



# ANNUAL REPORT

## 2025

THE CIVET PROJECT FOUNDATION



THE  
CIVET  
PROJECT

Charity no. 1206208  
[www.thecivetproject.com](http://www.thecivetproject.com)

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# Foreword

**Dr Jes Hooper**

**The Civet Project Foundation CEO**



It is safe to say that 2025 has been an incredibly challenging year for people and animals around the world. Those working in the non-profit sector have had to navigate political disruptions, economic uncertainty, and an ever increasing need for our services regardless of the species we work with or the scope of our focus. Charitable organisations are a force for good in what can otherwise be a scary and unstable world. Every volunteer, partner and supporter I have encountered this year has restored my hope for a more just future free from exploitation, and I am incredible proud that The Civet Project is contributing to this shared mission.



Thanks to the generous support of our Alliance Partner Wild Welfare, this year we have been able to strengthen our operations to ensure our viability in the charity sector. In only our second year of operation, we now comprise a small core team of part time staff members, which has provided us the time we needed to develop our programs and bring heightened benefit to civets and those working to protect them. My own role as a newly appointed CEO of a newly formed charity has been made with ease thanks to the support of Wild Welfare and The Civet Project Foundation's dedicated board of trustees. Through our restructure we have supported career progression for our interns and volunteers and together we have formed a vibrant and collaborative work culture. The development of paid roles, policies, and creative work processes, combined with the recruitment of a further three board members has brought to life many of our campaign aims and program activities. As is evidenced in this annual report, the effects of this years organisational developments speak for themselves. In 2025, The Civet Project has held world leading travel companies accountable for their role in protecting civets from exploitative tourism, we have published new research, engaged MPs, brought together insitu and exsitu interest groups, educated thousands of students and generated over 10,000 civet observational records. All of this has helped to close species knowledge gaps and raise the profile of civet species. Incredibly, in a 300% increase from 2024, World Civet Day reached an estimated 40,000 people across 20 countries this year. We do, of course, have some way to go before we are able to reach our full potential. We face an uncertain political and economic landscape, and we need major investors to help us grow our capacity and the full potential of our programs. Despite these varied and significant challenges, what we have created with The Civet Project is worthy of celebration. Together, we are collectively striving for a future where civets, people and the planet are protected.

*Jes Hooper*

# Executive Summary

## Capacity Building & Core Growth



We transitioned from a volunteer-led to a paid staff structure thanks to the generous support of our Partnership Alliance with Wild Welfare.



We secured four zoo partners who have collectively secured our first Project Officer in Vietnam, who will over-see our flagship Civet One Health program.



We have developed two Theories of Change- one for tackling civet trade (Vietnam) and one for disrupting civet coffee supply and demand (UK/Europe).

## Campaign Progress



Our industry investigation **'Tackling Civet Coffee Consumption [E-Commerce]'** revealed that the top 3 ecommerce sites sell civet coffee and fake certification claims are rampant. Our petition is now live and we are working on ways to engage directly with Etsy, eBay and Amazon.



We re-audited Tripadvisor, Booking.com, TUI, AirBnB, and Klook who all banned the sale of civet coffee attractions thanks to our 2024 report. On finding Tripadvisor had not acted on their promise, we reaffirmed our working relationship and continue to support them to protect civets.

## Raising Awareness



We exceeded our own goals for raising awareness of civets and the threats that they face. World Civet Day reached ~40,000 people across 20 countries, we secured press coverage in nine newspapers/magazine, and we grew our supporter base by 250%!



**We exceeded  
all our 2025  
objectives!**



## Organisation

# 2025 Objectives

## Our aims and KPIs



### In 2025 we aimed to:



**Raise the profile of civet species and the threats they face. Grow our trusted reputation as the world's leading voice for Viverrids.**

#### GROW OUR AUDIENCE



- Develop Google Ads
- Grow our website visitors
- Increase our social media reach with focus on growing our civet-range country audience base
- Secure 4 press articles



#### ENGAGE INDUSTRY



- Hold Tripadvisor, Air BnB, Klook, Booking.com and Tui accountable to their pledge to stop selling civet coffee tourist experiences
- Launch our Civet Free stream to engage members of the specialty coffee industry



#### SECURE OUR FUTURE



- Host events and training workshops and develop free civet guides and resources
- Submit 2 Reverse the Red species pledges and lead the Civet Working Group
- Develop our fundraising and partnership strategy
- Onboard 3 zoo partners



### In 2025 we exceeded our aims:

In 2025, we grew our supporter base, seeing an average increase of **55% in social media followers across platforms** (including an average rise of **2% in our Indonesian and Vietnamese audience base**). We grew our **e-newsletter subscribers by 250%** and secured coverage in **9 press articles**.

We renewed our relationship with Tripadvisor after our second industry audit found civet coffee attractions continued to be sold on their platform despite their agreement to remove these listings from sale in 2024.

Most importantly for our own sustainability, in 2025 we developed our fundraising strategy, welcomed **4 zoo partners**, **4 in-situ partners**, **3 trustees**, **3 staff members** and **1 specialist advisor**.

# 2025 Operations

## Team Developments



# 2025

### Trustees

In 2025, we strengthened our board of trustees as part of our transition from a volunteer-led organisation to a sustainable staffing strategy thanks to our Partnership Alliance with Wild Welfare. The 2025 board comprised seven trustees from various disciplinary backgrounds, expertise, career stages, genders, and ethnicity's. We welcomed three new trustees: Heidi Quine, Linh Ha and Jack Williams, and Zak Showell was promoted to Chair of the Board. Dr Jes Hooper resigned from the board to become the Chief Executive of Operations. Joining us as a Specialist Advisor is Dr Christa van Wessem.



Zak Showell



Mai Trinh



Lucy Newton



Dani Boobyer



Heidi Quine



Linh Ha



Jack Williams

### Operational Staff

We supported the career progression of early career conservationists. Cerys Deakin and Keyana Grace became our Communications Officer and Programs Administrator under the leadership of Dr Jes Hooper who transitioned from Chair of the Board into the role of CEO. We were then joined by a core team of volunteers, work placement students, our new intern Jessica Meadows, Regional Ambassador Hannah Brazier, and Brand Ambassador Emma Wootton.



Left to right: Cerys Deakin, Dr Jes Hooper and Keyana Grace



# Partners

## In-Situ

We formed working partnerships with several organisations in Vietnam in preparation for our flagship ‘Civet One Health’ program (launching in 2026). We are working with them on a number of objectives including data collection of wild Viverrids, community based education, outreach and promotion of ethical tourism and consumption. We worked with universities in Vietnam to deliver documentary screenings of ‘From Rare to Reckless’, our award winning film that highlights the conservation, animal welfare and public health costs of civet coffee tourism. In South Africa, we launched our citizen science camera trapping project ‘Night Roamers’, helping to train the next generation of conservationists. Through these partnerships we are building local capacity and strengthening our in-country connections. We also continued to work closely with organisations via our involvement in the Asia for Animals Coalition and we attended the Afa2025 conference in Taipei, bringing civets into this space for the first time.

## Ex-Situ

In keeping with our 2025 aims, we formed partnerships with UK zoos to further bridge insitu and exsitu conservation efforts. Crucially, zoo partners have been instrumental in raising the profile of civet species and the threats that they face by delivering visitor education programs, participating in World Civet Day, and contributing financial aid towards our Vietnamese conservation programs.



## Special Thanks

It is thanks to our Partnership Alliance with Wild Welfare that The Civet Project has been able to progress from a volunteer-led organisation towards a staffed operation. We are sincerely grateful for the vital support Wild Welfare has provided us since the very beginning of our journey as a charitable organisation.

## Platinum Partners

Drusillas Conservation in Action  
Dudley Zoo and Castle  
World Animal Protection Denmark

## Gold Partners

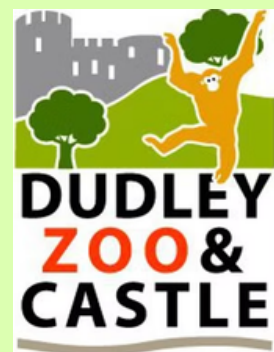
Drayton Manor

## Silver Partners

Shaldon Wildlife Park

## In Kind Partnerships

Peppermint Narwhal  
Green Hill  
IUCN SSC Small Carnivore Specialist Group  
WildAct  
Mankwe Wildlife Reserve  
Next Continent  
WARN  
AfA  
ABConservation  
LCTW  
Little Fireplace



DENMARK





# Programs

# World Civet Day 2025

In 2025, we ran World Civet Day (04/04/25) for the second time. This year, we adopted coffee as a theme which we integrated into all our educational and outreach resources.

## Theme: Coffee

A theme allowed us to focus on one primary threat facing civet species. Coffee is a universally recognised and globally consumed beverage, which brought greater potential for reaching audiences outside of conservation and animal welfare circles.

Coffee was used as a springboard to promote ethical consumer choices and to show the link between people and poorly-recognised and represented species.

The coffee theme further provided fundraising opportunities. In the UK, zoo's donated an elective percentage of their coffee sales on World Civet Day, generating more than £2,000.00 to support The Civet Project Foundation's efforts to end the civet coffee industry.

Around the world, people celebrated world civet day with coffee-themed fundraising activities such as coffee mornings, bake sales and screenings of our documentary film about the true cost of civet coffee tourism.



# World Civet Day Reach



Global reach potential:  
~40,000 people!\*

**58**

Education  
Packs

+ 22% from 2024

**56**

Social Media  
Packs

+57% from 2024

**36**

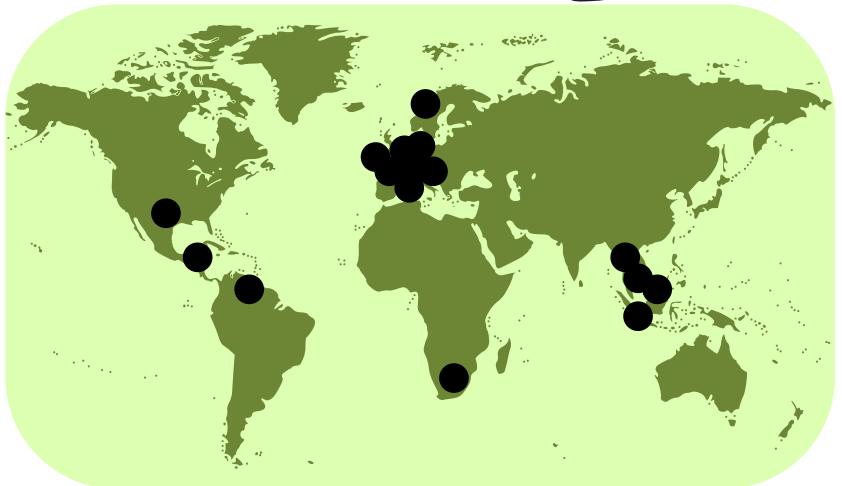
Documentary  
Packs

+11% from 2024

**43**

Fundraising  
Packs

NEW for 2025



\* estimates reach calculated as one tenth of total online audience reach of participating organisations

# Reverse the Red for Viverrids



In 2025, we joined the IUCN Reverse the Red initiative, a global movement lead by the IUCN that ignites strategic cooperation and action to ensure the survival of wild species and ecosystems. Data-driven and collaborative, Reverse the Red provides the tools and partnerships to unite stakeholders and catalyse conservation impact.

## BIAZA Viverrid Conference

We brought together insitu and exsitu conservationists at the first ever Viverrid Workshop. Hosted in partnership with the BIAZA Small Carnivore Working Group and Dudley Zoo and Castle, our two day workshop brought together 50 participants from 6 countries to share knowledge, experience, and gain theoretical and practical training to advance Viverrid conservation and captive welfare.

## Ambassador Training

We delivered three Civet Ambassador Training workshops to bring civet education into colleges, schools and zoos. Our engaging workshops and interactive learning approaches enhanced participant confidence in popular science communication strategies. Participants learned a range of civet themed facts, developed innovative educational activities and built confidence in public engagement.



## Civet Working Group

In 2024 we established the IUCN SSC Small Carnivore Specialist Group's Civet Working Group where we brought together small carnivore conservationists from around the world to identify, plan and coordinate Viverrid conservation actions.

In 2025, we grew the Civet Working Group to 23 members, organised into three sub-groups, set targets including Red Listing assessments, World Civet Day planning, and the development of regionally focused Viverrid resources. We also worked with a range of partners and engaged with the press.

## Night Roamers

To close the knowledge gaps for Viverrids species, we launched the Night Roamers program- the largest citizen science program of its kind dedicated to advancing Viverrid conservation.

Hosted on the inaturalist database and launched in 2025, our Night Roamers project has already **exceeded 10,000 observational records**- vital data needed for understanding the population health of civets, genets and linsang across their natural ranges.

Our in-situ partners actively contribute to this initiative by uploading their sightings which are then fed into the Civet Working Group for use in Red Listing assessments and other research initiatives.

In South Africa, we are working directly with Mankwe Nature Reserve to train conservation students in nocturnal camera trapping and small carnivore monitoring. In 2025, we helped train **360 students** and supplied **4 camera traps**.





## Research & Publications

## Industry Leaders 2025

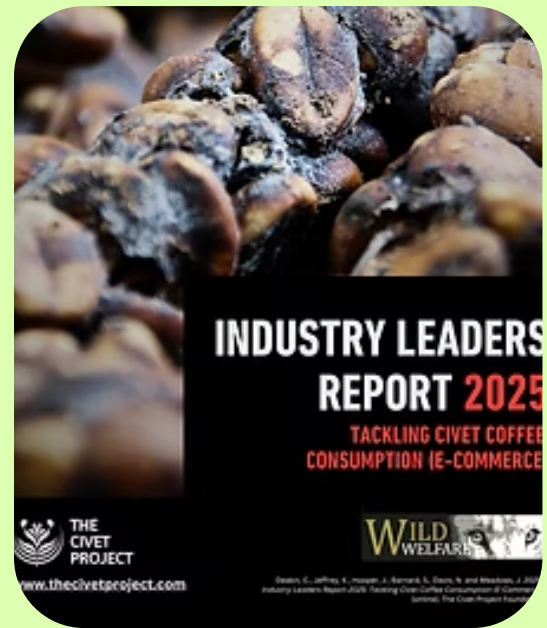
We investigated civet coffee sold on eBay, Amazon and Etsy, three popular e-commerce sites. Although each platform has numerous consumer and environmental policies which if properly enforced would make the sale of civet coffee prohibited, civet coffee was widely sold across all three websites. In a snap-shot in time [investigation](#), we identified 543 listings selling civet coffee, with 16% including certification claims of wild collection and cruelty free production methods. We investigated all these claims and found none could be evidenced. We are now calling for a ban of civet coffee on these platforms.

## Care for Us Guide

Together with Wild Welfare, we released a [free captive care guide](#) for Asian palm civets for use in sanctuaries across Asia. The guide is available in five languages.

## Peer Review

We commissioned a [special issue 'Viverridae'](#) in the 26/27 journal Small Carnivore Conservation. We published a [research article in Discover Animals on the conservation costs of commercial civet pet keeping in Indonesia](#). And, we conducted preliminary research into the commercial civet trade network in Vietnam to inform our [2026 Civet One Health](#) program.





**Press Coverage**

**SPECIAL REPORT**



**The true cost of luxury coffee**

Civet coffee is prized for its flavour, but there's a dark side to this high-end product

**M**ORE THAN 10 YEARS AGO, a number of high-profile trailblazers were caught up in an animal welfare scandal that involved the unlikely combination of coffee, dung and a small animal that most people in the UK, or indeed the rest of the world, had never heard of: the civet.

Kopi luwak, as the coffee is known, is made from beans extracted from a civet's

**"Kopi luwak, as the coffee is known, is made from beans extracted from a civet's dung"**

ding. Though civet coffee (which are a also encompasses 17 species spread a civet cherries as a - semi natural, but to Asia, where kopi is most common as the civet's stomach gives the beans a remarkably smooth

do charge \$200 for a 50g bag. The of other retailers, such as Amazon, is nearly as extreme, but are still the store of Kopi a kilo.

In 2013, campaigners discovered far from being the by-product of free-ly civets, kopi luwak is actually made from beans extracted from a civet's stomach. Beans are called for independent source of the whole industry.

BBC Wildlife Magazine Spring 2025



**"Campaigners discovered that kopi luwak routinely came from battery-farmed animals"**

Three years on, it appears that very little, if anything, has changed. Kopi luwak of dubious origin is still being sold by numerous online coffee companies, while visiting civet coffee farms has become a critical part of the business model in countries such as Indonesia and Vietnam.

Indeed, civet coffee tourism is where money is being made, and tourism are increasingly promoted by online travel platforms such as Booking.com, Expedia and TripAdvisor. A report published by The Civet Project found just listings of civet coffee experiences on TripAdvisor, with nearly 90% of those featuring captive civets.

"In addition, 90 per cent of them were not featuring an animal welfare warning, so unlike TripAdvisor's own policy," says Jen Hooper, who set up The Civet Project specifically to highlight the cruelty of the kopi luwak industry.

Hooper says TripAdvisor agreed to remove tours that take in civet farms but, six months after the report was published (and as BBC Wildlife was going to press), about half of the original listings the flagged were still live.

BBC Wildlife contacted TripAdvisor and Booking.com, but did not receive a response. Expedia said in a statement that it "does not support activities or attractions where animals are held for commercial purposes or venues where products sourced from wild animals are sold" and that "this includes civet coffee".

At the time of publication, Hooper did not respond to BBC Wildlife's request for comment. Hooper argues: In many - probably most -

These animals are usually wild-caught, so even if they are kept in enclosures, as some refer to them, they will be stressed. And while they do have a chance upon a coffee plant and sample some cherries, in a civet they are only fed coffee," says Hooper.

It's not just the farms that are the problem. Civet coffee is becoming increasingly popular as a novelty product. BBC Wildlife contacted a seller of kopi luwak, including its and Amazon, who promote their a coming from "wild" civets.

Most, including Amazon, false or misleading to answer my questions. One seller - who did not to be identified - said their coffee from civets that were not history but kept in "enclosures of a decent size".

"I would be amazed if you can somebody who makes it from beans from wild civet dung," they said.

Hornold told BBC Wildlife in a that civet coffee is "sourced on from Bawean, a supplier (based in that guarantees the beans are only 100 per cent wild animal". They the Indonesian region of North for the department store concludes "it is not possible to certify the traceability reviews".

At the time of publication, Hooper did not respond to BBC Wildlife's request for comment. Hooper argues: In many - probably most -

BBC Wildlife Magazine Spring 2025



**"I've not come across any evidence that's convinced me that there's such thing as wild-collected civet coffee"**

The claim that it's the rarest coffee in the world," says Hooper. "You can't plug create \$100 worth of product if it's rare, and people are only paying \$50. The market doesn't add up."

The issue is not only one of animal welfare. Civets cannot reproduce fast enough, experts say, to supply sufficient numbers via captive breeding, so they being taken from the wild. However, Chayne says there is no way of ascertaining the conservation impact because civets are also captured for the pet trade.

No one knows how many civets are in how many farms across Asia, but it that they are mostly, or even entirely in cruel conditions with no motivation outside periods.

Moreover, as Chayne points out, we already plenty of alternative high-quality coffees that benefit wildlife rather than inflict suffering. "You can get organic Brazilian coffee, gibbon-friendly coffee coffee grown in the rainforest, all of have multiple benefits for all sorts of and for local people," she says. "Kopi is not wildlife-friendly in any way, as farms. It is just unnecessary cruelty."

**ABOUT THE AUTHOR**

Jen Hooper is a wildlife journalist with a specialism in nature and environmental issues. She is a partner in Wildlife

BBC Wildlife Magazine Spring 2025

## International News

We secured civet coverage in the following press outlets with international reach:

- BBC Wildlife Magazine (Spring print issue, images above)
- [The Revelator](#)
- [Earth.com](#)
- [Planet B](#)
- [Animals & Society Institute](#)

## Local news

Our work was featured in the following UK-based/local outlets:

- [The Argus](#)
- [Bourne Free Live](#)
- [Sussex Press](#)
- [BIAZA](#)
- [Sussex World](#)
- [Birmingham Live](#)



**World Civet Day 2025 reveals the dark side of a luxury coffee**

**I visited Dudley Zoo and found out how £25 Amazon purchase can bring harm to one animal**

A campaign has been launched to aid the welfare of the species

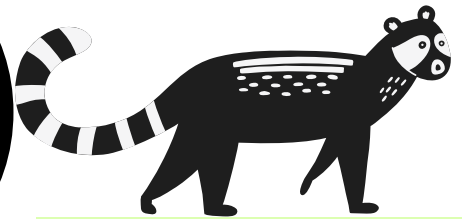


The Civet Project and Drusillas partnership. (Image: Drusillas Zoo Park)



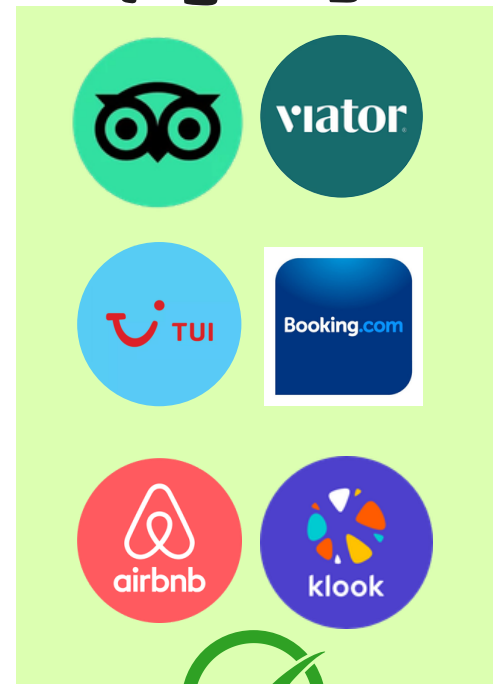
## Metrics

# Key Performance Indicators



## 2025 Impact

- Travel companies remain committed to stopping the sale of civet coffee tourism on their platforms.
- 360 students trained in nocturnal research skills
- >40,000 people across 20 countries celebrated World Civet Day
- >10,000 civet sightings have been collected
- 50 people attended the Viverrid Workshop
- 23 conservationists became members of the Civet Working Group
- >8000 people have watched our film 'From Rare to Reckless' about the true cost of civet coffee
- >3,000 people have signed our petitions calling for greater civet protection



## Audience Growth



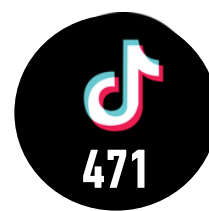
+ 45%



+ 68%



+ 61%



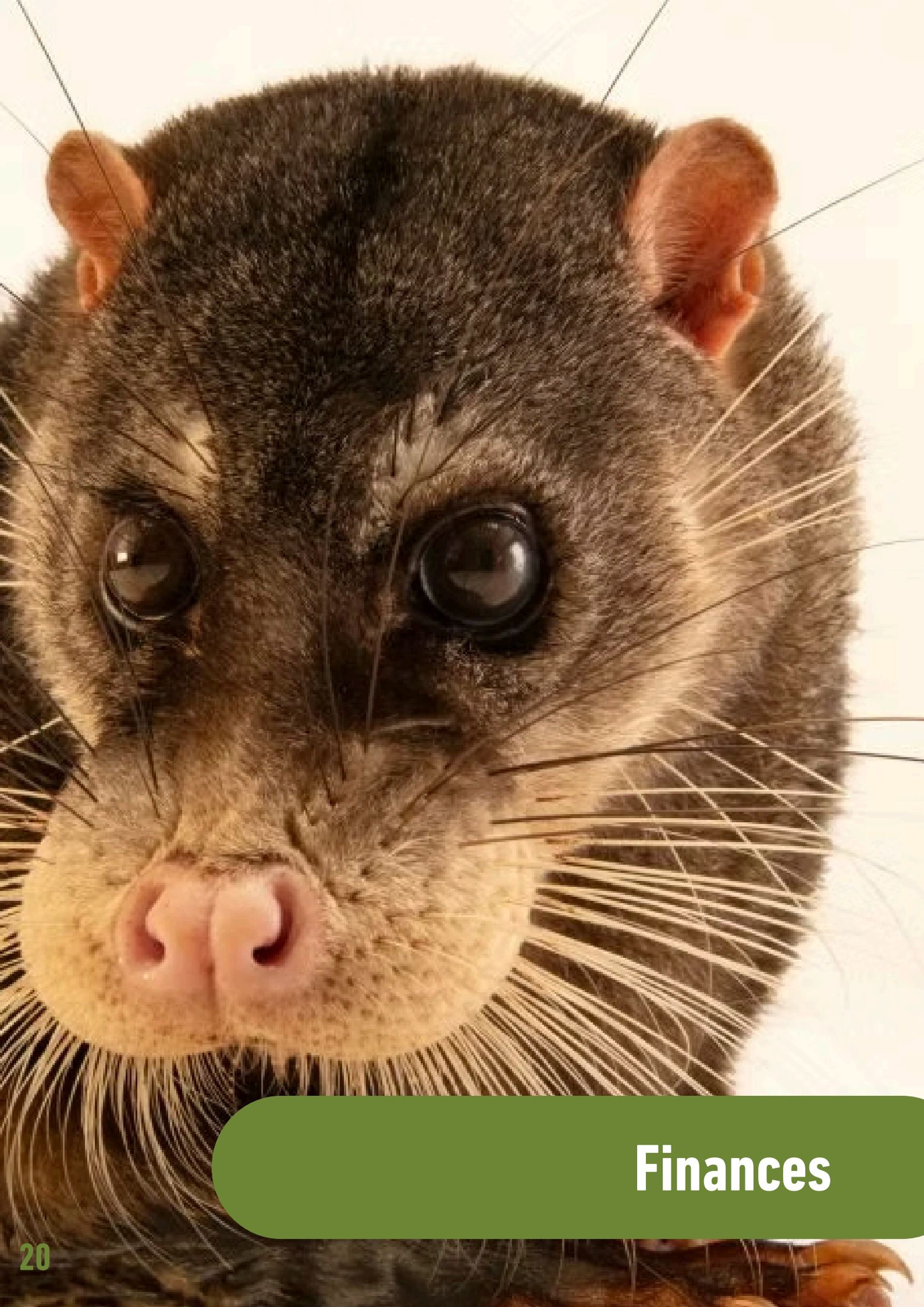
+ 45%



+ 250%



300%\*



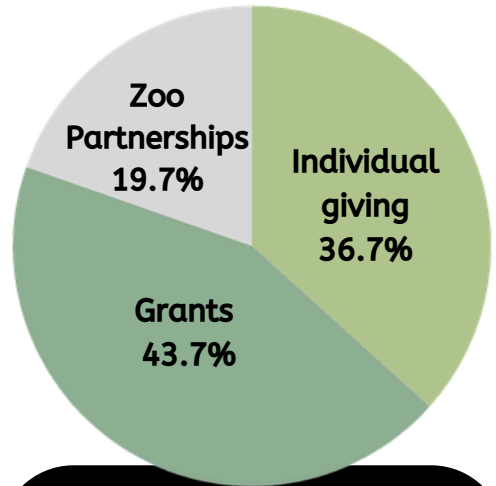
# Finances

# Finances



## Income

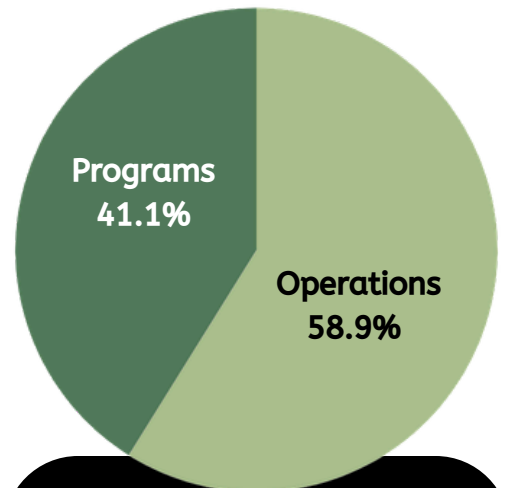
<i>Individual Giving</i>	<i>£16,798.84</i>
<i>Grants</i>	<i>£20,000.00</i>
<i>Zoo Partnerships</i>	<i>£9,000.00</i>
<b><i>Total Revenue</i></b>	<b><i>£45,798.84</i></b>



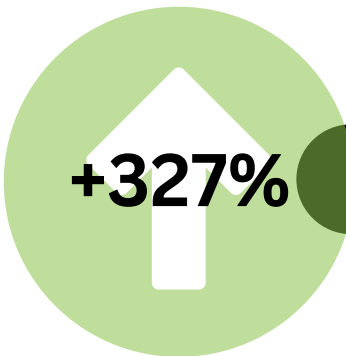
**% income sources**

## Outgoings

<i>Operations</i>	<i>£9,881.01</i>
<i>Programs</i>	<i>£6,898.62</i>
<b><i>Total Expenses</i></b>	<b><i>£16,779.63</i></b>



**% funds allocation**



**Total income growth compared to 2024**

## Summary

<i>Total income</i>	<i>£45,798.84</i>
<i>Total costs</i>	<i>£16,779.63</i>
<b><i>Year end balance</i></b>	<b><i>£35,754.74</i></b>





**Forecast**

# Strengths & Weaknesses



## Niche

- We are the **only organisation** in the advocacy space focussed entirely on civet species.
- **Civet coffee** as a novelty product is attention grabbing, and product curiosity can be shaped into pro-conservation behaviour.
- Our **core team** brings subject relevant expertise, experience and social networks.

## Data Driven

- We craft effective campaign strategies built on research
- We **monitor and evaluate** our strategies to ensure effectiveness and we respond to real world changes in an informed and considered way
- Our core team are **highly trained** in data collection, analysis and monitoring
- We understand our target audiences.
- We have our first year of accounts so can prove our **responsible financial management**.

## Collaborative

- Our track record in collaborative and strategic action combined with our species expertise and ambitious civet protection goals make us an **appealing organisation to zoos and NGO funders**.
- Our civet coffee campaign focus brings opportunity for **ethical coffee sponsors**.
- Our links with universities, colleges and NGOs bring opportunities of student-led and **citizen science initiatives**

## Creative

- Our **branding and message** is unique and bold.
- Civets are **charismatic** but poorly represented in the NGO space- this offers the opportunity to gain attention through **aesthetic appeal and curiosity**.
- Our campaigns and research outputs are easily accessible to a broad audience which brings people of all backgrounds on our positive journey of change.

## Emerging

- Our brand and campaign reputation is still in its infancy which can lead to **stakeholder disinterest/non-engagement**.
- As a new organisation, we are building our audience from the ground up.
- Breaking through the social media market is difficult in the age of **competing for clicks against monetized algorithms, AI and misinformation** about issues such as civet coffee.

## Limited Staff

- We currently operate with a team of three people, each working 7 hours per week. Limited contract capacity limits our capacity to effectively deliver, grow and monitor our programs.
- **We need major investors** to support our core costs so we retain our trained staff by increasing the hours they are contracted.
- We are still **developing** strong donor relationships.

## Niche

- Civet trade is **not well documented** despite its vast presence across southeast Asia and Africa. As such, it is often seen as a niche issue and less deserving of donor support.
- **Wildlife farming is one of the most under-funded areas of animal advocacy**. We often find ourselves stuck between the funding requirements of grant givers who either support wild animals in the wild or domestic animals in farms.

## Complexity

- Civet trade is a complex issue requiring **interdisciplinary and longitudinal approaches**.
- Long term projects require **significant funding and partner support**.
- Campaign successes are **incremental and often intangible** (e.g. unlike a rescue center we cannot count how many civet individuals we have impacted each year). Our successes can be, therefore, sometimes difficult to calculate.

# Opportunities & Threats



## Zoo Industry

- Civet species are kept in zoos around the world but civet exhibitions can be lacking in conservation impact. Our partnership program **offers zoos an avenue to enhance the conservation value of their civet exhibits.**
- UK zoos have been vital in our growth of project-based financial support. European and North American zoos offer similar avenues yet to be explored.
- **Zoo visitors are a key audience** for ethical wildlife tourism messaging.

## Coffee Industry

- The specialty coffee industry includes industry and consumer interest groups who **may not be aware of the issues of civet coffee.**
- Industry magazines and events offers an **avenue for our campaigns** to reach these audiences and thus impact the demand and supply of civet coffee in the UK and beyond.
- **Support from the coffee industry could lead to greater engagement by policy makers.**

## Advocacy

- There are over two hundred known charities working in civet range countries that engage with civets and civet issues. These organisations offer an avenue through which we can have on-the-ground impact for civets. E.g. through the development of **citizen science** initiatives, **educational activities**, **awareness campaigns**, and **veterinary and husbandry advice** for civet care-giving in wildlife sanctuaries.

## Vietnam

- Vietnam's commercial civet trade is **only just emerging**, a prime time to reduce consumer demand and prevent uncontrolled expansion of trade networks.
- We have **good relationships with partners** in Vietnam and the employment of our Civet One Health Program Officer in 2026 will strengthen these.
- The One Health approach and sustainable development are **well understood and received** in the Vietnamese context.

## Finances

- Should we fail in securing large grants and/or long term investors in our organisation then we will be unable to deliver the **long term goals** of our Civet One Health program.
- Should we be restricted to our current part time **staffing**, then project timelines will be longer than desirable.
- Should we fail to retain the support of our alliance partner then we will be required to revert back to a volunteer-led model.

## Politics

- The **political landscape in Vietnam is complex.** Lengthy navigation could impact project goals, timelines, and interfere with donor expectations.
- **Changes to the provincial borders** potentially impacts our approach (e.g. welfare during transport may not be as robustly monitored now).
- Changes in **UK employment requirements** could negatively impact our staffing.
- Our **iNGO application** in Vietnam may take years or not be successful.

## Non Compliance

- It is possible that certain interest groups such as policy makers and speciality coffee retailers, may not want to engage with us.
- Non-compliance with our invitations for collaborative partnerships could impact our aim to **disrupt the supply and demand of civet coffee and civet coffee tourist experiences.**

## Lobby

- As the fastest growing segment of the international coffee market, civet coffee is being **heavily promoted within the coffee industry itself.**
- Poorly written yet peer reviewed publications, linked to large coffee corporations, spread misinformation and gain media attention that further promotes unethical and unsustainable practices.

# 2026 Targets

## Working towards a future of civet freedom



In 2026 we aim to:



**Raise the profile of civet species and the threats they face. Establish our flagship program: Civet One Health**

### Civet One Health

Throughout Asia, civets are increasingly captured, transported, and housed in commercial facilities for the production of civet coffee and luxury meat. In Vietnam, civet trade is largely unregulated, at the detriment to civet welfare, conservation, and public health. Civet farming is not sustainable and poor captive management practices are causing bio-hazards for workers, local communities, and wider ecosystems. In 2025, we developed our Theory of Change for ending commercial civet trade in Vietnam. In 2026, we will action this through our new Civet One Health program. Through interdisciplinary research, collaborative community engagement, strategic public outreach, and effective policy change, the Civet One Health project aims to end commercial civet trade in Vietnam whilst promoting more equitable and sustainable futures for generations to come. In 2026, we will focus on the following areas:

#### RESEARCH



- Conduct trade network analysis research using online trade platforms and provincial records
- Conduct a pilot survey (participant interviews, observations)
- Conduct a policy assessment of wildlife trade in Vietnam

#### RELATIONSHIPS



- Hire a consultant Project Officer to oversee the development of the Civet One Health program in Vietnam
- Build trusted relationships with interest-groups including partners, policy makers, consumers, farmers and traders.

#### SECURITY



- Secure funding for the development of Civet One Health over the next 2-3 years of the program.

## Engage the coffee industry

In 2025, we developed our Theory of Change for disrupting the civet coffee industry in the UK and beyond. In 2026, we will begin delivering this program with the following actions:

### RESEARCH



- Compile databases of civet coffee retailers and specialty coffee industry opportunities (events and magazines)
- Develop, trial and evaluate a coffee magazine ad campaign
- Conduct a consumer poll to understand perspectives

### RELATIONSHIPS



- Network with stakeholders and bring civet coffee messaging directly to the coffee sector by attending a prominent industry event
- Develop relationships with coffee retailers to assist in transitioning towards a civet coffee boycott

### AUDIENCE



- Continue raising public awareness through our social media campaigns, press coverage, and Google Ad's campaigns.
- Build public support for a civet coffee boycott through petitions and letters to MPs

## Bridge in-situ and ex-situ efforts

In 2025 we on-boarded four zoo partners. In 2026, we want to do this again! First, we aim for all four of our current partner zoos to agree to continue working with us for another year. Second, we aim to partner with another four zoo organisations, bringing our 2026 zoo partners to a total of eight. Each zoo partnership will support our Civet One Health program and will generate enhanced civet awareness through participation in World Civet Day and other educational outreach activities.

## Grow our capacity

In 2026, we want to increase our capacity to deliver effective civet protection. To do so we will be looking for donors to invest in our core operations. Crucially, we want to increase our current staff contract hours and expand our team. To build capacity in Vietnam, we will employ a consultant to act as Project Officer who will be based in Hanoi and will be supported by our core team in the UK and our generous in-situ partners.



# ANNUAL REPORT

# 2025

## THE CIVET PROJECT FOUNDATION

with special thanks to:



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