



World Organisation  
for Animal Health

## Regional Platform on Animal Welfare for Europe



Annual report - 2024



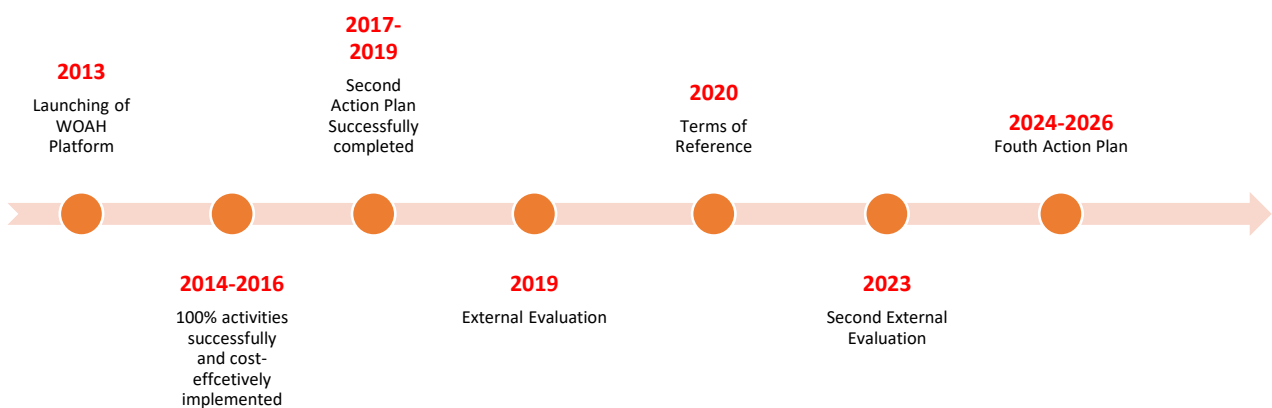
# Regional Platform on Animal Welfare for Europe

## Annual report 2024

The Regional Platform on Animal Welfare for Europe (the Platform) of the World Organisation for Animal Health (WOAH) was established in 2013 to coordinate efforts to improve animal welfare across all 53 countries of Europe and to encourage Veterinary Services in the region to operate in compliance with WOAH standards on animal welfare.

The Platform's activities aim at support WOAH Members in Europe in progressively enhancing the implementation of WOAH standards and guidance, with a focus on the following priority topics: the transport of animals by land and by sea, the slaughter of animals, dog population management, the welfare of animals during natural disasters and the welfare of working equids.

Since its inception, the Platform has successfully completed three Action Plans spanning 2014–2016, 2017–2019, and 2021–2023. At the start of 2024, the Platform began actively implementing its fourth Action Plan for 2024–2026. This new phase is being shaped based on the needs of WOAH Members, with contributions from stakeholders and supported by the results of an external evaluation of the Platform's activities and governance, ensuring its ongoing progress and continued achievements.



Furthermore, following the timeline of previous years, the Platform Secretariat (WOAH Sub-Regional Representation in Brussels) has published its annual newsletter for Members and stakeholders. The [2024 newsletter](#), which provides an overview of the Platform's completed, ongoing, and planned activities, is available on our website.

# Key achievements of the Platform in 2024

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The year 2024 marks the launch of the Platform's 4th Action Plan (2024–2026) and places a strong emphasis on enhancing its communication strategy.

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The first major achievement of 2024 is **the implementation of 85% of the activities planned for the first year of the 4<sup>th</sup> Action Plan**, with only a few activities still ongoing and set to be finalised in 2025. Our key accomplishments across the Platform's five priority topics are as follows:

- **Slaughter of animals.** A call for tenders for the development of an e-module on the slaughter of animals was launched, and a service provider has been selected with plan to have the training material available by the end of 2025. This e-module aims to provide veterinarians and paraprofessionals with easy access to training resources on animal welfare during slaughter. Furthermore, plans are underway to organize new Training of Trainers (ToT) workshops, similar to those held between 2015 and 2018. A dedicated workshop will be held in early 2025 to assess Members' needs and engage them in developing a tailored ToT programme, which is expected to begin by the end of 2025.
- **Transport of animals.** The Network of National Contact Points on Long-Distance Transportation remains a key resource for the region, with 50 Members having designated a contact point. The Network's success relies on the strong involvement of its Members, demonstrated through active interactions to share best practices and address immediate challenges, as well as through year-round activities that help keep the Network engaged and effective. In parallel, work is underway to develop a self-assessment tool to evaluate the level of implementation of standards. This tool aims to assist Members in advancing their implementation efforts. The process is supported by multiple WOAHA Departments and involves Members to ensure the tool is both practical and sustainable over time.

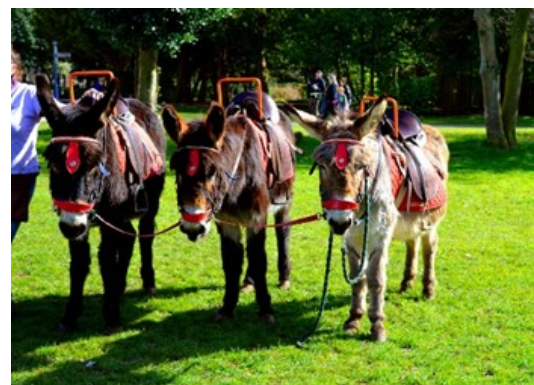


- Dog population management.** The regional roadmap in the Balkans continues to advance efforts towards achieving the agreed vision of fully implementing WOAH Terrestrial Animal Health Code Chapter 7.7 on dog population management by 2026. The roadmap workshop facilitated discussions on national dog population management strategies and helped identify actionable short-term priorities for the implementation of WOAH standards. Additionally, it fostered collaboration and sharing experiences and contributed to building knowledge for dog population management activities in the Balkans.



- Animal welfare during natural disasters.** The expansion of the regional scope of activities on disaster management was confirmed in 2024 with the involvement of all Members in the region. Strong participation and engagement in events organised throughout the year highlight the significance of this topic for the region and the need for continued collective progress. At the request of Members, discussions are ongoing regarding the development of a Network of Contact Points, similar to the one established for the transport, to facilitate the sharing of best practices and mutual support among Members.

- Welfare of working equids.** The in-person workshop organised in 2024 enabled us to collectively set the new vision in motion. The support from our stakeholders was essential to the success of the event, providing a foundation for further developing this priority topic in alignment with the targeted Members' needs. Work will continue in early 2025 to further strengthen the new vision and support our Members in implementing WOAH Standards.



The second major achievement of the Platform in 2024 was its focus on strengthening its **communication strategy**, working towards greater visibility and a clearer understanding of its work.

To expand and enhance its communication reach, the Platform engaged a communication consultancy. The consultancy's work was divided into two phases: the first analysed the impact of existing communication tools, while the second proposed strategies to improve the Platform's communication moving forward. The [executive summary](#) recommended in-house training, external technical support, more regular and visually engaging publications, and increased partner participation to enhance the Platform's communication.

Following the consultant's recommendations, a new tool, "[Share with Us](#)," was introduced to encourage Members and stakeholders to share their experiences, fostering transparency and collaboration across the Platform's community.

Several initiatives were launched to strengthen communication and engagement with Platform Members and stakeholders. The Platform's [Quarterly updates](#) were introduced in response to Members' requests, keeping them informed about the Platform's activities and ensuring better alignment with their needs.

In 2024, we enhanced the Platform's visibility with new video content. With the pilot video, produced in Tunis for the [multi-regional Whole Journey Scenario workshop](#), participants shared their perspectives on the Platform's impact and congratulatory messages for the organisation's 100-year anniversary. The extremely positive response to this video led to a commitment to producing more videos highlighting different Members and stakeholders, and different Platform aspects. The next video will highlight the Steering Group's perspectives on the Platform's impact, particularly on its priority topics.

Additionally, a [welcome package](#) was created to support new Focal Points on animal welfare, helping them understand the Platform's objectives and their responsibilities in their new roles.

The 2023 annual report broadly showcased the Platform's accomplishments. Its success has led to the development of the 2024 annual report, which, with further enhancements, aims to continue improving understanding and visibility of the Platform's work.



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**In conclusion, 2024 marked the continued success of the Platform through the implementation of the first-year activities of the 4<sup>th</sup> Action Plan.**

**Additionally, it advanced communication initiatives, enhancing visibility and understanding of the Platform's pivotal role and achievements.**

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# ANIMAL WELFARE DURING SLAUGHTER

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Animal welfare during slaughter has been identified as a priority topic for the Platform since its first Action Plan (2014-2016) and remains a key focus in the current Action Plan (2024-2026). Over the past years, a series of comprehensive and complementary activities have been completed to support WOAHP Members in implementing WOAHP standards for animal welfare during slaughter. These activities include the development of training materials and ToT workshops.

The recently adopted revision of Chapter 7.5 of the Terrestrial Animal Health Code (TAHC) on animal welfare during slaughter highlights the importance of raising awareness and enhancing understanding among WOAHP Members. This presents an opportunity for proactive engagement through a series of targeted capacity-building activities designed to address these needs effectively.

Key activities undertaken this year to advance animal welfare during slaughter, as part of the 4th Action Plan, have focused on the development of educational resources and training programmes.

## *Development of a training e-module on the welfare of animals during slaughter*



In 2024, WOAHP launched a tender process and selected a supplier to develop a training e-module on animal welfare during slaughter. This e-module will be part of Competency Package 7, which focuses on animal welfare within the Global Platform for the Training of Veterinary Services.

This Competency Package aims to enhance the knowledge and skills of the veterinary workforce in line with the WOAHP TAHC.

The e-module is designed for veterinary personnel responsible for overseeing animal welfare controls during slaughter. It will support self-directed learning and complement blended training formats by integrating theoretical knowledge with practical applications. This approach will enable learners to effectively develop and implement control programmes that adhere to the latest standards for animal welfare at slaughter.

## *Regional needs assessment*

Based on feedback from the previous ToT session held between 2015 and 2018, a series of new ToT sessions on animal welfare are planned in the 4th Action Plan, starting by the end of 2025. Cascading activities and the transfer of knowledge are essential components of ToT programmes. To ensure the engagement of targeted Members, a proposal for a dedicated workshop focused on needs assessment and the development of follow-up programmes has been prepared. The main objectives will be to define the training needs, identify the different parties involved, discuss public-private partnerships and work on building a national training programme on welfare during slaughter. This preparatory workshop will be held in February 2025.

### Outcomes:

- Initiated the development of an e-module and training materials to enhance veterinary personnel's knowledge and skills, improving animal welfare during slaughter.
- Strengthened understanding of training needs and stakeholder engagement to support the development of tailored national programs on animal welfare during slaughter.

# TRANSPORT OF ANIMALS

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## **4<sup>th</sup> meeting of the WOAAH network of National Contact Point on long-distance transportation in Europe**

09 July 2024 - Teleconference

The 4th meeting of the network of National Contact Points on long-distance transportation (NCPT) was held via teleconference on 9th July 2024. 42 NCPT representatives and experts attended the meeting, which provided an opportunity to review the objectives and role of the network and update participants on activities organised at regional and global levels over the past year. In addition to the state of play from the network, EU legislative proposals on transport were discussed during the online event.

More information: [LINK](#)

## **Whole Journey Scenario for Europe**

16-18 December 2024



The workshop focused on challenges related to the land transport of animals from central to southern Europe, with discussions also extending to sea transport challenges. WOAAH Members from the European region, along with representatives from Colombia and Brazil, as well as the European Commission, veterinary professional organisations, businesses, producers and animal welfare organisations, participated.

The main objectives of the workshop were to improve animal welfare during long-distance and cross-border transport in compliance with WOAAH standards. It emphasised the responsibilities of Competent Authorities throughout the journey, offering an opportunity to share best practices, enhance collaboration between authorities, and address specific challenges in land transport of animals.

More information: [LINK](#)

## **Self-assessment tool on transport**

The project to develop a web-based self-assessment and monitoring tool for animal transport was launched in 2024. The tool, designed to support WOAAH Members in implementing international animal welfare standards (Chapters 7.2 and 7.3 of the WOAAH TAHC), is currently under development. The project adopts a collaborative approach, engaging experts and incorporating feedback from national contact points. The initial phases focused on defining the tool's scope, methodology, and structure, while ongoing work is dedicated to developing a data analysis framework. The final tool will empower Members to evaluate their compliance, pinpoint areas for improvement, and monitor progress in enhancing animal welfare during transport.

### **Outcomes:**

- Strengthened the established mechanism for collaboration and coordination on animal welfare during transport in the region, the NCPT network.
- Enhanced Members' knowledge of the transportation of animals by facilitating experience sharing and best practices.
- Expand regional cooperation beyond Europe, North Africa and the Middle East by initiating collaboration with the Americas region.

# DOG POPULATION MANAGEMENT

## 6<sup>th</sup> Regional Workshop on Dog Population Management for Balkans

5-7 November 2024 Sutomore, Montenegro

The sixth WOAHA Regional Workshop on Dog Population Management (SDB6) was organised in the framework of the roadmap on dog population management (DPM) for the Balkans.

A total of 31 participants attended the workshop, including representatives of nine roadmap members: Albania, Bulgaria, Croatia, Kosovo<sup>1</sup>, Serbia, Romania, North Macedonia, Montenegro, Greece. WOAHA Members were represented by officials working at the central level on dog population management or appointed by other Competent Authorities at the regional and local levels.

The workshop's primary objective was to support WOAHA Members in achieving the agreed-upon vision of full implementation of WOAHA TAHC Chapter 7.7 on dog population management by 2026. WOAHA Members presented updates on their dog population management situations and the status of their national roadmaps, supported by the results of the second self-assessment round conducted using the Self-Assessment and Monitoring for Dog Population Management (SAM4DPM) tool.



One-on-one semi-structured interviews were conducted with WOAHA Members' representatives to discuss self-assessment results and challenges faced in implementing their national roadmaps. Interviews focused on identifying and discussing key achievements and challenges, which led to selecting actionable short-term priorities aimed at fully implementing Chapter 7.7.

The event fostered a dynamic and fruitful exchange among countries, highlighting shared challenges and practical solutions in their efforts to comply with WOAHA TAHC Chapter 7.7 by 2026.

More information: [LINK](#)

### Outcomes:

- Strengthened collaboration, experience sharing and expertise development to improve dog population management efforts in the Balkans.
- Identified key achievements and challenges, establishing actionable short-term priorities for WOAHA Members to achieve compliance with WOAHA TAHC Chapter 7.7 by 2026.

<sup>1</sup> References to Kosovo shall be understood to be in the context of Security Council resolution 1244 (1999)



# DISASTER MANAGEMENT

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## **WOAH Platform Action Plans' bridging workshop on Disaster Management and Risk Reduction (DMRR)**

17-18 January, Lisbon, Portugal



Building on the achievements of the pilot project with the Balkan countries and the growing interest of our Members, the Platform broadened the involvement of additional WOAHP Members in activities related to Disaster Management and Risk Reduction.

This workshop, with the participation of 14 WOAHP members from Europe and North Africa, aimed to continue building Members' capacity to address animal welfare issues during natural disasters by supporting the development of Veterinary Services Contingency Plans (VS-CPs).

In response to Members' requests, the workshop focused on multi-hazard response and operational protocols, assessing Members' capacity to develop effective VS-CPs and identifying the objectives and desired outcomes for future activities.

Participants emphasised the importance of improving communication and collaboration between Competent Authorities and stakeholders, as well as fostering Public-Private Partnerships. They also highlighted the need to develop and harmonise protocols and procedures for technical and administrative aspects along with developing training materials.

More information: [LINK](#)

## **European Civil Protection Forum 2024**

04 – 06 June, Brussels, Belgium

The Forum is a key event for the civil protection community, fostering knowledge exchange, collaboration, and networking. This year's theme, "Shaping a Disaster-Resilient Union: Charting a Path for the Future of European Civil Protection", focused on innovation and the future of the Union Civil Protection Mechanism (UCPM). Organised biennially by the Directorate-General for European Civil Protection and Humanitarian Aid Operations (ECHO), the event welcomed over 1,000 stakeholders, including government representatives, civil protection authorities, NGOs, academia, and the private sector.

WOAH's participation in the Forum, with our stand at the exhibition space, provided a valuable opportunity to raise awareness of the role of Veterinary Services in emergency and disaster management, showcase our work, and explore potential collaborations. We engaged with over 40 participants from diverse sectors, including civil protection organisations and academia. Their strong interest reinforces the need to highlight the essential role of Veterinary Services in disaster management.

Our engagement in the Civil Protection Forum creates a unique opportunity for establishing collaboration within the civil protection community to address animal health and welfare aspects in disaster preparedness and resilience efforts.

More information: [LINK](#)

## **Online meeting on Disaster Management and Risk Reduction (DMRR) for Europe**

26 September 2024, Teleconference

This online event, aimed at all 53 WOAAH European Members, provided a platform for interested Members to share their experiences with various disasters. It actively fostered knowledge exchange, particularly on the coordination between Veterinary Services and national disaster management systems. The strong regional interest in this priority topic was evident, with more than 30 WOAAH European Members participating and over 70 attendees engaged in the webinar.

In addition, participants were updated on WOAAH's current engagement in the development of e-learning modules, on the ongoing works for the implementation of an institutional Incident Management System, and to familiarise them with the WOAAH Network on Veterinary Emergencies (EmVetNet) functions, including past activities and future initiatives.

The meeting underscored the significance of “collective power” in enhancing countries' strategies for addressing disaster scenarios. Key factors in building adaptive and integrated disaster resilience include knowledge sharing, access to training resources, data-sharing initiatives, and ensuring sustainability.

**More information:** [LINK](#)

## **31<sup>st</sup> Conference of the Regional Commission for Europe – Disaster Management**

30 September – 04 October, Samarkand, Uzbekistan

The significance of disaster management was underscored as a key topic at the 31<sup>st</sup> Conference of the Regional Commission for Europe. This meeting brought together high-level representatives and practitioners of the veterinary field and stakeholders.

Two WOAAH Members, Greece and Kazakhstan, presented their countries' experience in disaster management, highlighting to the Regional Commission the importance of WOAAH's guidelines and Platform's activities to support Veterinary Services in building their national strategies to tackle natural disasters.

Furthermore, a colleague from the European Union's Directorate-General for European Civil Protection and Humanitarian Aid Operations delivered an insightful presentation on effective social media communication during disasters. The five key principles (i) be fast, (ii) be clear, (iii) be human, (iv) be exclusive, and (v) be creative, were highlighted to help combat misinformation and effectively reach the target audience.

**More information:** [LINK](#)

### Outcomes:

- Enhanced communication and collaboration among all Competent Authorities involved in disaster management, including Veterinary Services, local authorities, civil protection across the Europe region.
- Built on Members' agreement of the importance of “collective power” collaboration to drive the continuous enhance competencies and preparedness.

# WELFARE OF WORKING EQUIDS

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## Event on the welfare of working equids

27 July 2024, Madrid, Spain

The event on the welfare of working equids was organised alongside the Regional Training Seminar for WOAHP National Focal Points on Animal Welfare for Europe.

The meeting allowed Members and stakeholders to share their experiences:

- Spain - efforts to improve equid welfare at local festivals in Cataluña.
- World Horse Welfare - a community project in Romania focused on promoting welfare for working horses.



Discussions centred on increasing awareness of responsibilities all people involved (owners, various government and municipal agencies, official and private veterinarians etc.) incorporating equine welfare guidance into legal frameworks, and clarifying the role of NGOs. A group exercise explored a 3-year grant plan to aimed at enhancing the health and welfare of working equids, which are essential to the livelihoods of operators.

More information: [LINK](#)

### Outcomes:

- Highlighted the importance of collaboration among WOAHP Members and stakeholders to enhance the welfare of working equids, emphasising the collective ability to drive progress.
- Agreed on a series of next steps to improve the welfare of working equids, building on the engagement of WOAHP Members.

# TRAINING FOR WOAHP NATIONAL FOCAL POINTS ON ANIMAL WELFARE IN EUROPE

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25-27 July 2024, Madrid, Spain

This training event served as a valuable opportunity to update National Focal Points on the latest progress in implementing the Global Animal Welfare Strategy and the 4<sup>th</sup> Action Plan of the Platform.

Expert-led sessions covered topics such as animal welfare legislation, standards implementation, economics, production systems, fish welfare, and welfare indicators at slaughterhouses. Dynamic working group exercises encouraged interactive discussions on practical implementation on animal welfare standards and on public-private partnerships. The event also fostered valuable networking and experience-sharing.

More information: [LINK](#) and [Article](#)

### Outcomes:

- Emphasised the value of sharing experiences and practical solutions in implementing animal welfare standards.
- Reached agreement on providing further progressive support to Members in implementing WOAHP standards, including the development of national action plans and topic-specific contact point networks.

# GOVERNANCE

## 22<sup>nd</sup> meeting of the Steering Group of the WOAAH Platform on Animal Welfare for Europe (SG22)

30 April 2024, Teleconference

This year, our Steering Group (SG) reunited to review the activities conducted since the last meeting held in October 2023 and to plan for the following six months. The SG was briefed about the results of the Observatory thematic study on transport, the upcoming communication strategies and the scheduled work on Monitoring and Evaluation. Additionally, the re-launch of activities on slaughter and the development of the e-module on the topic were among the main points of discussion during the meeting.

## 23<sup>rd</sup> meeting of the Steering Group of the WOAAH Platform on Animal Welfare for Europe (SG23)

21 – 23 October 2024, Vienna, Austria

The SG held its first meeting with the newly agreed composition, as decided by the Regional Commission for Europe in May 2024. Azerbaijan and Bosnia and Herzegovina were welcomed as new members while Ireland, Israel and Portugal were re-elected.



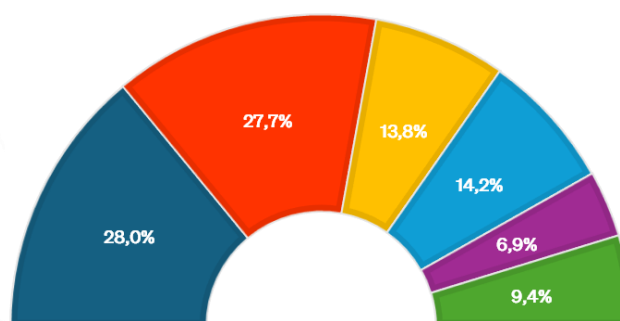
This meeting served as a platform to showcase progress made on priority topics over the past six months and to develop strategic plans for the next half-year.

The two-day meeting facilitated extensive discussions, including strategies for developing the Self-Assessment Tool on Transport and the Monitoring & Evaluation concept and tools. There was unanimous agreement on the importance of continuous collective efforts and cross-regional collaboration as essential pathways forward.

The meeting also enabled to present an overview of the 4th Action Plan Budget, including the level of disbursement and distribution by topics (see on the right a brief overview of the 2024 budget distribution).



**Budget of the 4<sup>th</sup> Action Plan - 2024**



Overall, the meeting underscored the importance of joint efforts and the necessity of aligning tools and strategies with the shared goals of the community.

### Outcomes:

- Continued to provide regular updates of the governance of the Platform and the implementation of the 4<sup>th</sup> Action Plan to the SG.
- Established guidance on the further development of the Monitoring & Evaluation framework and communication strategies.

# MONITORING AND EVALUATION

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The external evaluation of the Platform conducted in 2023 concluded that it is highly relevant to its Members and stakeholders, operating efficiently with effective coordination among participants and activities. A key achievement of the Platform was the development of a theory of change, a results framework, and a monitoring and evaluation (M&E) system. However, the M&E system had some limitations. The M&E system was unable to fully assess the impact of the Platform's activities.

In response, the Platform initiated a process to enhance its M&E system with the assistance of an external consultant. The process began by clearly defining the objectives of the M&E system, developing an analytical framework to guide the assessment and improvement, and conducting interviews with selected Members and stakeholders, alongside the involvement of the Steering Group.

The dedicated workshop session at the last meeting of the Steering Group (SG23) was designed to actively engage the SG in the process of improving the Platform's M&E system. The workshop consisted of three sessions, each aimed at building a shared understanding of M&E principles, evaluating the current system, and exploring opportunities for new self-assessment tools.

In the first session, experts emphasised the critical roles of M&E in project management, particularly in accountability and learning, while introducing essential tools such as the Theory of Change and Results Framework. The European Commission also shared an update on the development of animal welfare policy indicators, and Portugal presented its national animal welfare M&E system.

The second session offered a deeper look into the Platform's existing M&E system, followed by a group exercise where participants critically assessed its effectiveness. Discussions highlighted the need to simplify the Theory of Change, improve data collection methods, strengthen capacity building for Members, and better integrate key strategies within the M&E framework.

The final session featured a case study on animal transport, highlighting the WOAHA Observatory's thematic study that evaluates the extent to which standards related to the transport of live animals are implemented among WOAHA members, while also identifying the factors that facilitate or hinder their implementation. Additionally, a proposed Self-Assessment Tool for transport was discussed, aimed at supporting members and contributing valuable data for the Platform's M&E system.

Overall, the workshop fostered collaboration and engagement among Members, laying the foundation for a more robust and effective M&E system that will strengthen the Platform's ability to contribute to improving animal welfare.

## Outcomes:

- Initiated the continuous improvement process of the Platform's M&E system with engagement of WOAHA Members and active role of the SG.
- Recognised the potential of self-assessment tools for harmonised data collection, ensuring comparability, verification, monitoring, and supporting results-driven actions.

# STAKEHOLDERS' COORDINATION

## 9th annual stakeholders' consultation meeting

19 June 2024, Brussels, Belgium



The stakeholders of the Platform reconvened, once again, in June 2024 for the 9th Annual meeting, coming together to review the activities implemented under the Platform since their last gathering in June 2023.

As always, the Platform's priority topics – slaughter, transport, dog population management, disasters and working equids – were at the forefront of discussions. Stakeholders had the opportunity to share updates on their activities, provide feedback and propose measures and initiatives to shape the next phase of the Platform's work.

More information: [LINK](#)

## Our participation in stakeholders' events

Additionally, we attended several meetings organised by the Platform's stakeholders to present WOA's work on animal welfare and the Platform's specific activities to foster collaboration and engagement within the animal health and welfare community. These events included:

- European Partnership Animal Health and Welfare kick-off meeting
- European Association of State Veterinary Officers (EASVO - FVE) General Assembly
- European Commission – Civil Protection Forum
- European Commission – DG Sante EU Platform on Animal Welfare
- Side event of the Second Session of the FAO's Committee on Agriculture Sub-Committee on Livestock - EU animal welfare policies in the international context
- 1<sup>st</sup> International Workshop: One Health and One Welfare
- Meeting on transport of animals at the Representation of the State of North Rhine-Westphalia to the European Union
- Scientific and Technical Office of REMESA's training on Animal welfare in animal trade

### Outcomes:

- Maintained the coordination and dialogue mechanisms with relevant stakeholders.
- Shared and promoted a common vision for animal welfare in Europe.
- Conducted Platform activities consistently using consultive, supplementary and synergic approaches.

# COMMUNICATION

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## *Development of the Platform on Animal Welfare Communication Strategy*

In 2024, the Platform on Animal Welfare for Europe strengthened its commitment by increasing its communication on events, workshops, and articles through channels like our online webpage or our WOAHEurope X account.

### **Newsletters**

Furthermore, we enhanced our communication to our Members and stakeholders through our [annual newsletter](#) and introduced a [quarterly update](#) email to keep Members and stakeholders informed about activities, scientific developments, and key events.

### **Videos**

As part of its improved communication strategy, the Platform introduced video content to provide a space for Members and stakeholders to share their insights and experiences about working with WOAHEurope and our Platform. A pilot video was produced in 2024 from the [Whole Journey Scenario workshop](#) in Tunis, receiving positive feedback. Building on its success, the Platform has planned additional videos, with the next one focusing on the Steering Group's perspectives on the Platform's impact, particularly on its priority topics.

### **WOAHEurope's General Session side event**

Additionally, the Platform Secretariat participated in a side event at WOAHEurope's General Session, where we presented our work to WOAHEurope members and stakeholders from Europe and other regions, highlighting the various activities carried out across the Platform's five priority topics.

### **Communication strategy consultation recommendations**

The Platform engaged a communication consultant who assessed the effects of the Platform's communication efforts and proposed key elements for enhancing our communication strategy. The final report suggested:

- A shift towards more engaging multimedia content (videos, infographics, testimonials) and improved accessibility
- More frequent updates across multiple channels (social media, newsletters)
- Tailored communication for different stakeholder groups to ensure effective engagement
- Allocation of additional resources, including communication personnel and in-house staff training.

Those consultation recommendations will guide the Platform's secretariat in improving its communication activities and developing a communication strategy reflecting the Platform's objectives, striving to promote collaboration, reaching a wider audience, and promoting animal health and welfare.

More information: [LINK](#)

#### Outcomes:

- Improved consistency in communicating Platform initiatives across various channels.
- Enhanced transparency and collaboration through regular interaction with Members and stakeholders.
- Introduced dynamic, engaging and interactive communications by involving WOAHEurope Members and stakeholder representatives in content creation process.



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# Regional Platform on Animal Welfare for Europe

## Annual report – 2024



For more information, please visit our website:

[rr-europe.woah.org/en/Projects/animal-welfare-platform-europe](https://rr-europe.woah.org/en/Projects/animal-welfare-platform-europe)



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