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ANNUAL REPORT



Our vision is a society in which animals are protected from suffering.

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Annual report 2022

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Editorial

Sentience writes history

The past year was a huge milestone in the recent history of our association. With the Primate Initiative in Basel and the national referendum on factory farming, two proposals of historical importance came to the ballot box. Thanks to the success of these political campaigns, we were able to further establish our association as an important player in the Swiss animal protection and broader animal advocacy movement.

The Primate Initiative was launched by Sentience in 2017 and called for the fundamental rights of non-human primates to be anchored into Basel's constitution. These included the right to life and the right to physical and mental integrity. For the first time in the world, citizens were able to vote democratically on whether these non-human animals should be granted basic rights.

The Initiative marked a historic moment and resulted in over 300 media articles covering our work both domestically and internationally. The debate showed how timely and important our initiative was for the public discourse on animal sentience. Both the SP (Labour) and the Green Party decided to take up the YES slogan for our initiative. The demand for basic rights for primates also found its way into the Green Party's legislative program. A few years ago, such an outcome would have been unimaginable.

On September 25, 2022 we reached the political climax of our Initiative to abolish factory farming. We consider this to be among the most important of milestones in our efforts to build a society which no longer causes unnecessary animal suffering. We launched the Initiative in 2014, when Sentience made its public appearance with the position paper "Sustainable Nutrition 2020". The Initiative to abolish factory farming formed a central part of the Sentience vision. Industrial meat and dairy production represents a unique overlap for solving many problems for animals, humans and the environment. We started the voting campaign

full of enthusiasm in spring 2022. Supported by a broad alliance of animal welfare, animal rights, agricultural and environmental organisations, we managed to shape the public discourse over the course of many months. Our initiative triggered global media coverage and dominated domestic headlines in Switzerland.

Our campaign created a dialogue that was long overdue.

Our campaign created a dialogue that was long overdue. It demonstrated that the conditions in Swiss agriculture have been significantly downplayed for years. The alliance we have built over the course of the Initiative will form a good basis for future campaigns. In order to continue to pursue the core concerns of the initiative, we will launch the "Alliance against Factory Farming" in 2023. It is intended to ensure long-term coordination and the flow of expertise between the organisations that have supported our initiative and to provide future political projects with the broadest possible support base.

It is with great pride
that we look back on a year
full of historic impact.



In addition to the Initiative against factory farming, we launched two other projects in 2022. As part of the "Tierwohl NOW!" ("Animal Welfare NOW!") campaign, Coop, Migros, Aldi and Lidl were asked in over 40,000 e-mails and letters to finally assume their responsibility for the urgently needed change in the food system. Meanwhile, our "RRRevolution!" campaign, which has been running since June 2022, calls for the 3R principle known from medical research (Refine, Reduce, Replace) to be extended to animals in agriculture. We hope that this will create a framework for our future work in the areas of agriculture and consumption.

Thanks to generous donations from our supporters, we were able to advance our existing projects in 2022 whilst professionalising our work in the fundraising domain. We could then secure the financing for our latest project, "Protein Lab". It comprises a series of one-day workshops that encourage exchange and collaboration between

subject matter experts from different sectors of the food industry. We are confident that this project will help find solutions to the diverse problems in the animal production sector.

It is with great pride that we look back on a year full of historic impact. **Our work has forever changed the animal ethics discourse in Switzerland and we have plans to grow that impact even further in the coming years.**



Naoki Peter
Chairman

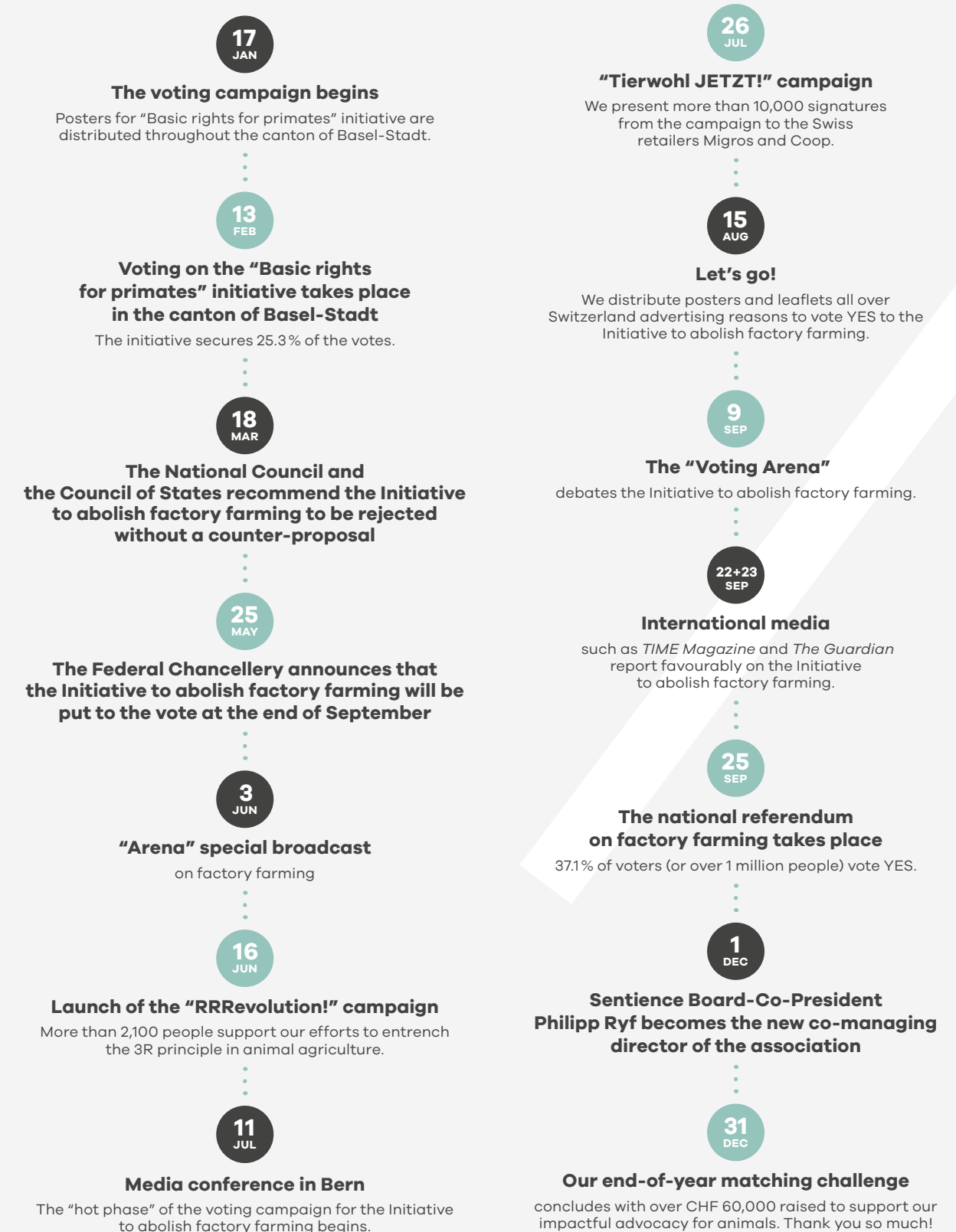


Philipp Ryf
Chairman

Retrospective 2022

An overview of our year

2022 was the most eventful year for Sentience so far. It was shaped by two historic votes, a major retailer campaign ("Tierwohl JETZT!" ["Animal Welfare NOW!"]), hundreds of media reports at home and abroad, and a successful fundraising campaign.





For the first time in the history of our civilization, citizens dealt with the question of which non-human animals meet the necessary requirements for us to grant them basic rights in a direct democratic manner.

Initiative on basic rights for primates

A historic first

Animals are not things – that understanding already exists in the Civil Code (ZGB Art. 641a). However, the Swiss Animal Welfare Act grossly disregards this principle because it allows for a “use law” which determines when and how we may use, injure and kill our closest primate relatives.

In Basel alone, a total of 929 stressful primate experiments were carried out between 2011 and 2020. That’s over 100 experiments a year in one city! If our initiative had been accepted, the canton of Basel-Stadt would have been obliged to guarantee non-human primates the right to life and to physical and mental integrity. As a result, they would no longer be treated as things in practice, but as sentient individuals. The University of Basel, for example, would have been allowed to carry out experiments on non-human primates only provided that their basic rights were protected (e.g. in the context of behavioural studies).

Historical meaning /

This context behind our campaign made Sunday, February 13, 2022 a day that will go down in history. Together with campaign manager Tamina Graber, advisory board member Prof. Dr. Markus Wild,

volunteer coordinator Nicolas Eichenberger and Sentience communications manager Anna Grun, I, Silvano Lieger, sat in the Basel council chamber and learned that a quarter of the voters in Basel-Stadt had spoken in favour of granting primates fundamental basic rights to life and integrity.

We consider the result to be a huge success: for the first time in the history of our civilization, citizens dealt with the question of which non-human animals meet the necessary requirements for us to grant them basic rights in a direct democratic manner. The fact that every fourth person decided to grant such a right to non-human primates can be described as historic.

The result of the vote has a global signalling effect and will pave the way for future initiatives. It also raises the question: does our concept of fundamental rights need to be extended to non-human animals? We think so!

Our campaign /

Anyone strolling through the streets of Basel at the beginning of the year could not escape the yellow and black posters, banners and stickers. The visual presence in public, coupled with media reporting and a memorable online video campaign, made it easy for the people of Basel to learn of our demands.

The engaging videos, short versions of which were shared on our social media channels, were particularly popular. Excerpts even made it into the evening news program “10 vor 10” on Swiss television. In the videos, philosophy professor Markus Wild, animal rights expert Dr. Charlotte Blattner, council members Michelle Lachenmeier and Laurin Hoppler, animal rights activists Olivier Bieri and Monika Schwaller, campaign workers Anna Grun and Tamina Graber, theologian Monika Hungerbühler, SP exponent Nicolas Eichenberger and Juso co-president Lea Levi spoke for the initiative. The videos, produced by filmmaker Alex Przewozniak, represented a diverse range of voices and expertise.

Parties, personalities, organisations /

We note the broad support that this issue found in Basel-Stadt politics and within specialist circles. The Greens, the SP and their respective young parties publicly positioned themselves in

favour of accepting the initiative. In addition to the world’s leading primate researcher Dr. Jane Goodall, various parliamentarians, legal scholars, philosophers and ethicists supported the initiative. At the same time, we were able to count on the active support of organisations such as FOUR PAWS, the Animal Rights Foundation, Animal Rights Switzerland, the Franz Weber Foundation and Tier im Fokus (TIF).

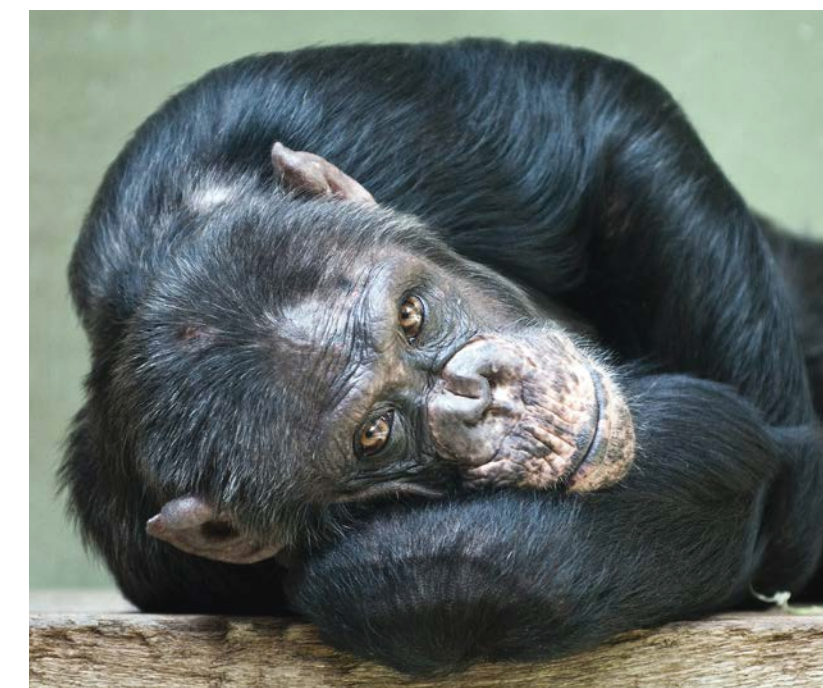


Photo: Christian/Pexels

Something to build on

The Basel Primate Initiative marked a milestone in the development of animal rights. For the first time, a political entity, the canton of Basel-Stadt, publicly discussed whether non-human animals should be guaranteed a constitutional right to life and physical and mental integrity. For most people, it was the first time they had ever grappled with such a question.

This public discussion was preceded by a legal one, the result of which is that we in Switzerland can certainly grant basic rights to non-human animals if we pursue this aim politically. If we can manage that, then the state will be tasked with protecting such rights for those animals kept in publicly-funded institutions such as universities.



easily permitted with the adoption of the Primate Initiative, because the core of the initiative was the protection of the lives of monkeys. The zoo's justification for the killing is contradictory: first, it said that the baby would not have been able to survive. Then it was communicated that the animal would suffer socially as a result of being hand-reared by humans. This was a remarkably vague justification. A healthy animal of an endangered species was killed due to some hypothetical perception of suffering. This speaks to the indifference felt towards them

Since February 2022, it is no longer solely the zoo that bears moral responsibility for the killing of this animal. The population has legitimised this procedure and others like it. However, the outcry that went through the media following this case gives one hope that a similar vote could end differently in a few years' time.

What the Primate Initiative has given us is a vision. We can now imagine a world where killings like this are no longer easily possible. It is important to build on that.



Prof. Dr. Markus Wild
Member of the Advisory Board

Then the inevitable happened: at the end of January 2023, a baby orangutan was killed at Basel Zoo. This is precisely what would not have been so

What the Primate Initiative has given us is a vision.

Although the Basel Zoo is a private institution, it has positioned itself at the forefront of the opponents of the initiative because non-human primates live in the Basel Zoo. They are born there and unfortunately all too often they are killed there too. In 2022, the people of Basel did not want any basic rights for primates – they clearly rejected the primate initiative with a majority of almost 75%. Whether knowingly or not, the population has sent the Basel Zoo the message that its decisions, no matter how problematic they may be from an animal-ethical point of view, are democratically legitimate.

Media attention

Rarely has a cantonal vote received such attention. The unique demand that the people of Basel had to contend with was debated far beyond the country's borders. Over 300 media articles in 18 countries were dedicated to the initiative; From Australia to the USA and even China, the small Swiss canton was discussed. We think we have gone a long way to shift the seemingly predefined boundary between humans and animals.

But even here, the regional vote quickly became an event of national interest. It was reported on by television and radio stations, daily newspapers and magazines from all parts of the country. Our initiative had already achieved one of its main goals – initiating a broad social discourse on the topic – before the vote.

Silvano Lieger / Co-Managing Director

THE FIGHT GOES ON

Fundamental system changes rarely succeed the first time – they take tenacity and perseverance. Despite rejection, the Primate Initiative provided the basis for a deeper awareness and emphasis on the interests of non-human animals. This success is thanks to the many dedicated thought leaders, politicians and volunteers who have championed our cause throughout this campaign. The fight for the rights of non-human animals goes on. Sentience will continue to play a pioneering role in the future.

IN THE MEDIA

In 2022, more than **190 articles** on the "Basic rights for primates" initiative were published worldwide. This list gives a sample overview of our media exposure.

Podcast/Radio

- ➔ [Animal Law Podcast #81 – Fundamental Rights for Swiss Primates, Yes or No?](#) 23/02/2022
- ➔ [RaBe – GRUNDRECHTE FÜR MENSCHENAFFEN](#) 25/01/2022
- ➔ [SRF – Echo der Zeit: Basel: Sind Grundrechte von Affen bald in der Verfassung?](#) 19/01/2022

Articles

- ➔ [Nau – SP-Grossrat über Grundrechte nicht-menschlicher Primaten](#) 26/01/2022
- ➔ [20 Minuten – Internes Dokument soll Missstände bei der Affenhaltung im Basler Zoo belegen](#) 01/02/2022

- ➔ [Basler Zeitung – Wir und das Tier](#) 12/02/2022

- ➔ [NZZ – Die Grenze zwischen Mensch und Tier wurde schon von Darwin aufgeweicht](#) 24/01/2022

Videos

- ➔ [Galileo – Menschenrechte für Affen: Sollten auch sie Grundrechte haben?](#) 10/02/2022
- ➔ [10 vor 10 – Initiative «Grundrechte für Primaten»](#) 14/01/2022

International

- ➔ [Forbes Hungary – Svájcban népszavazáson döntik el, kapjanak-e alapjogokat a főemlősök](#) 12/02/2022
- ➔ [RTE – Swiss region to vote on giving primates fundamental rights](#) 10/02/2022
- ➔ [Daily Mail – Switzerland will vote on giving primates 'fundamental rights'](#) 12/02/2022



The initiative sought to pave the way for farming methods in Switzerland which are compatible with its ecosystem, conserves its resources and stands for animal-friendly production.

Political denial

The Federal Council recognised that there was, and still is, an urgent need for action in the area of agricultural animal husbandry. They submitted a direct counter-proposal to Parliament in 2021 which wanted to anchor criteria for animal-friendly housing, regular outdoor exercise and gentle slaughter in the constitution.

Even if the counter-proposal sidelined several of the initiative's key demands, its very existence was a huge success for us – it proved that the Swiss authorities were aware that factory farming is no longer sustainable.

Unfortunately, the new year showed how backwards the Swiss Parliaments' way of thinking still is. Neither the initiative nor the counter-proposal stood a chance in the National Council and the Council of States. Although we launched our appeal "Tierwohl NOW!" ("Animal Welfare NOW!") parallel to the debate in the Council of States (during the course of which more than 40,000 citizens agreed with our demands), our lobbying was unsuccessful. In retrospect, it is clear that the proposal was never seriously considered, despite the massive pressure caused by the growing awareness of problems in the agricultural sector. The agricultural lobby in Parliament remains too strong.

Support from all camps

It was all the more important that we were able to expand our network of supporters over the course of the year. Thanks to the incredible response to our appeal, we were able to attract hundreds of new volunteers and expand our

regional groups to almost every canton. Our alliance of supporting organisations also grew steadily and comprised more than 20 by spring 2022. A special thank you goes to FOUR PAWS, who significantly adapted their annual planning for 2022 to support our initiative.

It was clear to us, that we would not reach a high level of support for the vote without credible backing from the agricultural sector. So in the new year, we set up an agricultural committee together with our partner organisations Demeter and KAGfreiland. Here, too, it became apparent

Initiative to abolish factory farming

More than a million votes for the animals

With the initiative against factory farming, we challenged one of the most powerful lobbies in Switzerland. Despite massive resistance, we succeeded in placing the demand for better animal welfare at the centre of society and in so doing, altered the national discourse about animals in agriculture forever.

Swiss agricultural policy has been blocked for years. Urgent decisions are put on the back burner, whilst more and more natural areas are being built over with fattening halls and stables, soil is being degraded and habitats are being destroyed. Last but not least, these unquestioned processes are fatal for animal welfare. Today, large groups of individual animals are crammed together in a confined space and with no room to move freely. Despite their known ability to suffer, animals in factory farming are not seen as sentient beings, but as units of production.

83 million animals were killed for meat in 2021. That's almost twice as many as 20 years ago. The reason for this is a shift in production – away from pork and beef and towards chicken. This development is fatal; chickens are the animals which receive the least protection in Swiss agri-

culture. Up to 27,000 chickens are kept on one farm. Each individual has an average of one A4 page of space to live on. After 35 days the animals are slaughtered without ever having seen the open sky.

This is where our initiative came in. It sought to pave the way for farming methods in Switzerland which are compatible with its ecosystem, conserves its resources and stands for animal-friendly production.

We called for animal-friendly accommodation, daily access to the outside, and gentler slaughter methods. Swiss farmers should not be disadvantaged compared to other countries. The initiative therefore called for import restrictions that would have taken the new Swiss standards into account.



how strongly the agricultural lobby pulled its strings in the background: many farmers were very afraid of exposing themselves for our cause, despite great sympathy for the animals. In the end, we still managed to get several dozen farms to support us.

Last but not least, it was important for the voting campaign to win the approval of as many politicians as possible despite disappointment in parliament. With our former co-managing director Meret Schneider, we naturally had a trump card up our sleeve, but we also urgently needed support from other parties. It was very gratifying that over the course of the year more and more politicians – from almost all political camps – contacted us directly and offered their support.

The final campaign phase begins/

July 11, 2022 marked the official starting point for our voting campaign (or the “hot phase”). We presented our most important arguments and our voting poster to the media at the Federal Palace. For the conference, we were able to put together a top-class panel consisting of Daniel Jositsch (State Councillor SP), Delphine Klopfenstein (National Councillor Greens), Kathrin Bertschy (National



The campaign, the media work and your overall performance cannot be praised enough – you were outstanding!

Meret Schneider
National Councillor, Green Party

Councillor glp), Vera Weber (President Fondation Franz Weber) and Fritz Sahli (organic farmer Hof Schüpfenried). Also present were Meret Schneider, Yasmine Wenk (FOUR PAWS), Alexandra Gavilano (Greenpeace), Silvano Lieger (Sentience) and Alfred Schädeli (President Association for Biodynamic Agriculture). The media conference was moderated by myself, co-campaign manager Philipp Ryf.

The arguments we presented were well-received. For example, the news portal: “20 Minutes” carried the headline “Many animals only see the sky above on the day they are slaughtered”, a statement that I had made at the media conference. Our argument that a chicken only has an A4 page to live on was repeatedly picked up by the media and will probably be remembered as one of the most enduring symbols of the campaign. With the start of our national poster campaign, the living conditions of the pigs increasingly became the focus. The posters asked three basic questions about how we treat animals: “ten pigs in the space of a parking lot?”, “less than 1m² of space to live in?” and “up to 1,500 pigs in one barn?”. This was followed by the clear message “let’s get out of factory farming!”.

Final campaign phase



JULY 11

We convene the YES Committee media conference.

AUGUST 15

We launch our national out-of-home campaign with over 1,500 billboards in central locations, over 75 advertisements in daily and weekly newspapers, and over 50,000 placements on digital screens in public transport.

Over 1,400 volunteers distribute placards and posters across the country, organise stand activities, distribute leaflets, take part in debates, and write letters to local newspapers.

AUGUST 24

The Swiss television program Rundschau highlights the differences between conventional and organic pig farming. Our co-campaign manager Philipp Ryf takes part in the programme.

AUGUST/SEPTEMBER

Our alliance members Tier im Fokus (TIF), Greenpeace and Pour l'égalité animale (PEA) publish undercover videos that show animal suffering in legal intensive farming conditions and put the agricultural lobby and the major food retailers on the defensive.

SEPTEMBER 5

The NZZ article we helped to initiate, “How the federal government calculates animal welfare in agriculture” criticises the voting booklet as misleading. The documents claim that 78% of the animals have access to exercise, when in fact it is only 13%.



SEPTEMBER 22

TIME Magazine features an article about our campaign, along with many other international media articles.

BEGINNING OF SEPTEMBER

We send our voting flyer to 275,000 households in the five “swing” cantons of Glarus, Solothurn, Appenzell Ausser rhoden, Uri and Zug.

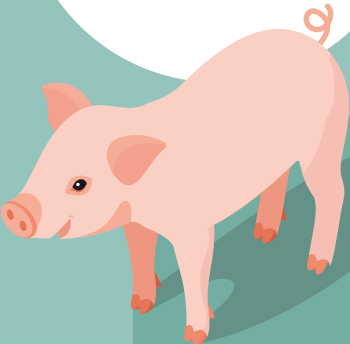
SEPTEMBER 9



A voting debate is broadcast on the popular TV show Arena. The initiative is represented by co-campaign leader Philipp Ryf, parliamentarians Meret Schneider and Daniel Jositsch, and organic farmer Alfred Schädeli.

SEPTEMBER 25

The vote takes place. By this point, over 800 media reports about our campaign have been published.





Even international media like *TIME Magazine* and *The Guardian* wanted to conduct interviews with us.

For the following online campaign, we were able to rely on the filmmaker Alex Przewozniak, who we already knew from the primate initiative. His work was impressive: the resulting campaign videos were praised from all sides and probably made a significant contribution to the fact that almost 50 % of those who watched our media before making their voting decision said YES to the initiative. The videos portrayed the farmers Fritz Sahli, Alfred Schädeli and Marion Brahier, the politicians Daniel Jositsch (SP), Kathrin Bertschy (glp), Delphine Klopfenstein and Meret Schneider (Greens) and Philippe Ruf (SVP) as well as our supporter Anna Rosenwasser, Lauriane Gilliéron and Vera Weber giving their reasons to abolish factory farming.

Six weeks to make it count

With the launch of our national poster campaign on August 15th, perhaps the most strenuous six weeks of our professional careers began. We knew the final sprint was going to be fierce, but looking back we did not anticipate the rolling media avalanche that swept over us. As the primary source of information for the media, I spent the

Our campaign laid the foundation for a more just and less painful Switzerland for farm animals.

final phase of our campaign mostly on the phone or on the train to a media appointment. One interview request followed the next: SRF wanted us for the Rundschau, the Arena and the Tagesschau, various private broadcasters wanted us for talk formats, newspapers ran articles and even international media such as *TIME Magazine* and *The Guardian* wanted to conduct interviews with us. Suddenly the subject of factory farming was ubiquitous and on everyone's lips.

Our volunteers also worked tremendously hard for the final sprint. Our regional groups distributed tens of thousands of flyers and ran public stands and put over 200,000 mobilisation flyers through Swiss mailboxes. Building up our regional groups had more than paid off: our message reached even the remotest corners of the country in the form of weatherproof posters placed on the side of the road. Not to forget the 14,000 flags and 600 extra-large billboards that people from all over Switzerland mounted on the facades of their homes. Even if we couldn't keep up with the counter-campaign of the Swiss Farmers' Union, whose budget eclipsed ours and went into the millions, our campaign laid the foundation for a more just and less painful Switzerland for farm animals.

A campaign like Switzerland has never seen before

With the initiative to abolish factory farming, Sentience launched a long-overdue dialogue and has shown that the conditions in Swiss agriculture have been massively played down for years. Thanks to the Initiative, the demand for more animal welfare has reached mainstream society.

- The husbandry conditions of animals in agriculture have (almost) never been discussed so widely and publicly.
- Hundreds of thousands of people have thought outside the box with the Initiative and asked themselves: "What does my consumption mean for animals, people and the environment?"
- A broad alliance of animal welfare, agricultural and environmental organisations has joined forces and defied the agricultural lobby.
- The voting result proved that the vision of animal-friendly, site-adapted agriculture mobilises people far beyond the "usual suspects" of vegans and vegetarians.
- The task for politicians is clear: over the next 25 years, agriculture must change.
- **1,062,703 people = 1,062,703 votes for the animals!**



FACTS & FIGURES

1,400
volunteers



600
banners



500+
news articles

40
regional groups

200,000
mobilisation flyers

11 M
social media impressions

200+
promotion stands

14,000
flags

1.7 M
minutes of video watchtime



The success of the Initiative was made possible by countless people who have contributed to the campaign in various ways over the years. Thousands of volunteers collected signatures, distributed flyers, organised stand campaigns, and shared the demands online and in person. Hundreds of people within the Alliance have supported the campaign team in campaign work, communications, media relations, outreach, and fundraising.

Thanks to hundreds of hours of overtime, the campaign team – which initially consisted of just three people and most recently comprised seven people – has achieved all of the campaign goals. And last but not least, as the former co-managing director of Sentience, Meret Schneider got everything rolling.

All of you deserve a heartfelt thanks!

Philipp Ryf / Co-Managing Director

IN THE MEDIA

In 2022, over **961 articles** were published worldwide about the initiative against factory farming. More than **50 reports** featured the investigative disclosures.

Articles

- ➔ [NZZ – Tierwohl – produziert ein Markt systematisch Leid, braucht es strengere Regeln](#) 20/05/2022
- ➔ [NZZ – Bohne, bio oder Biochemie – das ist die Zukunft von Fleisch](#) 02/09/2022
- ➔ [Blick – Detailhändler sollen weniger Fleisch anbieten](#) 24/07/2022
- ➔ [Tagesanzeiger – Wer Tiere liebt, vermindert ihr Leid](#) 27/04/2022
- ➔ [20min – «Viele Tiere sehen den Himmel nur am Tag ihrer Schlachtung»](#)
- ➔ [NZZ – Wie der Bund das Tierwohl in der Landwirtschaft schönrechnet](#) 05/09/2022
- ➔ [Republik – Im Zuchthaus](#) 14/09/2022

Investigations

- ➔ [watson – Tierschutzorganisation filmt Hühnerhaltung und erhebt schwere Vorwürfe gegen Migros](#) 04/09/2022
- ➔ [lemanin – L'élevage de poulets au cœur de la campagne](#) 24/08/2022

- ➔ [Zofingertagblatt – Mit Fliegen übersäte Schweine und tote Hühner: Neue Videos spielen den Befürwortern in die Hände](#) 06/09/2022

International

- ➔ [TIME – Switzerland Could Be the First Country to Ban Factory Farming](#) 22/09/2022
- ➔ [The Guardian – Swiss to vote in national poll on banning factory farming](#) 23/09/2022

After the vote

- ➔ [Echo der Zeit – Der Preis für Fleisch steht über dem Tierwohl](#) 25/09/2022
- ➔ [Das Lamm – Massentierhaltung: Kein Randthema mehr](#) 25/09/2022

Videos

- ➔ [Rundschau – Ein Sauleben: Streit um Massentierhaltung](#) 24/08/2022

Podcasts

- ➔ [Podcast Tier & Haltung, Tier im Fokus](#)

3R – Refine, Reduce, Replace

- ➔ [Nau – Die Tierzahlen müssen sinken](#) 14/09/2022

“TIERWOHL JETZT!”
CAMPAIGN
(“ANIMAL WELFARE NOW!”)

With their market power, the major retailers play a key role in the factory farming system. They continue to manage the status quo and enrich themselves by selling cheap meat at massive cost to the animals. With their excessive margins on meat and alternative proteins, products from factory farms are effectively cross-subsidized. In this way, the major distributors are slowing down the change that is already underway and shifting the responsibility onto the consumers.

In June 2022, Sentience, together with FOUR PAWS, Greenpeace and the Franz Weber Foundation, launched the second part of the “Tierwohl JETZT!” campaign.

A pre-written letter could be printed and sent via the website [tierwohl-jetzt.ch](#), or a pre-formatted email could be sent to the major distributors. As part of stand actions, the volunteers were encouraged to win more signatures for our demands. The campaign was a huge success: A total of over 40,000 emails and 2,300 letters were sent. We handed over the letters to Migros and Coop on-site and were able to add additional emphasis to our demands. The campaign was picked up by Blick in the media.

Four of the largest Swiss food retailers were held accountable, with the message “let advertising images show the truth”. Four demands were made on Migros, Coop, Aldi and Lidl:

- 1 **No manipulative advertising for animal products**
Advertising images cement the myth of “Heidiland” animal husbandry and increase the demand for animal products.
- 2 **No cut price promotions of animal products**
The production of meat, milk and eggs comes at a price. Through price cuts, the sale of cheap animal products are encouraged. The sales of cheap animal products are intensely cruel to animals and are promoted through false advertising campaigns.
- 3 **No further expansion of poultry farming**
Industrial poultry production causes great animal suffering and is incompatible with the supposedly animal-friendly principles of Swiss agriculture.
- 4 **Reduction targets for the sale of animal products**
In order to achieve Switzerland’s sustainability goals, the consumption of animal products must be reduced.



A missed opportunity

The campaign for the Initiative against factory farming was dedicated and professional. Sentience and the campaign team did an excellent job right up to the last minute. The detailed and reflective evaluation will be an optimal foundation for future campaigns. A heartfelt thanks to all of you! Nevertheless, it should be taken seriously that almost two-thirds of those entitled to vote said “no”. This contradicts the often-heard assertion that animal welfare is a high priority for a majority of the population. It makes me again ask myself if I am overestimating society’s willingness to protect animals in agriculture.

If it can be shown that better animal welfare is also in the interest of a credible Swiss farming sector, then more than 37% percent of the electorate can be won over next time.



Photo: Xavier von Erlach/Unsplash

With that being said, a “no” vote was made easy for the voters. Swiss animal production has been systematically whitewashed and made to appear more attractive, and not only since the Initiative. Unrealistic ideas about where the meat on your plate comes from are fuelled by advertising images and enforced by misleading information from the Federal Administration.

The low level of approval cannot be explained by unrealistic assumptions alone. The proposal was clearly accepted by people who positioned themselves on the left and rejected by people who positioned themselves on the right. This is reminiscent of a dictum by the poet Paul Valéry: “La même idée venant de toi ou de moi provoque ma contradiction ou mon assentiment.” In other words, voting decisions were influenced by broader political identities, not just the content of the Initiative’s reasoning by itself.

The questionable role of the Farmers’ Association

Another reason for the rejection is that the Swiss Farmers’ Union managed to misrepresent the popular Initiative as being harmful to Swiss agriculture and to mobilise their members accordingly, although most of them would not have been negatively affected. Industrial animal production is primarily in the interest of upstream and downstream industries. They, rather than the farmers, benefit from mass production at reduced prices. Under the leadership of its President Markus Ritter, the Farmers’ Association is pursuing a policy that is damaging to Swiss agriculture.

The popular Initiative against factory farming would have been an opportunity for Swiss agriculture to get serious about locally adapted sustainable production. With the transitional period of 25 years, everyone would have had the opportunity to adapt.

Conclusion

The majority of the animals we eat – especially pigs and poultry, from which around 75% of Swiss meat is derived – live in conditions that are harmful to their dignity and welfare.

However, the effort to ensure better animal welfare faces many challenges:

- 1 an agricultural policy that directly and indirectly promotes production;
- 2 the federal government, which provides the Swiss Farmers’ Association and the animal production associations with millions of taxpayers’ money every year for euphemistic advertising;
- 3 the many industries that benefit from cheap mass production;
- 4 the dominance of animals in the dietary habits of the Swiss population, which will not change overnight.

Factory farming is clearly not in the interest of Swiss agriculture, which claims to produce quality. Quality includes animal husbandry that truly stands out from widespread global industrial animal production. I am convinced that if it can be shown that better animal welfare is also in the interest of a credible Swiss farming sector, then more than 37% of the electorate can be won over next time.



Dr. Priska Baur
Member of the Advisory Board

The “Heidiland” illusion is crumbling

The Swiss people have rejected the Initiative against factory farming, thus affirming the industrial use of animals for the time being. The result can be understood as a vote of confidence in Swiss agriculture. It is likely that the level of support for the Initiative became more uncertain during the battle for the vote. This was not least due to the far superior financial position of the opposing side – essentially consisting of the farmers’ associations and trade organisations from the Swiss meat and dairy industries – and their campaign against the Initiative. The status quo was once again loudly praised to the skies and the proposed improvements for animal welfare dismissed as unnecessary. This is despite the fact

that current housing and transport conditions, common farming practices and the daily slaughter of animals are in many respects contradictory to the principle of animal dignity and the basic tenets of the Animal Welfare Act.

In order to understand this, one must look at the Animal Protection Ordinance, among other things. As an administrative decree, its purpose is to realise the aims of the Animal Protection Act. The Ordinance should neither grant any protection beyond this, nor undermine the stated legal requirements. It rightfully prohibits some practices that are in violation of animal protection, yet abandons that principle in other



Photo: Tier im Fokus (TIF)

Solely financial interests are not sufficient to justify an infringement of animal dignity.

contexts. Examples include the dehorning of cattle, sheep and goats, the basic tethering of cattle, the keeping of pigs on bare concrete floors, the shortening of the tails of lambs up to the seventh day of life, and the grinding off of the tips of the teeth of piglets, in each case without analgesia, as well as allowing the demonstrably painful and panic-inducing carbon dioxide stunning of pigs.

Animal dignity as a constitutional principle

Where the Animal Welfare Ordinance does not contain any specific requirements, the general provisions of animal protection law apply. In each case, a balancing of animal and human interests must be carried out. As a constitutional principle, the protection of animal dignity serves as a guide here: Not every arbitrary interest can justify an encroachment on animal dignity. Solely financial interests are not sufficient. Yet this is precisely what happens in factory farming: Whatever is not explicitly prohibited by the Animal Welfare Act is considered permissible and bluntly justified by financial necessity. Fundamental needs of animals are subordinated to the pursuit of profit and cost-cutting, for example in the killing of male chicks in the egg industry, the use of tortuous fast-growth breeds in broiler chicken farming, the separation of a mother cow and her calf for milk production or the slaughter of animals after only a fraction of their natural life expectancy.

In its present form, this protection of animal dignity serves as a poster child for the livestock industry, but from the animals' point of view, it remains essentially a dead letter. This is precisely where the Initiative against factory farming came in. It confronted the general population with the discrepancy between animal dignity protection on paper and the practices in reality, making it clear that our treatment of non-human animals is not a marginal issue for animal lovers, but an urgent problem for our society. The untenable conditions in Swiss fattening pens, dairy farms and slaughterhouses became a subject of national discourse. This contributed to the fact that the illusion of the Swiss farmer idyll – a fairytale created with state-subsidised meat and milk advertising – is crumbling over time. It is important to resolutely continue this fight now – until factory farming is finally put to an end.



Katerina Stoykova
Member of the Advisory Board

We've opened the door to a brighter future for animals

Contrary to fears that a defeat at the ballot box would block the issue of factory farming, the initiative instead triggered a nationwide debate and will continue to influence the work of parliament in the future. We had an unprecedented response from the Federal Council in the form of its direct counter-proposal. It clearly confirmed the need for action regarding Swiss animal welfare standards, with particular reference to our Initiative demands regarding the agricultural policy of 2022 and beyond.

At first glance, the Federal Council's counter-proposal seemed to be a negligible detail. After all, Parliament dismissed it right away. However, the Federal Council acknowledged that there is a need for action and, given that our animal protection laws have previously been praised in the highest regard, this was almost revolutionary. These statements will remain relevant and assist further initiatives to reduce animal suffering, as we can always refer to statements made by the Federal Council when campaigning for concrete improvements.

During the Council debate on the Initiative, progressive statements and demands were made by politicians who were in favour and would probably be open to further cooperation on the issue. Never before in the history of the Swiss Parliament have such far-reaching demands been made for greater consideration of animal dignity and a corresponding paradigm shift in Swiss agriculture.

Last but not least, the demands of the Initiative were also taken into account during the discussion of the Agricultural Policy 2022+ and in numerous proposals by individual politicians. In the Economic Affairs and Taxation Committees (EATC), for example, a defined target for participation in the animal welfare programs RAUS (outdoor exercise) and BTS (slightly larger stables) only narrowly failed. Several animal welfare-related initiatives were also subsequently submitted. This debate was only really launched thanks to the Initiative, and it is ongoing, largely

due to the many bridges that were built with farmers throughout the campaign.

A broad alliance of parliamentarians, sensitised by the Initiative, will now work towards a strengthening of the Swiss standards and for a restriction of cruel animal imports. I submitted a motion for more cost clarity and transparency, as well as for an improvement in the competitiveness of animal-friendly products. This was adopted by the Federal Council in the winter of 2022 and was supported by the FDP. Together, the Initiative team has strengthened the concept of animal dignity in Swiss society.

The Federal Council acknowledged that there is a need for action. Given that our animal protection laws have previously been praised in the highest regard, this was almost revolutionary.



Meret Schneider
National Councillor, Green Party

RRRevolution in agriculture!

In addition to the two voting campaigns that dominated the past year from a Sentience point of view, our team was able to launch a longer-term campaign in the summer. Our goal is ambitious: We want to enable a fundamental rethinking of the agricultural and food sectors.

We were aware of the enormous suffering of non-human animals in Swiss agriculture long before the Initiative against factory farming was launched. Cows, pigs, and chickens are all regarded as an economic resource to be used and to live in conditions that we would find unacceptable for other animals. Guided by the demand for the greatest possible productivity, more and more animals are kept in ever-shrinking spaces. The increasingly frequent use of torturous breeding processes makes it impossible for animals to live dignified lives. We think that the immense suffering of animals in agriculture is untenable, unnecessary, and avoidable. It is clear to us that our food system has to fundamentally change. That is why our campaign calls for the "RRRevolution!": The introduction of the 3R principle – Refine, Reduce, Replace – for animals in Swiss agriculture.

3R is an ingenious guiding principle for the future of animal husbandry.

Dr. Priska Baur
Member of the Advisory Board

Animals are not an economic resource, but sentient individuals. The 3R principle takes this reality into account.

lic. iur. Katerina Stoykova
Member of the Advisory Board

What is the 3R principle?

The 3R principle is a concept derived from the field of animal research. Today there is a broad consensus that research involving animals raises difficult ethical questions. This awareness has led to the creation of rules whose application in Switzerland has led to a noticeable decline in animal experiments. The most important rule is that it is only permissible to harm an animal if it can be shown that there are no viable alternatives. In agriculture, however, millions of healthy animals are killed after a fraction of their life expectancy without the slightest proof that there is no alternative.

This is particularly troubling because the stakes in agriculture are much lower than in research. The development of new drugs potentially saves countless lives, while the consumption of animal products is all about a short-term taste experience. So if there is a duty to look for alternatives to animal testing, then this duty should be all the stronger in agriculture.

The 3R principle known from research – Refine, Reduce, Replace – should therefore also be applied to agriculture.



Photo: Alexas Fotos / Pexels

What's next?

Following the initial launch of the campaign in 2022, the messaging will become more specific in the following year. Sentience is planning various sub-campaigns in 2023, in which the problems of current agricultural and food policy will be addressed. We will also demonstrate how a rethinking based on the 3R principle can contribute to a future free of suffering.

Animal production?
RRREVOLUTION!
Refine • Reduce • Replace



Refine

Measures are needed that directly contribute to reducing the physical suffering of animals in agriculture.

Reduce

The number of animals in agriculture must decrease. This means a lower level of consumption of animal products.

Replace

Alternatives to animal products must be promoted and eventually replace animal production altogether.



For the next time

Both of our initiatives represented landmark achievements for Sentience. They shaped the public discourse in 2022 and contributed to the slow inculcation of animal ethics into mainstream society. Yet, there is room for improvement. We would like to reflect on our shortcomings here:

Initiative to abolish factory farming

- ✖ Our initiative text was legally correct, but the opposition were able to pick apart certain elements. Considering the high cost and resources required to launch an initiative, it was understandable that we wanted to include as many demands as possible. However, we now question whether a shorter, more targeted package of demands would have garnered more support. We will consider this for any future initiatives.
- ✖ Sentience launched the Initiative against factory farming single-handedly. The opposition commanded resources which significantly exceeded our own. In order to have a realistic chance at the ballot box, any future initiative would likely require a substantially larger budget and campaign team.
- ✖ The Responsible Business Initiative demonstrated how an initiative could mobilise resources with the support of a broad alliance. We should have prioritised alliance-building earlier. This would have enabled us to tap into the resources of more organisations.
- ✖ In order to inspire the majority of the population for a cause, it is essential to highlight the urgency of the matter and exclude any room for doubt. We could have done this better. For future campaigns, we must ensure that the actual conditions in animal farming are made transparent sooner. Possibilities include a greater focus on highlighting scandals, publishing our own investigations, and doing more to attract media exposure.
- ✖ Regional volunteer networks are very challenging to build. Here, we could have involved organisations that already have structures in place to manage regional leafleting, stand campaigns and billboards more effectively and at an earlier stage.
- ✖ We built up a large network of influential personalities from society. However, we lacked credible ambassadors from agriculture who could more readily be trusted as experts in their field until a late stage in the campaign. The clearest take-home message from the follow-up surveys was that policy change in agriculture does not work without the producers. In the future, we need to involve stakeholders within agriculture in our campaigns at an earlier stage.

Initiative on basic rights for primates

- ✖ As part of the counter-campaign and in numerous media reports, it was repeatedly mentioned that the Initiative wanted to extend human rights to animals. We did not counteract this inaccurate narrative effectively.
- ✖ In reality, the Initiative would've had hardly any political consequences.
- ✖ All non-human primates are currently kept by private institutions in the City of Basel and these would not have been affected if the initiative had been accepted. This weakened the impact of the Initiative as a mindset-shifting campaign. We needed to better prepare and communicate the possible and realistic scenarios.
- ✖ The discussion about the initiative was characterised by a high level of complexity and theory, especially with regard to legal issues in the area of fundamental rights. Sentience had too little knowledge in this area to communicate credible expertise on our own.
- The team would need to be better connected to experts the next campaign, or to frame it according to the knowledge that we possess in-house.
- ✖ After the defeat in Basel, we did not mount a follow-up to the campaign in order to purposefully continue the dialogue that we initiated with the aim of shifting mindsets. This was a missed opportunity.
- ✖ Although the Basel Zoo would not have been directly affected by the initiative, it was able, with the support of the Basel pharmaceutical industry, to assume the position of victim. We should have exposed this approach as the strategic manoeuvre that it was.
- ✖ We could have leveraged the Initiative better in order to professionalise our internal structures and substantially extend our long-term outreach.
- Future campaigns need to incorporate these goals more effectively.



Systems thinking for a faster protein transition

With the Protein Lab, we are embarking on a project in 2023 that will be unlike anything we have ever done before. We are launching a multi-stakeholder process that brings together players across sectors to develop solutions for the problems in our food system.

In collaboration with collaboratio helvetica and the Bern University of Applied Sciences, we will tackle the question of how we can accelerate the protein transition in Switzerland. Over the past twenty years, the annual per capita consumption of meat in Switzerland has stagnated at a high level of around 50 kilograms. At the same time, the slaughter figures have almost doubled due to the ever-increasing demand for chicken meat. This development is catastrophic for the more than 80 million animals that are now slaughtered in Switzerland every year. However, the development is also problematic because it directly contradicts the Federal government's strategy of tackling emissions created in the agricultural sector and establishing new forms of sustainable food production to meet the goals set by the 2030 Agenda. Due to its independence and the credibility of its scientific institutions, Switzerland is in an excellent position to play a pioneering international role in the field of sustainable, innovative, and animal-friendly protein production.

The sale of alternative protein sources is increasing worldwide, but the pace of this change is comparatively slow. A study by the Boston Consulting Group predicts that by 2035, 11% of the protein consumed worldwide will come from "alternative protein sources". We are convinced that the potential for Switzerland is much higher and that we can accelerate this change through targeted measures that arise from a structured process of collaboration.

An alliance for the animals in agriculture

The initiative against factory farming was not successful at the ballot box in September 2022, but many questions about our nutrition and Swiss agriculture remain unresolved and highly topical.



Photo: by-studio/Adobe Stock

Animals are usually viewed as an economic resource. Chickens are perhaps the worst victims of this perception. Hybrid breeding has made it possible to switch from traditional dual-purpose chickens to fast-growing chicken breeds. Fattening chickens are only allowed to live for about five weeks before they are slaughtered. In the last week of their lives, they are so unnaturally fat that they can hardly stand up. Laying hens are usually killed after about 15% of their natural life expectancy when their “performance” no longer meets operational requirements.

Similarly, since the 1960s, dairy cows have been bred to such an extent that today they no longer produce 4,000 but over 8,000 litres of milk per year. Dual-purpose breeds that are suitable for milk and meat production also represent a minority here. Pigs are also not spared from optimisation through breeding. Their bodies now have two additional ribs. This is a far cry from the notion of the “circle of life”.

The parliamentary balance of power does not allow the relevant stakeholders to give the issue sufficient political weight. There has been a lack of networking between the various organisations. This could be due to too little agreement amongst the designated bodies or because of a lack of connections, trust and coordination.

This is where the planned “Alliance against factory farming” comes in. The Alliance aims to ensure that the coordination and flow of information achieved between our Initiative partners are maintained in the long term and that future political projects have as broad a foundation as possible through early visibility.

The lessons learned from the ballot initiative show that political change is only possible through broad-based stakeholder representation. It is important that the animal-focused political forces in Switzerland work more closely together. Even if the “end goal” is not the same in all cases, the path to that goal is mostly compatible.

Close cooperation between political forces is essential to reduce the consumption of animal products.

Behind the scenes

We were able to expand our team during the course of our two major initiatives of 2022. Together with the campaign team for the Initiative against factory farming, up to 13 people worked in the Sentience office. A heartfelt thanks to all the team members who actively supported Sentience and the Initiative and helped to define our work in 2022: **Julia Fischer, Tamina Graber, Luisa Baumgartner, Julia Huguenin-Dumittan, Johanna Kuhn, Anna Grun, Nicolas Eichenberger, Angelina Dobler, Noah Herzog and Ivo Mändli.**

The Sentience team was reorganised in November 2022: **Philipp Ryf, Charlotte Born and Lucia Arnold** transferred to Sentience from the campaign team for the Initiative and, together with **Silvano Lieger, Naomi Rey, Melina Tan and Siobhan Ballan**, are now the people behind Sentience. As a result,

Sentience has retained part of the knowledge base and network from the Initiative. The leadership and management roles are now shared between Silvano Lieger and Philipp Ryf, who stepped down from the Board at the end of the year. The multilingual communication and campaigns team is made up of Charlotte Born, Lucia Arnold and Naomi Rey. Melina Tan and Siobhan Ballan are part of the fundraising team and Siobhan is also responsible for the English language content.

The Board was expanded with the addition of **Michèle Fasnacht** and **Henning Stein** at the annual member’s meeting held in March. The existing members of the Board included Philipp Ryf, **Naoki Peter**, Angelina Dobler, **Urban Müller**, **Valentin Salzgeber** and **Reto Walther**. Together, they stood by the team throughout the year.

Sentience receives additional sector-specific expertise and support from the Advisory Board, consisting of **Dr. Priska Baur** for the area of agriculture and consumption as well as **lic. iur. Katerina Stoykova** and **Dr. Markus Wild** for animal law and animal ethics.

Last but not least, a huge “thank you” goes to **Daniel Rütthemann**, who has tirelessly supported us for years with his expertise in graphic design.

We’ve maintained the knowledge base from our national Initiative by hiring the campaign leaders into our core team.



We can't help animals without your support

An essential element in the cogwheel of successful campaign management is the financial means and resources that enable us to fulfil our maximum effectiveness. We are grateful to have had numerous reliable partners on our side once more in 2022.

Our private supporters, alliance members, and philanthropic foundations have made it possible with their generous financial contributions to give Sentience's ambitious campaigns an even greater impact and to ensure that our concerns were visible far beyond Switzerland's borders.

We are deeply indebted to all the foundations that supported us in 2022 and for their commitment to the progressive vision of a world free from animal suffering. These include the Oak Foundation, the EA Animal Welfare Fund, Anima International, the Temperatio Foundation, Animal Charity Evaluators, and the Stumme Bruder Foundation. We would also like

to extend our sincere thanks to Animal Advocacy Careers and Animal Ask, who have supported us in the form of in-kind contributions and services provided free of charge.

New year, new partnerships

For Sentience, the new year also brings new projects. One of these, Protein Lab, aims to bring about systemic change in the nutrition and food system and to accelerate the protein transition. We are very grateful that important institutional sponsors such as ProVeg International, the

Minerva Foundation and the Sustainable Development Solutions Network Switzerland recognise the relevance of this topic. They have made this project possible with their generous support. Without your funding, it would not be possible to implement projects like this.

Generous end-of-year contributions

The Matching Challenge in December 2022 enabled us to close the year on a positive note. With a total of CHF 61,665 raised, we managed to exceed our fundraising goal. We would like to take this opportunity to thank all of our donors and volunteers who supported us not only as part of the Matching Challenge, but also during so many other moments over the year, both financially and with their valuable time. You have made our work possible in the first place. Without people like you, Sentience would not exist.

Our heartfelt thanks to you for being a part of this shared journey.

SUPPORT SENTIENCE

Thank you for your donation!

➔ sentience.ch/en/donate



The year 2022 was perhaps the most important milestone so far on our mission to put the interests of animals at the centre of society.

Your outstanding involvement is highly appreciated

Both our initiatives required enormous effort, coordination, and resources from us all, and would have been impossible without the tireless efforts of so many people. We sincerely thank each and every person who contributed to the success of our campaigns. Your commitment was essential to our success!

In addition to our **members**, our **board**, our **advisory board** and **especially our great team**, we would also like to say a big thank you to our **donors**. A huge thank you also goes to the more than 1,400 enthusiastic **volunteers** who ensured that both Sentience-initiated initiatives were made visible throughout Switzerland. We are enormously grateful for the support of our **families, friends, and partners** who stood by us throughout the year.

Our work is far from over. In 2023, we will continue to place the interests of non-human animals at the centre of society.



Silvano Lieger
Co-Managing Director



Philipp Ryf
Co-Managing Director



Balance sheet

Assets /	31.12.2022	31.12.2021
Postal cheque	290'852.53	689'547.48
Postal cheque Initiative against factory farming	840.00	595.00
PayPal	—	837.45
Credit Card	—	990.60
Accrued income and prepaid expenses	4'798.50	2'459.40
Total assets	296'491.03	694'429.93

Liabilities /	31.12.2022	31.12.2021
Accounts payable (creditors)	6'713.85	16'166.19
Current account pension fund (BVG)	4'604.70	—
Current account AHV, IV, EO, ALV	25'288.40	20'173.95
Current account accident insurance	5'762.10	2'689.80
Source Tax	196.90	163.20
Accruals and deferred income	735.10	—
Provisions (fund) for political campaigns	—	155'000.00
Equity	500'236.79	334'041.38
Loss	-247'046.81	166'195.41
Total liabilities	296'491.03	694'429.93

Income statement

Operating Income /	2022	2021
Membership fees	2'640.00	9'080.00
Donations Sentience Politics	407'556.12	538'114.87
Donations Initiative against factory farming	4'010.00	—
Donations Initiative on basic rights for primates	4'845.26	16'445.80
Expenditure on donations	—	54'470.00
Income for events	450.00	—
Reversal of provisions	155'000.00	—
Total operating income	574'501.38	618'110.67

Expenses /	2022	2021
General assembly	1'039.00	—
Retreat / Board of directors	1'547.25	2'168.10
Initiative against factory farming	258'116.72	53'579.23
Initiative on basic rights for primates	13'320.57	19'436.69
Flanking Sentience Campaign	21'423.71	—
Provisions for campaigns	—	40'000.00
Lectures / Workshops	—	249.65
Various events	420.00	560.00
Information material	500.00	—
Redesign / Website	—	22'453.15
Total association expenses	296'367.25	138'446.82

Salary expenses		
Wages	394'074.60	225'260.50
AHV, IV, EO, ALV	33'477.35	19'664.80
Occupational pension provision	14'082.15	8'739.55
Accident insurance	1'245.00	1'359.65
Source Tax	-0.70	-3.20
Expense reimbursements (not assignable)	2'150.45	2'510.17
Miscellaneous personnel costs / Further training	1'220.70	4'207.72
Third-party costs personnel	3'495.00	1'434.00
Total personnel expenses	449'744.55	263'173.19

Administrative expenses		
Room rents	24'310.25	19'009.95
Insurances	231.00	231.00
Office supplies / Copies / Miscellaneous	2'157.81	1'261.13
Shipping costs	3'873.34	614.00
Subscription	986.00	609.00
Accounting and consulting expenses	12'152.95	9'662.30
IT licenses	4'990.10	6'329.93
Miscellaneous administrative costs	—	854.55
Total administrative expenses	48'701.45	38'571.86

Advertising		
Advertising printed matter / Advertising material	11'624.58	7'800.45
Online advertising / Marketing / Website maintenance	14'885.95	3'524.84
Total advertising expenses	26'510.53	11'325.29

Bank and postal account charges	224.41	398.10
Total expenses	224.41	398.10
Sum total expenses	821'548.19	451'915.26
Loss	-247'046.81	166'195.41

SUPPORT SENTIENCE

By donating to Sentience, you are helping to create a society in which the interests of all sentient beings are taken into account – regardless of their species affiliation. As an organisation solely funded by donations, our projects depend on the support of people like you.

**We are grateful
for each and
every donation!**



➔ sentience.ch/en/donate

