

## ABOUT ANIMAL WELFARE INDONESIA

Animalwelfare.id is an educational/character building website, which teaches Empathy, Respect and Responsibility through Animal Welfare. It gives animal lovers, teachers and communities the necessary tools to help educate through easy to use and step-by-step resources.

### Who Are We?

Jakarta Animal Aid Network (JAAN) is a non-profit organisation dedicated to improving the welfare of animals throughout Indonesia. JAAN was founded in January 2008 and is 100% dependent on donations.

JAAN runs a number of programs for domestic animals as well as for wildlife. To learn more about our programs please visit our website: [WWW.JAKARTAANIMALAID.COM](http://WWW.JAKARTAANIMALAID.COM)

JAAN owns and operates a number of programs, both for domestic animals and for Wildlife. Since 2020, JAAN Domestic has been officially established as the JAAN Animal Welfare Foundation.

To Learn more about the JAAN Program, you can visit our website at: [www.jakartaanimalaid.com/domestic](http://www.jakartaanimalaid.com/domestic) <http://linktr.ee/jaandomestic>

## **Why We Do What We Do?**

Welfare Education promotes knowledge, understanding, skills, attitudes and values related to animals, but it also encourages a general attitude. Empathy is believed to be a critical element often missing in today's society and the underlying reason for callous, neglectful and violent behaviour.

There is a well documented link between childhood cruelty to animals and later criminality, violence, and anti social behaviour. The link between animal abuse and human violence reveals that animal abuse can often have a domino effect. When adults disrespect, neglect, abuse or harm an animal; it starts a process of desensitisation or loss of feeling in our children. They become able to witness the neglect, hurting, harming or killing of animals without feeling a response. Habituation to neglect and cruelty means that abuse has become a routine part of a child's life and is accepted as normal.

Lack of empathy leads to dehumanisation because it slows down children's emotional development and they are not able to realise their full potential as emotionally mature adults. We can break this cycle and replace it among others with empathy, respect, responsibility, and compassion, which is needed to build kinder and better societies.

## **How?**

Everybody can help by sharing knowledge to those close to you. Sharing knowledge doesn't cost a thing, but can have an enormous impact on society in general.

This website is for all educators, animal lovers, people who care about the environment or just simply people who care about people and be part of creating a kinder society. This easy to use website has provided step by step action plans for teachers, animal lovers and communities which includes lesson plans, action plans, resources, activities, letters, educational posters,

videos, books and lots more!

### **Background of How It All Started**

Education has always been a high priority for JAAN from the very early start. JAAN realised that Education equals with change and using Nelson Mandela's quote: "education is the most powerful weapon which you can use to change the world".

We started with the concept of this website after having the opportunity to present to former DKI Jakarta's Governor Mr Ir. Basuki Tjahaja Purnama, NM regarding Animal Welfare. Our presentation and ideas were very well received and the Department of Agriculture was instructed to collaborate with us on all these ideas. This happened in September 2015.

After this presentation, we started creating content and further developing our concept. Regular meetings to present our developments and after 5 months of hard work we were ready to meet the Governor again!

To celebrate our major milestone and to socialise our Mass Education Project, we had a launching event at Jakarta's City Hall (Governor's office) in North Jakarta on the 7th of February 2016! The launching was a great success! In 2017 parts of our education programs were featured on big LED's throughout Jakarta. 2017–2018 we continued with some further developments, but due to lack of financial support, we were not able to explore these developments any further.

### **Supported by Four-Paws International**

And in 2018 we held a meeting with FOUR PAWS and presented the program and what we've been doing up to that point. We also submitted a proposal containing what we still want to develop, including content and website creation which later can be a guide for animal lovers, teachers, parents, communities and others with an easy-to-use website design and program

stages so that make it easier for us to provide education.

We are very grateful that FOUR PAWS was willing to sponsor the entire program thus giving us the opportunity to complete this excellent project.

The ultimate goal of JAAN is to create a better society through animal welfare education programs.

### **So Who Is Behind This Website?**

The following are the names and roles of each of the teams behind the process of making this website :

#### **Project Management:**

- 🐾 Karin Franken (*Project Director*)
- 🐾 Drh. Mariana Fernandez, M.Si (*Project Manager*)
- 🐾 Drh. Mikeu Paujiah, Dipl. Montessori (*Content & Editorial Manager*)
- 🐾 Levina Dewi Lomena, B.A (*Art Director & Creative Manager*)
- 🐾 Cerian Yuwono (*I.T. Manager*)
- 🐾 Febe Kristiana (*Web Analytical Manager*)
- 🐾 Monique Kauffman (*English Content Spv*)
- 🐾 Loes (ML) Schure (*Content Advisor*)
- 🐾 Ludmilla (*Translator*)
- 🐾 Pratiwi Wahyu (*Audio Editor & Content Tracker*)

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## Supported by



## Collaborators



## Official Partners



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