

Preface

Why Diplomacy?

In 1922 at the age of 77, elder statesman Elihu Root wrote to the American people one of the most important papers advocating the study of diplomacy. At the time, Americans had little interest in the field and just 2 years prior, the US Senate had rejected the League of Nations. Root understood that a new age had just been born with the Great War, now usually known as World War One, and that America was responsible for the baby's success. Therefore, Americans had to learn the business of diplomacy (Root 1922, September). Just as Root developed an "action plan" for America, a similar need exists today for animal protection NGOs (nonprofit Non-governmental Organizations), often all that stands between an animal's survival and a humane life, versus extinction or an inhumane existence. This book is for any animal shelter or advocacy group that wants to negotiate animal protection agreements, whether with local or national governments, the UN, the Red Cross movement, or International Organizations.

What Is an International Organization?

General diplomatic practice states that an "International Organization or (IO)" is a legally chartered association of national authorities. Some experts are beginning to use the term IGO or international governmental body; but that can be confusing as a parsing term and thus is not used in this book. Some IOs are the North Atlantic Treaty Organization (NATO), the Association of South East Asian Nations (ASEAN), the Organization of Economic Cooperation and Development (OECD), the Organization of American State (OAS), and the Group of Seventy Seven Non-aligned Nations (G77), which is also the UN's largest coalition of nations. Animal protection bodies can benefit from collaboration with all of those organizations. National societies of the Red Cross/Red Crescent movement should also be important to animal protection; but they are neither NGOs nor IOs. They have their own set of legal rights defined by international conventions. Many NGOs like the Royal Society for Prevention of Cruelty to Animals (RSPCA) are international in

nature, but are not IOs because their membership is not governmental. Furthermore, IOs have privileges and immunities which derive from their unique type of membership (states) not otherwise granted to NGOs. An IO is also not just a body that receives substantial government funding. Many NGOs like GOAL, the Irish relief NGO, depend heavily on government funding and have an international mandate, but they are not IOs.

In a survey for this book of 1,000 NGOs, over 80% of respondents saw it as either important or very important to work with the UN or the Red Cross movement. In addition, 90% felt it important to develop international rules to protect animals (International Farm Rescue 2010). Though only a sampling, the industry seems to agree that diplomatic abilities are essential to save either the billions of sentient lives across the globe or just the few that might live on a small remote island; but how does one go beyond lobbying for change and effectively apply traditional diplomatic practice to animal protection? This book provides a model. By no means are all of the “recommendations” cast in stone. They are simply practical guidelines based on the experience of many people; each organization or private society must choose its own path based on its own resources and individual philosophy.

The first premise of Diplomacy, Funding and Animal Welfare is that we need stronger collaboration between animal rights, welfare, and conservation bodies, between those that rehabilitate wildlife, and those that manage conservation programs. For purposes of this book, I have lumped all of these NGOs under the collective term “animal protection NGO.” A second proposition is that we need a sustainable partnership between the humanitarian¹ and animal protection communities, groups that do not traditionally collaborate with much enthusiasm.² This second premise is based on science, as well as personal experiences during 1986–2005 when because of horrors I had seen perpetrated on camels and on other animals, I injected animal protection into my own work as the Policy Adviser on Disaster Management in the Bureau of International Organizations at the US Department of State. I did so to save both animals and people, feeling that neither humanitarian nor animal welfare proponents could fully achieve their potential without cooperation with the other. In 1986 at an Egyptian market catering to the sale of Somali-born camels, I watched a year-old camel burned to death! That nameless animal’s cries and smells are still with me, as well as the act’s senseless and destructive stupidity. The Somali herdsmen wasted weeks getting the animal to

¹In this book, humanitarian refers to government agencies, NGOs, or other bodies that have the main function of assisting humans vs. animals. A good example is the US Office of Foreign Disaster Assistance (OFDA). Another would be any national society of the Red Cross Movement.

²A “community” in this context is defined as anyone associated with the mentioned movements, from private donors and volunteers to staffs in NGOs, private corporations, academic institutions, government agencies, or international bodies.

market and the buyers lost camels for labor. Most importantly, the camel lost its life in the most horrible of ways. I have always loved animals, especially camels and horses, since I rode them as a kid in Egypt in the 1950s, and on that day in the summer of 1986 decided that my life in what some call the “cocktail circuit of diplomacy” would one other future day have to be about protecting animals. It could no longer be a choice, “Diplomacy, Funding and Animal Welfare,” the question posed in the title of this book. The “or” had to be replaced with “and.” Later on, I created the first working group on animal welfare at the US Department of State, to end animal suffering and reduce poverty, hunger, and disease for humans. It was why I later requested and was granted a position with WSPA (World Society for the Protection of Animals), one of the world’s finest animal protection NGOs.

When one examines the relationship between sustainable human development and the protection of animals: companion, livestock, wild, any kind, it is clear that not nearly enough is done to help animals; that is unethical and poor policy. The problem was obvious growing up in the Middle East, but the rationale for better lobbying and diplomacy to bring humanity and animal protection together crashed down on me starkly September 22, 2005, in a meeting chaired by Bill Clinton at the World Bank. It was his third meeting of the Global Consortium on Tsunami Relief. Remembering my experience with the burned camel and studies on development, what happened that morning led me to propose this book, though I did not begin to write it until 2010. Clinton was then the UN Secretary General’s Special Envoy for Tsunami Recovery and in his conference room sat Heads of Government from all the impacted nations (Clinton 2005). The discussion was about the recovery effort; but the context was “long-term governance of sustainable development.” Under that umbrella, I pointed out that development must include livestock protection, because, as Kate Rawles suggested (Rawles 2005), it enhances food security and jobs and prevents the spread of disease; unfortunately, the reception was not enthusiastic. They all nodded their heads, but that was it.

Animal protection NGOs must be more effective and proactive with such leaders and do a better job than I did. Those NGOs must also achieve significant animal protection agreements in the developing world, go beyond “lobbying for change,” and negotiate text that actually changes conditions for animals. Such text will have to link protecting animals, the environment, and humans, which can be done without diminishing the dignity of animals. These are the kind of arguments which will allow animal shelters to be set alongside human ones in disasters. A lot has been done; but more is required. Diplomacy offers a much neglected add-on to traditional lobbying. This book is written from that perspective.

Definitions of Types of Diplomacy

“Bilateral Diplomacy” usually describes negotiations between two governments, but in this textbook means negotiations between an animal protection NGO or coalition of NGOs and one government.

“Multilateral Diplomacy” is a creature of the twentieth century. It is usually understood to mean a negotiation conducted between members of a cluster of governments, often through International Organizations. This form was first associated with the League of Nations after World War One, and now is mostly associated with the United Nations and regional bodies like NATO, the North Atlantic Treaty Organization, or ASEAN, the Association of Southeast Asian Nations. In the context of this book, the phrase refers to a negotiation between an animal protection NGO or coalition of NGOs and a cluster of governments.

“Public Diplomacy” is a term popular in government circles and refers to what the NGO community normally considers as “lobbying the public.” The definition I offer in the context of animal protection is derived with permission from one crafted for government diplomats by Michael W. McClellan, Diplomat in Residence, the Gerald R. Ford School of Public Policy, Michigan (McClellan, 2004). “The strategic planning and execution of informational, cultural and educational programming by an animal protection NGO to create a public opinion environment in a target country or countries that will enable target country political leaders to be comfortable with changing their political paradigm and thus make decisions that are supportive of animal protection objectives.” Governments represent the people; therefore, it is often essential to change the people’s will. This form of diplomacy is an essential tool; though perhaps instead of saying lobbying, we should say “directly engaging the public,” in order to parse that activity from “lobbying a government.” When lobbying a government, an NGO tries to directly influence that government. In public diplomacy, the NGO directly changes the mood of the public and it is their reaction to the diplomacy which directly influences the government, hopefully in a positive direction. Because the tool is so important, as is the whole concept of lobbying, I have devoted Chapter 4 to its use.

It was always an honor to work with NGOs while in the government and to work for NGOs afterwards, especially the World Society for the Protection of Animals (WSPA). Those who argue that NGO officers cannot be diplomats are in error. Diplomats often say that their roots lie in the French system, which began in the sixteenth century but then was modernized by Cardinal Richelieu’s Foreign Ministry in 1626 (*Encyclopedia Britannica*). Richelieu saw the Ministry as a mechanism to protect the interests of the State, interests that stood above any particular King. He also saw diplomacy as a continual process of negotiation. Modern NGOs work for themselves; but they have often also proven invaluable as intermediaries in conflict, doing what states could not, and thus have become true descendants of Richelieu’s diplomats, in that sense (Sizer et al. 1982). We see them as science advisers to the United Nations, the Red Cross, and Governments, but also as passionate independent advocates for change, their skills and knowledge on par with any government official, their role in making policy and negotiating agreements essential. Thus, such experts are often called “global diplomats,” and some of the best-known NGOs are managed by former Presidents but more often by average citizens like IFAW, the International Fund for Animal Welfare, Climate Caucus Network, the Climate Action Network, Friends of the Earth, and the World Wildlife Fund. Suggestions by many of these bodies led to this book having six chapters.

Chapter 1 focuses on diplomatic theory and practice applied to protecting animals. Chapter 2 deals with how to ask for money. Chapter 3 deals with international conferences; a powerful tool to unify groups of governments and international agencies behind policy changes. They also can stimulate donations. Chapter 4 deals with protocol, how to contact a Ministry or Embassy and use expected behavior patterns to our advantage. Chapter 5 focuses on how to use the media. Chapter 6 points to some useful NGO alliances and international organizations that can provide funding or policy advantages.

Personal experiences and research papers underpin this book, experiences working for the US Government, WSPA, and IFAW, as well as interviews with many experts in the NGO community, former and current diplomats, and United Nations and Red Cross officials. In addition, I conducted a survey of 1,000 animal welfare, animal rights, and conservation NGOs. The survey was done through International Farm Rescue, a consultancy.

I would like to develop a relationship with the readers of this book. If you have any comments, questions, or suggestions for a second edition, please send them to diplomacy@ifrescue.org.

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Larry W. Roeder, Jr., MS



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Roeder, L.W.

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