



## Justice

### **ANIMALS' ANGELS –**

- Takes a global approach.
- Has its roots in democracy.
- Demands the enforcement of existing animal welfare laws.
- Works for the proclamation of comprehensive animal rights.

## Ethics

### **THE ANIMALS' ANGELS EMPLOYEES –**

- Are globally committed to bringing about fundamental and necessary changes to protect the planet as well as justice for all.
- Are motivated by their compassion for the animals.
- Are guided by respect for the individual animal.
- Claim legitimacy to act through their credibility and commitment.

## Success

### **THE ANIMALS' ANGELS EMPLOYEES –**

- Work is concentrated on success.
- Have a high social competence.
- Act in a self-confident yet modest way.
- Are relentless in their commitment and flexible in their activities.

## Sustainability

### **THE ANIMALS' ANGELS MANAGEMENT –**

- Considers at all times 'fieldwork' its main priority.
- Fosters a future-oriented corporate culture.
- Relies on permanent innovation.
- Secures the financial base and deals with all matters effectively and with due diligence.



# Justice

## GLOBAL APPROACH

- ANIMALS' ANGELS is part of the global standard-setting process for a fairer treatment of all living beings on this planet.
- ANIMALS' ANGELS stands in the tradition of the human rights movement of the 20<sup>th</sup> century and regards the dignity of animals as inviolable.
- ANIMALS' ANGELS believes that the animals' rights to life, freedom and happiness must be proclaimed worldwide as inalienable in the 21<sup>st</sup> century.

## DEMOCRATIC BASIS

- ANIMALS' ANGELS has its roots in democracy as currently the best possible form of government for human coexistence and collaborates in the creation of world democratic structures.
- ANIMALS' ANGELS respects the rules of democracy and condemns every form of violence.
- ANIMALS' ANGELS is prepared to enter into discussion with all interested parties, including those who profit from the suffering and death of animals.

## ENFORCEMENT OF CURRENT LAW

- ANIMALS' ANGELS is committed to making sure that current animal welfare regulations are implemented and enforced.
- ANIMALS' ANGELS honestly and respectfully cooperates with the authorities.
- ANIMALS' ANGELS seeks the decision of the competent courts in cases of conflict.

## AMENDMENT OF EXISTING LAWS

- ANIMALS' ANGELS actively collaborates in the amendment of existing animal welfare laws.
- ANIMALS' ANGELS believes that animals can never be the property of humans, even if this is still current legal practice.
- ANIMALS' ANGELS claims that the cruelty and suffering inflicted on animals is a violation of its human rights.



# Ethics

## **APPROACH TO CHANGE THE WORLD**

- ANIMALS' ANGELS assumes that every single person can change the world for the better for the animals.
- ANIMALS' ANGELS thereby relies on the power of the written and spoken word.
- ANIMALS' ANGELS demonstrates through symbolic animal rescue measures what a better world can and would look like for the animals.

## **COMPASSION AS MOTIVATION**

- ANIMALS' ANGELS considers compassion to be the indispensable basis of all action.
- The ANIMALS' ANGELS employees empathize with the animals, even if every practical help comes too late or is impossible.
- The ANIMALS' ANGELS employees never apologize for their emotions.

## **RESPECT FOR THE INDIVIDUAL**

- ANIMALS' ANGELS always gears its work to the individual animal and its needs.
- Behind the fate of each individual animal, ANIMALS' ANGELS will seek to change the system should it have been the cause of the animal to fall victim.
- Under no circumstances will ANIMALS' ANGELS employees use the reporting of animal suffering to promote its image.

## **LEGITIMISATION THROUGH CREDIBILITY**

- ANIMALS' ANGELS does not deprive animals of their dignity, neither in speech nor in images.
- ANIMALS' ANGELS live a non-violent life style with regard to food and clothes, while at the same time being aware of belonging to a human world that is based on the exploitation of animals.
- ANIMALS' ANGELS documents are based on facts and are reliable and verifiable.



# Success

## **WORK IS CONCENTRATED ON SUCCESS**

- ANIMALS' ANGELS expects its employees to work towards success.
- ANIMALS' ANGELS employees are high-performance workers, who are physically fit, mentally and emotionally stable and stress-resistant in extreme situations.
- ANIMALS' ANGELS values intellectual and emotional intelligence in its employees.

## **HIGH SOCIAL COMPETENCE**

- ANIMALS' ANGELS expects a high social competence from its employees.  
This includes the ability to work as a team, self-regulation under stress, fairness in case of conflict, a high frustration tolerance, the ability to give and receive criticism as well as the responsible dealing with one's own pain memory.
- ANIMALS' ANGELS respects people's good will to help the animals, but expects above-average competence from its employees, expressing this in the wage-performance ratio.

## **SELF-CONFIDENT MODESTY**

- ANIMALS' ANGELS acts self-confidently as an international NGO with substantial expertise.
- The ANIMALS' ANGELS management is always aware that it does not have a mandate from the client "animal" and expresses this through modesty.
- ANIMALS' ANGELS work at the forefront of the ethical progress of humankind and never apologize for their commitment to the animals.

## **CONSISTENT FLEXIBILITY**

- ANIMALS' ANGELS expects its employees to adjust to change while at the same time being unbending with regard to the ethical motive.
- ANIMALS' ANGELS requires its employees to be willing to learn and supports continuing education and further training.
- ANIMALS' ANGELS employees work diligently, paying full attention to detail; they are flexible in the finding of solutions, while always keeping the overall concept in mind.



# Sustainability

## **ON-SITE EXPERIENCE AS A YARDSTICK**

- ANIMALS' ANGELS uses its 'working experience with the animals' as the ultimate yardstick for all entrepreneurial decisions.
- In conflict situations, ANIMALS' ANGELS gives priority to the work in the field over other management requirements.
- ANIMALS' ANGELS is there with the animals and will always be there with the animals.

## **CORPORATE CULTURE WHICH IS FOCUSED ON THE FUTURE**

- ANIMALS' ANGELS places special emphasis on a low staff turnover in order to be able to draw on the experience and expertise of its employees in the long term.
- ANIMALS' ANGELS is decentralised and expects its employees to work independently as the work model of the future.
- ANIMALS' ANGELS trains future employees using its own curriculum.

## **PERMANENT INNOVATION**

- ANIMALS' ANGELS assumes that centuries of hostility towards animals cannot be changed within a few decades.
- ANIMALS' ANGELS therefore avoids journalistic sensationalism and entrepreneurial one-day actions but relies on patient, long-term persuasion.
- ANIMALS' ANGELS participates in the virtual world as the communication channel of the future, seeking networking with other people who are open-minded to the idea of animal rights.

## **SECURED FINANCES**

- ANIMALS' ANGELS ensures financial transparency within the framework of the current laws.
- ANIMALS' ANGELS remunerates its employees in accordance with the German BAT (statutory salary scale) and does not pay any commissions.
- ANIMALS' ANGELS reserves the right to reject donations linked to ethically unacceptable conditions.