

Public Awareness Prize 2012

Research Paper

Executive Summary

The Lush Prize seeks to reward excellence and innovation by organisations working to remind the public that animal testing is on-going, in order to rally support for lobbying activities and other interventions and to ensure that this issue remains high on the political agenda. The criteria for selecting potential winners of the Lush Prize - Public Awareness category are:

- Raising public awareness of animal testing (ideally within consumer products rather than pharmaceuticals)
- Projects which ran in 2011 or 2012
- Excellence and innovation by organisations working in this field.

Key Findings

Key findings are that interests in animal protection have evolved through three types of organisation:

1. local humane societies and societies for the prevention of cruelty to animals (SPCAs),
2. national organisations with a range of objectives and differing degrees of reformist and abolitionist goals, and
3. grass-roots activist organisations encouraged by the leading animal rights and animal welfare groups.

There is a wide array of groups working on the issue of animal testing, and most of these specifically on consumer products. They seem to be more prominent in Australia, North America, the United Kingdom and Europe, but are gaining momentum in other parts of the world including Asia and Africa.

More of these groups are using innovative ways such as blogs, social networking sites such as Facebook and Twitter, and even developing mobile phone applications to promote their campaigns. It can be concluded that the modern animal rights movement is a formidable tool in driving legislative and consumer change, in favour of bringing an end to animal testing and pushing the boundaries of ethical consumption.

Table of groups active in this sector

The core of this report is a table of groups active in the area of public awareness-raising and campaigning against animal testing. It covers groups from Australia to Switzerland and runs across 6 pages. It does not include local societies and is of necessity limited in a complex area but can form a starting point for future reviews of activity.

Conclusions and recommendations

Groups which met the eligibility criteria and which are recommended for consideration for the short-list for this year's Prize are:

- Animal Friends Croatia [Croatia]
- EDEV/3dayz [Netherlands]
- VITA Animal Rights Centre [Russia]
- British Union for the Abolition of Vivisection [UK]
- The People for the Ethical Treatment of Animals [UK]
- Coalition for Consumer Information on Cosmetics [USA]
- Humane Society International [USA headquarters]

1. Introduction

1.1 Background to animal test campaigning

Animal testing of cosmetics is arguably one of the most controversial areas of animal testing. Cosmetics testing on animals relates to many aspects of the manufacturing process. Such tests involve general toxicity, eye and skin irritancy, photo-toxicity (toxicity triggered by ultraviolet light) and mutagenicity (the capacity to induce mutations). Animal testing may occur on the full, finished product or it may occur on individual ingredients within a formulation.

The EU Cosmetics Directive prohibits testing of finished cosmetic products and cosmetic ingredients on animals (testing ban), and prohibits marketing of finished cosmetic products and ingredients included in cosmetic products which were tested on animals in the European Community (marketing ban). By 2013, it will also be illegal to sell in the EU any cosmetics tested on animals elsewhere in the world. However the European Commission is considering a review of this deadline due to a shortfall in all required alternative validated non-animal tests.¹ Companies may also sidestep regulations by contracting out testing to a laboratory in a country where animal testing is not currently banned.²

Some animal tests have been replaced in recent years by non-animal alternatives. European directives have to be implemented by Member States of the EU, through their own national laws. However, there may be difficulties in deciding whether an ingredient has been tested on animals purely so that it can be used in cosmetics. If it has other possible uses, it may be claimed that animal testing was necessary to satisfy other laws, such as the general chemicals law 'REACH'. Growing public disdain for animal testing means that companies may choose to outsource their testing to areas where there are lax regulations, fewer checks and less public involvement in animal testing. Increased regulations for animal testing in North America and Europe have led to outsourcing of animal testing in Asia.

Animal rights groups generally object to all animal testing and many argue that the results of animal tests are unreliable, and that all experiments could be replaced with non-animal methods. Many argue that scientists automatically opt to use animals in trials rather than seeking out non-animal alternatives, and that this mind-set needs to change. They campaign to modernise parts of the legislation governing animal testing arguing that it is outdated. Science has never had to prove that animal testing works, yet there is a scientific and legal demand to prove that alternatives do work.

Despite years of campaigning, animal testing is yet to come to an end. Years of high-profile campaigns and media coverage, combined with partial legislative victories mean that there is a common misconception amongst people that animal testing, especially for cosmetics, no longer takes place. This research paper aims to provide a global overview of organisations working to create public awareness that animal testing continues, in order to gain support for proposed changes and interventions.

¹ European Commission, Ban on Animal Testing [<http://ec.europa.eu>, 2012].

² I. Murnaghan, Animal Testing on Cosmetics [www.aboutanimaltesting.co.uk, 2011].

1.2 Overview of the Sector

Organised efforts to improve humane treatment of animals began in the 19th century in England and the United States. The early goals were to prevent cruelty and oppose experiments on animals. The interests in animal protection have evolved through three types of organisations:

1. local humane societies and societies for the prevention of cruelty to animals (SPCAs)
2. national organisations with a range of objectives and differing degrees of reformist and abolitionist goals, and
3. grass roots activist organisations encouraged by the leading animal rights and animal welfare groups.³

The animal rights movement attracts thousands of financial supporters and appears to be growing. Some groups are well endowed while others operate with very limited resources and volunteers.

Many organisations speak out against the use of animals in biomedical research, confinement of livestock and poultry production, and use of animals in product testing, for pleasure and leisure activities. Others are against the production and use of animals for fur; they also oppose trapping and hunting, whaling, and the killing of dolphins in the fishing industry or capture for display in zoos and aquariums. All these groups reject animal testing related to beauty and household products. There are an array of groups working against animal testing for consumer products, with some having it as part of a larger portfolio of campaigns, others focusing solely on animal testing and a select few creating a niche in campaigning against animal testing of cosmetics.

Methods applied by the animal rights movement include campaigns to influence legislation through letter writing and other direct contacts; seminars and media events to influence politicians and public opinion; demonstrations to draw public attention to what activists see as improper treatment of animals; as well as inviting sympathetic politicians and government officials to speak or receive awards at annual meetings and other special events. The long-established humane societies seem to rely heavily on letter-writing campaigns and the legislative process. The more radical animal rights groups rely on demonstrations, celebrity endorsements, and testimony to enhance their credibility and organise media campaigns.

3. H.D. Guither, *Animal Rights: History and scope of a radical social movement* [Southern Illinois University Press, 1998].

2. Who is Active in the Sector?

The table below lists groups across the world currently active in the area of public awareness and campaigning against animal testing. The list is certainly not comprehensive - particularly due to the fact that searches were conducted predominantly in English only. It is of necessity limited in a complex area but can form a starting point for future reviews of activity.

All the groups listed have active websites/ webpages and many are using blogs and social networking sites such as Facebook and Twitter to spread their messages.

	ORGANISATION	CAMPAIGN[S]	PHONE	EMAIL/WEB
	Australia			
1	Animals Australia	Codes of practice for legal protection of all animals; Ban export of live animals; End animal testing; and Vegetarian lifestyle. Other issues include: Pet overpopulation; Duck and kangaroo shooting; Rodeos; Exotic animal circuses; Horse and greyhound racing; and Caged birds	+613 9329 6333	enquiries@animalsaustralia.org www.animalsaustralia.org
2	Animal Liberation Victoria	Battery hens; Broiler hens; Whales; KFC cruelty; Puppy factories; Fur; Animal experimentation; Going vegan, Keeping RSPCA honest; and Anti-fur	+613 9531 4367	antiviv@alv.org.au enquiries@alv.org.au www.alv.org.au
3	Choose Cruelty Free	<i>Stop sale of cosmetics that have been tested on animals; Boycott fur trade; and Cruelty-free company accreditation.</i>	+613 9328 1377	admin@choosecrueltyfree.org.au www.choosecrueltyfree.org.au
4	Animal Liberation	Animals as companions; Animals for fashion; Animals for food; Animals for science	+612 9262 3221	sydneyhq@animal-lib.org.au www.animal-lib.org.au
	Belgium			
5	Eurogroup for Animals	Transport of live animals; Clone free food; The need for EU action to protect cats and dogs; and End testing of animals for cosmetics	+32 (0)2 740 08 20	info@eurogroupforanimals.org http://eurogroupforanimals.org
	Brazil			
6	ANDA - Agência de Notícias dos Direitos dos Animais [News Agency of Animal Rights]	Brazil's main information web source for animal rights activists. They also maintain many resources on animal experimentation on the web and promote anti-vivisection courses and debates. Main focus is to develop a site full of information on animal rights and updated news on cases mainly in Portugal and Brazil.	+55 11 9810119 16	faleconosco@anda.jor.br www.anda.jor.br

	Canada			
7	Animal Justice Canada	Eliminating Puppy Mills; Shark Finning; Animals in Entertainment; Air Canada Monkey Transport; Commercial Seal Slaughter; Factory Farming & Animal Transport		info@animaljustice.ca www.animaljustice.ca
8	Canadian Federation of Humane Societies	Animals in the home; Animals in the farm; Animals in research; Animals in the wild; and Animals and the law	+1 (613) 224-8072	info@cfhs.ca http://cfhs.ca
9	The Animals Rights Kollektive [Ark II]	Stop the seal hunt; Boycott the Bay [anti-fur]; Stop shark fishing; Stop animal experimentation at the University of Toronto; Boycott Proctor and Gamble for animal testing on products	+1 416 536 2308	www.ark-ii.com
10	Liberty Over Violence	Animals in entertainment; Skins; Vivisection; Companion animals; and Factory farming		info@libertyoverviolence.ca www.libertyoverviolence.ca
	China			
11	Chinese Animal Protection Network [CAPN]	Animal protection; Lab animal protection; Vegetarianism; Against dog eating and cat eating; Against animal hoarding; and Against massive dog/cat killing for population control.		info@capn-online.info http://www.capn-online.info/en.php
	Czech Republic			
12	Svoboda zvírat [Freedom for Animals]	Fur animals, replacement of animal experiments and animals in circuses. Grants the Humane Cosmetics Standard and the Humane Household Products Standard international certificates to Czech companies fulfilling given criteria.	+420 377 444 084 +420 736 766 188	info@svobodazvirat.cz www.svobodazvirat.cz
	Croatia			
13	Animal Friends Croatia	Animals raised for food; Animal experimentation; Fashion victims [Anti-fur]; Animals in sport and entertainment; Companion animals; and Campaign against cruelty.	+ 385 1 4920226	prijateljizivotinja@inet.hr www.animal-friends-croatia.org
	Egypt			
14	Society for Protection of Animal Rights in Egypt [SPARE]	Private Zoos; Pig Culling; Animal Testing; Legislation; Stray Animals	+20 2 338 13855	info@sparelives.org www.sparelives.org
	Finland			
15	Animalia	Farm animals; Animals in experimentation; and Fur animals. Member of Eurogroup for Animals	+358 9 720 6590	animalia@animalia.fi www.animalia.fi/en
	France			
16	The Anti-Vivisection Coalition France	International Toxicology Center switch to non-animal testing; Stop Huntingdon Animal Cruelty; and Air transport of laboratory		info@cav.asso.fr http://cav.asso.fr/en

	(CAV)	animals		
	Germany			
17	Doctors Against Animal Experiments Germany	Stop botox animal tests; Say NO to cruel cosmetics in Europe; and The REACH chance - 45 days to save animals	+49 531 - 6094479 1	info@aerzte-gegen-tierversuche.de www.aerzte-gegen-tierversuche.de
18	People for Animal Rights Germany	The use of animals in testing and research; Scientific research on primates and genetic experiments with animals; and Cruel treatment of animals in zoos and circuses.	+49 2 41 - 15 72 14	info@tierrechte.de http://www.tierrechte.de/english/index.html
	India			
19	Blue Cross of India	Course in Wild Avian Management; Animal Experimentation Rules; Banning of Dissection; Committee for the Purpose of Controlling and Supervising Experiments on Animals ; Animals in Films; Performing Animals; Animal Experimentation; Export of monkeys for research; and Export of Frog Legs.	+91 - 44 - 2235495 9	bluecrossofindia@gmail.com http://bluecrossofindia.org
	Ireland			
20	Irish Anti-Vivisection Society (IAVS)	EU Directive 2010/63 [Directive on the protection of animals used for scientific purposes must be transposed into Irish law]; No Cruel Cosmetics; EC Directive 86/609 [To stop the use of 12 million animals annually in experiments in Europe]; and Ban Primate Experiments.	+353(0)1 2820154	info@irishantivivisection.org www.irishantivivisection.org
	Japan			
21	Japan Anti-Vivisection Association	Anti-fur; Choose cruelty-free cosmetics	+81 (3) 5456-9311	java@blue.ocn.ne.jp http://www.java-animal.org/eng/index.htm
	Netherlands			
22	EDEV - Een DIER Een VRIEND [An Animal Friend]	EDEV runs the Humane Cosmetics Standard in the Netherlands. 3dayz, an affiliate group, campaigns on: Stop international transporting of animals for vivisection; Stop cruel animal tests for botox; and Replacement of animal tested cosmetics.	+31 (0)70 383 3699 +31 (0)6 2301 6481	campagnes@edev.nl www.edev.nl info@3dayz.com http://3dayz.com
	New Zealand			
23	Save Animals From Exploitation [SAFE]	Factory farming; Animals in entertainment; Animal agriculture; Animal experiment; Companion animals; and Environment.	+64 3 379 9711	info@safe.org.nz christchurch@safe.org.nz http://safe.org.nz
	Norway			
24	Dyrevern Alliansen [Norwegian Animal	Working with ECEAE on the EU cosmetics directive; Update and distribute Norway's	(+47) 22 20 16 50	anton@dyrevern.no post@dyrevern.no

	Protection Alliance]	most up to date list of products not tested on animals; Developed and marketed an app for this purpose.		http://www.dyrevern.no/english
	Russia			
25	VITA Animal Rights Centre	Intensive farming; Fur production; Tests on animals; Animals in zoos and circuses; and Stray animals.		vita@vita.org.ru http://www.vita.org.ru/english/english.htm
	Scotland			
26	Scotland for Animals	Religious slaughter; Vivisection; Clothes; Animal Testing; Exotic meat; Circus animals		john@scotlandforanimals.org www.scotlandforanimals.org
	Serbia			
27	Feniks [Society for the Protection of Animals and Development of Civic Consciousness]	Act on protection of pets, animals in laboratories, farm animals, work animals, animals in entertainment and wildlife. Campaign for “Clean and Beautiful without Cruelty”, promoting use of cosmetics that were not tested on animals.	+381 64 253 71 15 +381 62 206 758	drustvo.feniks@yahoo.com www.feniks.org.rs
	Singapore			
28	Animal Concerns Research and Education Society [ACRES]	Zoo Animals; Endangered Species; Live Cruelty-Free [Factory farming, Vegan lifestyle, Animal testing]; Wild Animals; Tiger Trade; Dolphins; Puppy Mills; Universal Declaration on Animal Welfare; Sharks; and Wildlife Trade.	+65 6892 9821	info@acres.org.sg www.acres.org.sg
	South Africa			
29	Sentience	Cape Town animal bylaw [on stray animals]; Bird hunting; No fur-fashion without cruelty; No foie gras South Africa; Ban fireworks in South Africa. Downloads of Beauty Without Cruelty Shopping Guides [BWC Guide, Leaping Bunny].		jo@sentience.co.za www.sentience.co.za
30	Beauty without Cruelty [BWC]	Seal hunting; Dog racing; Animals and medical research. Publishes and updates BWC approved list for humane products.	+27 21 438 2282	chairperson@bwcsa.co.za www.bwcsa.co.za
31	Animal Rights Africa	Stop Whaling; South Africa's elephants in captivity; 'Pet' Foods and Animal Testing Policies; Elephant Killing; Elephant-Back Safaris; Canned Hunting; Ethical Conservation; and Poaching.	+27 82 659-4711	info@animalrightsafrika.org www.animalrightsafrika.org.za
	Spain			
32	Association for the defence of animal rights [ADDA]	Anti- fur / skin; Captivity shows; Animals in circuses; Zoos are like prisons; Hunting, capturing and trafficking; Abandonment; Torture shows; Cruel festivals; Transport over long distance or in bad conditions; Intensive animal breeding; and Experimenting with animals.	+34 93 459 1601	adda@addaong.org www.addaong.org
33	Igualdad Animal [Animal Equality]	Animals for food; Animals in entertainment; Animal experimentation; and Animals for	(+34) 915 222	info@igualdadanimal.org

		clothing. Carry out investigations to show reality of farms, slaughterhouses, circuses, zoos, laboratories	218	http://www.igualdadanimal.org/
	Sweden			
34	Djurens Rätt [Animal Rights Sweden]	Farm animals and fur production. Member of Eurogroup for Animals and the European Coalition to End Animal Experiments.	+46 (0)8 555 914 00	info@djurensratt.se http://www.djurensratt.se/english
	Switzerland			
35	The Swiss League against Vivisection [LSCV]	Contributes financially to organisations who are involved in the development of non-animal testing methods. It promotes cosmetics not tested on animals and publishes a list of products that meet that Humane Cosmetics Standard.	+41 (0)22 349 73 37	admin@lscv.ch www.lscv.ch
36	Swiss Animal Protection [SAP]	Maintains special units for pet animals, wild animals, farm animals, animals used for experiments and genetic engineering, a veterinary advisory service and an advisory service for legal questions relating to animal welfare. A member of the Eurogroup for Animals.	+ 41 61 365 99 99	sts@tierschutz.com www.animal-protection.net
	United Kingdom			
37	British Union for the Abolition of Vivisection (BUAV)	Primates in research; No cruel cosmetics in EU; Ban animal testing of household products in UK; Replace animal testing with validated alternatives; Freedom to access information about animal testing industry; Campaign to save 13 million animals from being poisoned and killed under REACH EU regulations. Cruelty Free International is the global campaign to end animal testing for cosmetics, established by the BUAV.	+44(0)20 7700 4888	info@buav.org www.buav.org www.crueltyfreeinternational.org
38	Animal Equality	Animals for food; Animals in entertainment; Animal experimentation; and Animals for clothing. Carry out investigations to show reality of farms, slaughterhouses, circuses, zoos, laboratories.	+447538 431754	info@animalequality.net www.animalequality.net
39	Four Paws	Bear orphan project in Romania; Lionsrock wildlife reserve in South Africa; Stray dog projects in Eastern Europe; and three bear sanctuaries. Running campaigns to help: companion animals such as dogs and cats; farm animals; laboratory animals; wild animals; animals killed for their fur; and circus animals.	+4420 7922 7954	office@four-paws.org.uk campaigns@four-paws.org.uk www.four-paws.org.uk
40	European Coalition to End Animal Experiments [ECEAE]	Prevent delay of full implementation of EU Directive on animal experiments for cosmetics; Influence the EU's controversial new animal testing law; Save tens of thousands of mice that die worldwide in tests for botox; Save millions of animals from being poisoned for REACH chemical tests by 2018; Replacing animal experiments; and stop primate use in experiments.	+44 (0) 20 7700 4888	info@eceae.org www.eceae.org
41	OneKind	Ban battery hens; Circus animals; Animal	+44	fin.robertson@oneki

		experiments; Look out for seals; Stop long animal transports; Animal-friendly cosmetics; Snare-free country; Better food labelling; and Domestic abuse veterinary intervention. Member of Eurogroup for Animals	0131 225 6039	nd.org www.onekind.org
42	National Anti-Vivisection Society [NAVS]	World day for lab animals; Defend the EU 2013 Cosmetics Ban Deadline; International campaign against the threats faced by primates; Urging the UK Government to adopt progressive approach for animal testing as Government prepares to overhaul lab rules; and end all testing - ingredients and finished products - related to the manufacture of household products. Publish a guide of charities that do not carry out animal testing.	+44 (0)20 7630 3340	www.navs.org.uk
43	Animal Defenders International	Animals in entertainment; Animal experiments; Animal adoptions; Animal rescues; Farm animals; Fur; Conservation; My Mate's a Primate; Research without animals. Campaigns on: Fur-stop; Save the primates; Kick animal testing out of the house; and Stop circus suffering.	+44 (0)20 7630 3340	info@ad-international.org http://www.ad-international.org/adi_home/
44	Uncaged	Animal experiments; Xenotransplantation; Global boycott of Procter & Gamble; and for animal rights and for democratic action on animal issues through the political system	+44 (0) 114 283 1155	info@uncaged.co.uk www.uncaged.co.uk
45	Animal Aid	Veggie & Vegan; Animal Farming; Slaughter; Animal Experiments; Horse Racing; Shooting; Living Without; Wildlife; and Compassionate Charter.	+44 (0)1732 364546	info@animalaid.org.uk www.animalaid.org.uk
46	The People for the Ethical Treatment of Animals [PETA-UK chapter]	Bullfighting; Foie gras cruelty; Go fur-free; and Stop cosmetics testing.	+44 (0) 207 357 9229 ext 245	AlistairC@peta.org.uk www.peta.org.uk
47	The Royal Society for the Prevention of Cruelty to Animals [RSPCA]	Rights of farm animals; Welfare of pets; Welfare of wildlife; and Welfare of animals used in research and testing. Member of Eurogroup for Animals	0300 123 0231	PHAWKINS@rspca.org.uk www.rspca.org.uk
48	Stop Huntingdon Animal Cruelty [SHAC]	Global campaign against Europe's largest animal testing facility, Huntingdon Life Sciences [HLS]. SHAC takes a three tier approach, campaigning against customers who provide HLS with an income and profits; suppliers who provide HLS with vital tools to carry out research and financial links such as shareholders, market makers and banking facilities.	0845 458 0630	info@shac.net www.shac.net
49	Animal Rights UK	Website providing a directory of animal rights groups, legal advice, campaigning advice and support for animal rights groups in the UK	+447951 304652	Info@animalrightsu k.org http://animalrightsu .org/contact.html
	United States			
50	The People for the	Fur in fashion; Fast food slaughterhouse	+1-757-	www.peta.org

	Ethical Treatment of Animals [PETA]	cruelty; Circus animal cruelty; Seal slaughter; Animal testing on pet products; Cruel wool industry; Animal shelters; Military trauma training; Transportation of primates for experimentation	622-7382	
51	Coalition for Consumer Information on Cosmetics [CCIC]	Promotes a single comprehensive standard - Corporate Standard of Compassion for Animals, and an internationally recognized Leaping Bunny Logo.		info@LeapingBunny.org www.leapingbunny.org
52	American Anti-Vivisection Society [AAVS]	Ban pound seizure; End animal cloning; No pet cloning; Compassionate shopping; Stop animal patents; and Animal welfare act. Chair of CCIC. AAVS only lists companies that have joined the Leaping Bunny Program in its <i>Compassionate Shopping Guide</i> .	+1-215-887-0816	aavs@aavs.org www.aavs.org
53	Humane Society International [HSI]	Confronting animal cruelty; End animal testing; Protect Seals; and Protect Street animals. Member of Eurogroup for Animals	+1-202-452-1100	info@hsi.org www.hsi.org
54	The New England Anti-Vivisection Society [NEAVS]	Release & Restitution for Chimpanzees; Cruelty-Free International; Ethical Science Education Coalition; Leaping Bunny: Cruelty-Free Products; American Fund for Alternatives to Animal Research; Mandatory Alternatives Petition; and Sanctuary Support. Serves as the U.S. Executive Office for Cruelty-Free International [CFI] whose mission is to put an end to product testing on animals worldwide. Founding member of CCIC, and its Leaping Bunny Program.	+1-617-523-6020	info@neavs.org www.neavs.org
55	In Defense of Animals	Animal Abuse in Korea; Animals in Entertainment; Canada Geese; Dissection; Elephants; Exotic Birds; Foie Gras; Fur; Guardian Campaign; Wild Horses and Burros; Puppy Mills; Veganism; Vivisection; and Wildlife.	+1415-448-0048	idainfo@idausa.org www.idausa.org www.vivisectioninfo.org
56	Last Chance for Animals	Vivisections, Class B Dealers, and Pet Theft; Ban Puppy Mills; Animals in Entertainment; Elephant Sanctuaries; Fur; and Ban Live Export. Publish list of vegan companies producing a variety of products, including cosmetics, which do not test on animals.	+1-310-271-6096	Campaigns@LCAnimal.org www.lcanimal.org
57	Massachusetts Animal Rights Coalition	Animal Testing; Meat and the Environment; Harvard Primate Labs; Braintree Geese; and Japanese Dolphins. *This is an example of one of the many local animal rights groups present in most cities in the US		info@massanimalrights.org www.massanimalrights.org

3. Groups working on animal testing

The Lush Prize seeks to reward excellence and innovation by organisations working to remind the public that animal testing is on-going, in order to rally support for lobbying activities and other interventions and to ensure that this issue remains high on the political agenda.

3.1 Eligibility

The criteria for selecting potential winners of the Lush Prize-Public Awareness category are:

- Raising public awareness of animal testing (ideally within consumer products rather than pharmaceuticals)
- Projects which ran in 2011 or 2012
- Excellence and innovation by organisations working in this field

Using the table in 2 above, the following groups meet the eligibility criteria:

- Choose Cruelty Free [Australia]
- Animal Friends Croatia [Croatia]
- Animalia [Finland]
- Doctors Against Animal Experiments Germany [Germany]
- EDEV/3dayz [Netherlands]
- Dyrevern Alliansen [Norwegian Animal Protection Alliance]
- VITA Animal Rights Centre [Russia]
- Beauty without Cruelty [South Africa]
- British Union for the Abolition of Vivisection [UK]
- European Coalition to End Animal Experiments [UK headquarters]
- National Anti-Vivisection Society [UK]
- Animal Aid [UK]
- The People for the Ethical Treatment of Animals [UK]
- Coalition for Consumer Information on Cosmetics [USA]
- American Anti-Vivisection Society [USA]
- Humane Society International [USA headquarters]

3.2 Short-list of potential Lush Prize Winners

The following organisations have been short listed. They appeared to demonstrate strategic, well-focused and innovative campaigns against animal testing on consumer products, particularly in 2011 and 2012.

Animal Friends Croatia

Animal Friends Croatia [AFC] is a non-profit NGO, established with the goal to promote animal rights, animal protection and vegetarianism and veganism as an ethical, ecologically acceptable and healthy life-style. AFC currently has 5,000 members, both in

the country and abroad, and almost 35,000 supporters. AFC regularly updates its White List of companies which do not test on animals and continuously promote companies who do not test on animals. They are a member organization of the European Coalition to End Animal Experiments [ECEAE]. On the World Day for Animals in Laboratories 2012, AFC held a performance to show the horrors of the Draize Test on an activist's fixed head in a restrained position. The "White rabbit" informed citizens about the ethical choices by sharing leaflets with the White List, inviting the use of only the products of companies that do not conduct animal testing. The white list is also available here. Human Cosmetics Standard companies appear on the white list.

As an ECEAE member AFC collected signatures for the petition "Say NO to Cruel Cosmetics" in 2011. At last count more than 5,200 signatures had been gathered. The group seemingly receives good media coverage for all its activities. This group stands out due to its use of dramatic demonstrations to highlight its campaigns.

EDEV [An Animal Friend]

EDEV - Een DIER Een VRIEND [An Animal Friend] is a Dutch animal rights organisation. It runs the Humane Cosmetics Standard in the Netherlands and its president is chairman of the ECEAE. EDEV launched 3dayz, an affiliation, in 2011 to help raise awareness of local animal rights groups to get more support for their campaigns. Relevant campaigns include:

- Urge Ipsen and Merz Pharma to stop cruel animal tests for botox;
- and Ask ICI PARIS XL to replace all animal tested cosmetics today.

It supports local animal rights initiatives that often work with little or no means or funds. The group stands out due to its innovative approach that builds strongly on collective effort. Local groups submit an action with 3dayz which goes on the website's homepage for 3 days, during which 3dayz' supporters will contact the target company using email, Twitter, Facebook, phones and faxes - in an effort to make them understand that profiting from animal cruelty is not acceptable. Since supporters come from all over the world and live in different time zones, the company in question will be contacted 24 hours a day for a full 3 days.

VITA Animal Rights Centre

Vita Animal Rights Centre is a non-profit animal protection organisation aiming at the prevention of cruelty towards animals in Russia. Vita has created and for 10 years updates the "white" and "black" lists of cosmetics, based on the Russian market of cosmetic companies. Vita is currently working on the script of few reels with the participation of leading Russian stars that do not use unethical cosmetics.

In 2011 the subject of animal testing gained a greater publicity and Vita were invited as experts to the TV program "Time" of Channel One Russia in prime time for a discussion with the head of the Moscow State University vivarium. The influence of Vita's campaigns on replacing animal experience is noticeable and appreciable. The issue of cosmetics not tested on animals has become very popular among the youth, is being discussed among students and scientists. 134 websites and big blogs asked permission to use information on animal experimentation from Vita's website. Demonstrations on "Beauty without cruelty" were held in 9 Russian cities. Vita has translated, edited and prepared for publication 7 books on animal experimentation. Over 1000 stickers, leaflets, badges, booklets have been distributed in public places (transport, information stands on stations, clubs etc.). Lessons devoted to the issue of animal experimentation were held in 346 Russian schools

(in different towns and cities, lessons were held by teachers themselves with the use of Vita's information bulletin) and in 16 clubs. Vita is a good example of a group running highly visible and wide-reaching campaigns, particularly through its use of national media and the internet.

British Union for the Abolition of Vivisection [BUAV]

BUAV is a UK based organisation that has been campaigning against animal experimentation for over 100 years. It is running the "No Cruel Cosmetics" campaign and has produced a detailed scientific report outlining the non-animal testing options currently available or in development which shows there is no case for a delay of the marketing ban that will ensure no animal tested cosmetics are sold in the EU from 2013. Its "Go Cruelty Free" campaign encourages consumers to buy products with the Leaping Bunny logo and also features a cruelty free guide.

BUAV launched Cruelty Free International (CFI) in 2012, a global campaign calling on governments and regulators around the world to introduce a ban on the testing of animals for cosmetic products and ingredients. CFI is running a cruelty free global pledge campaign with the Body Shop, encourages consumers to only buy cosmetics with the Leaping Bunny Logo, encourages consumers to ask cosmetics companies to join Humane Cosmetics Standard, and has celebrity ambassadors.

CFI manages the Cosmetics Standard for cosmetics, toiletries and personal care products and the Humane Household Products Standard for domestic and commercial cleaning products in the UK. CFI also endorses retailers which only sell Leaping Bunny certified brands and organisations which commit to purchasing only those brands, under the Humane Retailer Standard and the Humane Purchaser Standard.

The "Clean up Cruelty" campaign aims at banning testing of household products on animals. BUAV's "Replace" Campaign aims at persuading regulators to accept validated alternatives to animal testing, saving thousands of animals at a time. BUAV's CFI campaign is a model for global, focused and dynamic approaches to anti-animal testing campaigning, not only raising public awareness on the issue but also involving companies to embrace the message and effectively change their own practices.

People for the Ethical Treatment of Animals [PETA]

People for the Ethical Treatment of Animals (PETA) is dedicated to establishing and protecting the rights of all animals. PETA was first founded in the USA and now has affiliates in the UK, Netherlands, France, Denmark, India, Spain and Asia Pacific. PETA UK is campaigning to defend the planned 2013 EU ban on the sale of cosmetics and toiletries tested on animals. PETA has provided detailed policy submissions to the European Commission, met with the European Commissioner responsible and secured national publicity for the matter using celebrity support. The same advert also generated valuable trade press coverage. As this is a Europe-wide issue, PETA UK also coordinates the activities of its colleagues in other European PETA affiliates. PETA France recently, staged a photo-opportunity highlighting the threat to the 2013 ban which received massive

publicity in France, including front page coverage in a national newspaper. PETA also generated extensive coverage for the cosmetics directive issue with this advertisement, which was also used by other European PETA affiliates in translation generating coverage across Europe, essential for this EU-wide issue. PETA also worked with Pamela Anderson who contacted the European Commissioner responsible for the cosmetics decision on their behalf, generating further coverage.

In addition to the celebrity campaigns mentioned, PETA also ran a full page advert highlighting the threat to the cosmetics directive in a Brussels magazine widely read by European Commission staff and has mailed a copy of the same advertisement in postcard form to hundreds of beauty, consumer and other relevant journalists, generating a number of stories so far.

PETA has generated media coverage on the testing policies of cosmetics companies selling in China, which included information on PETA's affiliate's substantial work to gain acceptance for non-animal tests in China. In combination with other PETA affiliates, over 50,000 emails and letters to Commissioner Dalli in support of the 2013 ban have been generated and delivered so far. PETA was invited to attend two meetings to discuss this matter at the European Commission, one with Mr Dalli's cabinet and another with him personally.

PETA has however been criticised for the way women are depicted in some of its "Naked" campaigns, that feature various celebrities posing nude. Feminist groups, despite supporting the key message of the campaigns, disagree with the objectification and debasement of women. PETA has also been accused of euthanizing more than 95% of the animals handed into its US headquarters,⁴ rather than finding them new homes. PETA US does [advocate](#) for euthanasia for "surplus" animals by the use of an intravenous injection of sodium pentobarbital and defends this practice.

Humane Society International [HSI]

Humane Society International [HSI] is an international animal protection organization working to protect animals in laboratories, farm animals, companion animals, and wildlife. HSI is running a highly visible Be Cruelty-Free online campaign with links featured on various other websites, with significant celebrity support. The campaign pledge is available in seven languages, an excellent way of passing the message to a significantly wider audience. The campaign is especially active in Australia, Brazil, Canada, the EU, India, New Zealand, and the USA.

There is information on cruelty-free shopping via the Leaping Bunny Compassionate Shopping Guide and a link to the Cruelty free consumer shopping website. There is also a link to the Cruelty-Free 2013 Petition to ban All Animal-Tested Cosmetics in the EU. However, HSI in the US has also been criticised for its promotion of animal euthanasia through a [training manual](#) and [online video program](#).

⁴ Daily Mail Reporter, PETA 'killed more than 95 per cent of adoptable dogs and cats in its care last year' shocking new report says [www.dailymail.co.uk, 2012].