

# EARA VISION & MISSION

Our **vision** is that animal research is understood by society as still a critical part of the scientific process, leading to an informed and beneficial climate for innovation and progress for the benefit of human and animal and environmental health.

Our **mission** is to be the leading voice in Europe for organisations that use animals for scientific purposes and to ensure that all stakeholders are informed and understand the use of animals for as long as they are needed.

## TRUSTED VOICE

As a communications and advocacy organisation, EARA has become the trusted voice of the biomedical sector when discussing the use of animals in research and works in partnership with the EU Commission to improve transparency and openness.

“ It was within days of receiving the safety data from our animal trials that we were putting the vaccine into the arms of our first volunteers. ”

Prof. Dame Sarah Gilbert, Oxford Vaccine Group, developers of the Oxford-AstraZeneca Covid-19 vaccine

## MEDIA TRAINING



The **EARA media training toolkit** equips participants with the essential skills needed to engage openly and effectively about biomedical research using animals.

In addition, there are these specialised training workshops:



### Non-technical summaries

Improve your skills in writing NTS, to make them understandable for the general public.

### Basic research

Address the challenges in discussing fundamental research using animals.

### NHP research

Understand and navigate the complex public debate around research with non-human primates (NHPs).

### Science communicators

Training for science communicators, with or without a science background, to accurately explain the role of animal research to the public.

### Website guidance

Step-by-step instruction on how to build effective website content about animal research for your institutional website.



European Animal  
Research Association



Engaging  
Informing  
Supporting





## EARA MEMBERSHIP



A free Communications Handbook with details on communications strategies, crisis management & website content.



On-call advice about communication issues & handling media responses.



An exclusive quarterly Member Newsletter & early access to the weekly EARA News Digest & Policy Briefing.



Preferential member rates for EARA events & media training, including the EARA Conference.

## OUR ACTIVITIES

Through the support of our member organisations, EARA aims to increase public understanding of the use of animals for biomedical research, influence decision-makers, and provide support and assistance for the transport supply chain.

EARA has driven efforts across Europe—and, increasingly, worldwide—to foster a change in how the biomedical community communicates with society about research using animals, including hosting events on openness and transparency, co-ordinating the annual 'Be Open about Animal Research Day' (BOARD) social media campaign, and leading the expansion of Transparency Agreements on animal research globally.

## OUR MEMBERS

EARA has grown to a membership of more than 200 organisations, from both public and private biomedical research and professional bodies, as well as breeders and other suppliers to the sector.

EARA member institutions come from close to 50 countries from six different continents, all with the desire to follow good practice on open and transparent communication to the public about the use of animals in research.

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**200+ MEMBERS**

Join EARA to support openness and transparency about research using animals

**SUPPLIERS** **NGOs** **UNIVERSITIES** **RESEARCH INSTITUTES** **COMPANIES** **SOCIETIES/ASSOCIATIONS**

**EARA 10 Years**  
192 MEMBERS