



susaniMa:

A project for a sustainable animal
protection in Madeira

susaniMa: The common problem



Dramatic suffering of domestic animals in the south and the south-east of Europe

- no obligation for castration
- uncontrolled propagation
- lacking of care for the animals
- mass killing of animals

„desperate tries to help “ of animal welfare

- Transfer of animals to e.g. Germany
- no sustainability
- In dependence upon the birth of the animal spread of diseases

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The island of Madeira

- 1.000 km south-west of Lisbon
- 750 km west of Marocco



- 230.000 inhabitants
- 750 square kilometers of area
- ➔ **3.000 killings of animals each year**
(SPAD „animal shelter“ gets public support for each killing)

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The initial situation

Locally in Madeira:

- SPAD – Is more a killing station than a public animal shelter
- Only a little „private“ animal welfare and a few societies for animal welfare
- More or less no concerted actions and no co-operation

In Germany

- Private initiatives taking care of the animal procurement
- No public support



„Manageable“ area

- „manageable “ number of suffering animals
- „manageable “ number of persons in charge

„Isolated island “

- No uncontrolled influences from outside to the animal population

Sprouting ecological thinking

- The human population is aware of the need for action
- The support for the actual government is crumbling
- The bad influence of the suffer of animals to the tourism is evident

susaniMa: MADEIRA – A SPECIAL PLACE
with a potential to become a model region



susaniMa: The Strategy



Three emphasized topics:

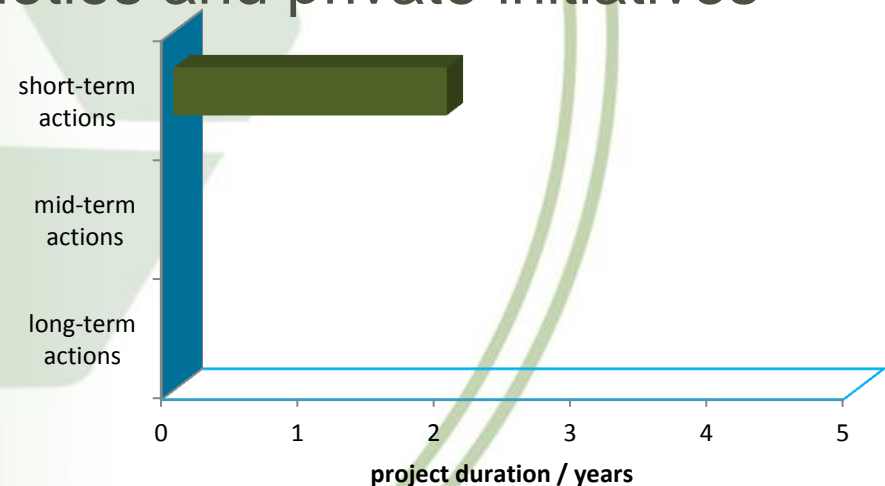
- Short-term actions for an amendment of the current, desperate situation
 - Mid-term actions to avoid the need for transferring animals to foreign countries
 - Long-term actions for a sustainable amendment of the situation
- **From our knowledge so far there is no project in Europe giving attention especially to such long-term actions**

susaniMa: The short-term actions...



Should ameliorate the suffer of the animals and the current emergency situation

- Utilizing the synergies by pooling the local strengths
- Financial support of the local private initiatives and animal welfare societies
- Financial support of the societies and private initiatives in Germany, which act as foster homes, pay for the medical care and which organize the search for families adopting the animals



susaniMa: The mid-term actions

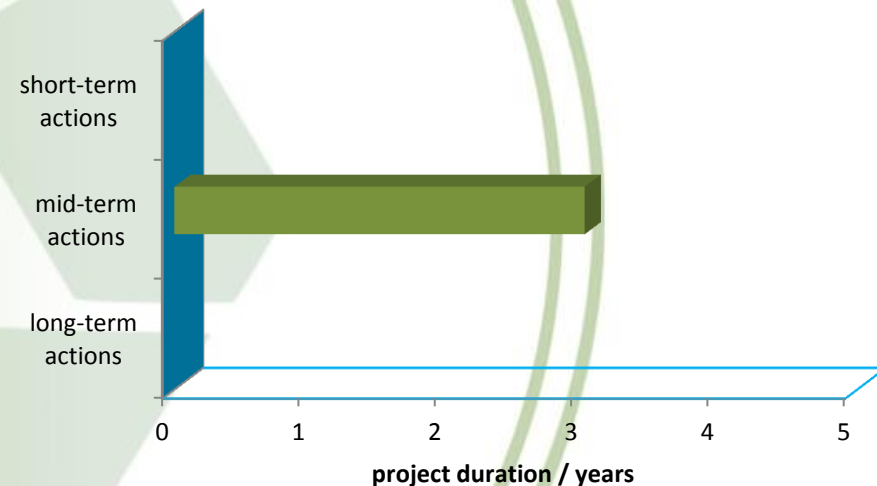


**must be started immediately
in order to have a mid-term effect**

- Realization of castration programs in an animal shelter which have to be built up or which is an upgrade of existing ones respectively

Feasible scenario:

- Upgrade of the existing SPAD
 - **Opportunity:** good chance to get a permission from the government and to get political support
 - **Risk:** low level of trust among animal rights activists; geographically difficult or even impossible



susaniMa: The mid-term actions



Feasible scenario:

- Upgrading existing shelters of private initiatives or societies of animal welfare
 - Opportunity: high level of trust
 - Risk: low chances to get the permission and political support
- Built up of a new animal shelter
 - Opportunity: high level of trust
 - Risk: low chances to get the permission and political support more costly

susaniMa: The long-term actions



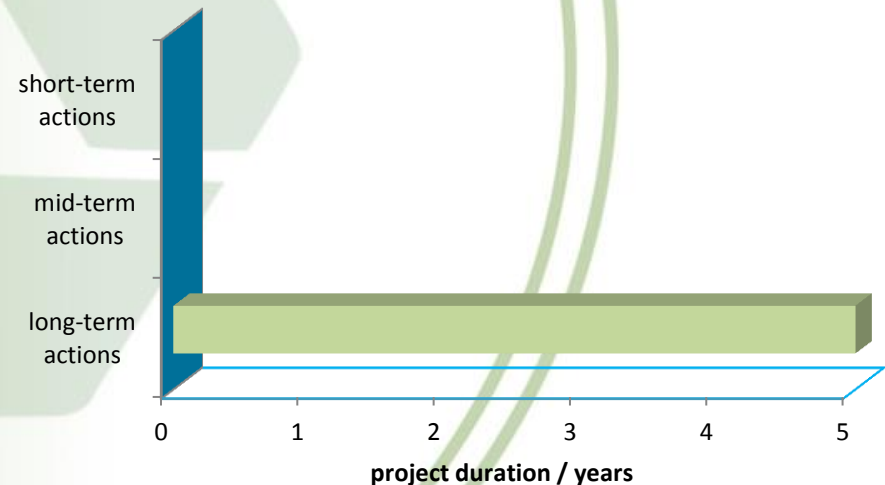
make Madeira being a model region



The greatness of a nation and its moral progress can be judged by the way its animals are treated. (Mahatma Gandhi)

Creating and enhancing an awareness among the Madeiran population

- Increasing the approach to the Madeiran youth by education measures, by social networks etc
- Integration of the policy
- Winning over e.g. Cristiano Ronaldo, the perhaps most famous child of Madeira, as a leading person



susaniMa: The long-term actions



Increasing the approach to the Madeiran youth by education measures, by social networks etc

- Solely by native animal rights activists in order to avoid the impression of a raised forefinger

Integration of the policy

- PAN
 - Opportunity: awareness is established, political structures are built up already political will for the support of animal welfare exists and is part of the party platform
 - Risk: bypassing of the local government
- Dr. Alberto João Jardim (President of Madeira)
 - Opportunity: „direct“ access to the still current power
 - Risk: one of the most controversial Portuguese politicians



Because of different reasons most of the animal welfare activists limit their activities primarily to the transfer of the animals to Germany Central Europe

- “exporting” the problem, but not a solution
- no sustainability at all

Some of the activists are organising neutering campaigns

- Sustainable activities, but only sporadic because of financial reasons

Real sustainability is missing in general, leading to e.g.

- Massive killings of animals in the south and south-east of Europe
- Barbaric killing of animals e.g. shortly before European Football Championship in the Ukraine or presently in Romania

susaniMa: THE UNIQUE PROJECT
because of its sustainable approach

Thank you very much for your time



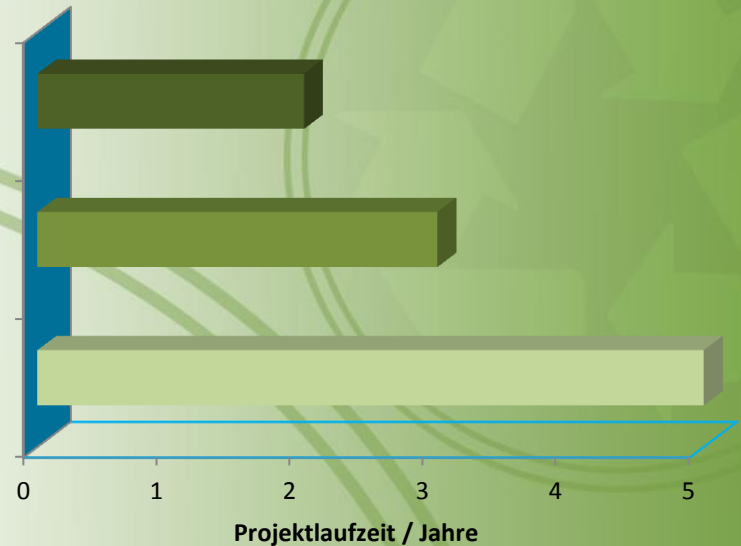
Do you love life?
Then do not squander time,
for that's the stuff life is made of.

Benjamin Franklin

kurzfristige
Maßnahmen

mittelfristige
Maßnahmen

langfristige
Maßnahmen



On each day we waste from today,
eight further innocent animals will be killed
in Madeira with public subsidies...