



12 Tips to Build Resilience & Scale Impact

Key Guidance from Animal Lawyers and NGO Leaders Around the World

This document summarizes the key outcomes of the World Animal Justice (WAJ) [Expert Webinar](#), held on World Animal Day – 4 October 2025. The discussion brought together animal lawyers and NGO leaders from five regions: Sabine Brels (France), Sabina Bravo (Chile), Olga Chevganiuk (Ukraine), Altamush Saeed (Pakistan), Jim Karani (Kenya), and Fiolita “Vio” Berandhini (Indonesia). Together, they shared practical lessons on how animal advocates can build resilience and scale impact worldwide.

■ **Build Resilience**

- 1 - **Embrace the long view** – Change is slow but steady. Define success in small, cumulative wins — from stronger enforcement to greater public awareness — and celebrate progress along the way.
- 2 - **Lead with authenticity and care** – Resilient teams are built on trust, not perfection. Leaders who admit mistakes, show vulnerability, and apologise when needed strengthen unity and credibility.
- 3 - **Build collective strength** – Create peer support circles and mentorship networks. Share lessons, challenges, and successes across regions to keep advocates connected and inspired.
- 4 - **Protect yourself and your people** – Plan for well-being as seriously as for litigation or advocacy. Rotate duties, debrief after crises, and ensure teams have emotional and legal safety training. Our work for animals is emotionally demanding — be aware of burnout, a common risk in this field, and normalise rest, peer care, and recovery.
- 5 - **Adapt to your context** – Align your message with current public priorities — safety, health, culture, or faith. When speech is restricted, rely on coalitions and verified facts to share the load.
- 6 - **Keep learning and inspiring** – Invest in ongoing training for lawyers, officials, journalists, and youth. Motivation and knowledge together sustain long-term change.

■ **Scale Impact**

- 7 - **Use the laws that already exist** – Push for enforcement through inspections, fines, and closures — and make the results public. Transparency turns dormant laws into active tools.
- 8 - **Litigate for leverage** – Choose cases that create precedents, close loopholes, or link animal protection to environmental and human rights. One strong ruling can shift systems.
- 9 - **Shape reforms that fit the moment** – During crises, focus on humane rules people already support — such as shelter access, safe evacuation, or firework bans.
- 10 - **Turn visibility into power** – Use data and visuals — maps, rankings, stories — to expose cruelty and inspire public pressure for change.
- 11 - **Strengthen coalitions** – Partnerships multiply strength. Share knowledge, tools, and credit across NGOs and regions to expand reach and influence.
- 12 - **Diversify your support** – Engage communities, schools, and ethical businesses to reduce dependence on donors and make advocacy more sustainable.

“We are all drops — but together, we are the ocean.” ■