Svoboda zvířat
Organizace na ochranu práv zvířat
General Information

- Animal rights NGO.
- Based in Pilsen, with subdivisions in Prague and Usti nad Labem.
- Approximately 200 members and 1200 supporters.
General Information

- Membership in FFA, RSPCA, WSPA and ECEAE.
- Cooperation with both Czech (OHZ, Společnost pro zvířata) and foreign (PETA, ProTier) groups.
- Budget approximately €20,000 per year (2005).
- Income: foreign organizations (40%), Foundations (20%), Donations from companies (8%) and people (25%), own activities (7%).
- Staff persons: 1
Campaign: Against the Hair

Aims:
- to reduce marketability of fur;
- to ban fur farming in the Czech Republic.

Methods:
- inspecting conditions of animals on fur farms;
- lobbying, promoting legislation changes;
- dealing with media – press releases, commentaries, articles;
- targeting the public – demonstrations, leaflets, posters, billboards, video documentary, reports.

Achievements
- Decrease in number of animals raised for fur; Milevsko farm closed down completely.
Campaign: Against the Hair

- 2001 international conference on welfare of animals in fur farms. (Respect for Animals, Bont vor Dieren).

- A soireé in a luxurious hotel in Prague in November 2006.
☐ ČINČILA
☐ NOREK
☐ KRÁVA

WWW.SVOBODAZVIRAT.CZ
ZVÍRATA NAKUPOVAT NECHODI, VY ANO!

www.svobodazvirat.cz
Campaign: Replacing Animal Experiments

**Aims:**
- to persuade people not to approve of animal testing;
- to convince people to boycott animal testing companies whenever practicable;
- to introduce alternatives to dissection and support the students’ right to refuse dissection;
- to improve the legislation governing animal experiments;
- **to replace all animal experiments with alternative methods (long-term).**
Animal testing: Raising general awareness

- Deconstructing the myth of necessity of animal experiments.
- Emphasizing cruelty and philosophical controversy.

**Methods:**

- press releases, commentaries, articles;
- publishing leaflets, posters, video documentary, reports;
- organising demonstrations and informational tables.
Victims of the Beauty project

- Full-coloured posters (a woman with corroded face) spread around Czech towns (incl. hairdressers’ saloons) on the Lab Animals Day 2006.
- Informational tables; leaflets and printed cruelty-free list.
- Special website focused on cosmetics issue, including a cruelty-free list.
- Certifying Czech companies with Humane Cosmetics Standard – *perspectively.*
Humane Education Campaign

- In cooperation with InterNICHE.

**Methods:**
- spreading leaflets and posters among students;
- running email „helpline“ for students not willing to dissect; creating Czech InterNICHE website;
- negotiating with university professors.

**Achievements:**
- Abolishment of cruel and useless psychological experiments on rats; using frogs has become optional at University of South Bohemia.

Alternatives in Education 2006, Prague conference, December 2006
Primate campaign

- About to start in accordance with ECEAE campaign.
- Intended to ban primate experiments.
- Methods:
  - using scientific literature, deconstructing the myth of necessity;
  - lobbying politicians;
  - by public campaigning, provoking non-violent pressure to politicians.
Legislation achievements

- A ban on animal testing in cosmetics (2004-2005), without derogations usual in EU countries.
- Suing Ministry of Health for denying the right for information about animal experiments.
Campaign for Replacing Animal Experiments

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Campaign for Replacing Animal Experiments

Procter & Gamble test their products on animals. Boycott their products:
ARIEL - PANTENE
JAR - EUKANUBA
ALWAYS - IAMS

www.svobodazvirat.cz
Campaign for Replacing Animal Experiments
Campaign for Replacing Animal Experiments

www.svobodazvirat.cz
Journey to Death Campaign

Aims:
- to ban transit of live horses through the Czech Republic;
- to stop live exports of horses from Poland to Italia.

Methods:
- raising awareness: posters, billboards, leaflets, video documentary;
- non-violent pressure: protest cards, petitions, demonstrations (incl. 2 blocades);

Achievements:
- 50,000 petition signs;
- media attention: reports, stories;
- huge public support.
Journey to Death Campaign

www.svobodazvirat.cz
Journey to Death Campaign

The transports of death are still running across Europe.

Transporty smrtí stále projíždějí Evropou

Help us stop them!

www.svobodazvirat.cz
Journey to Death Campaign

www.svobodazvirat.cz
Journey to Death Campaign

No more meat for Italian horse-lovers.

UŽ ŽÁDNÉ MASO PRO ITALSKÉ MILOVNÍKY KONÍ

www.svobodazvirat.cz
Horse shelters

- Financial support of horse shelters, public collection.
- Raising awareness about horse shelters' existence.
- Encouraging people to adopt a rescued horse.
Vegetarian Campaign

- Aim: to promote vegan life style.
- Vegan food samplings, occasionally catering (over 7000 people served since 1999).
- *Perspectively:* GoVeg.cz; leaflets, posters, etc.
Cruelty-free Food
Bloody Christmas Campaign

Aim:
- to discourage people from buying a Christmas carp;
- to promote a vegan alternative.

Methods:
- inspecting street butcheries; inform the Veterinary Service about illegal animal abuse;
- leaflets, stickers, demonstrations („Christmas dogs“) etc;
- international cooperation.

Achievements:
- strong evidence of frequent law breaching (footages);
Environmental Education

- Environmental education for kindergartens, elementary and secondary schools.

**Aims:**
- Teach children and students to respect nature and animals;
- Inform about problems, solutions and possible help.

- Include issues of all our campaigns.

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Enviromental Education

- Children’s days with celebrities.

"Thanks for lovely talk about animals."
Children from Martin Luther Elementary School.

Děkujeme za krásné povídání o zvířátkách!
Děti ze ZŠ M. Luthera (přípravný rá říční)

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Other Activities

- Cat protecting group – deal with abandoned cats.
- „Expositions“ of abandoned cats. New homes for 120 cats.
Other Activities
Other Activities

- Animal rights consultancy – consumer advice, legal support etc.
- Inspecting reported illegal animal abuse and making pressure to institutions that are supposed to deal with it.
- Translating animal rights documentaries: *Earthlings*, *Peaceable Kingdom*, *Slaughterhouse the Task of Blood*.
- Cooperation with „Open your Eyes“ project – showing the films on festivals, perspective in streets, squares.
# Promotional Merchandise

| Benefitní trička Svobody zvířat | www.svobodazvirat.cz | Cena 250 Kč/h
|---------------------------------|-----------------------|----------------------
| Víknutí slápkami proti kožešínům, Dámské S, M<br>Pánské M, L<br>Kód: 01 | | výběr ze zboží z prodejní plochy na další části stránky. |
| Jste proti pokusům na zvířatech, Dámské S, M<br>Pánské M, L, XL<br>Kód: 02 | | |
| Je cirkus šťastný domor? Dámské S, M<br>Pánské M, L, XL<br>Kód: 03 | | |
| Ge vegan! Dámské S, M<br>Pánské M, L, XL<br>Kód: 04 | | |
| Ge vegane II. Pánské M, L, XL<br>Kód: 05 | | |
| Go vegetarian! Dámské S, M<br>Pánské M, L, XL<br>Kód: 06 | | |
| Go vegetarian II. Pánské M, L, XL<br>Kód: 07 | | |

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