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ANNUAL REPORT

We place the interests of non-human animals at the center of society.

Contents /

- 3 Editorial
- 4 Retrospective 2023
- 5 "RRRevolution!" Campaign
- 6 Alliance against Factory Farming
- 8 Guest Contributions
- 11 Protein Lab
- 12 Events
- 14 Looking Ahead
- 15 Team Updates
- 16 Fundraising and Thank You
- 17 Financial Statement
- 19 Imprint

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YEARS

Strength in unity

When we look back over the last year, we also reflect on 10 years of Sentience – that’s how long our organisation has been in existence. What we have accomplished in this time, with limited resources, is incredible. For most of its existence, our organisation was primarily comprised of just two to three people. The extent to which we have shaped the political discourse in Switzerland and abroad is therefore all the more remarkable.

In many respects, the past year represented a return to basic principles. In 2022 our campaigns (the Primate Initiative and the Initiative to Abolish Factory Farming) had a significant impact. 2023 enabled us to regroup and focus on elements that had been neglected in recent years: the development of our internal structures, refining our long-term strategy and the composition of our organisation.

However, that doesn’t mean that a lot didn’t happen in 2023: with the **“RRRevolution!”** and the **Protein Lab** we strove to accelerate the change in food systems and agriculture. By maintaining our **Alliance against Factory Farming** we were able to sustain and deepen the relationships established through the Initiative. And with our public podiums, we created new perspectives for our future work.

Our **“RRRevolution!”** aimed to anchor in Swiss agriculture the well-known 3R principle from animal experimentation – Refine, Reduce, Replace. Our demands almost made it to Parliament, but the plug was pulled at the last minute. Nevertheless, the campaign was a success. **Over 11,600 people supported our cause.** This played a key part in our ability to motivate the major retailers to engage in discussions with us.

With the Protein Lab we succeeded in bringing together **over 20 stakeholders with different perspectives on the food system.** Over the course of three full-day workshops, we collectively sought to understand the current system and actively shape the Protein Transition. Of this we are certain: with a shared understanding and

collaboration at its core, the Protein Transition in Switzerland will no longer be just a distant dream, but hopefully soon a reality.

With mutual understanding and collaboration, the protein transition will soon be a reality.

Thanks to the Protein Lab, the development of our alliance and the various events we organised throughout the year, 2023 was **all about the spirit of collaboration.** Our goal for the next decade is to deepen further our partnership with progressive actors in the areas of food and agriculture (as well as in other areas where animals are harmed by humans today). Because for us, one thing is clear: **Together we are strong!**



Philipp Ryf
Managing Director

An overview of our year

“RRRevolution!” /

- ✓ **May:** Campaign start “RRRevolution!”
- ✓ **August:** More than 11,600 people signed our appeal.
- ✓ **October:** Our demands almost made it to Parliament.



Our “RRRevolution!” aimed to anchor in Swiss agriculture the well-known 3R principle derived from animal experimentation – Refine, Reduce, Replace.

“Animal Welfare NOW!” /

- ✓ **November:** Roundtables with Coop and Lidl and the Alliance Against Factory Farming

In autumn we approached Coop, Migros, Lidl and Aldi with our list of demands entitled “More of the good and less of the bad”. Two of the major retailers have already met with us for talks.

Protein Lab /

- ✓ **5 September / 19 September / 10 October:** Lab 1–3



Together with stakeholders from the food system and experts from the food industry, we explored over a series of one-day workshops how we can drive and accelerate the Protein transition.

Alliance against Factory Farming /

- ✓ **26 + 27 October:** Retreats



Together with our Alliance, we spent two days examining how we can best secure a better existence for animals in Swiss agriculture.

Events /

- ✓ **15 June:** “How can the transformation of the food system succeed?”
- ✓ **25 September:** “What responsibility do major retailers bear in the food system?”
- ✓ **30 November:** Closing event for the Protein Lab “Protein Transition in Switzerland: How can we drive change together?”



More about the events on page 12

Matching Challenge /

- ✓ **December:** Donation target successfully met



Thanks to numerous supporters we were able to finish the year with a major success: our donation target of CHF 40,000 was achieved and doubled by generous donors.

The 3Rs in Agriculture

With our “RRRevolution!” in 2023, we campaigned for the 3Rs principle: Refine, Reduce, Replace – well known from research – to be anchored in Swiss agriculture as well. Our demands almost made it into Parliament, but at the last minute, the MP who had pledged to table the motion withdrew. While we wait to see if the new Parliament will be bolder, we are now concentrating on the major retailers.

There is now a broad consensus that research on animals raises difficult ethical questions. This awareness gave rise to rules whose application led to a noticeable reduction in animal testing. **The most important rule is that it is only permitted to harm an animal if it can be proven that no viable alternatives exist.** However, in agriculture, millions of healthy animals are killed after a fraction of their life expectancy, without the slightest proof that there is no alternative.

At the last minute, the proposal was not submitted.

This is particularly troubling because the stakes in agriculture are much lower than in research. **While the development of a new drug may save countless lives, the consumption of animal products is primarily about a comparatively trivial taste experience.** So if there is an obligation to develop alternatives to animal testing, then this obligation should be even stronger in agriculture. Based on this conviction, we launched our appeal to politicians in May 2023.

More than 11,600 people followed our call and petitioned politicians to enshrine the 3R principle in Swiss agriculture. **A parliamentarian agreed to take the demand to Parliament on our behalf.** Everything was prepared, even the obligatory photo in front of the Federal Palace was taken and a journalist was ready to report on our demands in the media. **However, at the last minute, the would-be ally withdrew** and, under pressure from other parliamentarians, decided not to submit the proposal.

This anecdote shows once again how much the issue of animal welfare is still neglected in the Federal Parliament. Unfortunately, the likelihood that the new Parliament will be more animal-friendly is slim. But we did not let that discourage us: in autumn with our demand: **“More of the Good and less of the Bad”** we initiated efforts to hold Coop, Migros, Lidl and Aldi to account. The major retailers play an essential role in the food system and bear significant responsibility for accelerating the Protein Transition. Now, in 2024 it’s high time for them to take on this obligation.

Animal production?
RRREVOLUTION!
Refine • Reduce • Replace

All about the
“RRRevolution!”
campaign:



A strong alliance for animals

In 2023, together with the organisations that supported the Initiative to Abolish Factory Farming, we examined how to effectively secure a better existence for Swiss farm animals. Many insightful findings emerged from this process, which we will use as a basis for our planning in the years to come.

The Initiative to Abolish Factory Farming, which was deemed important and valid by over a million people in 2022, has demonstrated how broad-based the support is for a more animal-friendly form of agriculture. Within the population, the Initiative has united a wide variety of people behind the demand for a better life for animals – from vegans to omnivores, from city dwellers to farmers, from young to old. At the organisational level, we succeeded in forming a broad alliance – comprising groups from areas such as animal welfare, the environment and agriculture – to support our demands.

Never before have animal rights organisations cooperated so closely with organisations that actively support agriculture using animal products.

The breadth of the alliance can certainly be described as historic: never before have animal rights organisations cooperated so closely with organisations that actively support agriculture using animal products. On the one hand: Demeter, KAGfreiland, the Small Farmers Association. On the other hand: Animal in Focus, Animal Rights Switzerland, The Foundation for Animals in Law. What they shared was a common understanding that Swiss agriculture is increasingly out of tune with most people's values. Industrial mass production instead of "Green Swiss Pastures"

We recognise that societal change is incremental and a better future for animals is only possible if we succeed in sensitising broad sections of the population to our concerns. Therefore, after the Initiative, it was all the more important for us to keep the broad alliance of supporting organisations alive. Even if the vision of what sustainable and animal-friendly agriculture should ultimately look like is not identical for all organisations, the path to the goal is largely the same.

Cooperation and Co-creation

In October we invited all the supporting organisations of the Initiative to Abolish Factory Farming to explore where and how we can work together towards an animal-friendly future. Almost everyone responded to our call and committed two intensive days of close cooperation to outline possible paths out of industrial animal production. Participants included Animal Rights Switzerland, Greenpeace, KAGfreiland, Pro Natura, ProTier,

For us it's clear: Societal change is incremental and a better future for animals is only possible if we sensitise broad sections of the population to our concerns.

Animal in Focus, The Foundation for Animals in Law, the Swiss Vegan Society, FOUR PAWS and Zurich Animal Welfare.

On the first day of our joint workshop, we used systems-based analysis to discuss the problems of the current system and, building on this, outlined possible visions for animal-friendly and sustainable agriculture. The result of the first day was a long list of items that, taken together, represented the common denominator for the organisations. On the second day, we identified possible leverage points together with the tools

to activate them, and developed the first concrete project ideas.

These two days were, of course, only a small taste of what is possible. Many open questions remain and the resources for advancing joint projects are still limited. However, we demonstrated that in the long term, cooperation is not only possible but also essential. The beneficiaries of today's food system have always been professionally organised and enjoy close working ties. It is high time that we too joined forces to stand up to the industry and make the voices of farm animals heard.



Photo: Anselm / Adobe Stock

Overcoming political polarisation

The majority of the population wants animals to be well cared for. I am convinced of this, despite the outcome of the vote on the Initiative to Abolish Factory Farming, when (only) 37 percent of the voting population said YES on September 25, 2022. However, the post-vote survey results revealed significant ideological divides that I had not expected.

In the self-assessment covering the left-right political orientation, approval for the Initiative declined from 86 percent (far left), to over 67 percent (left), 25 percent (centre), 13 percent (right) to 6 percent (far right). Similarly, differences based on party preferences are consistent with this: 85 percent of respondents with a Green orientation supported the popular Initiative, then approval decreases from 71 percent (Social Democrats), more than 50 percent (Green Liberal Party), 19 percent (The Centre) down to 10 percent (Swiss Peoples Party) and 8 percent (Free Democratic Party). My impression is that too often in politics there is no factual debate; instead, approval or rejection depends on the political affiliation of whoever generates an Initiative or raises an issue. A proposal from the centre-right cannot expect approval of the left-green and vice versa. This dynamic poses a risk that animal protection issues to fall victim to political partisanship.

The survey following the vote on the Initiative to Abolish Factory Farming demonstrates that improvements in animal protection cannot be won with support from the left-green coalition alone. To secure a majority, it's vital to win support from people across party lines. The results of the Smart-vote survey of candidates for the National Council and Council of States in autumn 2023 demonstrate this potential: for practically all parties, a larger proportion of those surveyed supported "stricter animal welfare regulations for the keeping of farm animals (e.g. permanent access to the outdoors)" compared to the level of support shown for the Initiative to Abolish Factory Farming – e.g. 20 percent of the Swiss Peoples Party, 33 percent of the Free

The potential to garner a majority in favour of improved animal welfare measures is real.

Democratic Party, 50 percent of the Young Centre Party and 80 percent of the Green Liberal Party candidates. This shows that the potential to garner a majority in favour of improved animal welfare measures is real. The public still knows little about current animal production and even less about the advantages and opportunities of keeping fewer animals in better conditions. These are not only advantages and opportunities for the animals, but also for our health, the environment and agriculture.

A positive first step towards new majorities is the planned alliance of organisations that supported the Initiative to Abolish Factory Farming. Sentience has the opportunity to evolve into an organisation for animals, that reaches out beyond ideological party politics. The target audience must all be individuals who care about animals, regardless of their political persuasion.



Dr. Priska Baur
Advisory Board Member

We need a strong counterweight

The significant gains made by the agricultural lobby in the parliamentary elections of autumn 2023 pushed sustainable Swiss agriculture with location-adapted food production even further into the distant future. The losses for the Greens – in particular, the deselection of Meret Schneider, the previous Green National Councilor with the most prominent voice for animals in Parliament – do not bode well for the constitutional protection of animals and the environment.

Already back in the last legislative period, the vested interests of the farmers' association were regularly favoured at the expense of public interests and constitutional principles, such as the protection of animal dignity and food security (especially locally adapted food production). The success of the agricultural lobby in voting battles related to farming is primarily due to one thing above all: very well-financed (counter) campaigns with enormous reach.

This financial advantage dwarfs the resources of animal and environmental organizations that rely solely on donations. In addition, attempts to intimidate progressive farmers are still the order of the day. The false incentives created by high subsidies have led to a staunch defence of the status quo, no matter how untenable it may be, by all possible means.

In Switzerland, the prevailing belief in the farmer's idyll is maintained through meat and dairy advertising financed by the Government to the tune of millions.



Photo: Vito Natale/Unsplash

Thus in Switzerland, the prevailing belief in the idyllic farming life is stubbornly maintained through government financing for meat and dairy advertising campaigns, to the tune of millions. "Lovely" the cow, from Swissmilk talks about climate-friendly, horn-bearing dairy cows outdoors, while

The abuses in Swiss agriculture can only be addressed with a strong alliance of animal welfare, animal rights, environmental and agricultural organizations.



Photo: dusanpetkovic1/Adobe

Proviande's commercials portray family farms with a few animals on well-strewn stable floors. This is how the consumer's conscience is soothed by half-truths and falsehoods; meanwhile, biodiversity continues to decline in this country, and we are now one of the largest ammonia emitters in Europe. Animals fattened with imported concentrated feed end up on the refrigerator shelf as "Swiss meat". This whitewashing distracts attention from the systematic disregard for animal dignity in agriculture, and threatens our long-term existence.

It is sobering that the Federal Council does not intervene to take corrective action, but on the contrary, partly contributes to misleading the population. For instance, the Federal Council stated in the voting booklet in advance of the Initiative to Abolish Factory Farming, that an impressive 78 percent of Swiss farm animals had access to the outdoors. In a footnote, a seemingly unimportant detail was noted – namely that this proportion was not calculated per animal but per livestock unit.

Most citizens were probably unaware that one livestock unit equates, for example, to one cow or 250 fattening chickens. With these deceptive manoeuvres, the Federal Council was able to omit the unpleasant fact that only 13 percent of all farm animals ever see the sky.

These abuses can only be countered with a strong alliance of animal protection, animal rights, environmental and agricultural organisations that stand up for sustainable, animal- and environmentally friendly Swiss agriculture. Although it is not easy, ideological divides must be overcome and common goals must be set. This is the only way to create a meaningful counterweight to the powerful "Money and Manure" alliance between the farmers' association and the business associations. After all, this unlikely alliance shows how common causes can be achieved – even if the individual organisations have fundamentally different goals.



Katerina Stoykova
Advisory Board Member

In partnership for the Protein Transition

Switzerland stands at a turning point. It is becoming increasingly clear that our dietary habits need to change. The choice of which protein sources are part of our diet not only affects animal welfare but also the environment and our own health. The Protein Lab, convened over the autumn of 2023, was a collaborative project involving three organisations, attempting to develop cross-sector solutions to address this issue.

We believe that solutions to complex challenges need to be approached from a systemic perspective – the Protein Transition in Switzerland, which is currently making slow progress, falls into this category. This is why we joined forces with partner organisations where applied systems change theory, and the scientific examination of the Protein Transition are part of their daily activities.

Between September and October, in conjunction with [collaboratio helvetica](#) and the [Bern University of Applied Sciences BFH](#), we brought together approximately 20 experts from science, politics, the investment sector, agriculture, health, processing and civil society as part of the Protein Lab. The objective was jointly to develop cross-sector solutions that have the potential to accelerate the Protein Transition in Switzerland.

In three one-day workshops, the participants engaged intensively with the specific challenges of current protein production, developed visions and built bridges. Discussions included the hurdles currently impeding the Protein Transition in Switzerland. In small groups, participants tried to go into greater depth to identify systemic leverage points they could use to overcome existing obstacles.

During the concluding Fishbowl event on November 30, these findings and details about the process were shared publicly for the first time. In the auditorium of the Bern University of Applied Sciences, additional stakeholders from business, science and civil society came together to exchange ideas and find common ground in an engaging discussion on various aspects of the Protein Transition.

It is too early to assess the medium- and long-term impacts of the Protein Lab. In the short term, it is clear that numerous conversations have been initiated behind the scenes, collaborations have been evaluated and the establishment of new organisations has been considered. We will monitor these developments over the coming year. More insights into the findings from the Protein Lab can be found in our comprehensive report.

Overall, the Protein Lab confirmed what we were convinced of from the outset: the Protein Transition – an enormously complex endeavour – can only succeed through cross-sector cooperation. We are delighted that various collaborations have emerged from this ambitious experiment, and we are confident that further momentum will be achieved in 2024.



Here's the link to the Protein Lab report



New perspectives

In 2023 agricultural animal husbandry remained the number one topic for us. We hosted two events aimed at exploring alternatives to industrialised animal farming.

Last year, and for the first time since 2019, Sentience was able to host public events again. During 2020 and 2021, these could only take place virtually, and in 2022 we were fully preoccupied with our two major campaigns: The Primate Initiative and the Initiative to Abolish Factory Farming. Thus it was all the more gratifying that we were able to organise three public events in 2023, (one of which concluded the Protein Lab).

15 June 2023

“How can the transformation of the food system succeed?” /



Here's the video:



Our first event in June 2023 focussed on the problems of industrial animal production, and took both a retrospective look at the Initiative to Abolish Factory Farming as well as a forward-looking view on the most urgent decisions now needed to ensure a successful transformation of the food system.

The first part of the discussion concentrated on the biggest failings of today's system. Together we discussed how animals in industrial animal production – in keeping with the credo “more, faster, cheaper” – are not viewed as sentient beings, but as pure production factors and why the current system is incompatible with the natural needs of animals.

During the second part of the discussion, our guests outlined to the audience their visions of animal-friendly and sustainable agriculture. While animals still have a place in Nadja Brodmann's vision as natural converters of roughage (i.e. ruminants on natural pastures, but no more intensive farming), Stefan Mann gave us his vision of “Post-Lethal Agriculture” which does not require any “livestock”.

Finally, we tried to synthesise the inputs, and discussed what future sustainable domestic production could look like as well as the rationale for rapid transformation. Possible levers of transformation – such as investment in education, more transparency in consumption and the important role of large retailers – were discussed, as well as strategies to set these levers in motion.

Despite some disparities regarding what this transformation would ultimately look like, it became clear: we will travel 95% of the journey together.

We will travel 95% of the journey together.

25 September 2023

“What responsibility do major retailers bear in the food system?” /

In September 2023, on the anniversary of the vote on the Initiative to Abolish Factory Farming, we held a podium discussion concerning the responsibilities that the major retailers have in the food system. Our panelists included: Julia Fischer (FOUR PAWS, and former co-campaign manager of the Initiative to Abolish Factory Farming), Stefan Flückiger (Fair Markets Switzerland) and Kurt Brunner (Farmer, Haldenhof Hallwil). The event was moderated by Claudia Sedioli.

The central question was: which course needs to be set in order to accelerate food system transformation? Thanks to the diverse perspectives from agriculture, markets and animal welfare, we were able to draw a comprehensive picture. It became clear that the retail sector is an important player in the system. It sets production standards, creates dependencies and influences consumer behaviour.

A year has passed since the Initiative and despite all the scientific evidence of the impact that animal products have on the climate and the ambitious climate strategy set by the Federal Government, the major retailers have done next to nothing. Instead, the burden continues to be shifted onto consumers. While label products and plant-based alternatives are praised, the consumption of animal products continues to rise.

From a farming perspective, products are currently far too cheap. Kurt Brunner did the maths: If all costs for the environment, animal welfare and employees were included, the eggs from his farm would cost CHF 5 each. The farmer has con-

Here's
the video:



One year since the Initiative and the major retailers have done next to nothing. /

sciously decided against working with the major retailers. Through their market power, they force farms to become larger and more industrial. They effectively determine what is produced and what we eat.

From an economic perspective, this is a classic market failure. With a market share of 70 to 80 percent, the major retailers can determine what is purchased. According to Stefan Flückiger, former Managing Director of “Swiss Animal Welfare”, it is the clear responsibility of major retailers (and also politicians) to incorporate the external costs mentioned by Kurt Brunner into their pricing.

And finally, from an animal welfare perspective, Julia Fischer emphasized the urgent need for action on the part of the major retailers. They market animal welfare as a luxury item rather than as a minimum standard. In so doing, they significantly contribute to the untenable conditions in Swiss animal husbandry – especially in the case of chickens in the meat industry. The major retailers reap the profits – the animals pay the price.

10 years of Sentience

It's hard to believe: 2024 marks Sentience's 10th anniversary. April 20 is an opportunity for us to celebrate, together with our allies, our successes over the last decade. The new year promises to be exciting in terms of content. With our latest campaign "Invisible Animals" we aim to bring the interests of animals with no political lobby into the centre of society.

On April 20, 2024, we will not only celebrate our anniversary but also a decade full of progress and major successes. Over the last ten years, Sentience has consistently contributed to the social and political discourse and shaped opinions. Our landmark Initiatives, strong arguments and pragmatic solutions have left a visible mark on Swiss politics and legislation.

1 Our first popular Initiative for **"Sustainable and fair nutrition"** in Basel, Bern, Lucerne and Zurich between 2014 and 2016 aimed to offer at one vegan dish daily in state canteens. In Zurich, the counter-proposal to our Initiative was accepted and led to the creation of a new department for sustainable nutrition – a major success!

2 Even though the **Primate Initiative** was rejected in 2022, it gained worldwide attention and promoted dialogue about the relationship between humans and animals. The Federal Court's decision to classify fundamental rights for non-human animals as legally valid was a significant milestone for animal rights in Switzerland.

3 Launched in 2018, our largest project to date, the **Initiative to Abolish Factory Farming**, brought the immense suffering of animals in intensive farming into national focus and received widespread support. The debate about the future of Swiss animal husbandry has made significant waves both nationally and internationally.



Time, therefore, for us to raise a toast together to our vision of a society in which animals are increasingly spared from suffering.

Please register now!

Invisible Animals

Sentience will start the new year with an exciting new campaign. In February 2024, we will launch the "Invisible Animals" campaign. The aim is to draw attention to the suffering of those animals whose inherent dignity is ignored because of their appearance or imposed function within society, and who therefore lack any political lobby.

Thus, the key commonality shared by humans and non-human animals is overlooked: **the ability to feel suffering and happiness**. The consideration of sentience as a decisive moral criterion is a core concern for Sentience. That's why we want to give a voice to those animals whose well-being receives no consideration in our society: **pigeons, rats, bees and fish**.



A new team for a new decade

Behind the work for non-human animals is a team of dedicated and intrinsically motivated people whose aim is to improve animal welfare in Switzerland as effectively as possible. Over the year, there were some changes in the team and board. We are now well-positioned for our anniversary year.

After the completion of our milestone campaigns, the Sentience team, whose daily occupation is the design and implementation of our projects, declined back to approximately the equivalent of 350 percent full-time positions. **Philipp Ryf** and **Silvano Lieger** shared management in 2023. **Charlotte Born, Lucia Arnold** and **Naomi Rey** supported the association in its content work. **Melina Tan** supported us in the area of fundraising.

In addition to our core team, numerous other people were involved in our work. Our freelance employees **Siobhan Ballan** and **Juliette Mazza** supported Silvano and Melina in fundraising. **Isabelle Rieder** and **Mona Müller** completed an internship at Sentience in 2023 (and Isabelle is still with us today). **Zoe Newton** joined us during the year as a research assistant. **Daniel Rütthemann** has continued to support us for many years as a freelance designer.

With renewed vigour into our anniversary year /

Silvano, who had been involved in the association's management since 2019, decided to leave Sentience at the end of the year. We would like to take this opportunity to express our gratitude for all his work. Philipp, who has been part of Sentience since 2014, took over sole management at the end of the year. Dr. **Bettina Huber**, with a PhD in animal ethics, moved from the board of directors into the operational side of Sentience and will be responsible for fundraising and communication.



There were also some changes to the board, which deals with the association's long-term strategy. In spring **Jeannine Kiser, Sarah Moser, Katherine Hermans** and Bettina joined the board. These new additions complemented the board's expertise in the areas of content and operational issues. As of the end of 2023, the board consisted of: **Naoki Peter** and Katherine Hermans, who share the presidency, as well as **Urban Müller, Michele Fasnacht, Jeannine Kiser** and Sarah Moser.

Last but not least, is our advisory board, consisting of Agronomist Dr. **Priska Baur**, lawyer lic. iur. **Katerina Stoykova** and animal ethicist Prof. Dr. **Markus Wild**. Sentience has benefitted from their support and expertise for several years.

United for the animals

Thankfully, we were once again able to count on the generous support of numerous donors and foundations in 2023. Without this network, our campaigns and projects would not have been possible.

We thank the **Oak Foundation, ProVeg International, Sustainable Development Solutions Network (SDSN) Switzerland, the Minerva Foundation, the Stumme Brüder Foundation** as well as our numerous individual supporters. Your contributions enable us to continue and further expand our commitment to non-human animals in a strategic manner.

The highlight of December, our **Matching Challenge**, marked a positive conclusion to the year. Thanks to the generous support of over 200 individuals, we successfully reached our fundraising goal of CHF 40,000. At this point, we would like to extend special thanks to the **three generous donors** who doubled this amount. In total, a sum of CHF 80,000 was achieved.

We would also like to thank all the supporters and volunteers who helped us in 2023. Your commitment, whether through financial resources or volunteer work, played a key role in our success in 2023.



SUPPORT SENTIENCE

Our heartfelt thanks for every donation!

➔ sentience.ch/en/donate



CHF
80'000

raised from the 2023
Matching Challenge



We hope that we can count on your support again in 2024, as we continue our work to create a Switzerland that is free from animal suffering.

Together, we can achieve great things!

Balance sheet

Assets /	31.12.2023	31.12.2022
Postal cheque	271'170.17	290'852.53
Postal cheque Initiative to abolish factory farming	—	840.00
PayPal	1'480.21	—
Accrued income and prepaid expenses	6'456.15	4'798.50
Current Assets	279'106.53	296'491.03
Total assets	279'106.53	296'491.03

Liabilities /	31.12.2023	31.12.2022
Accounts payable (creditors)	14'005.40	6'713.85
Current Account Pension Fund (BVG)	—	4'604.70
Current account AHV, IV, EO,ALV	1'923.15	25'288.40
Current account accident insurance	-209.15	5'762.10
Current account sickness benefit	-122.00	—
Source Tax	196.90	196.90
Accruals and deferred income	85'716.23	735.10
Short term liabilities	101'510.53	43'301.05
Equity	253'189.98	500'236.79
Loss	-75'593.98	-247'046.81
Association assets	177'596.00	253'189.98
Total liabilities	279'106.53	296'491.03

Income statement

Association Operating Income /	2023	2022
Membership fees	8'390.00	2'640.00
Donations Sentience Politics	189'296.27	407'556.12
Donations Initiative Against Factory Farming	—	4'010.00
Donations Initiative on Fundamental Rights For Primates	—	4'845.26
Donations Alliance Against Factory Farming	21'000.00	—
Donations Matching Challenge	83'293.00	—
Income from events	410.00	450.00
Dissolution of provisions	—	155'000.00
Total operating income	302'389.27	574'501.38

Expenses /	2023	2022
General Assembly	1'000.00	1'039.00
Retreat/Board	1'518.00	1'547.25
Initiative Against Factory Farming	—	258'116.72
Initiative Fundamental Rights for Primates	—	13'320.57
Provisions for Sentience campaigns	—	21'423.71
Protein Lab	5'841.60	—
Lectures/Workshops	1'965.00	—
Various events	—	420.00
Studies and research	3'760.85	—
Informational Material	—	500.00
Total Association Expenses	14'085.45	296'367.25
Salaries	250'386.55	394'074.60
Payments from Social Insurance	-14'273.75	—
AHV, IV, EO, ALV	19'869.70	33'477.35
Occupational pension provision	10'753.40	14'082.15
Accident insurance	751.70	1'245.00
Daily sickness benefits Insurance	1'371.05	—
Source Tax	—	-0.70
Expense reimbursements (not assignable)	3'531.10	2'150.45
Miscellaneous personnel costs/Further training	1'109.46	1'220.70
Third-party Personnel costs	2'692.80	3'495.00
Total Personnel expenses	276'192.01	449'744.55
Office space rental	22'994.50	24'310.25
Insurance policies	1'288.80	231.00
Office supplies/Copies/Miscellaneous	713.48	2'157.81
Mailing expenses	626.70	3'873.34
Subscriptions	—	986.00
Accounting and consulting expenses	20'455.30	12'152.95
Software	5'207.58	4'990.10
Miscellaneous administrative expenses	2'732.50	—
Total Administrative expenses	54'018.86	48'701.45
Printed advertising material/Advertising material	1'707.34	11'624.58
Online advertising, marketing, website updates	8'669.34	14'885.95
Fundraising costs	23'072.12	—
Total Advertising expenses	33'448.80	26'510.53
Bank and postal account charges	238.13	224.41
Total Financial Expenses	224.41	224.41
Total Expenses	377'983.25	821'548.19
Loss	-75'593.98	-247'046.81

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



Imprint/

Annual Report 2023

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Front page photo

365422293 / Adobe Stock

Layout

Daniel Rütthemann

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