

GROWING THE ANIMAL ADVOCACY COMMUNITY IN COUNTRIES WHERE IT IS SMALL OR NEW SKILLS PROFILE

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SUMMARY

By reading this profile we hope that you can build a better understanding of whether working to grow the animal advocacy community in countries where it is small or new seems like one of the best ways for you to use your time to help animals.

HOW DOES THIS WORK HELP ANIMALS

Ensuring that animals across the world have advocates to help them, as well as taking opportunities for easy victories for animals.

WHO IS THIS WORK A GOOD FIT FOR

Contributions can vary from part-time work to setting up a new advocacy organisation to working for a grant-making organisation. The required skills vary, but you will need a good understanding of the culture and context of the country you work with.

HOW MUCH DO WE NEED MORE EXPERTISE IN THIS AREA

There are concerns about the difficulty of community-building efforts in at least some countries, but this work would be a good option for many individuals seeking to help animals.

WHAT OPTIONS WOULD YOU HAVE IF YOU WERE TO LEAVE THIS PATH

Other roles growing the animal advocacy community where it is small or new, other generalist nonprofit roles, or other work using your expertise in particular countries.

HOW TO PREPARE FOR WORK IN THIS AREA

Build understanding of and connections in the animal advocacy community both in the country you want to work in and internationally.

INTRODUCTION

THERE ARE MANY EXCITING OPPORTUNITIES FOR WORK THAT HELPS ANIMALS, FROM FULL-TIME, SALARIED ROLES THROUGH TO UNPAID, OCCASIONAL VOLUNTEERING. THERE ARE ALSO PLENTY OF OPPORTUNITIES THAT, MORE OR LESS EXPLICITLY, FOCUS ON DEVELOPING AND SUPPORTING THE GROWTH OF THE ANIMAL ADVOCACY COMMUNITY.



A lot of discussion in the animal advocacy community focuses on countries that already have relatively well-established animal advocacy movements, like the US or UK. This profile considers countries where the animal advocacy community is small or new, especially those that also have high numbers of farmed animals.¹

The focus in this profile is on work that grows the animal advocacy community in these countries. This can include a number of different types of role, from frontline animal advocacy work through to donating or grant-making. We discuss relevant career opportunities in this area for people in all parts of the world, including both for those who are new to animal advocacy and experienced members of the community.

We will share some insights with you from the experiences of people working to grow the animal advocacy community in their country (via [15 interviews](#)), plus the findings of our own research into existing animal advocacy nonprofits.

You can read more about our [methodology here](#).

HOW DOES THIS WORK HELP ANIMALS?

If you're interested in helping animals effectively through your career, you should prioritise work that has high potential for impact.

We're optimistic that the work of the animal advocacy community is already having amazing effects for animals, and is actually one of the most cost-effective ways to have a positive impact.²

There are many countries that have had relatively little animal advocacy to date, despite having extremely large numbers of farmed animals (see the “by location” sections below). Without strong advocacy, these animals may continue to be bred into poor conditions in factory farms, with little protection. There may be low-hanging fruit for animal protection in those countries; opportunities for easy victories for animals that do not require large expenditures of effort and resources to secure. Animals need advocates across the world, not just in a few countries.

Focusing on community-building rather than direct advocacy enables you to [multiply](#) your impact for animals by increasing the number of people who take action for animals. There may be low-hanging fruit in terms of initial community building. Consider the example of the Open Wing Alliance's (OWA) grant programme: [according to Cristina Diniz of OWA](#), funding from the programme has meant that, “for the first time ever, countries like Ecuador, Peru, and Chile, to name just a few, are able to have strong national representatives working to defend abused animals.”



A factory farm in Mexico (image by Jo-Anne McArthur / Animal Equality). Our interviewees estimated that there are only around 50 dedicated farmed animal advocates in the country.

WILL YOU HAVE GOOD PERSONAL FIT WITH RELEVANT ROLES?

The information in this section is intended to help you assess whether you will have good “personal fit” with roles that help to grow the animal advocacy community in countries where it is small or new. Your “[personal fit](#)” with a role or career path is how well-suited you are to it and your chances of really excelling at it. We think this is one of the most important factors in [impact-focused career strategy](#).

HOW COULD YOU CONTRIBUTE TO THIS AREA?

Whether you are new to animal advocacy or have been working in the space for years, there may be part-time or full-time community-building work that could be a good fit for you. This section describes some of the sorts of opportunities that are available.



Daniela Espinosa, Association for the Rescue and Welfare of Animals (ARBA).



Ana Davila, TerrAnimal.



Jian Yi, Good Food Fund.

Some of our interviewees have focused on setting up³ or working for⁴ nonprofits and advocacy groups based in their own countries.

Daniela Espinosa of the [Association for the Rescue and Welfare of Animals \(ARBA\)](#) lives in Peru, which she estimates only has about 15 really dedicated farmed animal advocates in total. Alongside ARBA’s outreach, rescue, and legislative work — and her

part-time work as an equine vet — Daniela also supports other animal advocacy nonprofits in Peru to become more structured and organised.

Daniela's situation is, in many ways, similar to that of Ana Davila, of [TerrAnimal](#) in Ecuador. Ana also works part-time to grow the organisation while being able to support herself. Like ARBA, TerrAnimal has become one of the first organisations in its country to focus on farmed animal advocacy.

Many of our other interviewees — Jian Yi of the [Good Food Fund](#) (registered under the [China Biodiversity Conservation and Green Development Foundation](#)), Yuki Takahashi of [Animal Rights Centre Japan](#), Greg Quimpo of [Animal Kingdom Foundation](#) in the Philippines, and Sabina Garcia of [Global Food Partners](#) in Singapore — are working full-time in animal advocacy or animal-free food organisations that they or their colleagues set up.

Rather than set up independent organisations, other interviewees — Jeff Zhou of Compassion in World Farming, Amey Deshmukh of Animal Equality, Catalina Lopez and Lucas Alvarenga of Mercy For Animals, and Kristina Mering of Nähtamatud Loomad (the Estonian branch of Anima International) — chose to work as local staff for international animal advocacy organisations. Like them, Animal Advocacy Careers is optimistic that organisations can do good work in countries outside those that they're headquartered in.⁵

Of course, there are many different kinds of work that benefit animals. We also interviewed [Varun Deshpande](#) and [Elaine Siu](#), managing directors of the Good Food Institute's affiliate organisations in India and Asia Pacific, respectively. Rather than working directly on animal advocacy, GFI "supports the innovators, investors, and companies" that are making "market-disrupting" animal-free food technology products a reality.



Varun Deshpande. Good Food Institute.

A related option, which can also be done part-time, is [local effective altruism movement-building](#), with or without a particular [focus on animals](#). This is something that Varun Deshpande did prior to his work at GFI, for example.



Effective Altruism Philippines

The contribution of financial resources is also vital for the growth of the animal advocacy community in countries where it is small or new. Hence, [work at foundations](#) or grant-making organisations can be an impactful career path; you may be able to encourage the organisation to give more towards this area, improve grant-making decisions, or provide other forms of assistance to advocates working in these countries. Providing funding via personal donations (e.g. through [earning to give](#)) may also be a promising option. If you optimise your career for earning money, you may be able to directly donate enough money to support one or more full-time staff members for animal advocacy organisations in countries where the community is small or new.

The international community can support advocates in these countries in other ways, such as by providing training and guidance. The Humane League's Open Wing Alliance, Anima International, and Sinergia Animal are all doing this sort of work, for example.⁶

These options won't all be practical in all countries; it is important that individuals consider the tractability (difficulty or ease) of working on specific options in their country of interest.⁷ However, even where there are substantial restrictions on activities, there is reason to expect that some work will be possible.⁸

You can read about our interviewees' explanations of their roles and what their "typical day" involves in the [interview findings spreadsheet](#).

If you're still unsure about what high-quality community building work might look like, see our short supplementary document on "[What sorts of interventions can advocates use to build the community in their country?](#)"

WHAT MAKES GREAT COMMUNITY BUILDERS?



Of course, the requirements for the different role types (discussed in the section above on "How do people contribute to this area") vary substantially. We asked a few of our [interviewees](#) which qualities and skills would make someone great at growing the animal advocacy community in their country. Given the backgrounds of our interviewees, these answers focus primarily on the qualities needed for working for animal advocacy organisations in countries with small or new farmed animal communities. Hence, the characteristics and skills required for more indirect support, such as through [grant-making](#) or [earning to give](#), are likely to be very different.

Relevant characteristics and skills that were mentioned by several interviewees included:

- ▶ Courage to take on challenges, resilience, and patience while difficulties are worked through.⁹
- ▶ Social skills, including comfort speaking to people with a different background to your own.¹⁰
- ▶ High cause alignment and motivation for animal advocacy.¹¹
- ▶ Understanding of the culture and context of the country in which they work¹² and knowing the language of the country or area in which they work.¹³
- ▶ Ability to speak or learn foreign languages such as English.¹⁴
- ▶ Ability to connect advocates in the country with the wider animal advocacy movement.¹⁵
- ▶ Good [leadership](#) skills.¹⁶
- ▶ Pragmatism and willingness to compromise.¹⁷

The above skillsets are all “generalist” skills that could be applicable in other role types, including fundraising, management and leadership, and government, policy, or lobbying roles. Given that animal advocacy work in countries with small or new communities will likely involve working independently or in organisations that are also small or new, you probably do need to be a good generalist, able to focus on a range of different task types.

Expertise in specific skillsets that are needed in the country in which our interviewees worked was also mentioned.¹⁸ In fact, our interviewees discussed a range of skillsets not included in this list — see the section below on “what sorts of experiences are most useful?”

Given that there might be substantial differences between the expected impact of different community-building interventions,¹⁹ having a good understanding of animal advocacy strategy seems important.²⁰

CAN YOU WORK ON THIS ISSUE IF YOU’RE NEW TO ANIMAL ADVOCACY?

If you are based in a country that badly needs more expertise and more people working on community building (see the section on this below), then the answer is almost certainly “yes,” especially if you have the skills described in the “What makes great community builders” section above. Given that opportunities range from donating to volunteering to full-time work, there’s likely to be something that could

be a good option for you. If possible, it's probably best to focus at first on working with existing organisations, rather than [setting up your own](#), unless you have related experience and a lot of support.

If you are based in a country with a more established animal advocacy community but are new to animal advocacy work yourself, then there are likely to be fewer volunteering opportunities. However, donating could still be helpful, and there may be longer-term options in this space if you can build up relevant expertise.

CAN YOU WORK ON THIS ISSUE IF YOU'RE BASED IN A COUNTRY WITH AN ESTABLISHED ANIMAL ADVOCACY COMMUNITY?



Several of our interviewees noted that people from foreign countries were doing good work in direct advocacy or in community-building in China and Japan.²¹ Relatedly, 80,000 Hours has written up discussion of becoming a [“China specialist”](#) and concluded that “it’s both useful for people who grew up in China and in the West to pursue this path.” They suggest methods that people from Western

countries can explore to develop relevant expertise. Many of the ideas explored in that article could be applied to other countries.

Nevertheless, there are likely to be factors that put you at a disadvantage relative to equally talented locals. The authors of a [study](#) involving interviews with 15 leaders from “major international animal welfare charities” noted that “in addition to engaging and collaborating with local people, some leaders attributed a big part of their successful campaigns to ensuring their staff are all local.” There might be social factors that restrict the impact you can have²² and it may be difficult to navigate cultural differences. Sensitivity to the culture of the country that you intend to work in is good common sense but was emphasised by many of our interviewees as being important.²³ As an example of the potential complexities of cultural sensitivity, consider the concept of [guanxi \(关系\)](#) in China, which means relationships or connections. Its usage seems to be slightly different to Western conceptions of networks and credentials, although singular focus on guanxi [could be counterproductive](#) too. Such differences can affect how individuals need to behave and what sorts of tactics are appropriate.²⁴ In general, the risk seems somewhat higher that foreigners’ efforts would “[accidentally make things worse](#)”²⁵ and their contribution may be unusually “replaceable.”²⁶

Though it might not be a “requirement” that you are from a particular country in order to work directly on growing the animal advocacy community there, direct advocacy or community-building work (as opposed to funding such work or working on something else) may not be a high-priority option unless you are from that country. For example, it might be your [comparative advantage](#) to focus on [earning to give](#) and donating to advocacy efforts in other countries,²⁷ to help indirectly via work at [foundations](#) or organisations focused specifically on supporting other nonprofits,²⁸ or just to work on some [other high-priority animal advocacy career path](#) within your own country.

HOW CAN YOU ASSESS YOUR PERSONAL FIT?



- ▶ Look honestly at your previous success in related work that uses the skills described above; does it seem likely that you would excel in this sort of work?
- ▶ However you are planning to contribute to the animal advocacy community in countries where it is small or new, it's probably high-priority to try to build up a good understanding of the existing community in that country. Which organisations work there? What sorts of interventions do they conduct? How large are they? What are the constraints on their work?
 - Some organisations can probably be identified by Googling or searching Facebook groups. Some groups, like [Anonymous for the Voiceless](#) and [the Save Movement](#), list their various grassroots groups around the world. You can also search [this website](#) for animal advocacy events in the country. You could sign up to any newsletters that identified local organisations have and, if possible, attend their events and start networking.
 - You should read any resources specifically about animal advocacy in that country (see the section on “useful resources”).
 - Talk to advocates and organisations to understand the situation in the country²⁹ and ask them about your uncertainties. We recommend

using your personal connections and the [effective animal advocacy community directory](#) as starting points. See also 80,000 Hours' recommended "[email scripts for cold-emailing](#)."

- ▶ Are there existing groups operating in the country that you can volunteer for or do internships with? As with any volunteering, try to make the assistance that you offer [specific, skilled work](#), if possible. See also the section below on "What sorts of experiences are most useful?"
- ▶ If you are not from the country that you are hoping to work in, Amey Deshmukh of Animal Equality suggested immersing yourself in the local culture, such as through reading books or watching films from the country and travelling around the area.³⁰ Sabina Garcia of Global Food Partners suggested that taking a course on business and business culture in the country that you intend to work in could be useful. 80,000 Hours provide recommendations of [specific opportunities](#) that might build your [career capital](#) (skills, connections, and credentials) and a good understanding of Chinese language and culture. There may, in some circumstances, be opportunities specific to animal advocacy or animal-free food in your country of interest, such as [GFI Ideas India](#).
- ▶ If you think that you are plausibly a good candidate, you could apply for roles involved in animal advocacy or animal-free food in your country of interest or involved in growing the international animal advocacy community more generally. This can provide useful insights, such as during test tasks and interviews, and sometimes you can get direct feedback from hiring managers.
- ▶ Forming a new animal advocacy or [effective altruism](#) group could be an excellent option for some individuals. Several of our interviewees (both for [this skills profile](#) and [for our management and leadership skills profile](#)) noted that they worked or had previously worked part-time (either for free or salaried) on their advocacy projects, sometimes supporting themselves by working at other jobs. We know of several individuals who built up career capital through organising effective altruism groups and who now work full-time in organisations with a partial focus on growing the animal advocacy community in countries where it is small or new.³¹ Of course, forming a new group is a substantial commitment (so beware of the [planning fallacy](#)) and it may be better to seek opportunities with existing groups first.

DO WE NEED MORE EXPERTISE AND MORE PEOPLE WORKING ON THIS?

A BETTER UNDERSTANDING OF THE LANDSCAPE OF THE ANIMAL ADVOCACY COMMUNITY MIGHT HELP YOU UNDERSTAND SOME PRACTICAL CONSIDERATIONS OF WHETHER YOU ARE WELL-SUITED TO WORK IN THIS AREA.



It's also important for understanding how your strengths compare to other members of the animal advocacy community who might plausibly do similar roles. This determines your [comparative advantage](#) — the job or path that is highest-impact for you, taking into account the possibility of coordination with others in the

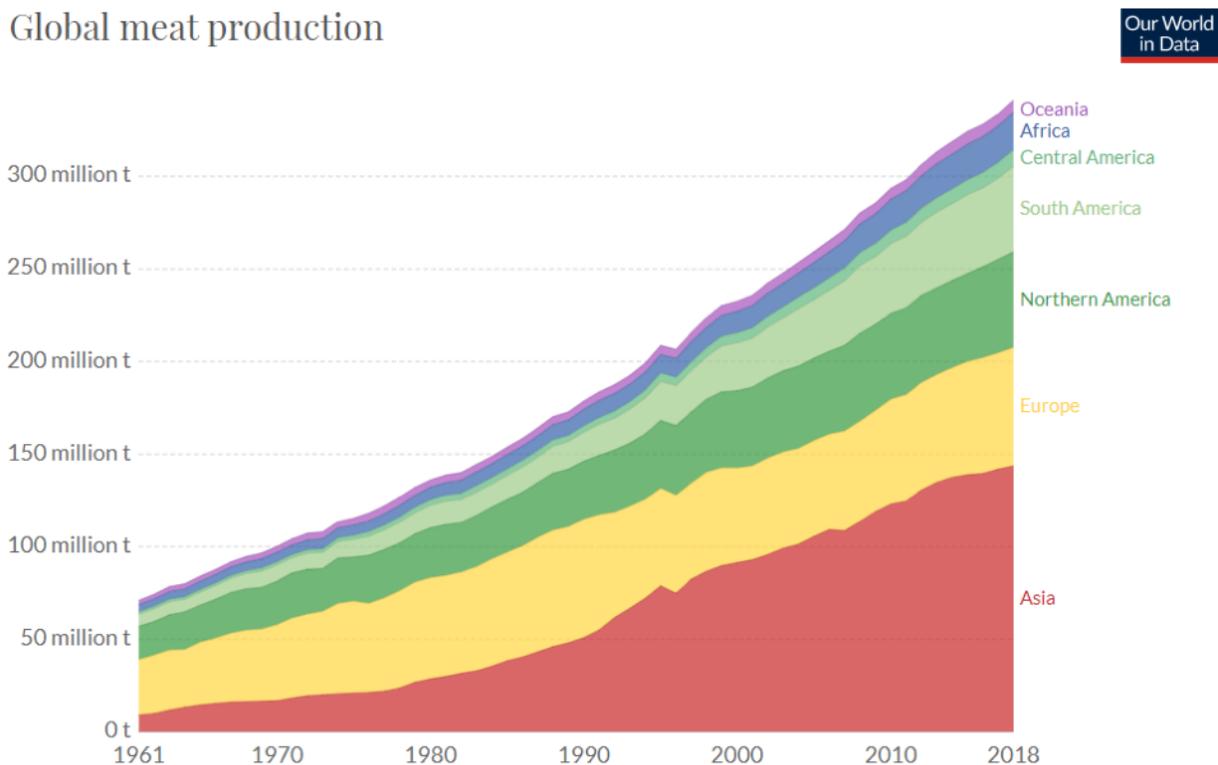
animal advocacy community. This is something we can talk through with you if you apply for a [one-to-one careers advice](#) call with us.

As discussed below, there are concerns about the tractability of efforts to grow the animal advocacy community in at least some countries where it is small or new. Nevertheless, we remain optimistic that this work would be high-impact for many individuals.

ANIMAL AGRICULTURE BY LOCATION

Often, discussion of animal advocacy is focused on the US. This makes some sense, because the US is a powerful and influential country; changes that happen there might set the precedent for changes that occur elsewhere and have substantial knock-on effects. Besides, the country has around [2.3 billion](#) farmed land animals alive at present, which is around 10% of the [global total](#). However, that leaves 90% of animals *outside* the US. The chart below³² shows global meat production by continent:

Global meat production



Source: UN Food and Agriculture Organization (FAO)

CC BY

The United States, Germany, Australia, Israel, and the United Kingdom combined (i.e. some of the countries with the most well-established animal advocacy communities) [comprise](#) 18.9% of “global meat production.”³³

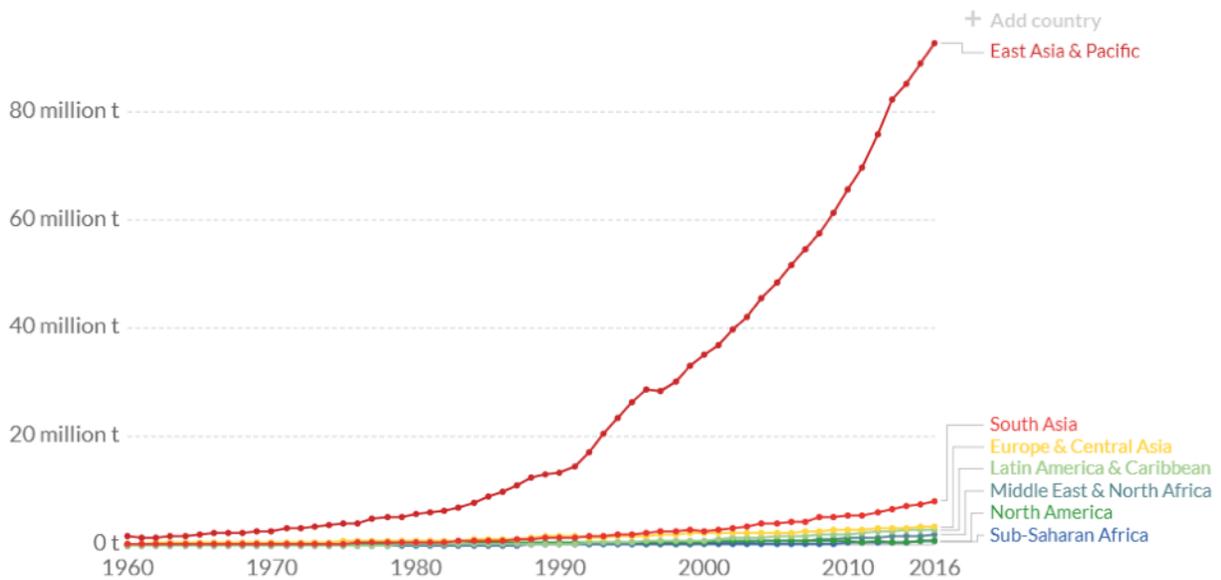
These countries contain a far smaller proportion of the world’s farmed fish than of the world’s farmed land animals. The data is more uncertain here, but Sentience Institute’s midpoint estimates for the [US](#) and the [world](#) suggest that the US contains less than 1% of currently living farmed fish.

UN data (visualised by [Our World in Data](#)) on aquaculture production paints a clear picture:

Aquaculture production

Aquaculture is the farming of aquatic organisms including fish, molluscs, crustaceans and aquatic plants. Aquaculture production specifically refers to output from aquaculture activities, which are designated for final harvest for consumption.

Our World in Data



Source: UN Food and Agriculture Organization

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Given that farmed fish might have worse lives overall than many farmed land animals,³⁴ this is very important.



Of course, the available protection of animals also differs by country. For example, if the ratings on World Animal Protection’s [Animal Protection Index](#) (API) — which rates “commitments to protect animals and improve animal welfare in policy and legislation” — are converted into a numerical format, from 1 (best) to 7 (worst), we see the following ratings³⁵:

Group of countries	Average API score	Number of countries evaluated
Africa	5.2	9
Asia	4.9	13
South America	4.1	8
North America	4.0	2
Oceania	3.5	2
Europe	3.1	16
All	4.2	50

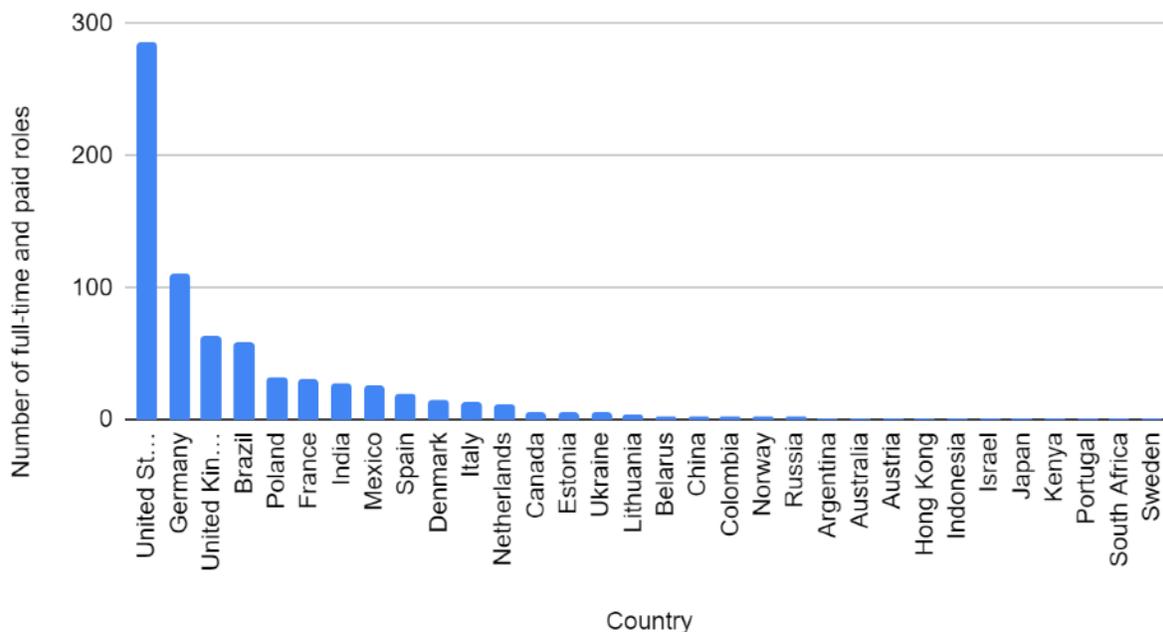
There is important work left to be done in the US, which receives a score of 4 on the API (close to the average across the 50 countries evaluated), has a large proportion of the world’s farmed animals, and exerts a substantial influence over the rest of the world. But many other countries are important in these senses too. Most notably, China accounts for 26% of global [meat](#) production and 60% of global [aquaculture](#) production, is rated as a 5 on the API, and has the second largest [GDP](#) in the world. China seems unusually important, but it seems clear that animal advocacy work needs to extend to all continents of the world.

FARMED ANIMAL ADVOCACY BY LOCATION

Charity Entrepreneurship [rated](#) out of 6 the extent of “Animal advocacy organization” in 20 different countries, where low numbers represent high levels of organisation and high numbers represent low organisation.³⁶ Three countries — Australia, Brazil, or the USA — were scored with a 1, while the other 17 were scored with a 2 or a 3.

In our own [spot-check](#) of 27 animal advocacy organisations (which focused on a group of organisations mostly based in the US and other Western countries), the number of staff can be counted by country, although these results only reflect directly employed staff, rather than affiliates or local partners:

Number of full-time and paid roles by country



Although this is far from a perfect representation of the animal advocacy community more widely, it seems likely that the organisations evaluated in this spot-check are more focused on the US and UK than would be optimal and are insufficiently represented (at least by their directly employed staff) in other important countries.

To get a sense of the size of the advocacy communities in various countries, we also asked our interviewees to estimate the number of people who were substantially engaged with farmed animal advocacy in their country. We also asked Brett Thompson, CEO of the South African organisation [Credence Institute](#).³⁷

Here's what they estimated:

Interviewee	Country	Estimate of the number of farmed animal advocates	Implied number of advocates per 1m tonnes of meat production in that country (rounded)
Patrycia Sato	Brazil	100	Less than 5
Carolina Galvani	Brazil	50 paid staff	Less than 5
Lucas Alvarenga	Brazil	2,000	70
Jeff Zhou	China	1,000	10
Ana Davila	Ecuador	125	150
Kristina Mering	Estonia	200	2,700
Amey Deshmukh	India	100	15
Yuki Takahashi	Japan	200	50
Sabina Garcia	Mexico	50	Less than 10
Catalina Lopez	Mexico	Less than 50	Less than 5
Daniela Espinosa	Peru	15	Less than 5
Greg Quimpo	Philippines	1,000-2,000	400
Brett Thompson	South Africa	30-50 plus a handful of substantial donors	10
Animal Advocacy Careers	United Kingdom	1,000-10,000	1,200
Animal Advocacy Careers	United States	4,000-40,000	400

Note that we gave quite imprecise definitions of what we meant by farmed animal advocates,³⁸ so the estimates might vary substantially by interviewees' understanding of the terminology. Most of our interviewees noted that they were very uncertain. Hence, *these are only very rough ballpark estimates*. By comparison, we would guess that there are between 1000 and 10,000 farmed animal advocates in the UK and perhaps several times more than this in the US.

From these estimates, we can calculate very rough estimates of the number of farmed animal advocates per 100,000 tonnes of meat production or consumption. In 8 out of 13 cases, our interviewees' estimates [imply a number](#) that is smaller than

one-tenth of the number implied by our own estimates for the US. In other words, animal advocacy is more than 10 times more “[neglected](#)” in these countries than in the US, relative to the scale of factory farming and animal product consumption.³⁹

Carolina Galvani also believed that, in Argentina, Chile, Colombia, Indonesia, and Thailand, Sinergia Animal, their partner organisations, and a small number of other organisations were the only organisations that had paid staff focusing on farmed animal advocacy, and that these countries each therefore had fewer than 10 paid staff focusing on this. Brett Thompson’s impression was that the number of people regularly dedicated to farmed animal advocacy in Nigeria and Kenya is probably between 15-30.⁴⁰ These estimates [imply](#) that the number of farmed animal advocates per 100,000 tonnes of meat production or consumption in each of these countries is smaller than one-tenth of the number implied by our own estimates for the US.

FUNDING FOR FARMED ANIMAL ADVOCACY BY LOCATION

Lewis Bollard of Open Philanthropy has [estimated](#) funding for farmed animal advocacy in various parts of the world⁴¹:



If we compare these estimates to Open Philanthropy's [estimates](#) of farmed animals in various parts of the world, we see that Northern America and Europe are overrepresented in terms of their animal advocacy resources relative to the number of animals raised in those areas (Oceania appears to be so as well). For instance, North America seems to have over 40 times as many dollars of funding for animal advocacy per farmed land animal than China does.⁴²

Nevertheless, a number of organisations provide grants to organisations with small or new animal advocacy communities, including:

- ▶ [Open Philanthropy](#),
- ▶ [The animal welfare EA Fund](#),
- ▶ [The Open Wing Alliance](#),
- ▶ [Animal Charity Evaluators](#),
- ▶ [World Animal Protection](#),
- ▶ [ProVeg International](#),
- ▶ [The Pollination Project](#),⁴³
- ▶ [Tiny Beam Fund](#), and
- ▶ [PETA Germany](#).

Our guess is that, if there was a talented and well-prepared advocate⁴⁴ in a country with a large farmed animal population, they would be able to secure funding from one or more of the above organisations. Consider this example, from [Eve Samyuktha of Vegans of Shanghai](#):

In late 2017, people from ProVeg approached us because they heard we were doing some interesting outreach events, and a few months later we were invited to ProVeg's 50 by 40 summit where we were encouraged to take this to a whole new level. I expressed my wishes to build an organization around our mission and to go full-time, and I received a lot of networking and monetary support. Our biggest milestone was when we received funding from The Effective Altruism Fund, which is when I decided to go full time. Then we built and established a company, and we organized two online vegan challenge campaigns city wide. We began to focus more on restaurant outreach.

However, such individuals may still struggle to secure as much funding as is desirable; several of our interviewees commented that a lack of funding was a major constraint to their work.⁴⁵

One implication of the low available funding is that doing direct animal advocacy work or working explicitly to build the community looks less promising relative to other career options that help animals, since there simply may not be enough paid opportunities for all talented advocates. However, it could just mean that you need to seek initially to do part-time, self-funded work (e.g. alongside other part-time work) if you want to work in this area.⁴⁶ And, again, we do think that there are good opportunities to secure funding, both from international and national donors.⁴⁷

OTHER IMPORTANT CONSIDERATIONS



Simply noting that animal advocacy is neglected in a particular country relative to the scale of animal agriculture (and animal suffering) in that country is not enough to be confident that additional animal advocacy there will be cost-effective. Charity Entrepreneurship have [evaluated](#) additional considerations for 20 “priority countries,” such as “Governmental regulation of NGOs.”⁴⁸ Mercy For Animals’ forthcoming Farmed Animal Opportunity Index includes variables like “Attitudes Towards Foreigners,” “Levels of Volunteerism,” and “Percentage Urban Population.” Once we consider factors like this that reflect the tractability of change, we will often become less optimistic that efforts to grow the community in countries where it is small or new world will be highly cost-effective.

Our impression is that other highly impact-focused advocates tend to believe that growing the community in countries where it is small or new is a high priority; this was shown, for example, in a [short survey](#) of nine attendees of Effective Altruism Global London. The results from our short initial [survey and interviews](#) with 12 CEO’s and hiring professionals were mixed, however.⁴⁹

As you build your understanding of the current animal advocacy community in your country of interest, you should try to build up a better understanding of what the

greatest bottlenecks are that are preventing higher impact, i.e. which inputs or actions are most needed to make progress for animals there.

For example, how important are the following issues:

- ▶ A lack of advocates to support grassroots campaigns?
- ▶ A lack of engaged and talented individuals (perhaps with particular skillsets) willing to focus their careers on animal advocacy?
- ▶ A lack of engaged and talented individuals willing to lead organisations or found new ones?
- ▶ A lack of awareness of the conditions of farmed animals and relevant concepts like “animal welfare” or “animal rights”?
- ▶ A lack of particular high-priority and high-impact advocacy tactics?
- ▶ A lack of funding?
- ▶ A lack of coordination of and support for the existing advocates in the country?
- ▶ A lack of coordination between local advocates and the international animal advocacy community?
- ▶ A lack of political capital or political freedom to engage in advocacy tactics?

The best career options for you may depend on the relative importance of these factors. For example, the optimal organisation addressing the first bottleneck listed above might resemble existing animal advocacy organisations that use individual outreach (e.g. [Vegan Outreach](#), [Animal Equality](#), and [Anonymous for the Voiceless](#)) but with the emphasis shifted from asking individuals to “go vegan” to asking them to participate in further animal advocacy actions. In contrast, the optimal organisation addressing coordination issues might more closely resemble the [Centre for Effective Altruism](#) or [Animal Advocacy Careers](#). Although there are, of course, some skillsets that are useful across many contexts, you may wish to gain different types of experience and connections depending on the specific area that you intend to focus on. You can read 80,000 Hours’ advice on how to analyse bottlenecks and integrate them into your career planning [here](#).

WHAT OPTIONS WOULD YOU HAVE IF YOU WERE TO LEAVE THIS PATH?

EARLY STAGE FARMED ANIMAL ADVOCACY WORK IN A COUNTRY SEEMS LIKELY TO REQUIRE INDEPENDENCE AND SELF-MOTIVATION. BY BUILDING UP THE SKILLS INVOLVED IN WHAT IS ESSENTIALLY LEADERSHIP AND “[CHARITY ENTREPRENEURSHIP](#),” YOU COULD BE WELL-PLACED TO GO ON TO FOUND OR LEAD OTHER NONPROFITS.



More generally, [career capital](#) (skills, connections, and credentials) that is built up within the broad area of growing the animal advocacy community where it is small or new seems likely to be applicable to other kinds of work within that area. For example, someone who has built up expertise in developing and expanding an animal advocacy organisation in one country may be well-placed for work building up organisations in another country too; this seems analogous to the transition that Jayasimha and Sabina made when co-founding Global Food Partners, as well as to [Lucas Alvarenga](#)'s career development within Mercy For Animals.

As another example, someone who worked in grant-making or another role providing support for advocates in other countries might be well-placed to transition to work in more frontline roles growing the community in a particular country.

Apart from the career capital that is specific to the country that you work in (e.g. detailed knowledge on Indian political institutions), much of the career capital gained through roles in this path seems to be consistent with a “generalist” skillset. Therefore, transitioning into other generalist roles, such as fundraising or campaigning, seems likely to be possible.

It seems possible that some of the career capital specific to the country that you work in could be applicable to other fields. For example, you could be a valuable hire or consultant for an animal-free food technology company that is seeking to sell its products to the country that you work in.⁵⁰

However, we haven't asked for other opinions about where else career capital that is built up in work to grow the animal advocacy community might be applicable, so we're not confident in any of the claims in this section.

INTERESTED IN WORKING TO GROW THE COMMUNITY IN COUNTRIES WHERE IT IS SMALL OR NEW?

IF YOU NEED TO DO SOME CAREER PLANNING, 80,000 HOURS' [“TIPS ON MAKING CAREER PLANS”](#) WILL LIKELY BE HELPFUL.

If you're considering whether you'd like to focus on developing expertise for working to grow the community in countries where it is small or new, or bringing your existing community-building expertise to bear on this issue, we might be able to help you talk through your options.

You can [apply for a one-to-one careers advice call](#) with us.

HOW TO PREPARE FOR WORK IN THIS AREA

SO FAR, THIS PROFILE HAS FOCUSED ON INFORMATION TO HELP YOU DECIDE WHETHER SEEKING TO DEVELOP RELEVANT EXPERTISE TO PUT TO USE IN GROWING THE ANIMAL ADVOCACY COMMUNITY IN COUNTRIES WHERE IT IS SMALL OR NEW WOULD BE A HIGH-IMPACT USE OF YOUR TIME. THE INFORMATION BELOW IS MORE FOCUSED ON HELPING YOU DECIDE WHAT YOU COULD DO NEXT IF YOU DECIDE THAT YOU *DO* WANT TO FOCUS ON THIS.



WHAT SORTS OF EXPERIENCES ARE MOST USEFUL?

We asked our [interviewees](#) what sorts of experiences would be most useful for someone to help build relevant expertise for working on growing the animal advocacy community in their country.

Experience types mentioned by multiple interviewees⁵¹ included:

- ▶ Public relations, communications, or marketing expertise.⁵²
- ▶ Technical expertise in animal welfare or veterinary science.⁵³

- ▶ Fundraising experience.⁵⁴
- ▶ Experience with volunteer management and community building.⁵⁵
- ▶ Experience that enables you to build understanding of the country's political institutions.⁵⁶
- ▶ Legislative or lobbying experience.⁵⁷

If you plan to work on animal-free food rather than animal advocacy per se, then entrepreneurial skills or relevant technical expertise are likely to be necessary.⁵⁸ If you plan to focus substantially on direct advocacy work as a form of community-building, then building understanding of strategic considerations related to that field would be helpful.⁵⁹

80,000 Hours' article on becoming a "[China specialist](#)" has a number of concrete recommendations for people planning to focus on China and similar options could be generated for other countries using the advice there. 80,000 Hours' recommendations seem good, but bear in mind that that profile is focused on developing expertise relevant to cause areas such as AI safety, biorisk, and international coordination. Requirements for animal advocacy roles may be less technical, and we suspect that entry requirements will be substantially lower, on average.

We asked our [interviewees](#) whether they thought that young, talented, and engaged individuals in their country who were interested in growing the animal advocacy community there would be better off trying to build up career capital specific to their country, or to focus on gaining career capital related to the international animal advocacy community. The answers were almost exactly evenly split, with several interviewees suggesting that having *both* was very helpful. So we think that if you live in a country where the animal advocacy community is small or new and there are high-impact opportunities available to you currently in your country, then it may be your best option to focus on those. But our interviewees' answers also suggest that it may be worthwhile seeking internships, volunteering positions, or paid, full-time roles in international animal advocacy or effective altruism nonprofits, even if they do not have staff in your country. There may be some remote positions available, but this could well involve relocating for several months or years.

Of course, if you do choose to focus initially on work in your own country, there may be other ways to build connections and gain support from the international community (see the resources below).

USEFUL RESOURCES

You might benefit from a [one-to-one careers advice call](#) with us.

Information about animal agriculture and animal advocacy in various countries is provided by:

- ▶ The [interview findings spreadsheet](#) for this skills profile,
- ▶ Animal Charity Evaluators' reports on [Brazil](#) and [India](#) and their roundtable discussion of "[How can organizations responsibly expand internationally?](#)",
- ▶ Charity Entrepreneurship's [reports](#) on 20 "priority countries,"
- ▶ Mercy For Animals' Farmed Animal Opportunity Index (forthcoming),
- ▶ World Animal Protection's [Animal Protection Index](#), and
- ▶ Various episodes of the [Sentience Institute Podcast](#) and [Our Hen House](#).

Some detailed resources, such as Animal Charity Evaluators' report on [China](#) and Mercy For Animals' scoping studies of China and India are not publicly available. If you are intending to work on growing the animal advocacy community in one of these countries, you should contact those organisations; they may be willing to make the reports accessible to you. These reports provide useful details on the state of animal agriculture and animal protection work in those countries, as well as relevant social, economic, legal, and political factors.

Grants for organisations in countries where the animal advocacy community is small or new are available from:

- ▶ [Open Philanthropy](#),
- ▶ [The animal welfare EA Fund](#),
- ▶ [The Open Wing Alliance](#),
- ▶ [Animal Charity Evaluators](#),
- ▶ [World Animal Protection](#),
- ▶ [ProVeg International](#),
- ▶ [The Pollination Project](#),
- ▶ [Tiny Beam Fund](#), and
- ▶ [PETA Germany](#).

Training and support for organisations in countries where the animal advocacy community is small or new is provided by:

- ▶ The [Open Wing Alliance](#),
- ▶ [Anima International](#), and
- ▶ [Sinergia Animal](#).

Other resources for connecting with the international effective animal advocacy community include:

- ▶ Various [conferences and events](#), including those organised by existing local [effective altruism groups](#) and [animal advocacy groups](#),
- ▶ The [effective animal advocacy community directory](#),
- ▶ The [Effective Animal Advocacy - Discussion](#) Facebook group.

Useful resources for thinking about the most effective community building methods include:

- ▶ Our short supplementary document on "[What sorts of interventions can advocates use to build the community in their country?](#)"
- ▶ The Centre for Effective Altruism's "[Models of Community Building](#),"
- ▶ 80,000 Hours' article on "[Building effective altruism](#),"
- ▶ Sentience Institute's "[Summary of Evidence for Foundational Questions in Effective Animal Advocacy](#),"
- ▶ Animal Think Tank's recommended [resources](#) that have "inspired... the thinking of successful mass popular movements,"⁶⁰
- ▶ Various discussions on the [Effective Altruism Forum](#), and
- ▶ Various [resources in the effective animal advocacy community](#).

For checklists of considerations relating to an advocacy group's position in the wider community, [Strategic Action For Animals](#) might be helpful.

THANK YOU FOR YOUR INTEREST IN HELPING ANIMALS!

Thank you for reading this skills profile. We hope this has been helpful for shaping your future steps. We wish you the best of luck in your animal advocacy career planning.

If you've found this skills profile useful, you can support our work by [donating to Animal Advocacy Careers](#).

Your contributions will support us to help animals.

NOTES

¹ Of course, compared to some of the other skills profiles, this profile is much wider in its scope; it could include most kinds of animal advocacy roles in most countries in the world. In the future, we might try to create profiles that are more specific to individual high-priority countries, or to more specific types of community-building work.

² Animal advocacy is plausibly one of the most cost-effective ways to have a positive impact, on both [short-term](#) and [long-term](#) timeframes.

There is good reason to expect that one of the most impactful ways advocates can make a difference to animals' lives is by focusing on [farmed animals](#) or [wild animals](#), due to the scale and neglectedness of these cause areas. There may be exceptions to this, such as if advocacy for these groups of animals seems unusually intractable (difficult) in a particular context. Nevertheless, farmed animal advocacy is the area that the majority of highly impact-focused animal advocates currently tend to focus on.

³ Since many of our interviewees were some of the first staff working on farmed animal advocacy in their organisation — and their country — the day-to-day work can be varied and essentially constitutes an [entrepreneurial](#) and leadership role. For example, Carolina commented that, at first, she was “responsible for everything... financing, fundraising, team management, campaign planning and strategising.” Several of our other interviewees (Lucas, Varun, Kristina, and Yi) continued to have management and leadership roles and tasks at their organisations.

⁴ If you don't think that charity entrepreneurship is a good fit for you, you might also be interested in 80,000 Hours' articles on “[Working At Effective Altruist organisations](#)” and “[Working at effective non-profits](#),” as well as various other [content](#) by Animal Advocacy Careers.

⁵ Of course, there are some dangers of foreign influence on local animal advocacy efforts. For example:

- Jayasimha Nuggehalil has [warned](#) of “[headquarters knows best syndrome](#),” where international organisations try to apply inappropriate one-size-fits all approaches to local contexts. Cristina Diniz of the Open Wing Alliance, Dobrosława Gogłozka of Anima International, and Varda Mehrotra of the Federation of Indian Animal Protection Organisations all [shared similar concerns](#). Related concerns about the importance of cultural sensitivity and nuance were raised at various points by many of our interviewees (see footnote ?).
- Varda Mehrotra has [warned](#) that “adversaries may portray international organizations... as culturally imperialist,” even if they have local leadership. For example, one campaign to overturn the “the Supreme Court ruling that banned the practice of Jallikattu (a variant of bullfighting followed in India during the harvest season)” portrayed the animal advocates supporting abolition as being under “western influence whose main intent was to destroy the “purity” of the local culture by removing one of its capstone practices.”
- Varda Mehrotra and Dobrosława Gogłozka have [warned](#) that expanding into a new context may damage the efforts of grassroots groups.

⁶ On OWA's work, see Daniela's answers and [this interview](#) with Cristina Diniz. On Sinergia Animal's work, see Carolina's answer to the question “What interactions do you have with international animal advocacy organisations?”

⁷ See, for example, the sections on “Governmental regulation of NGOs” in each of the [country reports](#) by Charity Entrepreneurship and consider also the funding constraints in the “Funding for farmed animal advocacy by location” section in this report.

⁸ For example, despite some difficulties for animal protection work in China, there are reasons for optimism:

- The US-based Open Philanthropy [has given](#) \$9.2 million since 2016 to farm animal programmes specifically focused on China and a further \$1.3 million to programmes specifically focused on Asia but not a specific country within Asia. Other grants may also affect China and the animal welfare [EA Fund](#) has given further funding to such groups.
- Groups working in China appear to be able to accept donations from individuals outside the country (e.g. [here](#), and as noted by Jian Yi of the Good Food Fund, who was also hoping to gain support from donors within China). An [article](#) on nonprofit law in China notes that “overseas NGOs” (i.e. non-Chinese nonprofits working in China) “may not engage in fundraising but they can accept donations from within China.” Jeff Zhou noted that Compassion In World Farming's work in China was supported by international donors.
- US-based group Brighter Green [co-hosted](#) The Good Food Hero Summit in Chengdu, China with the (China-based) Good Food Fund. Additionally, the voluntary group Towards A Compassionate Nation has partnered (at least temporarily) with both [Veganuary](#) and [Animal Equality](#).

Some further detail on partnership arrangements in China is available in [this](#) article and was discussed by Jeff in our interview.

⁹ See the answers by Jeff and Greg. The idea of “patience” was mentioned at various points by Carolina and Kristina, who noted that progress can be slow.

Additionally, [Eve Samyuktha of Vegans of Shanghai](#) noted that “a centralized digital marketing platform is one of the major challenges. Advocates need to learn to be okay with their work being small scale. It will take relatively long for the plant-based community to grow in China, and it will take a lot of patience.”

¹⁰ See the answers by Amey, Kristina (in response to the question on “what sorts of experiences...”), and Takahashi. Greg also commented that they should be “nurturing, encouraging.” See also the section “4.1. Applications” in “[Key Tenets of Operational Success in International Animal Welfare Initiatives](#),” which notes that, among their 15 interviewees, “predominant themes and recurring discussion items centered around ‘people’ words.” Brett Thompson of [Credence Institute](#) made a similar point.

See also footnote 23 on the importance of cultural sensitivity, though our interviewees’ emphasis on this characteristic were not intended to be limited solely to foreigners working in the country.

¹¹ See the answers by Jeff and Greg.

¹² See the answers by Jeff and Amey (in response to the question about what they’d be most excited about a local activist focusing on). See also the section on “Cultural Knowledge and Respect” in “[Key Tenets of Operational Success in International Animal Welfare Initiatives](#).”

¹³ See the answers by Jeff and Amey (in response to the question on “Any other thoughts”). See also the section on “Cultural Knowledge and Respect” in “[Key Tenets of Operational Success in International Animal Welfare Initiatives](#).”

¹⁴ Interviewees gave various rationales for this: If they want to work for an organisation that will communicate with international nonprofits (see the answer by Jeff), to be able to use and translate relevant professional and academic resources (Yi noted this in response to the question about “what sorts of experiences...” and this was a focus of Takahashi’s own role), or for dealing with local political institutions in India (see the answer by Amey). Sabina also mentioned this (see the question “If there is an advocate from your country...”).

Additionally, in our “[spot-check](#)” of advertised roles at 27 animal advocacy nonprofits, we found that “of the 40 roles based outside the US and UK (excluding those where location was flexible), the specifications for 25 suggested that English language proficiency was ‘key’ or ‘important.’”

¹⁵ See the answers by Jeff (in response to the question on “Would it be more helpful for them...”), Yi (in response to the question about where to focus building “connections and career capital”), and Takahashi (in response to the question about “what sorts of experiences...”).

One part of good community-building in countries with small or new animal advocacy communities may simply be the willingness to engage with the wider animal advocacy community, take on advice, share learnings, and share opportunities. Dobrosława Gogłóża, former CEO of Anima International, noted that when she and others first started Open Cages in Poland in 2011, they were “super naive,” such as not knowing how to use social media to promote their work (this was noted in a talk by Dobrosława Gogłóża in London on 27th February, 2020). But both Dobrosława and Paweł Rawicki (the current CEO of Open Cages Poland, in his [interview](#) for our management and leadership skills profile) have emphasised to us that learning from other leaders in the animal advocacy community was crucial to developing their own strategies and management and leadership abilities.

¹⁶ See the answers by Daniela and Sabina.

¹⁷ This was actually only explicitly mentioned by Amey, but was a key theme in a study of “[Key Tenets of Operational Success in International Animal Welfare Initiatives](#)” which interviewed 15 leaders from “major international animal welfare charities” (see section 3.3.6). Given the emphasis by several of our interviewees on “patience” (see footnote 9), we expect that many of our interviewees would agree that pragmatic attitudes are also necessary. Brett Thompson of [Credence Institute](#) made a similar point.

Of course, there are tactical debates about the positions associated with “pragmatic” advocacy (see for example, Sentience Institute’s summaries of the debates on “[Momentum vs. complacency from welfare reforms](#),” “[Reductarianism vs. veganism](#),” and “[Confrontation vs. nonconfrontation](#)”). Given that we identified interviewees via recommendations from organisations that have a substantial focus on corporate welfare campaigns (Open Philanthropy and Open Wing Alliance) and given that the cited [study](#) focused on “Animal Welfare Initiatives,” it is unsurprising that both sets of interviewees advocated positions more consistent with “pragmatic” perspectives.

¹⁸ See the answers by Daniela and Sabina. See also the section below on “What sorts of experiences are most useful?”

¹⁹ The mid-points and best guess estimates of expected value for different intervention types given by Animal Charity Evaluators (at least, in their [archived intervention reports](#)) and [Charity Entrepreneurship](#) also suggest that several orders of magnitude of differences in cost-effectiveness are possible between different farmed animal interventions. The differences between community-building interventions have not been evaluated in this manner, but it seems plausible that there would be substantial differences between interventions. See also our supplementary document on “[What sorts of interventions can advocates use to build the community in their country?](#)”

²⁰ A grant-maker advised us that, in their experience, organisations are more effective when someone in the organisation is good at coordinating available resources and keeping an overview perspective. As an example of a resource on animal advocacy strategy, see [here](#).

²¹ See the answers by Jeff and Takahashi about Westerners coming to work directly in their countries and Yi’s response to the question about whether it’s more helpful to gain career capital specific to China or in the international animal advocacy community. See also footnote 8.

²² Yi noted that “as a foreigner, it’s not good if they become a very outspoken advocate, that would backfire.” Sabina noted that, “in general, producers [in Mexico] do not welcome outsiders from their industry — whether you’re Mexican or whatever. They think outsiders don’t understand their industry. Corporates, and the food companies, are of course more multicultural. They’re more open, most of them are based in Mexico City, which is way more open than most other states in the country.” More optimistically, Catalina commented that, “in Mexico, foreigners are very valued, like because of their work ethic. People want to work with them, endorse them. So being a foreigner is actually an advantage. But they would need to partner with local people” for connections.

²³ This was mentioned at various points by Amey, Sabina, Carolina, Catalina, Lucas, Yi, Takahashi, and Greg. This was also mentioned by 12 out of the 15 interviewees from “major international animal welfare charities” in a study of “[Key Tenets of Operational Success in International Animal Welfare Initiatives](#).” Sections 3.3.1 to 3.3.3 in that article all explore relevant concepts.

Additionally, [Tiny Beam Fund](#) kindly sent us internal reports relating to fieldwork in Vietnam and China. These reports describe how researchers were welcomed enthusiastically by collaborators and other local people, but also describe some of the surprising cultural differences that they encountered, ranging from locals drinking tea rather than coffee in the morning to a farmer excitedly filming the researcher’s entire visit because he had never seen a Caucasian person before.

²⁴ For example, Carolina noted that Sinergia Animal has had to modify their communications strategies in their work outside Latin America. In Thailand especially, “confrontation is not something that is appreciated,” so Sinergia Animal has had to focus more on “kind” and “inviting” messaging than they usually would. See also footnote 5.

²⁵ In China, for example, advocacy by foreign groups has drawn public criticism in the past, including from the government. If such advocacy efforts encourage restrictions on foreign support to be introduced (or existing restrictions to not be lifted as soon as they might otherwise be), this might not only limit the direct work that foreign groups can do in the country but also the support that they can offer to local advocates.

²⁶ Although in expected value terms, the difference between 0 and -1 hypothetical “units of impact” is no worse than the difference between +1 and 0 hypothetical “units of impact,” ineffective contributions to direct work in countries where the community is small or new could be especially harmful if these contributions displace contributions from individuals in those countries. Although there are [some reasons to expect that “replaceability” is sometimes not as concerning as it might, at first, appear](#), replaceability seems likely to be unusually concerning in this context. Individuals from countries where the animal advocacy community is small or new might not have as many promising high-impact career options for animals (so the “spillover” benefits of taking roles are lower than usual), and organisations in those countries seem likely to be especially funding constrained, relative to organisations in other countries (see the section on “funding for farmed animal advocacy by location”). There may be fewer individuals who could “replace” you if you don’t work in an organisation in that country, but we’re unsure about this (see, for example, footnote 49).

²⁷ The animal advocacy community seems to be funding constrained in general and animal advocacy outside of North America, Europe, and Oceania seems to be especially underfunded (see the section on “Funding for farmed animal advocacy by location” below). Average incomes [vary substantially by country](#).

As a result, our intuition would have been that it would be preferable for most individuals who live in a country with high earning potential and who want to support community-building efforts in countries where the animal advocacy community is small or new to focus on earning to give rather than on direct advocacy or community-building work in their countries of interest. However, when we [asked our interviewees about this question directly](#), our respondents were almost exactly evenly split in their preferences between Westerners focusing on earning to give or on direct work, though at least some interviewees didn’t seem to fully understand the question. We’re not sure whether this was because the talent bottlenecks in our interviewees’ organisations were greater than we expected or because of confusions relating to the question (e.g. unclear phrasing on our part or the interviewees having low familiarity with the ideas of earning to give and donating to maximise impact).

²⁸ As examples, consider [Open Philanthropy](#), the [Open Wing Alliance](#), [Animal Charity Evaluators](#), [Charity Entrepreneurship](#), and [Animal Advocacy Careers](#). [The Good Food Institute](#) do comparable work for for-profit animal-free food tech companies.

²⁹ See the answers by Jeff (in response to the question on “What are the best ways to deliberately practice...”) and Patricia (in response to the question “How could someone assess whether they had a good personal fit...”). This might not happen very often at the moment — Jeff Zhou of Compassion in World Farming said that, in the past two years, he had only had four or five calls with people from Western countries seeking to better understand the local context to see if they could work in the area.

³⁰ See the answers by Amey,

³¹ It is possible that these individuals would have followed a similar path and been similarly successful even without this experience.

³² From [Our World In Data](#).

³³ This differs from the number of current animals, and the relative proportions shift again if we consider the consumption rather than production of each country.

³⁴ See the comparisons between species made by [Brian Tomasik](#) and [Charity Entrepreneurship](#).

³⁵ The ratings are visible in [this spreadsheet](#). Of course, a rating system that is unweighted by either the production or consumption quantities of those countries should not be used as an accurate measure. Additionally, if we constructed the API ourselves, we wouldn't necessarily come to the same conclusions. For instance, we wouldn't put much emphasis on "conservation of particular groups of wild animals."

Using a different methodology, Charity Entrepreneurship [evaluated](#) the "Animal protection laws and enforcement" in 20 countries on a 5 point scale.

³⁶ These ratings often reflect the number and focus of animal advocacy organisations in the countries, especially those affiliated with effective animal advocacy organisations like the Open Wing Alliance — the full reports for each country are viewable [here](#).

³⁷ Brett would love to connect with anyone who has looked at the advocacy landscape in Africa and has more informed data.

Brett estimated that South Africa had "30-50 people that are regularly dedicated to farmed animal advocacy (excluding vets)" and a "handful of people would be donating substantial amounts of money to farmed animal causes (excluding wild/companion)." He also commented: "I have interacted with a few people from Nigeria and Kenya - I would put the number on 15-30. Again, I would exclude vets and people working on 'sustainable' livestock which does receive quite a bit of support."

Brett had already seen the estimates provided by other interviewees when providing his own.

³⁸ The phrasing of the question as initially intended was "Very roughly, how many people would you guess are dedicating at least a few hours per week to farmed animal advocacy [in your country], or donating substantial proportions of money to this?" Several interviewees asked clarifying questions. It is unlikely that they all shared the same understanding of the definition used. And several chose to estimate paid staff only, since they were less sure about volunteers or donors.

³⁹ See the tab "Animal advocates vs meat production & consumption" [here](#). Of course, it is possible that our interviewees' estimates or our own estimates are inaccurate by an order of magnitude or more, meaning that the numbers

⁴⁰ See footnote 37.

⁴¹ Lewis Bollard [notes](#) that this is his "best estimate of where money currently goes in the farm animal movement... These numbers might seem big; this is a fairly liberal interpretation of farm animal advocacy. I'm including the budgets of groups like PETA — at least insofar as they're directed funding toward farm animal advocacy or veganism — and other large organizations that you might not think of as part of the effective altruism (EA) animal movement, but that are nonetheless working on [improving the lives of] farm animals." Open Philanthropy itself [granted](#) out \$38.5m in 2019 to farmed animal issues and Open Philanthropy's research generally seems high quality; even though no methodology was listed in the talk, we are inclined to place quite a lot of weight on these estimates.

⁴² See the tab "OpenPhil funding estimates analysis" [here](#).

⁴³ They also offer [\\$1,000 seed grants](#).

⁴⁴ I.e., they had relevant skills or experience and had promising plans for interventions that would make a direct impact for animals or help to grow the animal advocacy community in their country.

⁴⁵ See the answers by Amey (in response to the question "Which sorts of interventions are most effective..."), Ana (in response to the question "Any other thoughts?"), Carolina (in response to the question "What interactions do you have with other animal advocates in your country?"), Yi (in response to "unplanned follow-up questions"), and Takahashi (in response to the question about foreign groups collaborating with locally registered groups, the subsequent question, and "Any other thoughts?"). Eve Samyuktha referred later in her [interview](#) with Animal Charity Evaluators to "the obvious challenge of not having enough grants or money."

⁴⁶ On the relative value of earning to give and direct work, see footnote 27. On full-time work, see the bullet point earlier in this profile beginning "Forming a new animal advocacy..."

⁴⁷ On international donors, see the paragraph above this one.

Securing funding from national donors may be harder. See the answers by Kristina and Yi in response to the question "Which sorts of interventions are most effective...". Carolina noted that this was also a focus of some of Sinergia Animal's support for other groups (see her response to the question "What interactions do you have with other animal advocates in your country?"). Lucas also spoke about the importance of the culture of donating in response to the question about "Very roughly, how many...", but more as a potential limitation to advocacy work than in the context of effective movement-building interventions.

⁴⁸ Charity Entrepreneurship's evaluation of priority countries is focused on the question of where animal advocates should found new nonprofits that seem likely to be cost-effective in the near future — this may differ somewhat from the question of how high priority it is for individuals in particular countries to focus on growing the local community there. Slight modifications to the criteria used can produce substantially different outcomes. See, for example, our "Modified CE country analysis" on [this spreadsheet](#). This analysis was done very quickly; consider the "results" more a demonstration that one could come to substantially different conclusions to CE with minor changes in the criteria, rather than as a robust tool for individual decision-making. Mercy For Animals are aiming to release a "Farmed Animals Opportunities Index" before the end of 2020, which will be more rigorous and focused on this goal.

⁴⁹ The participants were from 9 of the “top” or “standout” charities currently or formerly recommended by Animal Charity Evaluators. There is substantial overlap between this group and the group of organisations evaluated in our “[spot-check](#),” which showed that these organisations do not have many staff outside of Europe and the Americas; it is therefore unsurprising that few organisations emphasised hiring candidates in countries where the animal advocacy community is small or new as a substantial bottleneck. Notably, however, one respondent suggested the direct opposite, saying that it has been challenging to find good candidates for roles in “english speaking countries like the US and UK,” since “more committed [activists are] easier to find in poorer countries.”

3 respondents selected “Familiarity and expertise with the culture in particular target countries” for the question “What kind of talent does your organisation need most as a skill for the next 5 years? (pick up to 6),” though the other responses of two of these respondents suggested that they were actually referring to countries with well-established animal advocacy communities as their “target countries.” When the same question was asked about what skills the “animal movement” needed (as opposed to the respondent’s organisation), 4 respondents selected “Familiarity and expertise with the culture in particular target countries.” Several other respondents selected “Specialised local knowledge” or “multi-linguists,” though, again, the meaning here is somewhat unclear.

⁵⁰ Of course, you will have more directly relevant expertise for this if you work for an organisation focusing on animal-free food. Varun described doing some of this sort of advising to companies as part of his work for GFI. However, [Eve Samyuktha of Vegans of Shanghai](#) notes that Vegans of Shanghai also has a for-profit branch, called Plant Based Consulting. She added: “We consult international companies looking to establish their office, factory, or brand in China. We also consult importers who are looking to improve their portfolio, as well as people who want to establish their brand outside Mainland China. We have received multiple inquiries from meat- and dairy-importing companies that have started importing vegan products.”

⁵¹ Other suggestions included:

- Videomaking experience (Patrycia),
- Legal experience (Patrycia),
- Experience with the animal agriculture industry (Catalina),
- Data analysis (Ana),
- Sales experience (Catalina),
- Experience from a variety of types of role or places (Sabina, in response to the question “Which sorts of interventions are most effective...”), and
- Experience from within the animal advocacy community (Greg).

⁵² See the answers by Jeff, Patrycia, Ana, Carolina, Sabina, Catalina, Yi, and Greg (in response to the question about “What are the best ways to deliberately practice...”).

⁵³ See the answers by Jeff, Patrycia, Sabina, and Catalina.

⁵⁴ See the answers by Ana, Carolina, and Yi. See also Patrycia’s answer to the question “What are the best ways to deliberately practice...” A grant-maker also commented that “it’s crucial for the organisation’s development to include a fundraising strategy and volunteer management early on.”

⁵⁵ See the answers by Catalina. Takahashi also mentioned experience with “organising.”

⁵⁶ See the answers by Amey, Catalina, Varun, and Yi.

⁵⁷ See the answer by Catalina. Varun also touched on this, as did Yi.

⁵⁸ See the answer by Varun.

⁵⁹ See, for instance, the research by the “Research organizations” listed [here](#).

⁶⁰ For discussion, listen to [Laila Kassam of Animal Think Tank’s interview for the Sentience Institute Podcast](#).