



Narratives for Animal Freedom

Messaging Guide

August 2023



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Introduction

Over the last 12 months, Animal Think Tank's Narrative Research project has been focused on carrying out studies to uncover the most persuasive narratives for animal freedom.

The results of this research, synthesised with that of other organisations, informed the creation of our [Narrative Architecture for Animal Freedom](#), a tool for all of us in the movement to craft unified messaging.

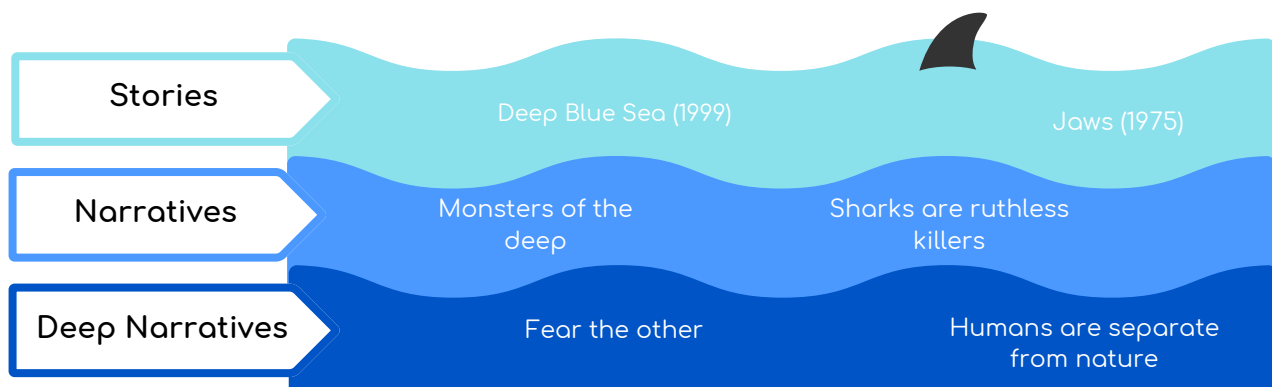
Use this Messaging Guide to dive deeper into our Narrative Architecture. Learn how to craft your own messaging using the narratives we've identified as having the power to persuade, and see some of them in action.

The narratives outlined here are tried and tested for their power to change hearts and minds, but our research is always evolving, so watch this space for updated advice.

What is narrative?

A narrative is [a shared understanding of how things work](#).

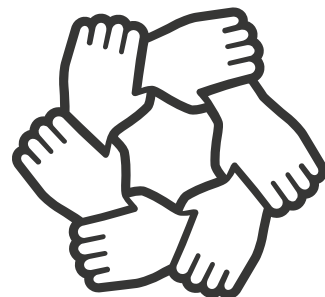
They are ideas and themes that connect collections of [stories](#). They form a lens through which we view the world and interpret information. A [deep narrative](#) goes further, forming what seems 'natural' or 'common sense'. We need to reach people at every narrative level in our communications.



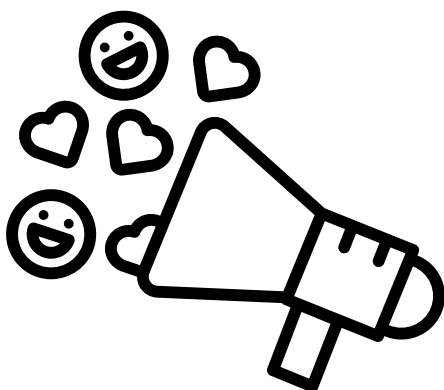
The importance of narrative unity

We believe that narrative unity across the animal freedom movement is [vital](#)...

The purpose of our Narrative Architecture is to **unite and empower** the animal freedom movement by equipping advocates with the most persuasive narratives and messaging advice based on our latest research.



...But that doesn't mean we all have to say exactly the same thing.



Our narratives can fit any story or message you need to tell. When we can all draw on the same highly effective narratives, we can speak to society's most deeply held values and aspirations, even when we're concentrating on our individual campaigns and focus areas.

Our Persuasive Narratives

These narratives proved to be most persuasive, based on our latest research results...



Animal Abilities

Animals have awe-inspiring abilities and/or intelligence, as well as rich inner lives.



Social Progress

animal freedom is the next step in our progress as a society.



Morality

It's morally right that we support animal freedom.

In this section, we'll outline each of the narratives our research uncovered, giving examples of messaging to inspire you to use them in your own campaigns.

We'll be carrying out research to further explore each of these narratives.



Read the research behind these narratives so far:

[Our research report](#) 



Deep dive - Animal Abilities

When people understand other animals and can see them as unique individuals, they care more deeply about them.

The Animal Abilities narrative focuses on the rich internal experiences of fellow animals. It shows that, similar to humans, they have unique abilities, personalities and feelings.

This narrative challenges conventional views of animals as 'lesser' beings or mere resources for human consumption. Instead, it shows that other animals' abilities to feel and experience the world should be the foundation for prioritising their wellbeing and freedom.

We will be conducting further public testing to explore this narrative in more detail.

Example message (for illustrative purposes):

Shared Values	All of us have a unique perspective and experience of the world. No matter if we're a dog, pig, chimpanzee, chicken or human, we all experience emotions and want to feel connected to others.
Violation	Yet harmful industries, like factory farming, disregard the emotional lives and unique experiences of other animals, devaluing life itself in the pursuit of profit.
Solution	As we continue to understand and appreciate the depth of other animals' experiences, more and more of us are calling for further protections and rights of all animals...
Vision	...because we all want to live in a world where everyone, regardless of our species, is valued and protected. A world that values life over greed.
Call to Action	Together we can make this vision a reality. Sign the petition to ban factory farming and stand with us in promoting a fair, compassionate world for all life.

REMEMBER

Your message can pull on more than one persuasive narrative.
Read more on this framework in the 'crafting effective messaging' section.



Deep dive - Animal Abilities

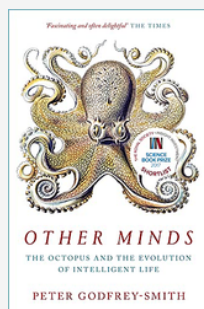
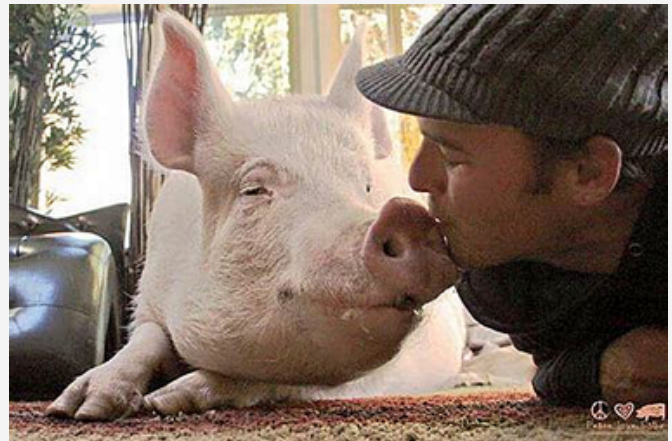
When people understand other animals and can see them as unique individuals, they care more deeply about them.

How our movement already uses Animal Abilities:



Animal Equality puts people in the hooves of the animals going through a slaughter house, showing them what they experience. This has been shown to change attitudes and meat consumption.

Through one individual - Esther the Wonder Pig - people are able to see that animals who are farmed have as much personality and uniqueness as any animal companion who shares our home.



Bestselling books such as Super Fly and Other Minds: The Octopus and the Evolution of Intelligence have helped educate and spread awareness about the internal lives of animals who are often perceived as having 'low sentience'.



Deep dive - Social Progress

Championing animal freedom isn't just about other animals; it's about our shared commitment to advancing justice.

The Social Progress narrative communicates humanity's trajectory towards greater empathy and inclusivity. From the abolishment of slavery to the universal suffrage movement to LGBT+ rights, history is punctuated by moments when we've chosen the path of greater fairness and justice.

This narrative frames animal freedom as the next logical step in our social progress and is about our shared commitment to advancing equality and staying true to our morals.

Pax Fauna also found that participants responded well to a similar Social Progress narrative - Evolving Together - particularly in combatting a sense of futility around whether individual change makes a difference.

Example message (for illustrative purposes):

Shared Values	Throughout human history, we have celebrated the abolition of slavery, the rights of women to vote and the freedom for LGBT+ people to marry, recognising that each milestone takes us closer in creating a fairer, more compassionate society.
Violation	Yet despite all our progress so far, the animals in our society, who have their own experiences and emotions, are often disregarded, their freedom and rights denied by profit-driven industries.
Solution	To create a society that respects and values everyone, no matter what we look like, we need to ensure every living being has greater protections and rights.
Vision	Imagine a world where our story of progress includes all of us. A world where all our freedoms are celebrated, and where our legacy isn't just about the rights we've gained for humans, but other animals too.
Call to Action	Join us in writing this next chapter. Be a part of the National March for Animal Freedom, and together, let's ensure our journey towards a more compassionate and fair society is truly inclusive.

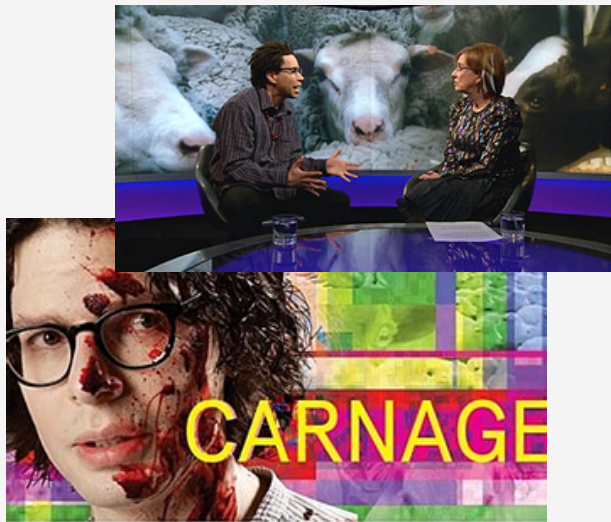
REMEMBER Your message can pull on more than one persuasive narrative.
Read more on this framework in the 'crafting effective messaging' section.



Deep dive - Social Progress

Championing animal freedom isn't just about animals; it's about our shared commitment to advancing justice.

How our movement already uses Social Progress:



Simon Amstell's film Carnage (2017) optimistically imagines a future version of the UK that has transitioned away from eating animals, and the challenges society faced to get there.



'Do you want to make history?', a video by The Vegan Society, compared past social justice movements, like women's suffrage and civil rights, to today's need for animal freedom.



Deep dive - Morality

The rights and freedoms of animals aren't just a matter of preference; they're an ethical imperative.

The Morality narrative reinforces our ethical obligation to treat other animals with respect, kindness and compassion. At its core is the belief that causing unnecessary harm to another is fundamentally wrong. Drawing from principles like the Golden Rule – treating others as we would wish to be treated – this narrative encourages us to extend this basic ethic to all.

In acknowledging that animals can experience suffering, joy and a range of emotions, the question of how we treat them becomes a poignant moral issue. If we wouldn't want to be subjected to confinement, exploitation or cruelty, then morally, we shouldn't impose these conditions on animals. This narrative reminds us that true moral integrity requires consistency in our compassion to ensure that our circle of empathy includes all beings.

Example message (for illustrative purposes):

Shared Values	We teach our children the importance of treating others as we would like to be treated. We want them to live in a society where kindness, respect and compassion is the foundation that guides all our interactions.
Violation	Yet what would our children think if they knew that billions of animals were subjected to confinement, exploitation and cruelty? These harmful practices, driven by industries motivated by profit, violate our society's moral values.
Solution	Many of us are already choosing kindness over indifference, making our voices heard and standing up for what we know is right to create a better society for everyone.
Vision	Imagine a world where all of us, regardless of our species, are treated with respect and compassion. Just like civil rights, women's rights and LGBT+ rights, this isn't just a dream; it's the future we all need.
Call to Action	So write to your local MP to vote for [specific pro-animal legislation], and encourage others to do the same. Together, we can create a society that cares about all of us.

REMEMBER

Your message can pull on more than one persuasive narrative.

Read more on this framework in the 'crafting effective messaging' section.



Deep dive - Morality

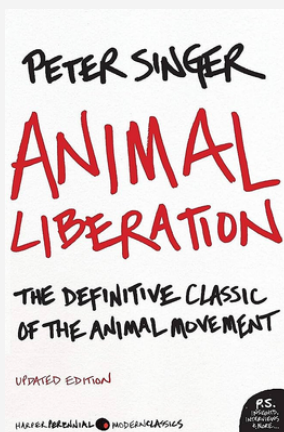
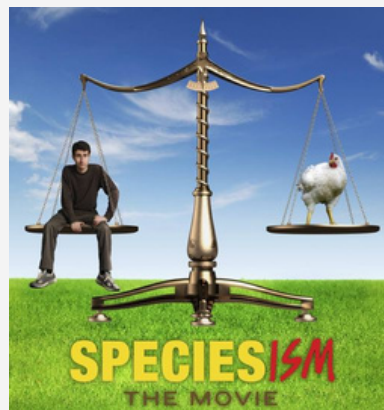
The rights and freedoms of animals aren't just a matter of preference; they're an ethical imperative.

How our movement already uses Morality:



The Animal Interfaith Alliance foregrounds morality in their communications from a religious perspective.

The advertising campaign for Speciesism: The Movie invokes the Golden Rule and uses imagery presenting humans and animals as having the same moral 'weight'.



The work of Peter Singer makes an argument for animal freedom based on the principle that our moral decision-making should give equal consideration of interests to all beings.

Other Persuasive Narratives

Our research project still has a lot to uncover, but there are other successful narratives for social movements, tested by Public Interest Research Centre (PIRC), that can also be used for animal freedom communications.



Unequal by
Design

Society has deep-rooted power imbalances that benefit a select few. By understanding that the system is intentionally constructed that way, we can choose to redesign it for a fairer future that benefits all of us, not just a few.



A Bigger Us

We have more commonalities than differences, and drawing strict lines between 'us' and 'them' can narrow our focus. Society's circle of concern should include other animals as part of our collective solidarity.



Citizens

Our role in social change is through collective action, rather than individual choices. This is useful to counter the current dominant narrative that a fairer world can only be achieved through individual consumer choices.

SOURCE: [PublicInterest.org](https://www.publicinterest.org/), [The Narratives We Need](#)

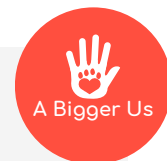
Just like the narratives we discovered, our movement often calls upon these persuasive narratives...

How our movement already uses these narratives:



Animal Justice Project's 'The Foul Truth' campaign draws attention to the hidden practices in factory farming that are designed to maximise profit, not welfare.

Peaceable Kingdom: The Journey Home follows former farmers as they reconnect with other animals and come to terms with their own role in their slaughter, breaking down perceived barriers and finding solidarity with one another.



Animal Rising and others have led campaigns targeting the systems behind factory farming and other harmful industries, pushing alternative solutions. This approach stresses that it's not just about dietary choices, but about a collective challenge to an industry and collective change.

Flipping harmful narratives

Part of our narrative research project involved mapping the dominant narratives about animals in society today. These are the ones we discovered that cause harm or are problematic.



Economy

The perceived economic importance of the meat, dairy, and egg industries, especially for sustaining rural communities.



Welfare

We found that support for welfare of animals within farming was a dominant narrative, but the industry co-opts these good intentions.



Justifications

The belief that eating other animals is acceptable because it's normal, natural, necessary and nice.



Anthropocentrism

The view that humans are unique, more valuable, at the top of a hierarchy, while animals can be owned and exploited.



Manly meat

Cultural and gender-related stereotypes associating meat-eating with strength, power, and masculinity.

In this section, we'll outline each of the (potentially) harmful narratives in detail, giving examples of messaging that both reinforces and challenges them.



Explore the full results of the Mapping Narratives study

[Our research report](#)





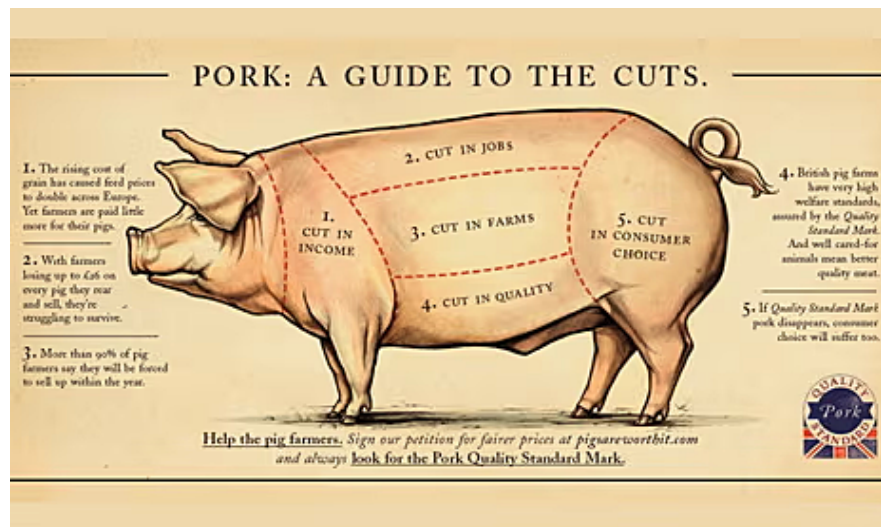
Flipping the Economy narrative

Shifting the narrative to one where animal farmers and animal advocates are on the same side.

One common harmful narrative we identified was economic justifications: that we need to continue farming animals to **support farmers, rural communities, and the economy** as a whole, (which could not survive the absence of animal exploitation).

The Economy narrative in action:

This industry campaign frames eating 'quality pork' as supporting farmers' livelihoods in economically difficult times. It also calls briefly upon ideas of 'high welfare' standards.



Flipping the Economy narrative:



The [Vegan Society's Grow Green campaign](#) has been working with farmers to support them in transitioning to plant-based agriculture.

Similarly, [Plant Based Treaty](#) demand that the government support farmers and fishing communities to transition to a plant-based food system.

These and other campaigns are helping to shift the narrative to one where animal farmers and animal advocates are on the same side: creating a fairer, more ethical food system.



Flipping the Welfare narrative

This is a strong and well-intentioned narrative in the minds of the public, but it's easily taken advantage of by the industry.

This narrative, largely propelled by the farming industry, advocates consumption from 'high welfare' animals. Many people are uninformed about the realities of these 'high welfare' practices, often disagreeing with them once known. There is a critical need to debunk this narrative and highlight the truth behind 'high welfare' farming, which our movement has been focused on exposing for years.

The High Welfare narrative in action:



Brands such as 'The Happy Egg Company' build their branding on idealised images of chickens free-roaming in the countryside, giving consumers an inaccurate idea of the reality.

Flipping the High Welfare narrative:

The satirical website [Elwood's Organic Dog Meat](#) effectively flips this narrative by using the same 'high-welfare' arguments in support of farming dogs for meat. It successfully exposes the hypocrisy of our approach to farming other animals.





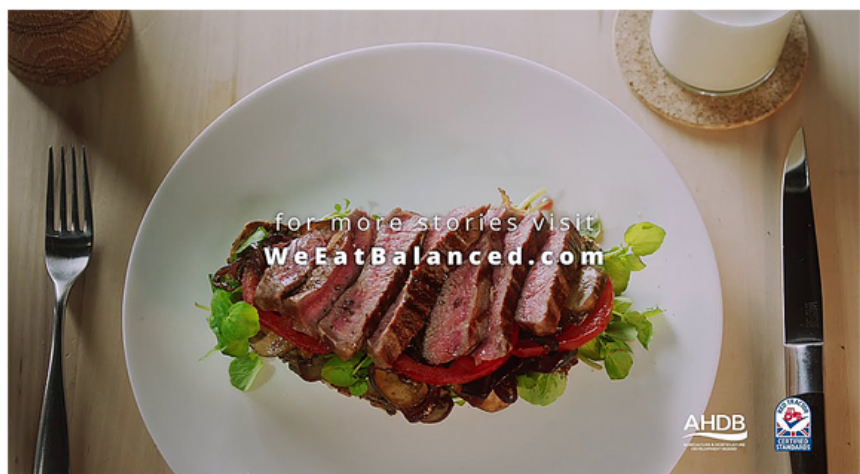
Flipping the Justifications narrative

By countering each justification, we can continue to build resistance to this embedded narrative over time.

Supported by previous findings from academic researchers, we've found the most dominant narratives involved the most common justifications for eating animal 'products': that it is **necessary**, **natural**, **normal**, and **nice**.

The Justifications narrative in action:

The farming industry leans in to this narrative heavily. This ad conveys that a healthy, tasty, balanced diet requires 'meat' at the centre of the dish, (accompanied with a glass of cow's milk to wash it down).



Flipping the Justifications narrative:



When promoting their plant-based burgers, Burger King ran a '[Normal or Meat?](#) campaign, showing how plant-based products can also be necessary, natural, normal, and nice.

[Animal Rising](#) directly challenges the 'natural' justification by pointing out the unnatural, squalid conditions for farmed animals that are a far cry from the pastoral idyll that the industry would have us believe in.





Flipping the Anthropocentrism narrative

Anthropocentrism is a narrative that exists at the level of a worldview. Flipping it involves challenging its assumptions.

This narrative is very pervasive, and is constantly reinforced in both obvious and more subtle ways in our culture. Any cultural product that normalises **human superiority** or the ownership of other animals reinforces anthropocentrism, knowingly or unknowingly.

The Anthropocentrism narrative in action:



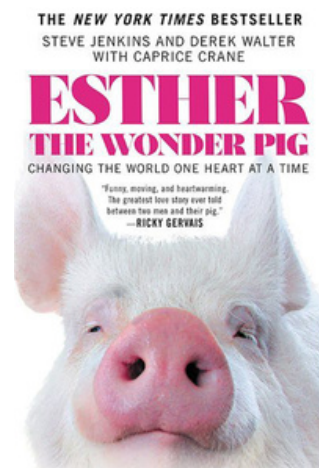
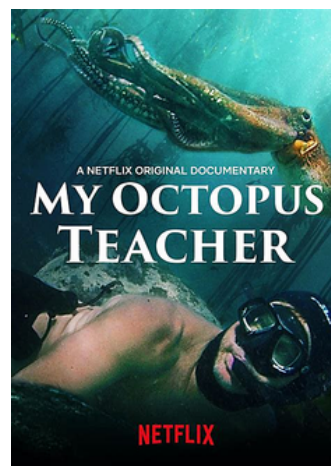
This 2007 [TV advertisement](#) for SeaWorld reinforces anthropocentrism by juxtaposing captive orcas with theme park rides. This objectifies the individuals, presenting them as equally suited to be attractions for the enjoyment of the park's human guests.

Flipping the Anthropocentrism narrative:

The Animal Abilities narrative uncovered by our research acts as a persuasive counter to anthropocentrism.

We need to keep telling stories that inspire awe, reverence, and respect for our fellow animals.

Telling the stories of individuals like [Esther the Wonder Pig](#) and the female octopus in [My Octopus Teacher](#) reminds us that humans aren't the only animal with unique personalities, skill and rich inner lives.





Flipping the Manly Meat narrative

Messaging challenging this narrative has to challenge traditional masculinity itself.

Another widely used narrative by the meat industry is the stereotype of meat being 'manly' - i.e. by eating animal flesh, you can strengthen your **masculine gender identity** as a strong and powerful provider.

The Manly Meat narrative in action:

This advertisement for a fast food chain explicitly pulls on the 'Meat is Manly' narrative, reinforcing arbitrary gender stereotyping about meat-eating.



Flipping the Manly Meat narrative:

Promoting the adoption of new forms of masculinity that emphasise authenticity, personal growth, self-awareness, nurturing instincts, and a willingness to challenge traditional masculinity can lead to a positive shift in attitudes toward meat consumption.

Research suggests that men who embrace this form of masculinity are more likely to display empathy towards other animals, express genuine concern for the environment, and break away from deeply ingrained gendered eating and behaviour patterns.

Though it didn't specifically mention animal issues, Gillette's 'The Best Men Can Be' campaign reframed masculinity as responsible, compassionate and proactively building a better society.



Crafting Effective Messaging

Now that we have our persuasive narratives, we can focus on crafting campaign messaging. Before we begin, it's useful to bear in mind the purpose of an effective message:

01. Excite our base



For those who already support and/or take action for animal causes, our messages should fire them up and resonate with them so much that they feel compelled to share with others. This is how messages go viral !

02. Persuade the movable middle



For the majority of society who are undecided or conflicted about their views on various animal causes, and have the potential to be persuaded, our messages should connect with them on a deep level and make them think.

03. Repel our opposition



We want people who ideologically disagree with animal rights and freedom to be turned off by our messages. If they're not, it means our messages are too weak and we may even be reinforcing their narratives.

Framework for effective messaging

Over the next few pages, we'll go into detail on how to write effective campaigns messaging using this framework. This has been widely tested across countless different campaigns and movements, and has shown to be the most effective structure to persuade people who aren't yet convinced about an issue.

- 1** Open with 1-3 **SHARED VALUES** (e.g. treating others as we would wish to be treated, care, love, friendship, community, dignity etc).
- 2** Name how our shared values are being **VIOLATED**. Consider **who** is responsible (e.g. CEOs, the factory farming industry), **what** they're doing (e.g. specific laws or practices) and **why** (their motivation for doing it, e.g. profit).
- 3** Emphasise that collective action is needed to achieve the **SOLUTION**. Give examples of solutions that **already exist** and/or **new solutions that are needed**.
- 4** Share our **VISION** of a future that benefits all of us. Connect how us joining together will achieve the initial shared value(s) and create a better society.
- 5** Deliver a collective **CALL TO ACTION**, (e.g. sign a petition, attend an event, engage in open liberation).

DO

...be creative.

These are just guidelines for messaging best practice. You might choose to open with vision or even solutions rather than values.

DON'T

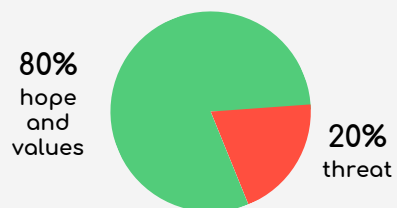
...open with violation.

This can alienate our audience and make them too defensive or overwhelmed to be receptive to the rest of the message we want them to act upon.

REMEMBER

...the 80/20 rule for messaging.

Any message should be approximately:



Read more about this structure:

- ASO Communications - [Race Class Gender Narrative Messaging Template](#)
- We Make The Future - [Resources](#)
- Public Interest Research Centre - [Framing Guides](#)

1

Shared Values

Shared values bridge the perceived barriers between us and those we're trying to reach.

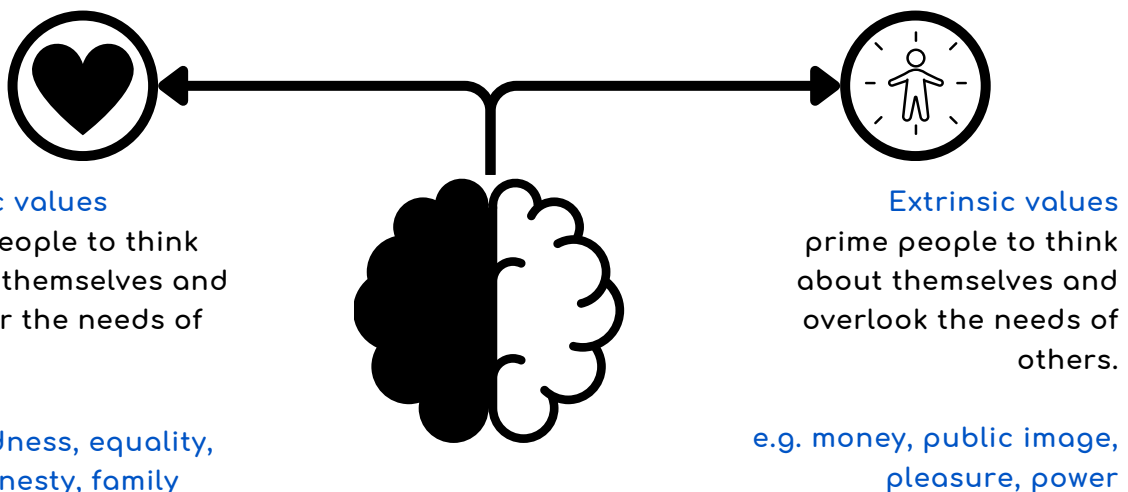
Why open with shared values?

Because it establishes common ground and emphasises what already connects us. Effective messages get people agreeing with what we're saying from the outset - then they're already engaged and open to listening to the rest of our message.

Why not open with the problem?

Most social justice messages tend to open with the problem, but research shows it can make a lot of people feel threatened and either dismiss or switch off from the message completely. If we open with shared values, we lower people's defences and more quickly engage them.

We need to be intentional about which values we activate...



If we want our message to encourage people to care about other animals, we need to ensure we're only priming intrinsic values.

Trying to connect with both intrinsic and extrinsic values can create cognitive dissonance in the viewer.

It's hard for people who are receiving extrinsic messaging about the cost or taste of food to connect with intrinsic values.

If the purpose of our message is to encourage people to eat plant-based food, we might consider employing extrinsic values, like pleasure, taste, affordability. But we should bear in mind that the more we strengthen extrinsic values by encouraging people to consider their own interests, the more we weaken their ability to connect with intrinsic values and consider the interests of others.

1

Shared Values

Shared values bridge the perceived barriers between us and those we're trying to reach.

How our movement frames shared values:

The Vegan Society's [BeAnimalKind campaign](#) emphasises living in alignment with our values. This video opens with the shared values of [connection](#), [relationship](#) and [love](#)...



"Do you remember that feeling that left you reeling?"



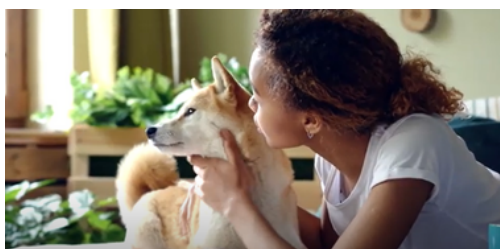
"The connection you felt that made your heart melt?"



"Do you remember the eyes, the beat of the heart..."



"...the fur so soft..."



"...how we could never part?"



Interested in finding out more about the power of values?

Visit:
common
cause FOUNDATION

2

Violation

Introducing the problem now frames it as a shared problem rather than just something that affects other animals.

Why should we frame the problem as a violation of our shared values?

By introducing the problem **after** shared values, people are more able to see how an issue that may feel unconnected to them actually has personal relevance. This makes it harder for people to dismiss it as an issue that doesn't affect them. To build a sense of urgency, it's important to convey that this is a problem that will continue to get worse unless we take action.



The problem is our shared nightmare...

Martin Luther King's 'I Have a Dream' speech was made all the more powerful by framing the problem of racism and segregation as America's nightmare, violating its promise of the American Dream.

Effective messages make the problem even more emotive and powerful by contrasting the nightmare of what's happening today with the vision of the kind of society we all want and need.

How our movement frames violation:

Unless we find a way to **repair this broken relationship**, we cannot fix either the climate or nature emergencies.



Shared values violated:

care, relationship, connection.

Animal Rising frame animal exploitation as 'our broken relationship with animals'. The use of 'our' is also effective, framing it as a societal issue that affects us all.

Shared values violated:

family, innocent children, a mother's love.

Animal Equality frames the problem of dairy as 'tearing families apart' and shows how values we all care deeply about are being violated.



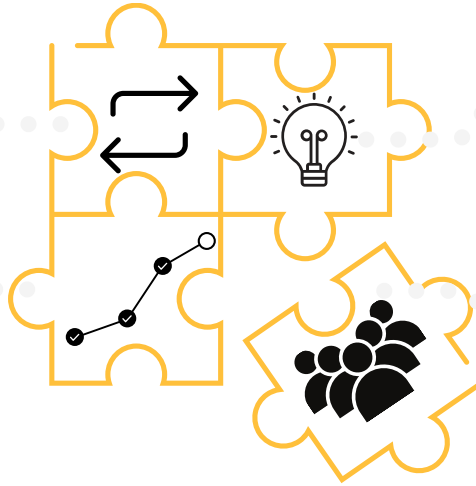
3

Solution

The solution inspires hope and action, as well as counteracting people's sense of futility or apathy.

Show others that change is possible - and is already happening.

Give examples of progress we've already made.



Give examples of opportunities that are achievable and desirable.

Convey that we need to take collective action to create lasting change.

The solution is us!

While we may need to pressure governments, corporations, or organisations, the solution is caring people coming together to create the change that the world needs.



How our movement frames solution:

Mercy for Animals' Transformation project shows that change is possible, and already happening, with farmers transitioning to plant-based farming.

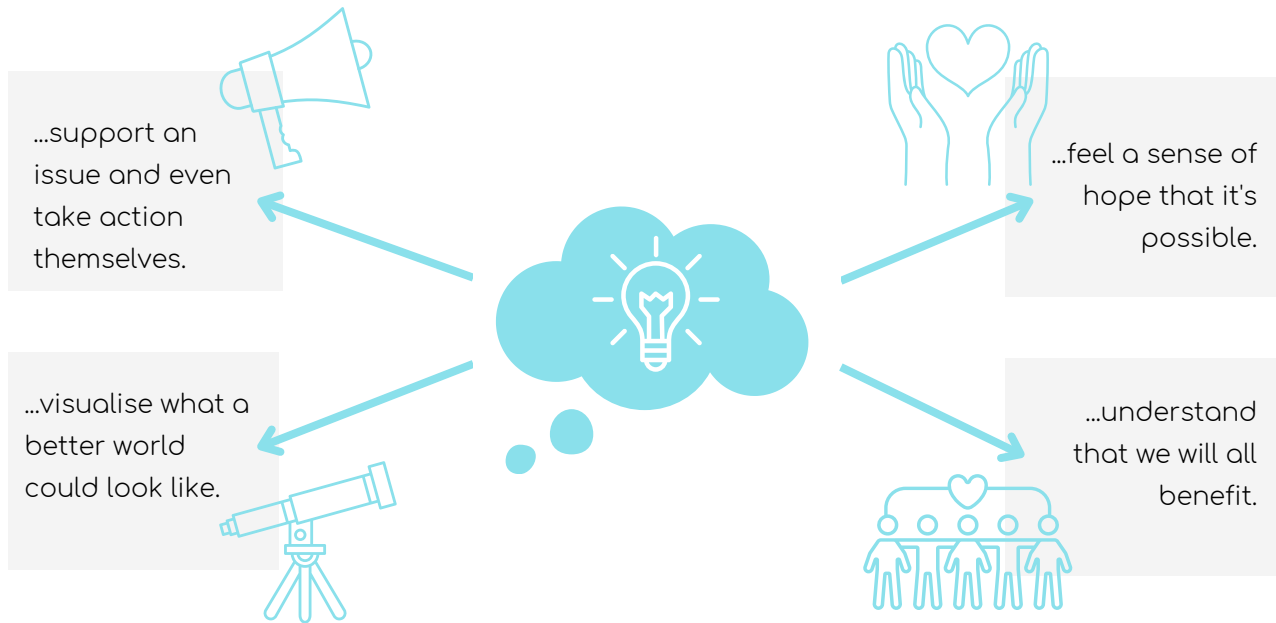


4

Vision

To persuade people to be a part of the journey, they have to know what the destination is...

A clear and effective vision inspires people to...



Vision = Shared Dream

A vision of animal freedom needs to convey how all of us will benefit. Again, this helps make it personally relevant to everyone.

How our movement frames vision:

**animal
EQUALITY**



[Freedom for Animals](#) and [Animal Equality](#) both speak directly to their vision in their names. This also has a positive framing effect, speaking to what they're for rather than what they're against.

5

Call to Action

This is our ask - the first step along this shared journey.

How to frame a call to action?

The call to action needs to be framed as one step in our shared journey towards success (rather than the end goal in itself). It can range from anything as simple as signing a petition, taking part in an action, or even organising a group of people to take action.

An effective ask should be SMART:



Specific

- Precise and tangible.



Measurable

- Quantifiable: money, attendance, signatures.



Achievable

- Possible for your reader to do.



Relevant

- Follows on logically from the rest of the message.



Timebound

- Has a defined start and end point.

How our movement frames call to action:

[Animal Aid](#) asks their supporters to be part of a pressure campaign against racing horses:

6. Ask ITV and BBC Radio 4 to stop promoting horse racing

We're calling on ITV to stop broadcasting horse racing and asking Radio 4's Today programme to stop broadcasting its 'tip' of the day. Horse abuse has been normalised by society over generations and through various means: its promotion and coverage on TV, radio, print and online media is used as a vehicle for gambling, the so-called 'harmless flutter'.

This year, Animal Aid has launched a new campaign, aimed at raising public awareness of the dangers of Jump racing, and, ultimately, to bring an end to this dangerously cruel discipline that kills so many innocent animals.

[Write to ITV and BBC Radio 4](#)

Other Messaging Tips

01. Frame messages positively.

Say what we're for and what we're creating, not just what we're against or want to end. This is about creating something positive, not just ending something negative.

02. Frame fellow animals so others can relate.

Show them as active, intelligent individuals who resist their oppression and feel a range of emotions, not as passive, 'voiceless' victims to pity.

03. Instil hope.

Message from a place of possibility, opportunity and inevitability. And use joy, humour and empathy to communicate this. If people believe change is possible, then they'll want to be a part of it.

04. Show don't tell.

Statistics and data can feel abstract. Use them sparingly to strengthen communications. To move people, we need to show through emotion, story moments, metaphors and vivid descriptions.

05. Avoid jargon.

Use familiar language that resonates with people (e.g. rather than talking about 'sentience', talk about other animals' emotions and interests).

06. Use trusted messengers.

People are more likely to listen to messages conveyed by those seen as knowledgeable, experienced, relatable or unbiased.

The real test of an effective message: does the audience...



Feel it?

Does it create an emotional response in them?



See it?

Does it create visual images in their imagination?



Say it?

Will people remember it and want to repeat it?



Understand it?

Is it clear and simple enough for anyone to understand?

Summary

We hope that this messaging guide will give the animal freedom movement consistent and persuasive narrative tools to work together towards a world where all life is respected and honoured.

What have we discovered?

Our research has identified three persuasive narratives so far:

- Animal Abilities
- Social Progress
- Morality

What's next?

We intend to...

- Carry out further testing and research to refine and adapt our advice.
- Hold ongoing events and consultations to build narrative expertise and unity in the animal freedom movement.

An evolving research project

This is a long-term research project that will continue to adapt, iterate and refine our findings, especially as UK society becomes more supportive of animal freedom.

We believe that narrative unity across the animal freedom movement is vital. When we can all draw on the same highly effective narratives, we can speak to society's most deeply held values and aspirations, even when we're concentrating on our individual campaigns and focus areas.

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Thank you for your continued support in our efforts to promote narrative change for animal freedom.

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