

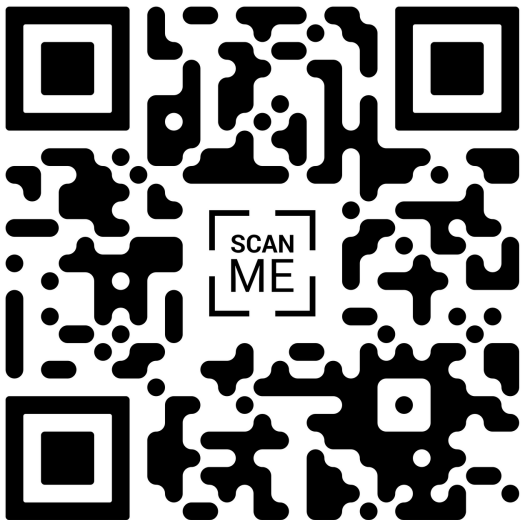
**BASED ON ACTION
PAIRI DAIZA**



XR ANIMAL - ACTION KIT

FREEDOM FOR ALL

BOYCOTT ZOO



[Link to our website](https://xranimal.earth/stop-captive-freedom-for-all)

xranimal.earth/stop-captive-freedom-for-all

FREEDOM FOR ALL

FREEDOM FOR ALL is an action campaign by the XR Animal collective to stop the animal entertainment industry.

To initiate a real change of system, one that is respectful of all sentient beings, we need to repair our relationship to other animals and to "nature".

XR Animal is working to create a broad citizen conversation about our relationships with the other animals. If our only relational basis is to exploit, torture, mutilate and kill them for food, entertainment, fashion, experimentation ... then we have a serious civilizational ethical problem.

It's time to open up our imaginations to a 100% plant-based future, with full respect for all sentient beings (human and non-human animals alike) and their habitats.

This is the aim of the FREEDOM FOR ALL action campaign, which focuses on the animal entertainment industry. And more specifically zoos, symbols of neo-colonial exploitation and green/welfare washing, maintaining the broken relationship with sentient non-human individuals.



THE ACTION KIT

BOYCOTT ZOO

The document you are reading is an action kit from Collectif XR Animal

What is an action kit?

The action kit is a document containing as much information as possible on an action, making it achievable in a very short time, by any rebel wishing to take the lead.

Not everything in the kit must be used. It depends on the scale of the action.

How do I use the action kit?

When setting up an action, we use a worksheet to fill in step by step.

LINK TO WORKSHEET : [here](#)

The link is read-only to prevent modification. Make a copy and work on it ;)

To complete the worksheet, and move forward with the action, you can refer to this action kit on each stage and copy what's interesting, adapting it for you.



PRESENTATION

XR Animal, an eco-animalist collective of non-violent civil disobedience, has mounted a disruptive happening-style action to tell visitors the truth and make their 4 demands heard concerning the animal entertainment industry and, more specifically here, zoos.

The aim of the campaign is to tell the visitors the truth and inspire them to share our BOYCOTT OF ZOOS.

Boycott \bɔj.kɔt\ Systematic, free, voluntary and ideological refusal to consume the products or services of a company or nation. The Montgomery Bus Boycott in 1955, led by Martin Luther King, put an end to racial discrimination. ([dictionary link](#))

In this case, boycotting means no longer going to zoos, animal parks, dolphinariums...



PRESENTATION

TARGET: zoos

AUDIENCE: on-site consumers/visitors, press

OBJECTIVE: stay on site as long as possible (or a time determined in advance) to disrupt and raise awareness.

ACTION PHASES: There are 3 action phases, which can also be carried out independently.

- Citizen lobbying of towns and schools
- Anti-advertising: on the morning of the action, road signs are diverted with stickers and slogans.
- Happening: in front of the zoo entrance, a demonstration takes place with banners, masks, cages, flyers, sitters...

RISK OF ARREST: low (possibility of arrest to be discussed with the group - see risk analysis below).



EXAMPLES OF ANTI-ADVERTISING



[DOWNLOAD POSTERS](#)
(PDF, FR-EN)



PICTURES - EXAMPLES



PICTURES - EXAMPLES



CONSENSUS OF ACTION

Any rebel who joins in the organization and participation of an XR Animal action agrees to the general action consensus of XR and that of XR Animal. This consensus must be read and approved by all rebels taking part in the action.

Link to document (read-only) : [here](#)

A. XR Animal consensus for specific action

XR Animal works to unveil and dismantle the ideology of speciesism within society.

Speciesism is a form of discrimination based on species that allows the exploitation of non-human animals and, as a ripple effect the destruction of their habitats, the ecosystem. It is also one of the founding pillars of the exploitation of human animals.

This ideology is unconscious and strongly reinforced in our society.

Therefore, in our actions, we take care not to convey it:

- We do not wear clothes or accessories made out of animal skin.
- If it is planned to eat during or after the action (e.g. long-lasting action, regenerative debriefing...), the food will be plant-based.
- We are careful to use a non-speciesist discourse in our exchanges and declarations.
- We are careful to keep silent any action that requires it, including within our local and/or collective and to communicate only the information publicly released by XR Animal.
- We agree with direct non-violent offensive actions to dismantle speciesism.
- In actions where the safety of the rebels is to be protected (e.g. hunting), we agree not to communicate about the actions, not to photograph/film them and to act with our faces covered

For the next action, any person who acknowledges the above mentioned points and the following ones, is welcome to participate.



CONSENSUS OF ACTION

B. XR General Consensus

This agreement is the mandatory framework for the Extinction Rebellion Belgium (XR) and XR Animal actions. We take action to make the public and governments around the world aware of the ecological, social and political crisis in which we are currently living.

We rebel because we and all living beings with whom we share this planet are threatened with extinction.

Our actions are based on our ten principles and values and our three demands.

Because of the political, economic and social reality, we are forced to break the normal framework of social life through disruptive actions of peaceful civil disobedience. In our judgment, this is the means by which we can achieve the necessary change.

We regret having to disrupt the lives of our fellow citizens and the public order. We behave peacefully and respectfully towards others, each one being inserted into his or her daily routine.

We invite all human beings who accept this agreement to participate to help us achieve the necessary change together. We respect the fact that there are other movements that differ from us and may choose different tactics and modes of communication in their actions.

For the next action, anyone who acknowledges the following points is welcome to participate :

- Peace and respect for all life are central values of our rebellion. Misanthropic and discriminatory statements and actions are not welcome.
- We are strictly non-violent in our actions, in our communications with the public, with the police and with each other. We treat every human being with dignity and respect.
- We film and take photos of our actions in order to generate attention.
- We are responsible for our actions and do not hide our faces. When in contact with others, we avoid any verbal or physical altercations.
- Our understanding of non-violence includes not actively resisting police intervention. In the event of evictions and arrests, we behave peacefully and refrain from active physical resistance, for example by hooking arms to each other.
- Our own safety and that of our fellow human beings is our highest priority. We plan actions carefully and ensure that emergency escape routes remain accessible.
- We constantly inform ourselves about the potential legal consequences of our actions and only act when we are aware of these consequences.
- We do not take any action under the influence of alcohol or other drugs.
- In addition to protest and civil disobedience, we create a regenerative culture that is healthy, resilient and resistant. We support each other in the creation of this culture in order to overcome together the toxic system in which we stand.
- We encourage our fellow human beings to become active and contribute to the necessary change.
- We are aware that it is not every person's privilege to be able to take the legal risks of civil disobedience. When we carry out civil disobedience actions, we do so with the knowledge that there are people who cannot take the associated risks. We support them with the same solidarity they provide when we are arrested or otherwise repressed by the state. This mutual solidarity is of the utmost importance for all of us.



PHASES AND STEPS

The "Boycott Zoo" action can be carried out in the following phases and stages:

- Choice of city and target (or choice of region if phase 1 only)
- Phase 1: Citizen lobbying
- Phases 2 and/or 3: Anti-advertising and Happening
 - Choice of date for action
 - On-site scouting to determine areas of action and number of activists required.
 - Communication within the collective and distribution of roles
 - Creation of a Signal group dedicated to specific communication for this action.
 - Evaluate feasibility with number of registered rebels
 - Collect action material
 - Briefing to be shared a few days before the action
- Preparation of various communications

You can of course modify this action with more or fewer steps.

Warning: if the action is escalated, the risks will have to be reassessed ;)



PHASE 1 : LOBBYING

Some zoos are lobbying local authorities and schools. We invite you to do the same:

- Write a letter to your local council. Ask that zoos no longer be an activity recommended and/or financed by the town.
- Inform teachers of the negative impacts of zoos and state that your child will not be taking part in a zoo visit.
- Organize information sessions against zoos in schools and parents' associations.

[DOWNLOAD THE AWARENESS FLYER](#)

(PDF FR-NL)



TARGET AND ROLES

ANTI-ADVERTISING & HAPPENING

This is the part of the worksheet that must be completed to prepare the action, announce the target and choose the rebels' roles.

CITY:

DATE:

GATHERING TIME:

ACTION START TIME:

Details of the exact location will be given to registered participants at the action briefing (approx. 1 week before the action).

Collective decision-making before the action: are we going as far as to be arrested?

Voting:

ARREST

NO ARREST

This vote is no guarantee that the police won't decide to arrest the rebels.



TARGET AND ROLES

ANTI-ADVERTISING & HAPPENING

ROLES

Possibility of doing only one phase instead of two, depending on the number of participants.

Possibility of adding masked rebels with signs and flyers at traffic lights or intersections leading to the zoo.

Warning: if the action is escalated, the risks will have to be reassessed ;)



ROLES	REBELS
PHASE 2: ANTI-ADVERTISING	
3 / road signs (early in the morning or the night before)	
2 / hanging a banner on a bridge (in the morning on the way to the action)	
PHASE 3 : HAPPENING	
2 / banner-holder (with masks)	
2 / performer (tiger) in cage in front of entrance and steward	
4 / Sitters with signs	
2 / Flyer distribution and de-escalation in case of aggressive public or staff	
1 / steward: guard and/or police contact	
1 / photographer	
1 / Facebook live or Instagram stories	
OUTSIDE THE ACTION	
1 / press officer	
1 / arrestee support	

MATERIAL

List of action materials available for this kit

contact the person in charge of logistics to obtain it

- Banner "Do you really love animals?"
- A2 signs
- Flyers in French and Dutch
- Non-human animal masks
- Cage
- Tiger costume
- Flags



BRIEFING

A few days before the event, it is essential to send a briefing to the participants. This briefing should contain details of the action and a section on safety.

Use the briefing below as an example to fill in the worksheet.

Meeting point

Meet at xx:xx, briefing on site at xx:15, action starts at xx:45

Meeting place: xxx ; with Maps link + photo + details for rebels coming by train.

Legal

Bring your ID;

Don't drink alcohol and/or take drugs before the action;

No knives, scissors or any other tool that could be considered a weapon;

Do not bring any incriminating material (drugs, etc.);

Lock your smartphone.

Dealing with the police

Show your ID when you are stopped.

Never resist arrest

Do not react to intimidation

Do not sign or say anything ("no comment" policy)

The police are not allowed to take photos of you.

Security/Police and negotiation - the role of the security rebel

Half of rebels do not want to be arrested (adapt according to vote).

We will try to negotiate to stay x hours, from xxhxx to xxhxx.

BRIEFING

When the action is over, at xx:xx, or if the police threaten to arrest the sitters, we leave (adapt according to vote).

As for your role in the field, you'll need to be proactive with the security guard, introducing yourself as an XR member and open to dialogue. In the field, you'll be the person negotiating with security. As a delegate, you have the power to make proposals and relay information, but not to make decisions (and you can remind them of this). Most of the time, it's a question of saving time, explaining our objectives and values, and calming the stress of your interlocutors, by being transparent and reassuring.

Action details (to be adapted)

Timing of arrival of rebels, teams and equipment + Timing of set-up + Timing of time spent on site

Note to sitters and banner-bearers

Please remain silent, with a neutral face, and do not react (either verbally or non-verbally) to visitors' provocations. If someone wants to start a dialogue, follow the stewards' instructions (below).

Note to stewards

You'll be handing out flyers, as well as answering and/or asking questions if visitors to the zoo are open to dialogue.

It's important to defuse any tension that might arise simply by being there: to make people feel (non-verbally) and say (verbally) that we're not against the visitors personally, nor against the structure of [name of zoo], but that we want to put an end to zoos and turn them into sanctuaries.



COMMUNICATIONS

It is recommended to communicate about the action, at least by sending out a press release and using social media.

The following documents outline the various communications options available with this action kit. Use them tailored to the zoo you are targeting.

- Establishing a contact with zoo visitors
- XR Animal requests
- Action story
- Press release
- FB live (includes details of XR Animal requests)



COMMUNICATIONS WITH VISITORS

[To be adapted according to the zoo where the action is taking place].

To make contact with zoo visitors, you need to have a smiling, open attitude.

When distributing the flyer, we suggest the catchphrase: "Take part in a new adventure, to be read during your visit".

If you're asked the following question (or a variation): "Why are you doing this here? It's a good zoo...".

Answer: ["We're here precisely because Pairi Daiza is the zoo with the financial means, political and media backing to move the zoo industry towards sanctuaries. We'd like to invite its leaders, thanks to you, to consider this transition for the animals."]

Questions you can ask when a dialogue is initiated:

Elements of answers

- How did you experience confinement, even if you had a garden?
- What are the possibilities for reintroducing captive animals into the wild? Are zoos planning to do so?

The "star" species (tigers, elephants, great apes) are not subject to any reintroduction measures (source: Zoo de France).

COMMUNICATIONS WITH VISITORS

- What percentage of this zoo's turnover is devoted to preserving animals in their natural habitat? or to preserving the places where they live? In 2022, this amount would be 0.18% of sales (or 1.6% of profit).
- How many animals born in captivity can be returned to the wild? It's virtually impossible to release back into the wild an animal that has lived in captivity all its life and is in continuous contact with humans.
- Do you know which species have been successfully reintroduced? The only five species to have been reintroduced are the European bison, Arabian oryx, Hawaiian goose, Przewalski's horse and Father David's deer - all herbivores! End of the story. What is not sufficiently well known is that these species were not rescued in zoos, but in specially designed scientific breeding facilities, with vast spaces, managed by specialists, and kept away from the public. (Jean-Claude Nouët)
- What are the signs of stress in a confined elephant? Repetitive movements, rocking, pacing (walking in circles)
- In the wild, how far does a tiger travel every day? In a single night, more or less 20 km, sometimes 50 km if it's a Siberian tiger., more or less 20 km, sometimes 50 km if it's a Siberian tiger. An elephant? On average 25 km. A polar bear? Between 14 and 18 km.
- How big is a tiger's territory in the wild? 60 to 100 km²
- What's the difference between a zoo and a wildlife park? None, except for the name.

COMMUNICATIONS WITH VISITORS

- What's the difference between a zoo and a sanctuary?

A sanctuary :

- does not capture animals from the wild
 - does not breed
 - does not trade (it does not buy or sell animals)
 - does not use animals for public entertainment
 - does not want to convince people that animals are happy and healthy (marketing)
 - does not want to remain in operation, but hopes to run empty because there are no more animals to save
 - is designed to restore the dignity and self-awareness of each resident.
 - focuses its attention and money on the animal's well-being rather than on the visitor's experience.
- What do you do if you're exposed to incessant noise all day long?
 - What happens to surplus animals? According to the Association of European Zoos, between 3,000 and 5,000 animals are killed every year in European zoos despite being in good condition (Code animal, article from 2022).



COMMUNICATION REQUESTS

XR Animal has 4 major requests for the "Freedom For All" campaign:

1. The immediate stop of :

- all expansion projects, including annexes (parking, hotels...) and access roads (such as the new Pairi Daiza road);
- any purchase, sale or reproduction of animals;
- all zoo takeovers, creations and/or renovation;
- any form of advertising concerning zoos.

In short, an immediate halt to investment in this industry.

2. In the mid-term, the return of wild animals to rehabilitation centers in their countries of origin.

3. And a reorientation of the industry's business plan towards real sanctuary for the remaining animals and indigenous animals.

4. Concrete, precise and transparent information for the consumer-visitor and public authorities, including:

- The percentage of animals held in the zoo that are on lists of animals in danger of extinction, or for which there are concrete threats to their health, environment or life;

REQUESTS

- The percentage of animals held in the zoo that actually benefit from a care and rehabilitation program leading to their return to their habitat of origin;
- The percentage of animals held in the zoo that are destined to be returned to their natural environment in the short or mid-term;
- The percentage of animals held in the zoo that were born in captivity;
- The percentage of animals held in the zoo that benefit from a living space that is truly suited to their natural needs;
- The percentage of animals kept in the zoo that maintain a lifestyle and/or social relationships that are truly in line with their natural needs;
- The public subsidies allocated to the zoo;
- The historical amounts of net profits made by the zoo company, from its origins to the present day;
- The proportion of this net profit devoted to animal welfare in situ and extra situ;
- The history of the total evolution of the greenhouse gas (CO₂) footprint of the zoo's overall annual commercial activity, taking into account the exploitation of the surrounding environment, the destruction of surrounding natural habitats, as well as all secondary activities such as, for example, the cumulative footprint of the motorized journeys of the zoo's annual visitors;

For a more in-depth analysis, see the section on FB live ;)

COMMUNICATIONS

THE NARRATIVE

Animals are sentient beings with specific needs according to their nature (article 1 of the Walloon Animal Welfare Code). The "Région wallonne" declares that it pursues a policy aimed at ensuring the protection and well-being of animals, taking into account their physiological and ethological needs, as well as their role in society and the environment (article 2 of the Code).

Ther Belgian people love animals. But if this love means imprisoning sentient beings for life and putting them under constant stress (noise, proximity, reduced living space, etc.), our society faces a serious polymorphous problem: ethical, democratic, environmental, cultural and legal.

Our relationship with animals and the planet is broken. We are paying the price inmoral, economic, democratic, health and spiritual terms. We have a duty to repair this relationship, and to grant animals the status and inherent rights that their new legal status as sentient beings implies.

Zoos are industries from a past era: colonialism, the drive for growth and the shameless exploitation of natural biotopes and their biocenoses. They symbolize man's domination over animals and nature. Let's not forget that 80 years ago, zoos were still presenting so-called "primitive" peoples. They were called human zoos.

The main arguments put forward by zoos do not hold water:

- zoos enable species to be conserved
- zoos play an educational role

COMMUNICATION

PRESS RELEASE

[Must be adapted]

Animal masks, banners, leaflets, [about twenty] activists from XR Animal, an eco-animalist collective for non-violent civil disobedience, disrupted [this Sunday] the entrance to [ZOO NAME].

"Do you REALLY love animals? Turn back", "Do you love freedom? So do I!" can be read on some of the banners. The collective addresses the public, while targeting the obsolescence of the animal entertainment industry.

If there are no visitors, there's no zoo," says one activist. There are too many financial interests involved for zoos to give up exploiting animals. The public authorities also have too much to gain from running zoos (tax revenues; local jobs and taxes; energy supplies...) So it's up to citizens to take action and put the pressure on!"

The Collectif is calling for concrete, accurate and transparent information on zoo activities, both for the consumer-visitor and for public authorities; an end to public funding [Details of this zoo's subsidies]; a halt to any internal or external development of this industry [example]; and finally, the reorientation of this industry towards real sanctuaries.

COMMUNICATION

PRESS RELEASE

"The lies told by zoos (conservation, educational role, animal welfare (1)) are well known. It's time to move up a gear. These demands are far from utopian; all that's needed is a courageous political decision and communication with citizens to establish a transition plan for this outdated industry," adds Jean, from XR Animal.

According to Article 1 of the Walloon Animal Welfare Code(1), animals are sentient beings with specific needs depending on their nature.

On the one hand, the Walloon Region declares that it pursues a policy aimed at ensuring the protection and welfare of animals, taking particular account of their physiological and ethological needs, as well as their roles within society and the environment (Article 2 of the Code).

On the other hand, according to a Test-achats survey, Belgians love animals(2).

According to the collective, if this policy and this love involve imprisoning sentient beings for life and subjecting them to constant stress (noise, proximity, reduced living space, etc.), our society faces serious ethical, democratic, cultural and legal problems.

According to the activists, our relationship with animals and the planet is broken. We are paying the price in moral, economic, democratic, health and spiritual terms.

We have a responsibility to repair this relationship and grant animals the status and inherent rights that their new legal status as sentient beings implies. As a result, according to the collective, "the animal entertainment industry must be fundamentally transformed or disappear".

COMMUNICATION PRESS RELEASE

Initiatives already exist in other countries, such as Rewild (4) in France or the ZOOXXI project in Barcelona (5). When can we expect similar initiatives in Belgium?

(1) <https://www.fondation-droit-animal.org/106-zoo-et-conservation-des-especes-efficace-ou-operation-marketing/>

(2) https://www.wallonie.be/sites/default/files/2019-04/code_wallon_bea.pdf

(3) <https://www.dhnet.be/actu/societe/2002/03/27/nos-amies-les-betes-6LKZKYLIUVHL5FQJ4ZTJLQCQF4/>

(4) <https://www.bioalaune.com/fr/actualite-bio/38132/ong-veulent-racheter-zoo-preparer-retour-animaux-nature>

(5) <https://www.fondation-droit-animal.org/102-obsolescence-des-parcs-zoologiques/>



COMMUNICATION

FACEBOOK LIVE

This part includes details of XR Animal's requests and must be adapted [since it is based on an action at Pairi Daiza].to be adapted [since it is based on an action at Pairi Daiza].

You are live with XR Animal. At this very moment, rebels are outside the entrance to the [NAME] zoo both to tell visitors the truth and to express our 4 demands concerning the animal entertainment industry and, more specifically, zoos.

We'll explain later why we chose this [NAME] zoo [and not one of the Belgian zoos known for the worst animal welfare practices].

Animals are sentient beings with specific needs (according to article 1 of the Walloon Animal Welfare Code).

On the one hand, the Region of Wallonia declares that it pursues a policy aimed at guaranteeing the protection and welfare of animals, in particular by taking into account their physiological and ethological needs, together with their roles within society and the environment (article 2 of the Code).

On the other hand, according to a Test-achats survey, Belgians love animals.

But if this policy and this love involve imprisoning sentient beings for life and subjecting them to constant stress (noise, proximity, reduced living space), our society faces serious ethical, democratic, environmental, cultural and legal problems. Our relationship with animals and the planet is broken.

We are paying the price in moral, economic, democratic, health and spiritual terms. We have a responsibility to repair this relationship, and to grant animals the inherent rights that their new legal status as sentient beings implies.

FACEBOOK LIVE

Zoos are industries from a former age : the era of colonialism, of the "all for growth" mentality and of the shameless exploitation of natural biotopes. They symbolize man's domination of animals and nature. Let's not forget that zoos have played a part in the massacre of numerous animal populations, and that 80 years ago, they still presented so-called "primitive" peoples. They were called human zoos. Today, zoos are surfing on climate change and the 6th extinction of species to continue justifying their existence.

That's why we're asking:

First of all, concrete, precise and transparent information for both the consumer-visitor and the public authorities and in particular :

Animals:

- The percentage of animals held in the zoo that are on lists of animals in danger of extinction, or for which there are concrete threats to their health, environment or life;

[According to the IUCN (International Union for Conservation of Nature) Red List website, a threatened species is one classified as Vulnerable, Endangered or Critically Endangered. Of the 230 species listed on the Pairi Daiza website at the time of filming, 59% are not threatened. On Google, we can read that the company displays the figure of 700 species on its premises. What then of the categorization of the 470 species not listed on its website?]

- We also want the percentage of animals held in the zoo that actually benefit from a care and rehabilitation program leading to their return to their natural habitat to be disclosed;

FACEBOOK LIVE

- The percentage of animals held that are destined to be returned to their natural environment in the short or medium term;
- The percentage of animals held that were born in captivity;
- The percentage of animals kept that maintain a lifestyle and/or social relationships and that benefit from a living space that is truly suited to their natural needs;

To give just a few examples: in the wild, a male tiger's territory ranges from 60 to over 900 km², an Asian elephant covers a distance of 17 km a day, a polar bear lives in its natural habitat at an average temperature not exceeding 0°C, and can cover between 14 and 18 kilometers a day over areas of up to 500,000 km². Clearly, no zoo, however prestigious, can offer these captive animals the space they need.

These figures are important because two of the main arguments zoos put forward to justify their existence are species conservation and animal welfare. However, without the actual figures, the public is at the mercy of the zoo industry's narrative.

In terms of financial information, the following is required:

- The amounts of public subsidies allocated to the zoo;
[For example, according to Pairi Daiza's annual accounts, which are freely available on the web, the company would have received €3,129,372 in subsidies for the 2022 financial year and €2,421,709 for the 2021 financial year].
- we also request the historical amounts of net profits made each year by the zoos;
[According to Pairi Daiza's annual accounts, which are freely available on the web, in 2022 the company generated sales of €105,155,893 and an operating profit of €11,989,772. With such sales and profits, one wonders why the company receives €3,129,372 in subsidies. Wouldn't these be more effective for shelters and animal protection associations?]

FACEBOOK LIVE

- We would like to know how much of this net profit is devoted to animal welfare in situ and extra situ;

[This data is essential, given the way zoos do marketing. To continue with the PD example, according to the data available on the PD Foundation, in 2022 this amount would be 0.18% of sales (1.6% of profit). Bearing in mind that the profits to be distributed in 2022 amount to €5,783,940, we can really wonder about the huge gap between the zoo's communication and the actual use of profits for the conservation role it claims to promote].

At a time of global warming, one last piece of information we are asking to be made public is :

- The history of the total evolution of the greenhouse gas (CO₂) footprint of the zoo's overall annual commercial activity, taking into account the exploitation of the surrounding environment, the destruction of surrounding natural habitats, as well as all secondary activities such as, for example, the cumulative footprint of the motorized journeys of the zoo's annual visitors

The 2nd request is for an immediate halt to all expansion projects, including annexes (parking lots, hotels, etc.) and access roads.

[According to the Pairi Daiza press release of April 26, 2023, "the real objective of Pairi Daiza is to try, all together, to have an impact in order to increase the resources that humanity can devote to the protection of biodiversity". However, the new access road, by destroying a large part of the local biodiversity, would work against this objective.

We invite all local residents to join the "Non Aux Nouvelles Routes de Pairi Daiza" group, which is taking action to prevent this road from being built].

We also call for an immediate halt to :

- all purchases, sales and breeding of animals ;
- any creation or takeover of zoos
- all forms of advertising and lobbying concerning zoos.

FACEBOOK LIVE

In concrete terms, this last point means that we are asking :

- the mayors of Belgium, following the example of the mayor of Ixelles in 2020, to ban zoos from the list of school trips and to offer educational alternatives, such as visits to sanctuaries or refuges, thereby developing children's empathy, or to promote wildlife observation in the heart of nature.
- deputy mayors for animal welfare to stop promoting zoos as part of their "animal welfare day".
- the national press to question its unconditional support for a number of stakeholders in the industry.

Our 3rd demand, in the medium term, is to return wild animals who are able to do so to rehabilitation centers in their country of origin.

This leads to our 4th demand: a reorientation of the industry's business plan towards real sanctuary for the remaining and indigenous animals.

To avoid any marketing abuse of this term, here are the criteria for a sanctuary:

A sanctuary

- does not capture animals in the wild
- does not breed animals
- does not trade (it does not buy nor sell animals)
- does not use animals for public entertainment
- does not want to convince people that animals are happy and healthy (marketing)
- does not want to remain, but hopes to run empty because there are no more animals to save
- is designed to restore the dignity and self-awareness of each resident.
- focuses its attention and money on the animal's well-being rather than on the visitor's experience.

FACEBOOK LIVE

These 4 demands can be summarised in 3 political actions:

- Tell the truth about zoos
- Stop the funding and development of this industry
- Redirect the industry towards real sanctuaries

[The choice of PD for this action is not insignificant: it's the zoo that welcomes the most visitors every year and which, through its constant development and communication, is THE symbol of green capitalism surfing on climate change and the 6th extinction of species.

At the same time, PD is the Belgian zoo that has not only the financial resources, but also the political and media support to become the key player in a fundamental transformation of the animal entertainment industry and lead it towards sanctuaries.

But when Antoine Lebrun, ex-WWF Director and new Director of the Pairi Daiza Foundation, says "that Pairi Daiza is a place where the love of the living can be cultivated and nourished", we are entitled to wonder what scientific basis he makes this assertion.]and nourished", we are entitled to wonder on what scientific basis he relies on to make this assertion.]

Take, for example, the zoo's many restaurants, which offer mainly meat and fish to their customers, even though we know that livestock farming and fishing are the industries that cause the most damage to biodiversity.

Is it nourishing the love of life, is it protecting biodiversity, to continue to keep animals in captivity (a large proportion of which are not endangered) and to invite their visitors to eat others (destroying biodiversity at the same time)?

All zoo visitors should ask themselves this question before contributing to the financial enrichment of the animal exploitation system that is the animal entertainment industry, because there is no justification for locking up innocent sentient beings for life.

FACEBOOK LIVE

Are you familiar with Ellen Langer's experiment?

In 1977, at Harvard University, Ellen Langer and her team were working on understanding human behavior. They conducted an experiment at the photocopier in the campus library, where people are waiting to use it. The experiment's accomplices are assigned the task of asking the students in the queue if they can go ahead of them.

Three scenarios are set up:

- Request only: the accomplices formulate the following request: "Excuse me, I have 5 pages. May I please use the photocopier? In this case, 60% of subjects agree to let them go.
- Request with a valid reason: the accomplices make the same request, accompanied by a reason: "Excuse me, I have 5 pages. May I please use the photocopier, I'm in a hurry? In this case, 94% of subjects agreed.
- Request with a nonsensical reason: The accomplices formulate the same request, giving the following reason: "Excuse me, I have 5 pages. Can I use the photocopier, please, I need to make photocopies?" In this case, the acceptance rate remains at 93%.

The experiment shows the influence of a justification on our behavior. We can see that when a request is justified, the success rate rises from 60% to over 90%.

But the interesting thing is that the success rate remains the same, whatever the justification.

In the second scenario, the accomplice explains that he is in a hurry : his request makes sense. On the other hand, in the third case, the reason given is irrelevant : using the photocopier to make photocopies is obvious.

Justifying yourself (even with an absurd reason) increases your chances of success. Of course, the strategy remains valid as long as the justification remains coherent with the situation.

As Robert Cialdini explains in his bestseller "Influence and Manipulation", people like to have reasons for what they do. This is why it is best to explain the reasons for your requests.

FACEBOOK LIVE

Ellen Langer shows that justifications influence our behaviour and that our brains tend to be satisfied with any reason (good or bad).

And zoos give their public reasons (their stories on their websites, in the press, etc.) that keep them wanting to see animals in captivity.

We are therefore asking zoo customers to have the courage to question the justifications given by these companies. To leave the system of animal exploitation, because a cage, even a golden one, is still a cage.



RISK ANALYSIS

PAIRI DAIZA CASE

Legal analysis of the Pairi Daiza action, with its strategic consequences, provided by our legal expert, with its strategic consequences, provided by our legal expert

Preamble

Focused on the efficiency of the action planned by activists, legal analysis can (and often must) influence the proposed strategy. Is this a problem? No. On the contrary, by matching the legal risk to the desired goal (closing zoos), legal analysis tends to minimize the legal and financial risk(s) to which activists would be exposed, thereby freeing up speech and action, and ultimately inspiring vocations.

1. Target relevance

Zoos are places of animal exploitation by excellence. It's fair to say that a substantial majority of the animals kept in these establishments are kept for two predominant reasons: 1. the profit of the companies that run the zoos; 2. the "pleasure" of the very large number of annual visitors who walk the paths of these gardens.

Here's some information from France:

"According to the French Association of Zoological Parks (AFDPZ), 75,000 vertebrate animals are housed in French zoos. Of these, only 28% of mammals, 32% of amphibians, 16% of birds and 15% of reptiles are classified as "threatened" by the International Union for Conservation of Nature (IUCN). At the Zoo Parc de Beauval (the largest in France, managed by Mr. Rodolphe Delord, with 1.5 million customers every year), of the 744 species presented to the public, 178 are threatened (IUCN classification) "vulnerable", "endangered" or "critically endangered". This means that 566 are not! Today, 80% of the species that visitors come to admire are not in danger of disappearing in the wild. From a conservation point of view, there is zero interest in keeping them in captivity. At Beauval, the enclosures even include species considered "invasive", deemed to be overpopulated in the wild, notably raccoons" (Hugo Clément, "Les lapins ne mangent pas de carottes", Fayard, 2022).

RISK ANALYSIS

2. Specificity of the target

Pairi Daiza (located in Brugelette, Hainaut, district of Ath) is the largest zoo in Wallonia, and one of the most important in Belgium and Europe. As such, it is a major source of local tax revenue and regional employment. It can easily be considered a showcase for the Walloon economy, and contributes to the good economic reputation of Wallonia and Belgium abroad. As such, it is a magnet for national and international investors.

In view of these objective considerations, it is not unreasonable to think that its interests could be defended more vigorously by the local authorities (Mayor, Administration, Police), the judiciary and the political authorities. In the same light, it is easy to imagine that the directors of the company that manages the park might feel particularly supported by these local authorities.

3. Target characteristics

As with all zoos, the focus is on children. Families come here to spend a day relaxing, entertaining and pleasing their children. This characteristic should encourage the activists' thoughtfulness, but also emphasize their action, by choosing a modus operandi that raises children's awareness without causing them inappropriate inconvenience.

4. Recent zoo activism precedents (and consequences)

On June 1, 2020, animal rights organization Animal Resistance led an action at Antwerp Zoo. Several activists called for a boycott of the zoo to end animal captivity. The organization's action took place at a time when several animal parks have reopened after being closed as part of the fight against the coronavirus. "Everyone arrives quietly after confinement, but the animals themselves spend their whole lives in lockdown," claimed Animal Resistance spokeswoman Veronique Van Buynder. "We hope that people now have a better understanding of what it means for animals to spend their whole lives behind bars," she added.

The action took place outside Antwerp Zoo, in front of the entrance gates. It featured activists, dressed as animals, locked in a dummy cage or simply sitting at the entrance with a slogan "Cancel captivity" (Source, Le Soir newspaper, June 1, 2020, <https://www.lesoir.be/304253/article/2020-06-01/le-zoo-danvers-bloque-par-des-activistes>)

I asked the organization about the possible administrative and legal consequences of this action, but received no answer. My research has not brought to light any possible legal proceedings.

RISK ANALYSIS

On April 30, 2018, a sea lion show at Antwerp Zoo was disrupted by a protest movement by activists defending the animal cause. The police moved in and arrested three people. Following this action, Antwerp Zoo decided to cancel its performances for the three consecutive days to allow calm to return. The activists stood in front of the audience holding up placards reading "Stop animal shows". The audience reacted strongly, booing the activists. One spectator, disappointed and annoyed by the intervention, attacked one of the activists, who lost her balance and fell into the water. The three activists were eventually arrested for public disorder. (Source: vrt website https://www.vrt.be/vrtnws/fr/2018/04/30/des_activistes_perturbentun_spectacle_dotariesauzoodanvers-1-3189436/)

Lastly, in January 2020, the commune of Ixelles decided to stop supporting school visits to zoos. This decision was confirmed at the start of the 2020 school year by the municipal college. (Source: Le Soir newspaper website, <https://www.lesoir.be/art/d-20200102-3Y2Z74?referer=%2Farchives%2F Recherche%3Fdatefilter%3Dlastyear%26sort%3Ddate%2520desc%26word%3Dzoo%2520ixelles>).

5. Zoological gardens: private or public space?

This question is not without importance, because depending on the nature of the space concerned, the applicable legal rules diverge. For example, the rules of municipal or regional administrative law apply in a public space, whereas a space considered private may be subject to specific rules laid down by the owner or manager of the private space, if the visitor could reasonably have agreed to them.

It should be pointed out from the outset that it is not always easy to delimit the nature of a space. Definitions are sometimes broad and their application often vague, leaving room for interpretation.

Article 1 of the General Police Regulations of the town of Ath defines what it means by public space in its municipality:

"Public space": the public highway, i.e. the roadway, including embankments and sidewalks; public places established as dependencies of traffic routes and assigned in particular to parks, promenades, public gardens, markets, playgrounds and play areas, cemeteries, vehicle parking areas; installations intended for the transport and distribution of materials, energy and signals, within the limits laid down by laws, decrees and regulations; any public or private place accessible to the public indistinctly."

RISK ANALYSIS

In this respect, the doctrine states that :

- Public space is a set of public places (streets, squares, town hall, etc.) or private places (cinema, café, shopping center, etc.) open to the passage or frequentation of all, as opposed to a private home, for example;
- Public space refers to all spaces (generally urban) intended for use by all, without restriction. This can include any space for circulation (road network) or gathering (park, square, etc.). In the broadest sense, this notion can extend to public or semi-public spaces that are subject to private law, but accessible to all (e.g., certain commercial spaces).
- In human societies, particularly in urban areas, public space is the sum total of passageways and gathering places for the use of all. They belong either to the State (public domain), to a legal entity or, exceptionally, to the private domain.

It is usual to oppose the term :

- to private spaces where a fence must be crossed (door, gate, access) and where anonymity must be lifted unless an exception is made, such as the home, head office or company,
- and to spaces where an enclosure must be crossed (door, gate, access) which welcome the anonymous public under certain conditions (entrance fee, internal regulations, known in Belgium as lieux publics) such as cafés and restaurants , theaters, amusement parks, shopping malls, cultural centers, etc.

Based on these definitions, a space is considered public when: 1. it is accessible to all; 2. there are no restrictions.

Moreover, a public space may be owned or managed by a private company. On the basis of these data, I would be tempted to conclude that a zoo offers a public space (i.e. open to all) that is accessible subject to restrictions (entrance fees in particular) and is therefore managed by a private company, which establishes the nature of these restrictions. In a way, it is a semi-public space.

This hybrid nature implies that :

- the rules of public and administrative law, including the General Police Regulations, apply inside a zoo;
- private contractual regulations may be established by the private company that owns or manages the zoo (in particular, the internal regulations) and have the force of law for both parties, the zoo and the visitor.

RISK ANALYSIS

6. Penal risk analysis

As mentioned above, as the zoo is a semi-public place, local administrative and police regulations apply inside the zoo.

In this respect, the General Police Regulations of the town of Ath stipulate that :

- Article I.4 : Public disorder : Any individual who disturbs the order, either by day or by night, or who causes shouting, noise or gatherings, and who fails to comply with a police order to cease immediately, may be apprehended and administratively arrested.
- Article I.5 : Disrespect : It is forbidden to be disrespectful, aggressive or threatening towards any person authorized to enforce laws and regulations.
- Article I.6 : Disturbances originating in private property : When safety, peace, health or public cleanliness are compromised by situations originating in private property, the Mayor may issue the necessary orders.
- Article II.1 : Private use of the public highway §1 Any private use of the public highway or the communal roadway, at, above or below ground level, is prohibited, unless prior written authorization has been obtained from the competent communal authority. §2 Any occupation of the public highway must be applied for within the time limits specified in article I.9.
- Article II.14 : Demonstrations, meetings and gatherings on the public highway §1. Any public demonstration, meeting or gathering organized on the public highway, with or without a vehicle, likely to obstruct the public highway or reduce the convenience and safety of passage, may not take place without the prior written authorization of the Mayor.
- Article II.18 : Police orders and compliance with authorization conditions : Any person taking part in a rally, meeting or other demonstration on the public highway is required to comply immediately and without discussion with any police order or requisition.
- Article XI.5 Except where the power to impose a penalty has been entrusted to another authority by a specific regulation, breaches of these General Police Regulations will be punished, in accordance with the law of June 24, 2013 relating to communal administrative penalties, as appropriate, by one of the following administrative penalties after the offender has been heard in his or her defence: an administrative fine amounting to a maximum of 350 EUR for adults in the event of a breach of the regulations and ordinances of the Communal Council or in the event of failure to comply with a temporary ban on premises imposed by the Bourgmestre.

RISK ANALYSIS

7. Civil risk analysis

As mentioned above, the inside of a zoo can be considered a semi-public place. As such, it may be subject to internal rules, as is the case here.

The internal rules of the Pairi Daiza park stipulate that :

- Pairi Daiza is located on private land. "For the safety of our visitors and to ensure that they have a wonderful day out, they are asked to scrupulously respect all the regulations/rules laid down in these internal rules".
- Every visitor is expected to be familiar with the Garden's rules and regulations, and to abide by them (presumption of acquiescence).
- The regulations also prohibit :
 - Distributing or displaying printed or other material, or conducting surveys without the prior written consent of Pairi Daiza management;
 - Disturbing visitors and/or Pairi Daiza staff members by preventing them from doing their work;
 - Make conferences or speeches, propaganda...
 - "All photos taken during your visit to Pairi Daiza may only be used within the family circle. In order to preserve the image of Pairi Daiza, which is a private domain, any commercial or professional use of photos taken at Pairi Daiza must be subject to prior written request."

It is reasonable to assume that the mere fact of entering the park (even without paying), and a fortiori, of buying an admission ticket, obliges the visitor to respect the regulations. As such, an automatic contract with reciprocal obligations is formed between the visitor and the company owning or managing the zoo.

Any breach of this contract may result in a claim for damages before the Justice of the Peace or the Court of First Instance.

The nature of this prejudice results either from the violation of a contractual provision or from an attack on the zoo's honor or reputation.

Under article 1315 of the French Civil Code, any person claiming compensation must prove not only the fault, but also the nature of the damage and the causal link between the fault and the damage. While fault and the causal link are relatively easy to prove, the assessment of damage is another matter altogether.

If it is not possible to assess the damage, the injured party can ask the judge to assess it "ex aequo et bono", i.e. "in good faith".

RISK ANALYSIS

I have no idea of the amount of damages that might be awarded by a judge in such cases, but there is no doubt about the principle of assessment. It will be assessed on the basis of the facts of the case.

8. Freedom of expression

The right to freedom of expression is a fundamental right, guaranteed by the Belgian Constitution and by various provisions of human rights treaties, including article 19 of the Universal Declaration of Human Rights, article 19 of the International Covenant on Civil and Political Rights and article 10 of the European Convention on Human Rights. This right includes freedom of opinion and freedom to receive and impart information and ideas without interference by public authority and regardless of frontiers.

However, this right is not absolute. It does not authorize defamatory statements that infringe the rights and dignity of the individual. Slander, public insult and defamation are therefore excluded from freedom of expression.

In this respect, it is imperative not to choose slogans or make remarks that could be considered denigrating, slanderous or misleading for the zoological park, such as "Animals are mistreated"; "Animals are in danger"; "Animals are poorly fed", etc.

It's best to think of neutral slogans that invoke the condition of commercial exploitation of animals WITHOUT directly or indirectly stigmatizing the company that owns or manages the park.

9. Adapting the campaign to the risk analysis (location, visuals, slogans) : a change of software

In the light of the risk analysis explained above, I advise against taking action inside the zoo, to avoid the risk of civil proceedings which could turn out costly.

Indeed, even if I don't know the amount of damages that might be awarded by a judge, I would not bet on the determination of the company directors who run the zoo. Indeed, we can presume that the company enjoys comfortable resources and powerful lawyers to defend its rights in court. Moreover, there is no need to stress how important it is for Pairi Daiza to defend and preserve its commercial image.

Any action outside the zoo will be exposed to the risk of prosecution and administrative penalties (administrative arrest and SAC), provided that no comments or slogans are used which could be considered by a magistrate as slander or defamation. If this were the case, the private company would obviously be entitled to sue the activists for comments made outside the park.

RISK ANALYSIS

The least risky action strategy would therefore be to post activists along the cash desks, without blocking the park entrance, and holding signs with slogans. Bear in mind that the target audience is children. In this respect, animal costumes are a real plus in terms of visual appeal and attracting the attention of the public and children.

We therefore need to consider a real change of software in this action. The most efficient goal is not to confront the company that owns or manages the zoo, but rather to make the the citizen-visitor-consumer-speciesist aware of his or her responsibilities.

Let me explain:

We will never be able to raise the awareness of the zoo's owners and managers : those people have too many financial interests, they make too much money exploiting animals. They will never change their model. The same applies to public authorities. Public authorities have too many interests in zoo operations: 1. tax revenues; 2. local taxes such as land registry; 3. local employment; 4. Energy supplies; 5. A certain idea of "pleasure" among their voters who visit the zoo, etc. etc.

Confronting the company that owns and manages the zoo, and the local public and political authorities, means spending a lot of energy and exposing yourself to great risks, with virtually no political effect for the animals at the end of the day.

My advice is to focus all the energy of the action AGAINST the visitors: the idea is to make them responsible for their choices. By choosing to visit zoos, they are DIRECTLY responsible for the commercial exploitation of animals.

This strategy has two consequences:

- Action inside the zoo is unwise, because visitors who have already bought their ticket will not accept to question their personal responsibility. They've already made up their minds! They'll ignore the activists who are spoiling their fun;
- A blockade at the checkouts is no better, as visitors will rebel at the idea of activists interfering with their right to admission. In fact, this blockade would force the visitor not to enter. This would not be a personal choice, but an external constraint that would not be an acceptable way for him to provoke personal reflection and therefore personal responsibility. Faced with a done deal, the result will be a reactionary phenomenon (the opposite of what was intended) which will lead the visitor to join forces with the zoo's management, demanding even more strongly his or her right to enter.

RISK ANALYSIS

So, in my opinion, the most judicious action is to raise awareness and make the visitor directly responsible.

In fact, this strategic choice to shift the opponent by taking action against the visitor rather than the company that runs the zoo is a legal boon. Not only is the action much more effective, it is also much less risky both legally and financially.

As a result, the whole action (its strategy, its visuals) and all the slogans must focus on the individual responsibility of the visitor.

Suggested slogans along these lines:

- Fun for you? Confinement for them!
- A day for you? A life for them!
- Still time to say no!
- Still time to go home!
- They are locked up for you!
- Deprived of freedom for you!
- No visitors, no cages!
- Imagine yourself in their place!
- Do you like freedom? They love it too!
- Would you like to live in a cage?

The risk to the company owning the zoo is minimized to the extreme, and the effectiveness of the action is designed to discourage people from returning to visit a zoo and to understand, above all, that these animals are locked up for their own pleasure... Logically, this strategy can lead to (very) hostile reactions from parents and visitors. This will be an extremely good sign, as it will mean that their individual responsibility has been questioned and that they feel uncomfortable in the light of their personal responsibility....



ARREST SUPPORT

For arrest support, all rebels must have the telephone number of the person in charge of this role.

Prior to the action, those who wish to do so provide the following information (confidential, to be destroyed after the action) :

- Rebel name :
- Legal name :

- Contact person :
- Details of contact person:

- Contact also during short administrative detention? :
yes / no
- Medication or illness requiring police notification :
- Responsibility for children and/or non-human animals :
- Other :



SLOGANS

Following the legal analysis, the strategy is to focus the slogans on visitor responsibility and choice, not on the zoo's owners.

The slogans will be used for banners at the zoo entrance and on the bridge and/or for signs held by rebels.

Suggested slogans along these lines:

- Fun for you? Confinement for them!
- A day for you? A life for them!
- Still time to say no!
- Still time to go home!
- They are locked up for you!
- Deprived of freedom for you!
- No visitors, no cages!
- Imagine yourself in their place!
- Do you like freedom? They love it too !
- Would you like to live in a cage?



RESEARCH

MYTHS AND REALITIES

In zoo narratives and advertising, the following myths are constantly repeated:

1. Species preservation

After exterminating animal populations in the 19th and 20th centuries to build up their "specimen collections", zoos are now rewriting history by pretending to be the saviours of endangered species. A bit like hunters declaring themselves to be France's leading environmentalists ;-).

Yet almost 85% of the species confined for life in these temples of emotional commerce are not threatened with extinction, and virtually no animals are released back into the wild.

Any conservation policy should involve protecting habitats and combating poaching (two major causes of species extinction). Cases of reintroduction are so rare and anecdotal that it can be said that reintroduction is an illusion and a pretext for maintaining an absurd prison system(1).

2. The educational role with children

What is the educational value of showing animals confined for life whose ethological needs have been annihilated by captivity, and who instead display distressing behaviors and intense stress (zoochosis or stereotypy...)?

By showing animals in cages (even gilded ones), zoos propagate and reinforce the ideology of human supremacy over animals (see chapter "Apology for speciesism"), an ideology at the roots of the current mass extermination of species. Is it moral and ethical to hand down this dogma to the children who will inherit a planet devastated by our generations?

MYTHS AND REALITIES

3. Animal welfare

- Shouts from invasive visitors, noise from machines, lighting adapted to the visual comfort of the visitors, artificial photoperiodicity.
- Disturbing smells : those of prey for some animals, those of predators for others.
- Little or no opportunity for isolation
- Lack of space, leading to reduced movement
- Inability to explore and search for food as they would in the wild...

These are all sources of stress for animals confined for life, sold, bought or traded by zoos, animal parks or dolphinariums.

No matter how they are labelled, and above all no matter how they are staged to flatter human eyes, these are places of confinement and power, with a commercial purpose, relics of the colonial era when human zoos were created. The consequences: stereotypy, aggression, resignation, depression, eating disorders, animals unable to return to the wild because of a complete lack of preparation for survival in the wild.

And yet, the realities are as follows:

1. Cementing

Many zoos and dolphinariums are an environmental disaster

- excessive cementing leading to the destruction of local ecosystems
- energy wasted to supply the various attractions that harm animals.

The example of Pairi Daiza:

- a giant car park with 12,500 spaces,
- a tropical greenhouse,
- a 7,000 m² cold land, requiring a doubling of the power supply of the entire park,
- luxury lodges with views on the animals, even at night,
- a new road through the fields (costing over 20 million euros) instead of a ring, in an attempt to preserve the peace and quiet of the local residents.
-

Consequences :

- Remarkable trees destroyed,
- endangered flora and fauna,
- farmland parcelled out
- increased risk of flooding,
- not to mention the cost of the energy required for the infrastructure.

MYTHS AND REALITIES

2. Welfare & Greenwashing.

In response to criticism, zoos have long been trying to present a more positive image of their activities.

Their welfare and greenwashing activities is based on a number of current concerns:

- species extinction, with a focus on :
 - pseudo-conservation of biodiversity
 - a so-called educational role
 - programs of reintroduction in the wild
- global warming, with the emphasis on the use of :
 - renewable energies
 - sustainable products
- animal welfare :
 - artificial enrichment of enclosures

This smokescreen helps to ease the conscience of customers who believe that these places are necessary.

The aim of these companies remains the same: to offer entertainment and make financial profit on the backs of captive animals.

The example of Pairi Daiza:

- A carport with 62,750 photovoltaic panels, covering an area of 104,000 m², with a capacity of 20 MWp of electricity per year, intended for the park's consumption, charging stations for electric vehicles; according to the park, the surplus is reinjected into the network.
- Supporting structures made entirely from local PEFC-certified wood. A "green-marketed" sales pitch that should make people forget all the negative consequences of the project.

3. No (or very few) species reintroductions

According to Benjamin Beck, former Associate Director of Biological Programs at the Washington DC National Zoo, via National Geographic: "Only 16 of the 145 reintroduction programs worldwide have actually re-established animal populations in the wild. Of these, most have been carried out by government agencies, not zoos."

" Relying on zoos to preserve species serves as an alibi for governments not to undertake concerted global action to fully protect natural environments, the only way to ensure the preservation of the species that live there " Jean-Claude Nouët.

MYTHS AND REALITIES

Supplement: Conclusions of the Wiesbaden symposium (1988)

- Wild species can only be preserved in their natural environment.
- Captivity causes profound genetic and ethological transformations.
- Genetic alterations can occur very quickly, as early as the second or third generation.

4. Consanguinity and genetic drift

A captive species becomes genetically distinct from its wild counterpart, which generally makes reintroduction impossible. The aim of inbreeding or artificial insemination in small zoos is to :

- emotionally attract the public (especially children).
- develop the collection and replace dead animals - see "death rate".

Complement: Explanation of genetic drift, J C Nouët

Animals born in captivity, artificially fed, never having to overcome any difficulties, never having to face any competition, never having learnt from their parents what is essential for their survival, do not conform to the initial species: some are incapable of hunting and killing their prey, others of identifying their food and avoiding predators.

Furthermore, the characteristics of a species are the expression of its genetic heritage, which is constantly under pressure from the environment in which it grows : removing a species from its environment, or modifying it, opens the way to new genetic characteristics.

Population genetics adds its own effects . In a large population, the genetic heritage undergoes a vast intermixing of genes at each generation, or panmixia, governed by chance alone: the species retains its fixity.

In a small population, however, the choice of partners is restricted, and the chance factor tends towards zero: gene mixing takes place in a closed circuit, and is known as endomixis. Endomixis makes the genetic heritage more sensitive to any change in the environment, and will rapidly lead to "genetic drift", by eliminating certain genes in favor of others. Hereditary modifications appear, which may eventually lead to the creation of a subspecies.

In zoos, breeding takes place in small numbers, usually between the same genitors, sometimes replaced by artificial insemination. These are the perfect conditions for endomixis and, as a result, the rapid appearance of genetic drift.

MYTHS AND REALITIES

The example of Prjevalski's horse was demonstrative. From 13 animals captured in the wild at the beginning of the century, a very small number with a poorly diversified genetic heritage, the species was bred in various zoos.

Today, the species is showing major deterioration: high infant mortality, changes to the typical colours of the coat and manes, changes in the shape of the head, reduced fertility and various congenital anomalies.

5. The business of keeping animals

Zoos and dolphinariums are commercial companies that exploit animals in a variety of ways to offer their audiences an "extraordinary experience".

- Buying dolphins during the Taiji Bay dolphin massacre in Japan
- Births of babies or acquisition of new specimens, leading to an influx of visitors.
- Rental of luxury accommodation in front of which the animal is being shown
- ...

Marketing and lobbying campaigns aimed at schools.

6. Death rates

On average, animal longevity has not changed as zoos have evolved. Many animals die before their first year, because they cannot adapt (too small enclosures, stress, illness, etc.). According to the International Zoo Yearbook, a global forum for information on the role of zoos, 17% of the total animal stock dies each year in zoos.

The "reproduction" of a species requires both that the birth rate outweighs the death rate, and that the young reach reproductive age in sufficient numbers. This is far from being the case in zoos. To claim that a species is being preserved by advertising the birth of a "specimen" is a marketing scam.

7. An apology for speciesism

This discrimination based on species (where humans are the dominant species) is called speciesism, and allows the animals to be exploited beyond measure. Zoos and dolphinariums transmit and reinforce this ideology, transforming animals into products for consumption.

The existence of human zoos was called into question at the beginning of the 20th century, not because of the conditions in which Inuits, Sinhalese or Malays were kept, but because of criticism of the legitimacy of such detention. This criticism seems to be no longer valid when applied to a species other than our own.

PETITIONS

Here's a series of petitions against zoos. We invite you to sign and share them:

STOP THE TREND FOR ZOO LODGE

INTERNATIONAL MOBILIZATION AGAINST MONT-FARON ZOO!

FOR THE CLOSURE OF THE ORANGERIE ZOO IN STRASBOURG



FLYERS FOR AWARENESS

On the pages below, you'll find the awareness-raising flyer.
The link to a PDF version (French and Dutch) is also available on
the lobbying page.





UNE NOUVELLE

Aventure



CONSERVATION



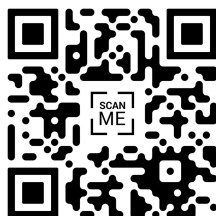
PÉDAGOGIE



BIEN-ÊTRE

DEVENEZ AMBASSADEUR-RICE

f **R** **E** **E** **D** **O** **M** **f** **O** **R** **a** **L** **L**



LES BELGES AIMENT LES ANIMAUX.

Mais si cet amour passe par l'emprisonnement à vie d'êtres sensibles avec des besoins spécifiques (article 1er de Code wallon du Bien-être animal) et leur exposition à un stress constant (bruit, promiscuité, espace de vie réduit...), notre société fait face à un grave problème éthique.

Et si l'histoire que racontent les zoos et "parcs animaliers" (conservation, pédagogie, bien-être animal, biodiversité) ne servait finalement qu'à donner bonne conscience aux visiteurs pour engranger des profits conséquents grâce à l'exploitation commerciale des animaux ?

ET SI LA GRANDE AVENTURE À LAQUELLE VOUS POUVEZ PARTICIPER ÉTAIT D'ŒUVRER À LA VÉRITABLE LIBÉRATION DES ANIMAUX ?

Et si vous disiez non aux sirènes du marketing de l'industrie des zoos... Vous pourriez influencer sur les politiques et directions de zoos afin :

- de demander des informations concrètes, précises et transparentes tant pour le consommateur-visitateur que les pouvoirs publics (voir QRCode).
- d'arrêter tout projet d'extension, en ce compris des annexes (parking, hôtels...) et des voies d'accès ; de stopper tout achat, vente, reproduction d'animaux ainsi que toute forme de publicité vantant les zoos.
- de demander la réintroduction des animaux sauvages dans des centres de réhabilitation dans leur pays d'origine.
- de demander une réorientation du business plan de cette industrie vers une réelle sanctuarisation pour les animaux restants et les animaux indigènes (voir QRCode).

LA TRISTE RÉALITÉ DE L'INDUSTRIE DU DIVERTISSEMENT ANIMALIER :

- Taux de décès important
- Pas (ou très peu) de réintroduction d'espèces
- Consanguinité et dérive génétique
- Stéréotypie, agressivité, résignation, dépression, désordres alimentaires...
- Bétonisation, accaparement des terres...
- ...

En conclusion : les parcs animaliers ne sont pas des sanctuaires mais bien **des entreprises ayant notamment pour but d'exploiter l'animal** sous différentes formes.

Si vous aimez les animaux, vous avez le pouvoir de les aider réellement en boycottant ces industries.

"Tout animal sauvage détenu en captivité, même durant peu de temps, subit un stress qui affaiblit son système immunitaire et peut à terme compromettre ses chances de survie."

LRBPO

COMMENT AGIR ? DEVENEZ AMBASSADEUR·RICE

FREEDOM FOR all
BOYCOTTEZ L'INDUSTRIE DU DIVERTISSEMENT ANIMALIER



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EEN NIEUW *Avontuur*



NATUURBEHOUD



PEDAGOGIE



WELZIJN

AMBASSADEUR WORDEN

f **R** **E** **E** **D** **O** **M** **f** **O** **R** **a** **L** **L**



BELGEN HOUDEN VAN DIEREN.

Maar als deze liefde betekent dat we wezens met gevoel en specifieke levensbehoeften (artikel 1 van de Waalse Dierenwelzijnscode) opsluiten en blootstellen aan voortdurende stress (lawaai, promiscuïteit, beperkte leefruimte, etc.), dan wordt onze samenleving geconfronteerd met een ernstig ethisch probleem.

Wat als het verhaal dat dierentuinen en 'dierenparken' vertellen (behoud, educatie, dierenwelzijn, biodiversiteit) enkel dient om het geweten van de bezoekers te sussen zodat ze aanzienlijke winsten kunnen maken door de commerciële exploitatie van dieren?

Wat als het grote avontuur waaraan je kon deelnemen was om te werken aan de werkelijke bevrijding van dieren?

Wat als je 'nee' zou zeggen tegen de marketingsirenes van de dierentuinindustrie?

Je zou het beleid en management van dierentuinen kunnen beïnvloeden om :

- om concrete, precieze en transparante informatie te vragen voor zowel de consument-bezoeker als de overheid (zie QRCode).
- alle uitbreidingsprojecten stop te zetten, inclusief bijgebouwen (parkings, hotels, enz.) en toegangswegen; alle aankopen, verkopen en fokken van dieren stop te zetten, evenals alle vormen van reclame die dierentuinen promoten.
- Om op te roepen tot het herintroduceren van wilde dieren in rehabilitatiecentra in hun land van herkomst.
- op te roepen om het bedrijfsplan van de industrie om te buigen naar een echt toevluchtsoord voor de overgebleven dieren en inheemse dieren (zie QRCode).

DE TRIESTE REALITEIT VAN DE DIEREN ENTERTAINMENT INDUSTRIE:

- Hoog sterftecijfer
- Geen (of zeer weinig) herintroductie van soorten
- Inteelt en genetische drift
- Stereotypie, agressie, berusting, depressie, eetstoornissen, enz.
- Betonoprukking, landroof...
- ...

Conclusie:

Dierenparken zijn geen toevluchtsoorten maar bedrijven die als doel hebben dieren op verschillende manieren te exploiteren.

Als je van dieren houdt, heb je de macht om ze echt te helpen door deze industrieën te boycotten.

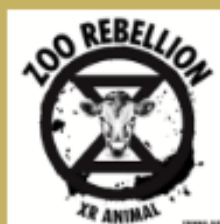
"Elk wild dier dat in gevangenschap wordt gehouden, zelfs voor een korte tijd, ondergaat stress die zijn immuunsysteem verzwakt en uiteindelijk zijn overlevingskansen in gevaar kan brengen".

LRBPO

**WAT KUNNEN WE DOEN?
AMBASSADEUR WORDEN**

fREEDOM for all

BOYCOT DE ENTERTAINMENTINDUSTRIE VOOR DIEREN



www.xranimal.earth/stop-captivity-freedom-for-all

ANTI-ADVERTISING

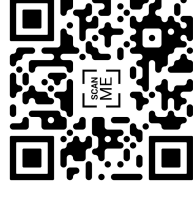
On the following pages, you'll find a working version of the anti-pub printable document.

The link to a PDF version (French and Dutch) is available on the anti-advertising example page. This is the most suitable link for printing.



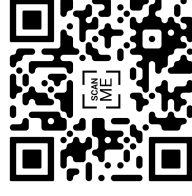
ANIMAUX COMPLÈTES À VIE

#BOYCOTTZOOS



INNOCENTS PRIZOO NIERS À VIE

#BOYCOTTZOOS





**DIEREN LEVENSLANG
OPGESLOTTEN**

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ONSCULDIGE GEVANGENEN VOOR HET LEVEN

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PANCARTS

On the following pages, you'll find the signs to print out in A2 format (in French).



**LA FAMILLE EST
IMPORTANTE
POUR TOI ?**

**MOI, JE M'EN
AI PLUS**



DE CONFINEMENT A ETÉ
DÉFICITE POUR VOS ?

IMAGINEZ CELA TOUTE
UNE VIE !



**UNO DEI PIÙ
MIGLIORI
SNOOZERS?**

**ONE VIA D'ENFERMENT
POUR VOUS.**



VOUS AIMEZ-VA

LIBERTÉ ?

MOI AUSSI



BANNER

The following page shows an example of a banner to use or create for the "Boycott Zoo" action.



VOUS AIMEZ VRAIMENT LES ANIMAUX ?

HOU JE RECHT VAN DIEREN?



**FAITES DÉMONTAGE
QU'EST-CE QUE VOUS
PENSEZ DE LA CHASSE ?**