

Compassion in World Farming

End the Cage Age: Consigning cages to history in Europe, safeguarding the welfare of 700 million farm animals each year

Three-year indicative campaign investment (from 2017/18)

(includes current and expanded campaign capacity)

	Esterling		
	2017/18	2018/19	2019/20
Our expert team			
UK, EU-wide and national teams			
Subtotal	507,723	536,237	546,962
Enhancing our European network and impact			
UK-specific and additional EU capacity (including web production and technical)			
Subtotal	260,500	725,220	781,340
Developing a robust and compelling evidence base			
Evidence base to include investigations, case studies and demonstrating animal sentience			
Subtotal	53,000	89,760	91,555
Engagement, outreach and inspiration			
Holding policy-makers to account and campaigning to secure national change (national and EU levels)			
Subtotal	143,000	237,280	301,390
Public-facing campaigning for EU-wide change			
Public-facing activities to include story-telling, engagement (including use of digital and social media assets and platforms), marketing and communications (e.g. exhibition, print materials etc.)			
Subtotal	111,000	135,460	156,896
Operations and sundries			
Recruitment, equipment, consumables, legal and technical costs etc.			
Subtotal	57,500	35,050	24,949
TOTAL ANNUAL CAGE-FREE INVESTMENT (including contingency at 5%)	£1,189,359	£1,846,957	£1,998,247
Total End the Cage Age Campaign investment for 3-year period			£5,034,563

Notes
a. This budget focuses exclusively on Compassion's End the Cage Age campaign and associated programme in Europe (including a renewed emphasis on UK-specific advocacy and engagement in the lead up to the UK's exit from the EU)
b. Costs relating to our Food Business programme in Europe (including corporate engagement to end the use of cages and close confinement systems in supply chains) are excluded from this budget
c. Contingency of 5% has been applied to the budget as expenditure may be subject to change following the UK's departure from the European Union and EU Parliamentary Election (both in 2019)
d. Costs are subject to inflation year on year (calculated at 2.0% per annum)
e. Staff costs include all applicable local and national taxes, insurances etc.
f. During what is a fallow period for farm animal welfare within the EU legislative timetable, Compassion is working to create the all-important 'push factor' by embarking on a special EU initiative as a key lever for change and to prompt action at national and EU-wide action
g. This budget includes the ambitious additional capacity needed to drive a step-change in our Europe campaigning in the context of: <ul style="list-style-type: none"> • The political balance of power (shifted to a 2:1 anti-welfare majority as a result of the accession states joining the EU in 2004) • Reluctance from the Commission to propose new legislation • A rise in nationally-focused policy • Powerful, influential and wealthy agribusiness lobby
h. Expansion will come on stream once our core programme is fully funded and additional investment secured. This additional capacity will: <ul style="list-style-type: none"> • Strengthen our European team and galvanise support to drive a pan-European movement (i.e. consolidating capacity within each of our existing hubs and expanding into new, priority markets) • Enhance Compassion's standing and influence globally (including shaping the policy and practice of powerful international institutions) and build our movement in Europe (as a core element of our global movement to end close confinement systems and factory farming) • Boost our public campaigning by delivering high profile, inspiring initiative to drive meaningful public engagement at scale • Facilitate increased alliance-building and partnership working to maximise our impact for farm animals • Enable us to monitor progress and improve our impact and effectiveness
i. It is anticipated that expansion in full of our End the Cage Age campaign will require additional digital and operational support. This is not reflected in this budget and would be material for us
j. The composition of the campaign team will be subject to ongoing review to ensure Compassion has the most appropriate skillset and expertise in place to secure an EU-wide ban on cages
k. Planned expenditure may shift from one year to another
l. Economies of scale will be achieved wherever possible (e.g. purchase of equipment, recruitment costs etc.)