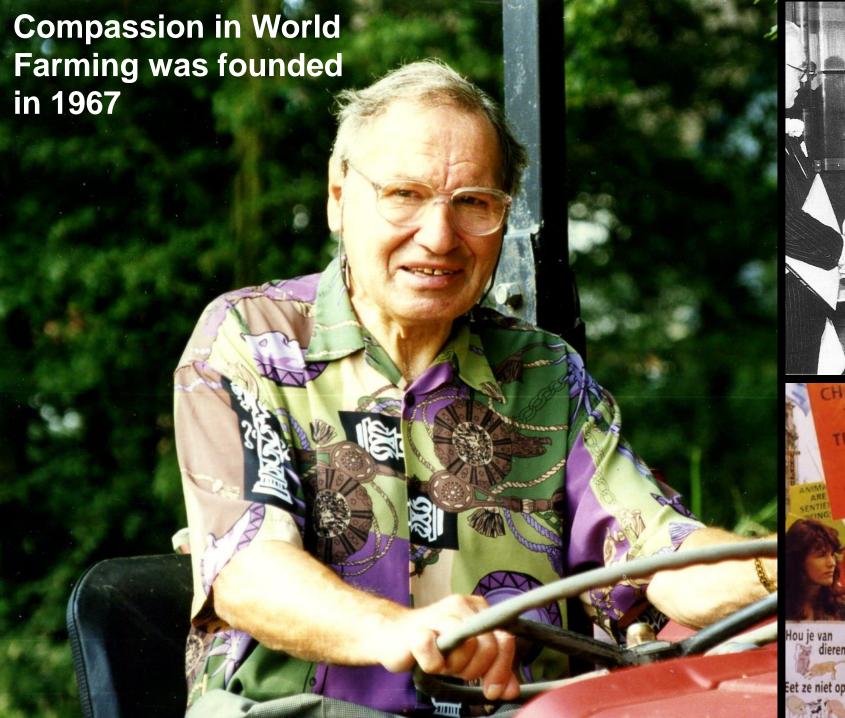


The European Citizens' Initiative to end caged farming

# END THE CAGE AGE CAMPAIGNING ONLINE









## The 'End the Cage Age' ECI

**Subject matter:** Hundreds of millions of EU farm animals are kept in cages for most of their lives, causing great suffering. We call on the European Commission to end this inhumane treatment of farm animals.

**Main objectives:** Cages inflict suffering on enormous numbers of farm animals every year. They are cruel and unnecessary, as higher-welfare cagefree systems are viable.

The Commission is therefore invited to proposed legislation to prohibit the use of:

- cages for farmed rabbits, pullets, broiler breeders, layer breeders, quail, ducks and geese and enriched cages for laying hens;
- farrowing crates for sows;
- sow stalls, where not already prohibited
- enclosed calf pens, where not already prohibited



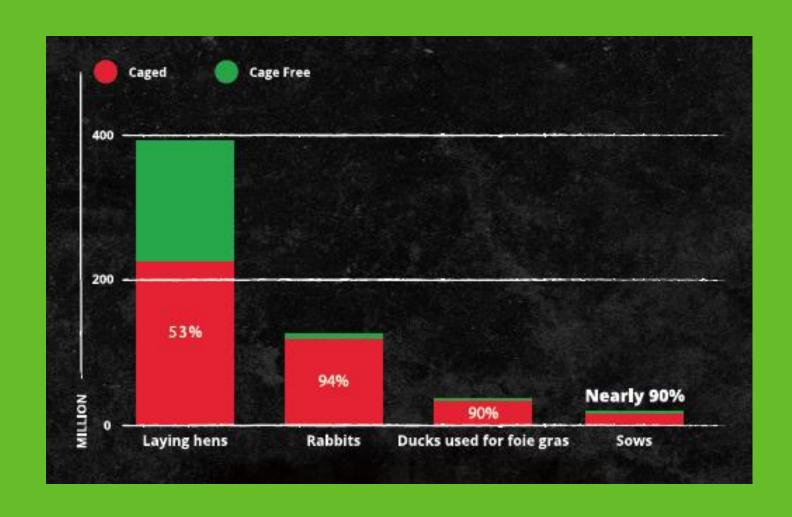








## Animals currently farmed in the EU



In the EU, over 360 million animals spend all, or a significant part, of their lives imprisoned in cages.

#### Best performers in the EU

Country	Caged hens	Caged rabbits	Caged sows
Austria	1%		95%
Belgium	39%	BANNED	99%
Bulgaria	56%	96%	90%
Croatia	73%	96%	42%
Cyprus	72%	96%	99%
Czech Republic	84%	96%	100%
Denmark	20%		95%
Estonia	86%		95%
Finland	60%		98%
France	65%	97%	99%
Germany	7%	96%	99%
Greece	84%	96%	69%
Hungary	63%	60%	79%
Ireland	54%		98%
Italy	62%	97%	94%
Latvia	87%	96%	90%
Lithuania	96%		59%
Luxembourg	BANNED	10 TO	82%
Malta	97%	96%	100%
Netherlands	18%	40%	99%
Poland	87%	96%	44%
Portugal	93%	96%	88%
Romania	60%		45%
Slovakia	85%		90%
Slovenia	57%	96%	23%
Spain	88%	99%	98%
Sweden	12%	BANNED	BANNED

#### Bans for cages for:

- 'Enriched' cages for hens: Luxembourg; Austria (2020) & Germany (2025)
- Cages for rabbit\s: Austria (meat rabbits), Belgium (2025), Netherlands (barren cages) and Germany (barren cages, 2024)
- Sow stalls: Sweden & the UK
- Farrowing crates: Sweden







#### **ECI** record – 21 qualified countries



11 September 2018: started

11 September 2019: closed

Over 1,6 million signatures

Surpassed the minimum signatures in 21 countries

We are at the last leg of the validation process and will be submitting the certificates to the COM in autumn



#### What we did



Planning: For 1-2 years prior to the ECI, we thought through the process & geared up for it



#### We built a network of NGOs

170+ NGOs:

animal welfare & environmental groups

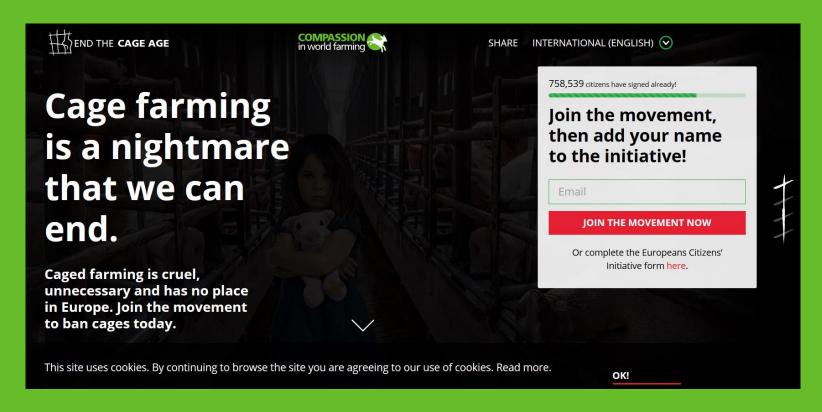






## We built digital presence

#### **Websites**



#### Social media





#### We created paper materials



of cages!

#### TO DO THIS WE NEED ONE MILLION SIGNATURES FROM ALL OVER EUROPE

Please sign today!

You can sign online OR, you can download petition forms for you, your friends and family to sign. Everything you need to help us get 1 MILLION citizens to sign is available here: www.endthecageage.eu

WE NEED 1 MILLION SIGNATURES - PLEASE SIGN RIGHT NOW!





# We set targets



Country	Target 1 million	Target 2 million
Country Austria	15,000	25000
7 10.0 0.10.	15,000	25000
Belgium	•	25000
Bulgaria	12,000 9000	
Croatia		15000
Cyprus	4500	10000
Czech	20,000	50000
Republic	10.000	25000
Denmark	10,000	25000
Estonia	4500	15000
Finland -	10,000	25000
France	150,000	250000 / 300000
Germany	300,000	500000 / 400000
Greece	15,000	35000
Hungary	15,000	35000
Ireland	10,000	30000
Italy	150,000	225000 / 375000
Latvia	6000	10000
Lithuania	8000	15000
Luxembourg	4500	10000
Malta	4500	10000
Netherlands	80,000	225000
Poland	40,000	140000
Portugal	15,000	35000
Romania	25,000	40000
Slovakia	9000	25000
Slovenia	6000	20000
Spain	80,000	150000
Sweden	15,000	30000
Total	1,033,000	2,000,000



#### We set milestones

Sept 2018	ECI ask approved by Commission
Sept 2018 – Oct 2018	Launch of ECI at European Parliament and public launch events in certain countries
Sept 2018 – Sept 2019	Signature collection publicity events and stunts
Sept – Oct 2019	High profile event to mark end of signature collection 12 months after launch



#### **Network co-ordination**





#### End the Cage Age ECI Network Spring 2020 Update

Welcome to the quarterly End the Cage Age Network update! Its purpose is to affer a nound-up of news and actions, ensuring we all know what's happening with the post-ECI work. If there is anything you'd like to see included, please get in touch.

I hope you and your loved ones are doing well and staying safe throughout this challenging time. At Compassion we've been busy adapting our work and plans to this new situation.

In just weeks the pandemic has changed our lives. But the kindness we've seen as people have come together has underscored the value of people power more than over. I've been heartened by the increasing understanding of how our treatment of animals can have such wide reaching consequences, and seeing some people reflecting on the suffering of caged farmed animals as we courselves face being confined inside.

The fact is our work remains more important and signet than ever. As we all know, the permanent housing of animals indoors is not only cruel to them, it also furts our planet and people too, increasing the risk of diseases energing and apreading rapidly. Yet linked to a few articles I found interesting about this at the bottom of thin exercises.

As expected, given the global and all-ranging impacts of all aspects of society the End the Cage Age Pain for 2002/22 has been revised, and will continue to the adjusted as necessary. This update explains some of those changes. I welcome insight on how the pandemic is affecting your plans and priorities alone alignment is key and we are all challenged by limited expounces.

I'm withing you all the best, stay cafe and well.

#### Newsletter contents:

- Strategy Change
- Signature Totals
- Campaign News
- Social Media
- ETCA Map
- COVID-19 and Factory Farming

#### Actions:

- ✓ Let us know how COVID-19 has
- affected your plans

  ✓ RSVP to the network
  call
- Read strategy change
- Check out the new social content
- Get in touch about the map

We coordinated the Network through newsletters, virtual calls and frequent communication



#### Launch events





#### Launch events





#### The Network's street actions















In Europa leven en lijden honderden miljoenen dieren in kooien. Meestal zijn die kooien krap en kaal en veroorzaken ze enorm veel dierenleed. Met onze campagne Stop de Kooien! kunnen we deze kooien samen Europa uit krijgen! Met één miljoen stemmen krijgen we de kans om voor eens en altijd te kappen met kooien! Teken jij ook het Europees Burgerinitiatief?

(Let op: Deze campagne betreft een burgerinitiatief. Dat betekent dat er heel veel gegevens moeten worden ingevuld om je stem geldig te maken. Deze gegevens gaan enkel naar de Europese referendumcommissie (niet naar ons!) en worden daarna vernietigd).

https://bontvoordieren.endthecageage.eu/nl-NL/live/skip

See Translation





















Le sofferenze che oche ed anatre allevate per il foie gras provano a causa delle gabbie sono inimmaginabili! Aiutaci a mettere per sempre fine a tutto questo: bit.ly/firma-ora

...

See Translation





FADA





#### Celebrities' support on social media



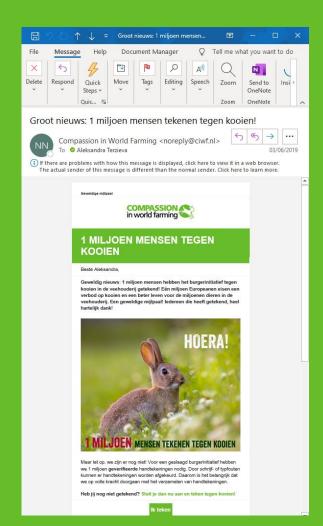
Help Jerome End the Cage Age for farm animals:

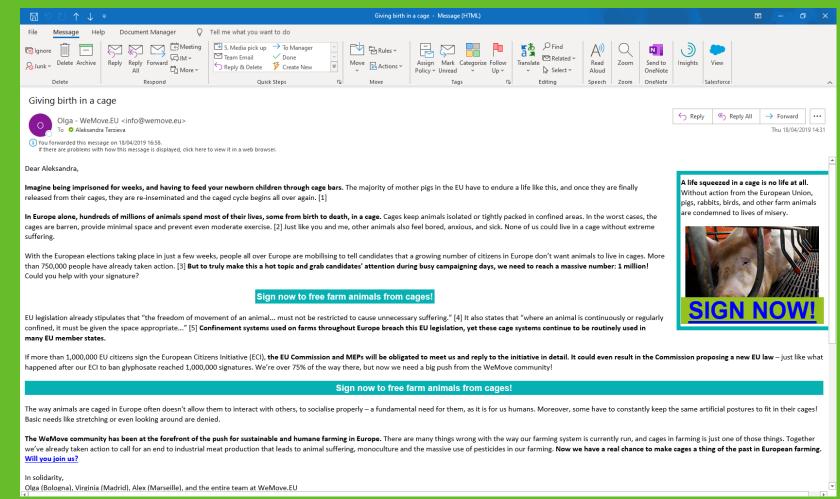
"As Bronn in Game of Thrones, I played a guy who I really wanted to be a hero but, likeable as he was, he didn't really turn up to save the world. Now I have a chance in real life, where it counts, to stand up and do the right thing for our beloved farm animals. Over 300 million of them suffer in cages across Europe. I want to see an end to this shameful cruelty – and I need your help. Together, we can end this suffering, Join me, sign the initiative to ban cages, and help me reach my target."

Add my name



#### **E-mails**







#### The Network's websites







WAT KAN JIJ DOEN?

IN JOUW BUURT

SHOP

CONTACT

DONEER

#### Oproep aan de minister om kooien voor leghennen te verbieden

16 januari 2019

In een brief aan minister Schouten van Landbouw, Natuur en Voedselkwaliteit roept de Dierenbescherming op om alle kooisystemen voor leghennen in Nederland te verbieden. In 2021 worden de verrijkte kooien verboden, maar de zogenaamde koloniekooien blijven toegestaan. Een goed dierenwelzijn is ook in deze aangepaste kooien niet mogelijk.

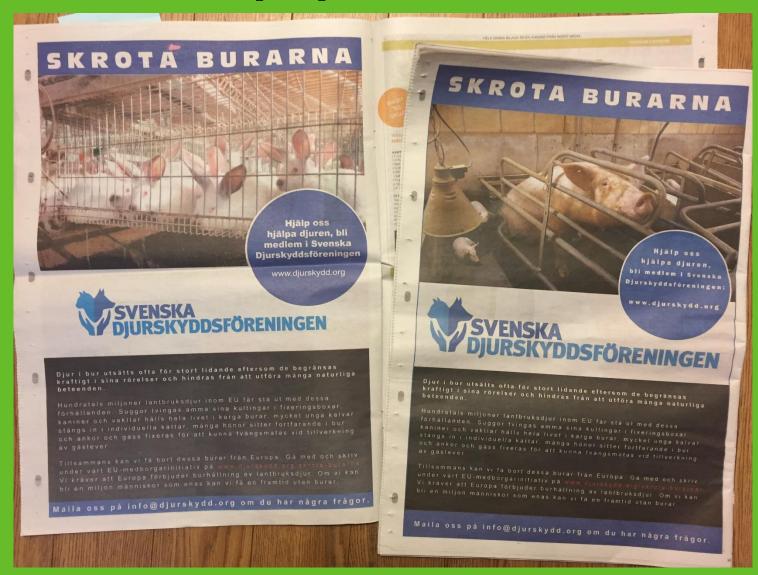
Kooisystemen





# SDF WAR

#### Newspaper ads





# On-going digital content creation

	СОРУ	IMAGE/VIDEO	LINK OR NOTES	WHERE TO FIND THE ASSET
6-May	During this week, we will post every day a specific online action that could help caged animals! Just 3 min of your time each day of this week can deeply change the lives of more than 300 million animals in Europe.  Let's start! 1 action: become a Cage Fighter. A Cage Fighter is an online activist who pledges to get more signatures to end the cage age.  Starting a Cage Fighter profile is very easy: - Click here and you will land on the Cage Fighter platform - Add your name, photo, and set a target (how many signatures you think you can realistically collect) - Invite your friends to sign up by sharing on Facebook, Whatsapp and email	HOW CAN YOU HELP OTHERS HELP ANIMALS?	int.endthecageage.eu/nl	On asset Bank https://ciwf.assetba nk-server.com/assetbank- ciwf/action/viewLogin E mail address: ECI 2018 Cage-Free Password: ECI2018
7- <mark>M</mark> ay	Today we are asking you to spend your 3 mins for animals, sharing on Whatsapp and messenger the End the Cage Age European Citizens' Initiative. FROM MOBILE: Click on SHARE and SELECT "Send on Whatsapp" and SEND to your contacts. FROM DESKTOP: Click on SHARE and SEND as MESSAGE (on messenger)	your ECI link to the form page like this https://ciwf- it.endthecageage.eu/it-IT/live/eci		
8-May	"Today let's send a clear message to the power brokers of Europe. From 11 until 13, let's tweet against the use of cages in farming in EU. Go on our account on twitter and retweet all #EndTheCageAge posts:)"	BTH OF MAY FROM 11 TILL 13  TWITTER STORM!  #ENDTHECAGEAGE		



#### In Brussels: MEP working group



#### Record-breaking 'End the Cage Age' ECI

The largest European petition ever for farm animal welfare ended collecting signatures in mid-September 2019, breaking the record for balanced representation of voices across the EU. The "End the Cage Age" ECI has, subject to validation, surpassed the minimum threshold required by EU law in 21 EU Member States - a first in the history of ECIs! This direct democracy tool has also collected over 1.6 million signatures! The ECI was coordinated by the international NGO Compassion in World Farming and is supported by a network of over 170 NGOs and federations across Europe, aiming to end the use of cages in EU farming.

The EU countries where signature collection has, subject to validation, surpassed the threshold are Austria, Belgium, Bulgaria, Croatia, Czechia, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Lithuania, Luxembourg, the Netherlands, Poland, Portugal, Slovakia, Spain, Sweden and the United Kingdom.

The ECI was launched on the 25th of September 2018 with a conference and a week-long exhibition hosted by Eleonora Evi MEP and Compassion in World Farming, Twenty-one MEPs from most political groups (EPP, S&D, EFDD, Greens/EFA, GUE/NGL and ECR) and from 13 European countries spoke at the launch.



Eleonora Evi Co-Chair (NI, IT)



**Anja Hazekamp** Co-Chair (NL, GUE)



**Tilly Metz** (Greens/EFA, LU)



Sylvia Spurek (S&D, PL)



**Martin Buschmann** (GUE/NGL, DE)



**Maria Noichl** (S&D, DE)



Sirpa Pietikäinen Jiří Pospíšil (EPP, FI)



(EPP, CZ)



Francisco Guerreiro (Greens/EFA, PT)



Klaus Buchner (Greens/EFA, DE)



Michèle Rivasi (Greens/EFA, FR)



**Fabio Castaldo** (NI, IT)



**Stelios Kouloglou** (GUE/NGL, GR)



(GUE/NGL, PT)



Marisa Matias Mario Furore (NL IT)



**Catherine Rowett Martin Hojsik** (Greens/EFA, UK) (Renew, SK)





**Manuel Bompard** (GUE/NGL, FR)



**Marie Toussaint** (Greens/EFA, FR)





# Actions by the cage-free WG









































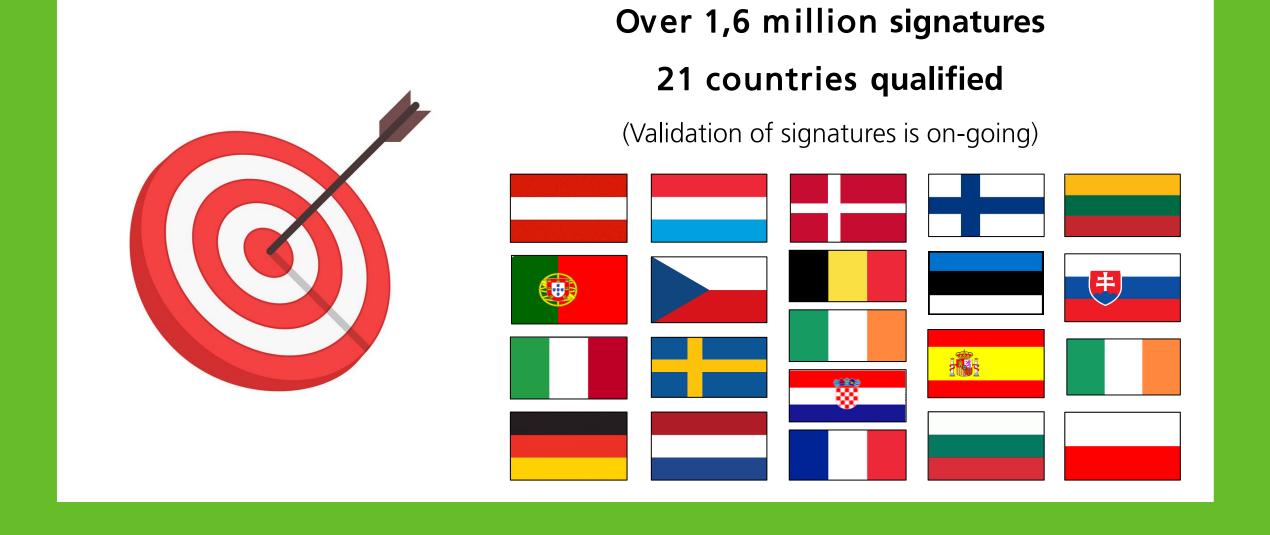
## Recent advocacy







# We smashed the targets!







# Then we celebrated!













- We continue working with the EU institutions to ensure they act upon the citizens' expectations
- Together with our network of over 170 NGOs, we are working at Member State level to ensure support



# We informed EU Commissioner Kyriakides







# Important to record progress: Recent US actions on cages



California, Washington,
Oregon, Massachusetts and
Michigan banned cages for egglaying hens & the sale of
products that don't meet the
state's new requirements (in
effect 2022, 2022, 2023 & 2025
respectively).

**20%** of all US hens are now cage-free (vs 5% six years ago).



# Committee of the Regions supports a phase out of cages

#### Amendment 65

New Annex 0: Performance objectives common to the national Strategic Plans

Text proposed by the Commission	CoR amendment
	Animal welfare, health: gradual and planned
	end to cage rearing throughout the European
	Union

#### Reason

In order to respond to animal welfare but also public health (antibiotics) concerns, we must by 2027 move to more extensive modes of production which avoid the use of cages; these already exist.

The Committee of the Regions issued an Opinion on the Common Agricultural Policy, supporting the phasing out of caged farming.





#### 2020 EFSA report on rabbits



EFSA, the EU Food Safety Agency, has issued three scientific opinions on rabbit farming.

It concludes that conventional farming systems are worse than alternatives, and rates organic farming as the best system available.

## Working together with companies

- We are working together with progressive businesses to showcase that change is possible!
- Many progressive farmers have already gone cage-free.
- An increasing number of brands & retailers do not sell or have committed to phase out products from caged farm animals.







## **EU Commission's response to successful ECIs**



**EU** citizens expect that the **EU Commission** will deliver a legislative proposal following successful ECIs.







# Thank you!



