR 2,078,673): Investment in building sustainable income streams to support our mission. These costs include donor acquisition and stewardship, fundraising campaigns, marketing activities, and the systems and expertise required to grow long-term support for animals.

Campaigning Programmes and Communications Costs (EUR 2,326,303): Investment in policy advocacy, public awareness campaigns, stakeholder engagement and strategic communications at both EU and national levels. These costs also include specialist expertise, digital outreach and the operational infrastructure required to deliver our programmes effectively, including legal, travel and office-related expenses.

Grants (EUR 1,065,504): Funding provided to partner organisations working to advance animal welfare, deliver direct animal care and rehabilitation, and implement programmes aligned with our shared mission.

How we are building sustainable income for the future

Our work is made possible by the generosity, commitment and passion of our supporters. In 2025, we generated EUR 1.9 million in donations and legacies, received EUR 68.6k from trusts and foundations, and continued to benefit from support from the global Humane World for Animals network.

We pursue a diversified and sustainable approach to income generation, creating multiple ways for individuals, foundations, corporations and other partners to support our mission. These include one-off and regular donations, philanthropic partnerships, and trust and foundation funding. During the year, we continued a planned programme of strategic investment in key income-generating activities, with a particular focus on growing individual giving, expanding our marketing programme and strengthening long-term donor relationships. These investments are designed to build a more resilient funding base and reduce reliance on any single source of income over time.

All fundraising investments are carefully monitored to ensure they deliver sustainable returns and remain aligned with our values, regulatory obligations and long-term financial goals. The Board remains confident that this measured approach will support continued income growth while maintaining the trust and confidence of our supporters.

We are deeply grateful to everyone who has supported our work. Your generosity helps make possible a more humane and compassionate world for animals.

Our mission

Together, we tackle the root causes
of animal cruelty and suffering to
create permanent change.



**Humane
World for
Animals™**

humaneworld.org

Humane World for Animals Europe

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