

EXPERTISE FOR ANIMALS



Annual Report 2024

# 2024 Annual Report

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## Legal Notice

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# 01 Introduction

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We are pleased to present the activity report of Expertise for Animals gGmbH for the year 2024.

As a non-profit organization, we are committed to advancing animal welfare and animal rights based on scientific evidence. Our goal is to support the work of the animal advocacy movements. To that end, we provide evidence-based information on nonhuman animals.

This report offers a comprehensive overview of our projects, activities, and achievements over the past year.

It not only documents our accomplishments to date, but also provides an outlook on future challenges and opportunities.

We embrace these with commitment to further advance our work and actively shape societal change.

Expertise for Animals advocates for a world in which all sentient beings have the freedom to live a self-determined life and are valued and respected as individuals.

This report demonstrates how we are moving closer to our vision. We thank all supporters who make it possible for us to make a positive impact for nonhuman animals.



02

# Corporate Legal Structure

## 02 Corporate Legal Structure

Expertise for Animals is a non-profit limited liability company [gGmbH].

The shareholders are Marietheres Reinke, Eva Seifert, and Sophie-Madlin Langner. Marietheres Reinke holds 49 percent of the company shares, Eva Seifert holds 49 percent, and Sophie-Madlin Langner holds 2 percent.

Expertise for Animals gGmbH was founded on September 1, 2021, and registered in the commercial register on November 18, 2021. Therefore, the year 2024 represents the third full financial year.

The CEOs Marietheres Reinke and Eva Seifert, as well as the Executive Employee Sophie-Madlin Langner are authorized to represent the company. Any two of them may represent the gGmbH jointly.

# 03

## Guiding Principles

## 03 Guiding Principles

Our guiding principles form the foundation of our organization and at the same time embody our organizational culture.

They define the purpose and identity of Expertise for Animals, describe our core values, and provide a framework within which we make decisions as well as plan and implement activities. This ensures consistent and impactful action.

At the same time, we are committed to continuously reviewing and adapting our guiding principles to meet evolving demands and challenges. This way, they remain not only relevant and effective but also continue to serve as a solid foundation for our work, authentically reflecting our values and beliefs.

### 03.01 Our Vision

Our vision is a world in which all sentient beings have the freedom to live a self-determined life and are valued and respected as individuals.

For this reason, we promote a shift in values toward a society that fundamentally recognizes nonhuman animals rather than subordinating them to human interests.

### 03.02 Our Mission

As an interface between scientific research and animal advocacy movements, Expertise for Animals provides well-founded information on nonhuman animals.

Through our expert consulting, we empower stakeholders to apply current and recognized scientific findings strategically, enabling them to conduct their work effectively and based on facts.

### 03.03 Our Key Audiences

We support national and international organizations as well as stakeholders in the animal welfare and animal rights movements. In addition, we advise journalists, media professionals, and decision-makers.

We also assist other experts, think tanks, scientific institutions, and researchers working in the field of human–animal relations. Our freely accessible knowledge resources inform the interested public.

In addition, we provide online knowledge and information resources that support our target groups in their work in a well-founded and effective manner.

Through carefully researched and prepared content, we contribute to sustainably enhancing the quality and credibility of campaigns, petitions, advocacy efforts, and other animal protection initiatives.

### 03.04 Our Work

As a non-profit organization, we provide comprehensive consulting to the animal advocacy movements and related stakeholders.

Our work includes producing expert analyses and preparing scientific findings, as well as promoting interdisciplinary networking.

### 03.05 Our Methods

We place great importance on high-quality knowledge management. We develop our expertise through thorough research, literature review, and sound analyses.

In addition, we engage in regular exchange with other experts to continuously expand our know-how.

Quality management and evaluation are integral parts of our work, which we continuously reflect upon and systematically integrate.

### 03.06 Our Core Values

We aim not only to pursue new strategic paths but also to foster a progressive organizational culture from the very beginning.

It is important to us to cultivate a work culture that puts people—with their skills and interests—at the center.

We work according to the following core values:

**1. Anti-speciesism:** We take an anti-speciesist position. We see our work as part of movements that reject all forms of oppression of humans and nonhuman animals and strive for a free and fair society for all.

**2. Perspectives:** Our aim is to understand the perspectives of nonhuman animals in the best possible way in order to represent them in their interests.

**3. Transparency:** We work critically, knowledge- and source-based. In our organization we pay attention to transparency.

**4. Continuous Learning:** We constantly educate ourselves and expand our skills and knowledge. This means that we are always at the cutting edge of science.

**5. Networking:** We see networking and exchange with others, also interdisciplinary, as an enrichment and essential part of our work, so that we strive for mutual support and joint projects.

**6. Participation:** We pay attention to an inclusive, non-discriminatory and barrier-free organisation and communication.

**7. Criticism:** We strive to reflect, accept criticism and practice self-criticism, especially in places where we produce and reproduce discriminatory structures in our work.



04

## Activities of Expertise for Animals gGmbH in 2024

## 04 Activities of Expertise for Animals gGmbH in 2024

In 2024, Expertise for Animals carried out a wide range of activities and projects to raise awareness about the serious abuses in animal farming and to provide targeted support to the animal advocacy movements.

### 04.01 Consulting

In 2024, we actively pursued our mission to strengthen the animal movements through numerous consultations—both paid and pro bono.

In doing so, we supported organizations, individual actors, and media representatives with our professional expertise and long-standing experience in the NGO sector to contribute targeted and impactful efforts for animal welfare and animal rights.

Some of these projects are still in the implementation phase and will be published as part of our partners' campaigns. Below is a selection of completed or already communicated projects. Here are a few examples:

#### 04.01.01 Association Against Factory Farming (Verein gegen Tierfabriken, VGT)

In 2024, we prepared two scientifically based position papers on pig farming for the Austrian Association Against Factory Farming (VGT).

Both analyses clearly show that the legally permitted housing conditions—especially the use of fully slatted floors—are associated with significant restrictions on the health and behavior of pigs.

Our position papers demonstrate that this type of housing does not comply with the requirements of the Austrian Animal Welfare Act and support the VGT's demands for a ban on fully slatted floors.

The VGT utilizes our expert support to evidence-base and strategically underpin its public relations work and legal actions.



#### 04.01.02 Albert Schweitzer Foundation Germany

We supported the Albert Schweitzer Foundation in the content revision and updating of their background articles on farmed animals.

Through our collaboration, we helped ensure that the articles remain a reliable and scientifically sound source of information for the general public and the Foundation's animal welfare work.

#### 04.01.03 Otwarte Klatki

On behalf of Otwarte Klatki, we analyzed video footage from a Polish facility operated by Woźniak, the largest egg producer in the EU. The subject of the analysis was so-called enriched cages—the housing system for so-called laying hens that is still permitted across the EU.

Our analysis shows that, despite minor improvements such as perches or scratching areas, the fundamental needs of the animals remain unmet. The hens suffer from lack of movement, behavioral disorders, and physical injuries.

The findings were published in an English-language report at the end of 2024 and served as the basis for a Polish publication by Otwarte Klatki.

#### 04.01.04 Vegan.Bullerbyn

In 2024, we supported the animal sanctuary Vegan Bullerbyn e.V. in responding to an official complaint concerning the keeping of a wild boar within a group of domestic pigs. Our biologist Eva Seifert and veterinarian Stephanie Kowalski conducted an extensive literature review on the social behavior of wild and domestic pigs.

The analysis shows that both species share numerous behavioral similarities and, under appropriate conditions, can be kept together. The results are publicly available on our website.

#### 04.01.05 Cruelty Breeding Evidence Network (Qualzucht-Evidenz Netzwerk, QUEN)

The Cruelty Breeding Evidence Network provides detailed information on breeding-related visible and hidden defects in nonhuman animals.

The information database primarily supports veterinary authorities, courts, political decision-makers, and legislators. In 2024, we contributed to drafting several fact sheets on cruelty breeding defects.

#### 04.01.06 Photographer Timo Stammberger

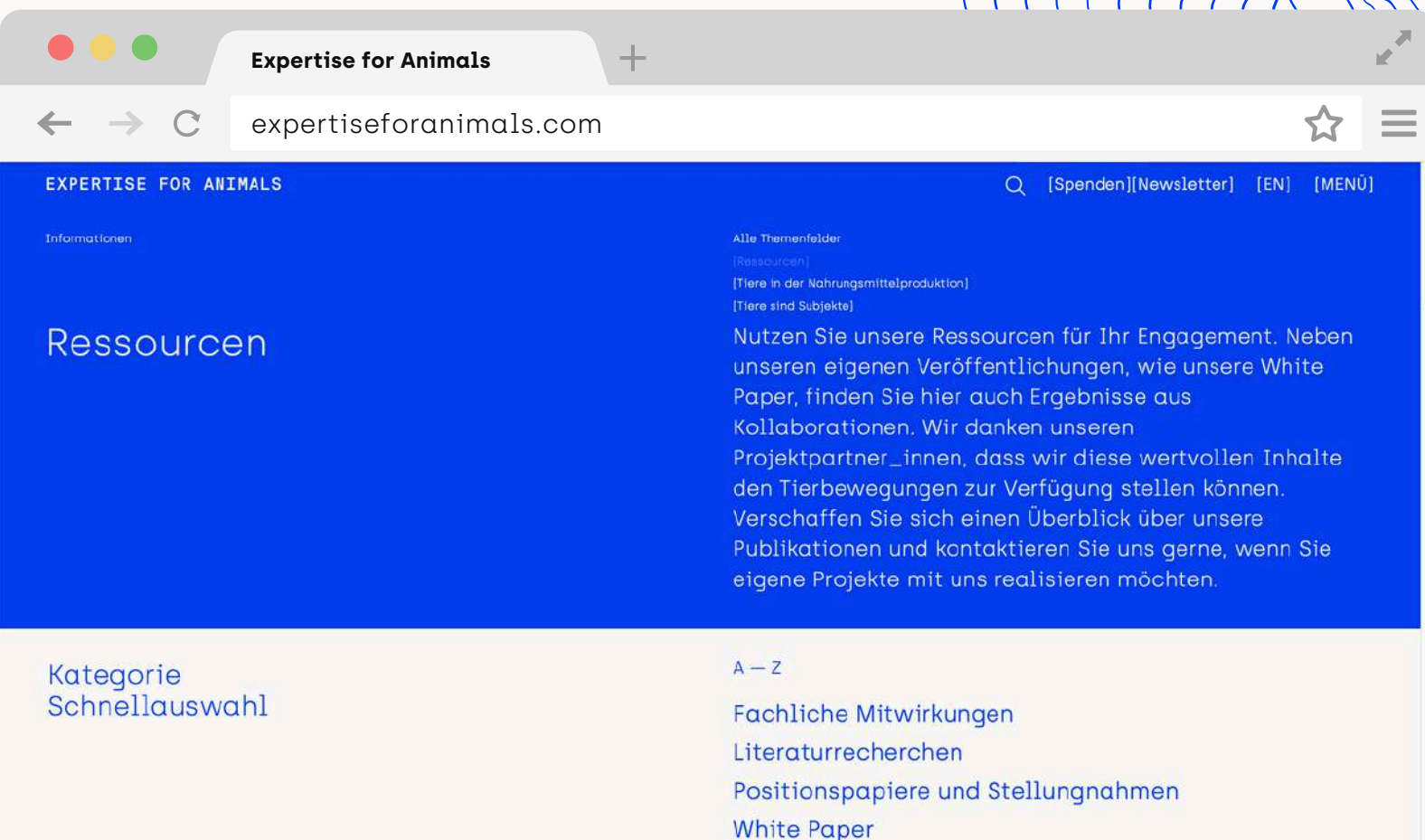
Timo Stammberger is a photographer whose work draws attention to the complex relationship between humans and other animals. For a photo series on instruments used in the animal industry, we supported him with our expert knowledge.

## 04.02 Development of Information Resources

In 2024, we launched our new resource library on our website.

There, we compile our white papers, statements, and position papers, as well as literature reviews and publications by others in which we have contributed our expertise.

This enables users to access our well-founded content quickly and easily.



We published a new, in-depth background article on turkey farming. The publication offers a structured overview of current figures and developments in the turkey industry. Topics include, among others, the housing conditions of breeding animals and so called fattening turkeys, the routine practice of beak trimming, issues related to overbreeding, and the use of antibiotics.

With this publication, we bring attention to a species that has so far received little public focus—highlighting serious welfare issues that urgently need to be addressed from an animal protection perspective.

As part of our science communication efforts, we also published a detailed blog article on a new study that, for the first time, demonstrated that chickens have the ability to blush—an emotional expression previously thought to be unique to humans. We see it as our responsibility to bring new scientific findings directly into the animal advocacy movements, so they can advocate for nonhuman animals with well-founded arguments and greater impact.

On our blog, we also cover relevant developments in animal welfare policy. In 2024, for example, we reported on the situation of Berlin's Commissioner for Animal Welfare, Dr. Kathrin Herrmann. In an open letter to political decision-makers, we joined around 40 organizations in calling for her full reinstatement and for the protection of her professional and political independence.

We also issued a critical commentary on the federal government's initial draft amendment to the German Animal Welfare Act. While the proposal included some improvements—such as a planned ban on year-round tethering of cattle, mandatory video surveillance in slaughterhouses, and measures against cruelty breeding—many of the regulations fell short of expectations. Our white paper on tethering was used as a scientific basis in statements from animal welfare organizations responding to the draft legislation.

Unfortunately, the amendment was not passed, as the necessary parliamentary majority was lost when the coalition broke down in November 2024.

## 04.03 Analysis of Photo and Video Material

In 2024, Expertise for Animals supported several organizations and activists in analyzing footage of farmed animals as well as other animals such as octopuses.

This footage serves as a crucial tool for animal advocacy movements to reveal the conditions in so-called livestock farming and the treatment of wild animals. Thanks to our expertise, we are able to carefully evaluate and professionally contextualize this material.



Stefano Belacchi / Animal Observatory / We Animals

## 04.04 Public Relations

In 2024, we especially expanded our social media channels Instagram and LinkedIn. By the end of 2024, we had over 1,400 followers on Instagram and 425 followers on LinkedIn. On Instagram, we reached significantly more people than in the previous year, mainly through collaborations with Animal Rights Watch e.V. (ARIWA), Vegan.Bullerbyn, Verein Gegen Tierfabriken (VGT), We Animals, and the Schlachthofprozess account.

Together with We Animals, we published a 7-day Instagram series. Using individual images and explanatory texts, we revealed what experts recognize in scenes that may seem unremarkable to many — such as a chicken lying on the ground in a factory farm, a laying hen in a cage, or a cow in a drive alley.

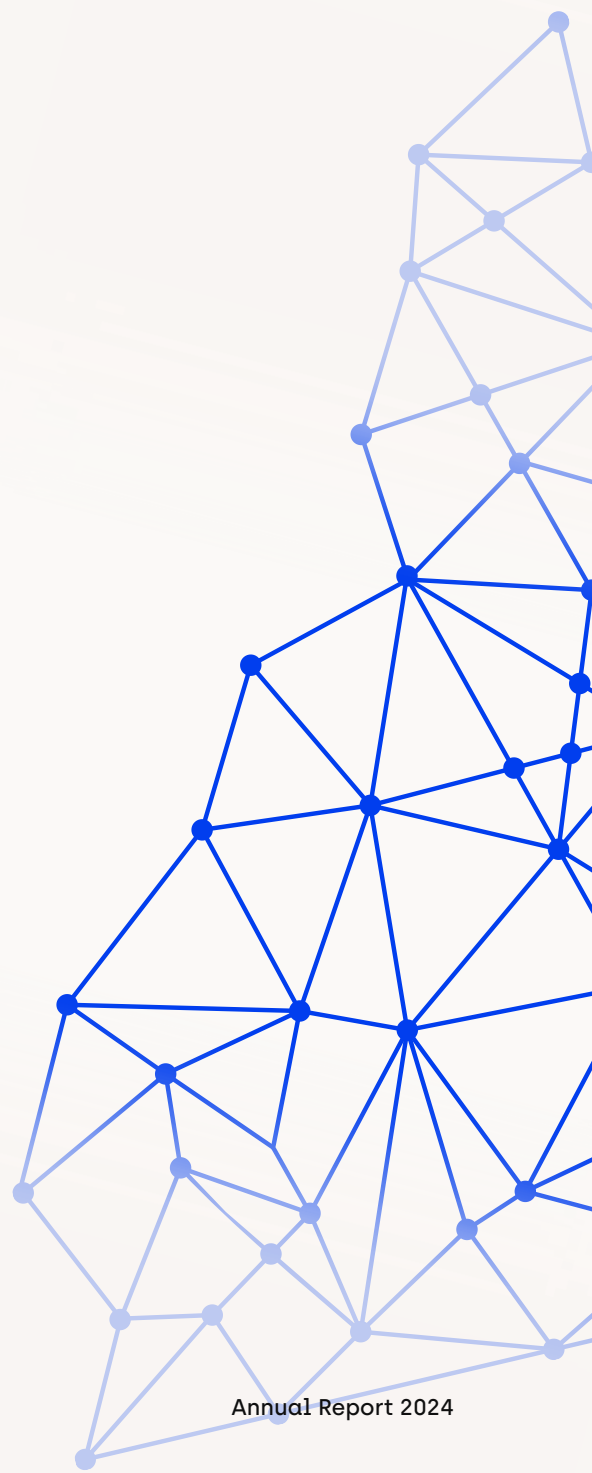
By examining footage from livestock farming through a veterinary perspective, we make complex contexts accessible and provide detailed interpretation.

## 04.05 Networking

As part of our networking and public relations efforts, Expertise for Animals participated in various animal welfare events during the reporting year. These included the quarterly meetings of the Federal Animal Welfare Officers, the parliamentary animal welfare breakfast hosted by the German Animal Welfare Federation [Deutscher Tierschutzbund], the anniversary celebration of the German Four Paws Foundation, as well as the political evening on piglet tail docking organized by ProVieh.

The events provided opportunities for professional exchange, strengthening existing collaborations, and raising the visibility of our work in science-based advocacy.

Furthermore, we supported the effort to ensure that the Berlin Animal Welfare Commissioner can continue to operate as an independent staff unit.



In autumn, Eva Seifert and Marietheres Reinke traveled to the CARE Conference in Warsaw. Marietheres Reinke participated in the "Elevator Pitch Contest" at the CARE Conference and won second place. We sincerely thank everyone who voted for us!

We greatly value the annual CARE Conference. It offers activists and organizations a unique platform to exchange ideas about methods, campaigns, strategic approaches, and effective public outreach, and to learn from each other.



05

# Further Training and Continuing Education

## 05 Further Training and Continuing Education

As part of the mandatory veterinary continuing education, Marietheres Reinke, Sophie-Madlin Langner, and Stephanie Kowalski attended several selected events in 2024 that are of particular professional value to the work of Expertise for Animals.

The topics covered ranged from current animal welfare legal issues to scientific developments in the field of animal use.

To continuously expand our knowledge, we participated in veterinary conferences and training sessions both on-site and online throughout the year.

Among others, we attended the veterinary specialist conference on animal welfare organized by the German Veterinary Medical Society and the continuing education event on the topic of breeding-related suffering hosted by the office of the State Animal Welfare Commissioner of Baden-Württemberg.

In addition, we completed further training on pig and cattle husbandry as well as on animal welfare in farmed animals. We also advanced our skills in the proper preparation of veterinary expert reports.

To ensure that even more people can access our content, we participated in the following online courses:

- Writing SEO Texts: Optimizing Content for Google
- Social Media in Science Communication
- Fundamentals of Science Communication
- Strategic Online and Social Media Marketing.

06

# Human Resources and Organizational Development

## 06 Human Resources and Organizational Development

The year 2024 was not only significant in terms of content for Expertise for Animals but also a year of further team development.

After our first full year with the current team of four, we can say with great conviction: The decision to expand our team was a complete success.

We have since overcome numerous challenges together—and shared many enriching moments of collaboration. Over time, we have grown noticeably closer as a team and established a trusting,

reliable, and efficient way of working.

A special milestone was our joint team retreat in December 2024 in Berlin — the first in-person meeting in this configuration.

The intensive professional and personal exchange on site further strengthened our team and sparked new ideas for the strategic direction of our work. This encounter gave us a boost—both for our collaboration and for the challenges ahead in the coming year.



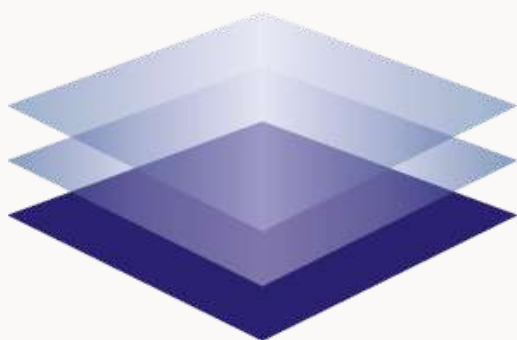
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Since the beginning of 2024, Expertise for Animals has been a signatory of the Transparent Civil Society Initiative (Initiative Transparente Zivilgesellschaft).

By participating, we send a clear signal for openness and transparency in civil society work.

We commit to publicly providing and keeping up to date ten key pieces of information — including our statutes, goals, use of funds, and decision-makers.

The information is consolidated in our FAQ section under the keyword "Transparency." Through our participation, we support the initiative's goal of establishing uniform standards for transparency and strengthening trust in nonprofit organizations.



Initiative  
Transparente  
Zivilgesellschaft

07

# Finance and Accounting

## 07 Finance and Accounting

### 07.01 Accounting and Financial Reporting

Eva Seifert is responsible for accounting. In her absence, Sophie-Madlin Langner takes over this task. We cooperate with the external tax office Herrmann & Herrmann.

The office prepared the annual financial statements, including the balance sheet. The figures in sections 7.02 and 7.03 are taken from the annual financial statements prepared by the tax office Herrmann & Herrmann.

### 7.02 Statement of Assets

Assets	2021	2022	2023	2024
I. Intangible assets (e.g., software)	4.071,00 €	2.591,00 €	1.111,00 €	1,00 €
II. Inventories, receivables, and other assets	0,00 €	2.550,00 €	4.516,21 €	180,00 €
III. Cash and Cash Equivalents	8.657,54	54.084,74 €	84.674,34 €	18.770,30 €
Other assets	0,00 €	0,00 €	2.077,86 €	72.776,05 €
Total assets	12.728,54 €	59.225,74 €	92.379,41 €	91.727,35 €

Liabilities	2021	2022	2023	2024
I. Subscribed capital	12.500,00 €	12.500,00 €	12.500,00 €	12.500,00 €
II. Retained earnings (profit/loss carried forward)	0,00 €	1.646,46 €	42.214,57 €	70.132,14 €
III. Net income for the year	1.646,46 €	43.861,03 €	27.917,57 €	-72.776,05 €
IV. Provisions	1.875,00 €	875,00 €	875,00 €	2.000,00 €
V. Liabilities	0,00 €	3.636,17 €	8.872,27 €	7.095,21 €
VI. Deficit not covered by equity	-	-	-	72.776,05 €
Total Liabilities	12.728,54 €	59.225,74 €	92.379,41 €	91.727,35 €

## 7.03 Revenues and Expenses

Revenues	2021	2022	2023	2024
Donations	30,00 €	0,00 €	732,56 €	2.725,62 €
Grants	0,00 €	89.447,66 €	131.991,98 €	30.000,00 €
Paid consultations	3.270,00 €	31.925,00 €	48.158,74 €	77.838,81 €
Other	-	-	5.538,46 €	1.564,39 €
Total	3.300,00 €	121.372,66 €	186.421,74 €	112.128,82 €

Expenses	2021	2022	2023	2024
Personnel costs	0,00 €	57.995,61 €	132.219,33 €	164.759,40 €
Other costs	4.946,46 €	19.516,03 €	23.344,07 €	13.805,50 €
Total	4.946,46 €	77.511,64 €	155.563,40 €	177.975,45 €

08

# Planning and Outlook

## 08 Planning and Outlook

For the year 2025, we have set ambitious goals to build on our previous successes and to initiate new projects.

### 08.01 Focus on Consultations

We will continue to expand our services and support project partners across Europe on animal welfare-related issues. By continuously growing our network, we will be able to expertly assist even more organizations in the future, thereby increasing our impact sustainably.

### 08.02 Publications and Knowledge Transfer

During the course of 2024, we decided to temporarily suspend work on the originally planned white paper on "broiler chickens".

Instead, we are shifting our focus more strongly to two subject areas of high social relevance and current importance:

On the one hand, systemic deficiencies in the stunning and slaughter of pigs; on the other hand, the practice of routine emergency killing in pig farming.

Both topics highlight the structural problems of industrial animal farming and provide important points of connection to utilize scientific findings for fact-based education and well-founded public debate. We will subsequently resume work on the white paper on "broiler chickens".

In 2025, we will continue our work on updating and publishing articles about new scientific findings as well as conditions and developments in the animal industry.

### 08.03 Lectures and Workshops

We plan to deliver our own lectures to actively share our expertise within the animal advocacy movements and to further strengthen our networks. In early 2025, we will give a lecture on the impacts of detrimental breeding in "broiler chickens" at a conference in Italy.

### 08.04 Pro Bono Support

Our pro bono consultations will be continued and expanded. This includes, among others, supporting Animal Rights Watch e.V. (ARIWA), Uncover e.V., and Otwarte Klatki in utilizing veterinary expertise for their campaigns.

### 08.05 Financial Situation and Planning

Expertise for Animals gGmbH is financially secured until the middle of the third quarter of 2025. For 2025, we plan revenues of €242,500.00 and expenses of €197,096.00.

As a small and young organization, we still do not have significant financial reserves.

Therefore, for 2025, we are placing a greater focus on acquiring new funding and further expanding our consulting services. This is essential for long-term planning.





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