

European Animal Research Association (EARA)

**The Review of EU Directive 2010/63:
What is our strategy?**



EARA Membership

Commercial Organisations

- Abbvie
- AZ
- Bayer
- Boehringer Ingelheim
- Covance
- Ellegard Mini Pigs
- Farindustria
- GSK
- Harlan
- Harteleust
- JnJ
- LPT
- Merck
- Marshall Bio
- Novartis
- Noveprim
- RTC
- Sanofi Pasteur
- Sanofi Aventis
- SNBL

Non-for-Profit Organisations

- Association for Assessment and Accreditation of Laboratory Animal Care (AALAC)
- Basle Declaration - Switzerland
- Federation of European Neurological Societies (FENS)
- Groupe Interprofessionnel de Réflexion et de Communication sur la Recherche (GIRCOR) – France
- International Council for Laboratory Animal Science (ICLAS)
- Luxembourg University - Luxembourg
- Mario Negri Institute - Italy
- Max Plank Society - Germany
- Max Delbrück Center for Molecular Medicine – Germany
- Research4Life- Italy
- Sociedade Portuguesa de Ciências em Animais de Laboratório - Portugal
- Stichting Informatie Dierproeven (SID) – Holland
- Understanding Animal Research (UAR) – UK



The Changing face of Animal Rights activism: Opportunities and Challenges

From

To



European Animal
Research Association

Disappearance of Animal Rights Criminality



Activists have changed tactics

-> **Lobbying on Regulation:**

-> **Communications/Reputational**

-> **Scientific Challenges**

- The Scientific Communities previous approach of avoiding communicating to the public about animal research makes no sense today
- Those opposed are talking, if we don't it looks as through we have something to hide
- Silence gives those opposed to animal research an easy public relations victory



(1) Lobbying on Regulation



STOP VIVISECTION!

STOP VIVISECTION is a **European Citizens' Initiative (ECI)** that has collected **more than 1.150.000 certified signatures** asking people to support a paradigm shift in the way **biomedical and toxicological research are being conducted**. This is the text of our request which advocates the replacement of animal testing with more accurate, reliable, human-relevant methods:

We urge the European Commission to abrogate directive 2010/63/EU on the protection of animals used for scientific purposes and to present a new proposal that does away with animal experimentation and instead makes compulsory the use - in biomedical and toxicological research - of data directly relevant for the human species.

Being an ECI (and not a simple petition), **STOP VIVISECTION** enters the political arena with an entirely new tool for participatory democracy. In fact, the european citizens have acquired, in 2011, the possibility to **propose legislation** on matters where the EU has competence to legislate. Seizing this opportunity, **a group of scientists and lay citizens** from everywhere in Europe have submitted an invitation to the European Commission urging the upgrading of the extremely important field of biomedical research, for **the benefit of human health, the environment and animal welfare**.

The initiative in progress:



Learn more:

- ✓ [What is animal testing](#)
- ✓ [Links to Scientific Reports](#)
- ✓ [Quotes by Experts](#)
- ✓ [Quotes by Scientific Articles](#)
- ✓ [Why we say No to Dir. 2010/63/EU](#)
- ✓ [Interviews](#)
- ✓ [Regulation REACH](#)
- ✓ [Health Titanic](#)



Commissions Response

1) Made a robust defence of the benefits of Animal Research

2) Greater Progress in the 3Rs through knowledge sharing

3) Speedier Development, validation, and implementation of new alternatives

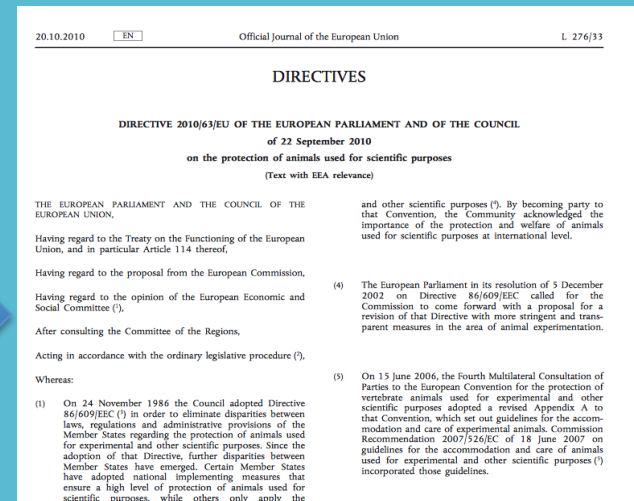
4) Enforcement of compliance with 3Rs principle and the alignment of relevant sector legislation

5) Greater dialogue with the scientific community

Key message: Commission wants evidence of greater openness on animal Research with the public



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(2) Communications activities of anti-research organisations

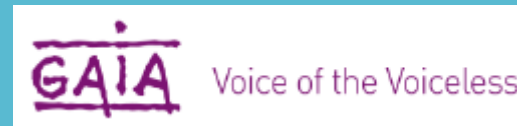
Centrally run

Professional staff

Registered as NGO's/
non-profit

Non-violent
campaigning

Effective campaigners



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They are very good

ICEA Istituto Certificazione Etica e Ambientale

IN RESPECT OF PEOPLE AND NATURE

LAV Control - Anti Vivisection League

CERTIFIED COMPANIES | **DOCUMENTATION** | **CERTIFY YOUR COMPANY** | **EVENTS** | **SERVICES**

WHY ORGANIC

We certify:

- Food
- Cosmetics & Detergents
 - Cosmetics
 - Natural Cosmetics Certification
 - Eco Organic Cosmetics Certification
 - Cosmos Natural Certification
 - Cosmos Organic Certification
 - LAV - Anti-Vivisection Association Control
 - Detergents
 - Eco Detergent Certification
 - Eco Organic Detergent Certification
- Textiles
- Sustainable Tourism
- Urban Landscapes
- Buildings
- Recycled Products
- Social Accountability
- Biofuels

LAV, Lega Anti Vivisezione - Anti Vivisection League- (www.lav.it), together with others european associations for animal rights, promotes the campaign "Stop al test su animal" - stop animal testing- to avoid the sale of cosmetics tested on animals.

In order to make more aware of the theme and to involve the companies of this sector, a new label Stop al test su animal- "Stop Animal Testing" - has been created. It is granted in Italy by LAV to the products conforming to the Human Cosmetics Standard.

The Standard sets the criteria to avoid the increase of animal experimentation for cosmetics, and guarantees a "cruelty free"- oriented company policy. It was finalized by the most important associations for Animal Rights of the world, guided by the European Coalition against vivisection (ECEAE: www.eceae.org). LAV is the Italian member and is the unique subject qualified for using the logo that increases the value of the products and the companies that meet requirements of the Standard itself.

Almost 150 companies all over the world have already agreed to the Standard. They commit themselves in not practicing and in not making practice animal experimentation of final products and ingredients.

From 2004 on, LAV approves the agreeing firms only after a positive result of the audits, carried out by ICEA.

LAV authorizes the use in the label of the European logo of the coalition and/or the wording : "Stop al test animali - Controllato ICEA per LAV n°..." - "Stop animal testing - Controlled by ICEA for LAVn°..."

Objects:

- Qualify and increase the value of the policy and of commercial, business and personal choices oriented to a non recourse and a decrease of animal experimentation.
- Provide suitable guarantees regarding the respect of the valued requirements, to consumers, to the general market and to the others interested parts.

Area Managers:

For ICEA: Dott. Alessandro Spadoni - cosmetic@icea.info

For LAV: Dott.ssa Michela Kuan - m.kuan@lav.it

ISTITUTO CERTIFICAZIONE ETICA E AMBIENTALE

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La storia di chi l'ha ideato è condotta. La storia di un sogno diventato realtà.

Per info scrivi a: fermaregreenhill@gmail.com

Contro Green Hill Community

53,681 likes

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Can be Intimidating



Fact into Fiction



Amazing Pics
@AmazingPicx



Retweet if you say NO to animal testing. #Animalrights

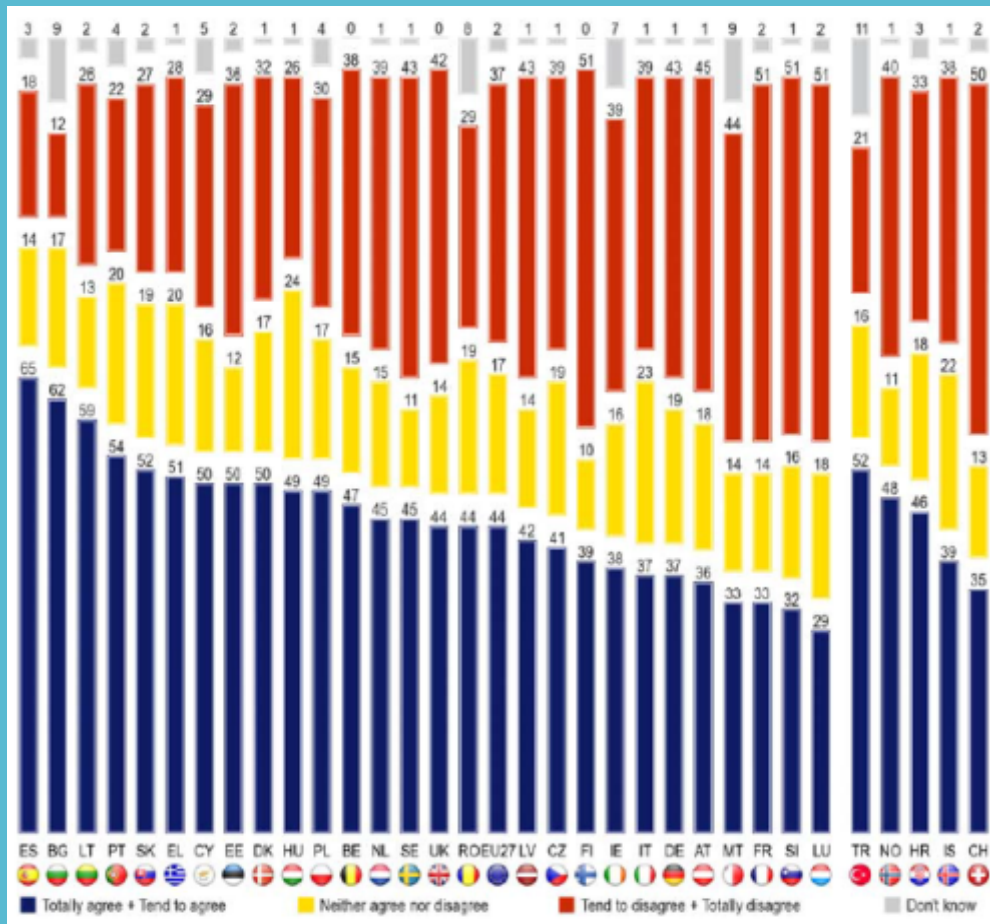
4:39 AM - 20 Feb 2014

5,482 RETWEETS 604 FAVORITES



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It is working: Silence only makes this situation worse



≥ 50%: Spain, Bulgaria, Lithuania, Portugal, Slovakia, Turkey, Greece, Denmark, Estonia, Cyprus

≤ 50%: Finland, Slovenia, Luxemburg, France, Switzerland.

“Only 44% citizens agreed scientists should be allowed to experiment on animals even if this leads to obvious benefits for human health”



(3) New generation, activists are not just outside anymore, but are inside Science.....



Meet the Scientists.....



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Humane Science in the 21st Century



2014
NINTH WORLD CONGRESS
ALTERNATIVES CONGRESS TRUST

9th World Congress
on Alternatives and Animal Use in the Life Sciences

24–28 August 2014
Prague, Czech Republic

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Exhibitors



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Traditional Response is Outdated



- Most institutions have chosen to be silent in the hope that activist's will go away
- This approach does not work, University of Milan and the Max Planck Society were not open and they were challenged
- Unwillingness to communicate perpetuates the myth that scientists have a hidden agenda, turning scientific discovery into a dirty little secret



We need a new approach



- The new situation demands a new approach, this must mean greater openness on animal research
- This new approach is about reaching the same audiences that those opposed to research direct their communications to the public and political decision makers
- Learn from where this approach has been tried and works



Secrecy is our Achilles Heel: Animal Research Web Statements

INSTITUTION	Germany	Italy	UK
Non-profit and learned societies	29%	9%	56%
Profit Sector	10%	20%	87%
Universities	11%	16%	89%
Patient Groups/ Medical Research Charities	0%	3%	45%



The Process for the Review of the Directive

Begins Next Year 2016 end November 2017

- Information gathering from members states begins
- Information gathering from **stakeholders** begins

But

- **Transposition** only completed in 2015

Consequently the review can only provide early indications of impact

Process will be messy, and open to public misinterpretation

We have to be pro-actively engaged in this process



European Life Science Alliance: Joint Strategy

- Created an advocacy network to develop outreach opportunities
- Created a communication network which will develop a communication plan and resources for all to use to improve understanding
- Collective aim is to seek opportunities for pro-active communication to the public and decision makers



European Joint Statement

Statement supporting European Directive 2010/63/EU (“Directive”) on the protection of animals used for scientific purposes

The use of animals in research has facilitated major breakthroughs in medicine which have transformed human and animal health. We support research using animals where alternative methods are not available, where the potential benefits to health are compelling, and where acceptable ethical and welfare standards can be met.

The European Directive 2010/63/EU has enhanced animal welfare standards and introduced the concepts of refinement, replacement and reduction (“3Rs”) across the EU, while ensuring Europe remains a world leader in biomedical research. Under this Directive, animals may be used in research where the potential medical, veterinary and scientific benefits are compelling and there is no viable alternative method.

For research using animals to be both ethical and scientifically rigorous and authorised according to the Directive, it must meet high welfare standards and embed the 3Rs. The 3Rs are:

- **Replacement** – methods which avoid or replace the use of animals;
- **Reduction** - methods which minimise the number of animals used per experiment;
- **Refinement** – methods which minimise any suffering and improve animal welfare.

Developments for alternative methods to the use of animals in research, such as the use of human cell models and computer modelling, continue to progress and scientists must continue to drive these forward. However, alternative methods are not able to fully replace the use of animals at this time. For many diseases, including complex conditions such as cancer, heart disease and diabetes, which affect multiple organs, we must understand how the whole organism interacts, which means that research using whole animals continues to be essential.

Research using animals has enabled major advances in the understanding of biology and has contributed to the development of nearly every type of treatment used in medical and veterinary practice today. Currently, research on animals continues to be necessary to understand human and animal health and disease, and to develop and improve treatments for patient benefit across the world.





Thank You

Any Questions

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