



CIVET SELFIES: ANIMAL WELFARE ON HOLIDAY



A Documentary Film Project

www.thecivetproject.com

SUMMARY



Civet coffee is known as the most rare and expensive coffee in the world. It is prized for its unique production method, in which coffee beans pass through the civets digestive tract. First rising to fame in the early 2000's, civet coffee's global worth is set to reach \$10 billion by 2030, achieved via mass caged production of wild civets.

Despite the significant animal welfare concerns associated with civet coffee production, civet coffee tours and cafes have become popular attractions throughout Asia. The capture of civets from the wild not only causes animal suffering, but the trade also impacts civet conservation and contributes to wider biodiversity loss. Yet civet coffee tourism is promoted on TripAdvisor, the largest tourist review site in the world, and civet coffee tourism is largely absent from the animal advocacy space.

Our film project will highlight the plight of civets in civet coffee production and tourism, and call on TripAdvisor to remove civet coffee activities from its platform. Our film will also apply the civet as a springboard to showcase the variety of ways animals of all species are exploited in unethical tourism. Thus, the project will promote a wider campaign message of the need for enhanced travel responsibility.

The production of a documentary and a series of short 10-30 second show reels (suitable for sharing on Facebook, TikTok, Instagram and YouTube) will be available for partner NGOs to disseminate as part of their ethical tourism campaigns.



WHO WE ARE:



THE CIVET PROJECT FOUNDATION

The Civet Project Foundation's purpose is to promote the conservation, welfare, and protection of civets and related species within the *Viverridae* family. We support in-situ and ex-situ initiatives pertaining to civets and related species and conduct original research and educational outreach to promote sustainable human-civet relationships.

Through our activities, the Civet Project Foundation inspires empathy for lesser-known species including those of minimal conservation concern. Specifically, the Civet Project Foundation addresses three primary areas:

- The civet coffee production and tourism industries
- Civets in the exotic pet trade
- Civet conservation in the wild and in captivity

WHY CIVETS?

Civets are one of the most ancient lines of carnivore in existence today. They have assimilated into contemporary society in vast and complex ways, ways which often threaten their welfare, their population health, and the wider environment.

Yet civets have been largely absent within the animal advocacy space. The Civet Project Foundation wants to change that. Our work is an invitation to understand the impacts of human-civet interactions and to promote ethical human-civet relations.



DOCUMENTARY AIMS



Our aims are to:

- educate consumers and tourists about the impact of civet coffee products and experiences on civet welfare and conservation
- promote ethical animal tourism
- have TripAdvisor remove civet coffee tours and cafes from their platform.

We expect that this film project will result in:

- international press coverage concerning the ethical issues of civet coffee production/tourism,
- TripAdvisor removing civet coffee tours from their platform in response to the media attention on their role in promoting civet exploitation,
- more NGOs featuring lesser known species as part of their campaigns going forward,
- the formation of new campaign partners (e.g. coffee shops),
- a heightened awareness of animals in tourism,
- momentum for subsequent animals in tourism films, fostering education on the multitude of ways animals are exploited by travellers.

Related works:

- Hooper, J. (2022) Cat-poo-chino & captive wildlife: Tourist perceptions of Balinese kopi luwak agrotourism. Society & Animals.

Collaborators:

- Jes Hooper (the University of Exeter, The Civet Project)
- Prof Carol Kline (Appalachian State University, Fanimal)
- Jack Wootton (University of Hull, independent filmmaker)

Funded by:



OPPORTUNITIES



INTERVIEWEES

To ensure our film is guided by leading voices, we are looking to interview (in person or via Zoom):

- Vietnamese conservationists and wildlife rescue staff
- International animal welfare experts
- Civet coffee producers
- Civet coffee tour guides
- Tourists who have visited civet coffee cafes or tours
- Tourism operators
- Vietnamese tourism academics

SPONSORSHIP

We are currently offering private and corporate sponsorship opportunities.

Email: info@thecivetproject.com

PARTNERSHIPS

To achieve our project aims, we are looking to partner with:

- **In-situ host organisations:**
 - Animal welfare and conservation NGOs
 - Universities
 - Tourism operators
- **Locations to film:**
 - Coffee shops
 - Civet farms
 - Civet rescue centres
- **NGOs:**
 - To promote our film via online engagement
 - To host in-person documentary screenings.

