

#RescuePartyParrot

Less suffering for animals equals a more sustainable world for humans. Let's build solutions that can keep the world in balance and strive together for animal welfare!



By 'animal welfare', we mean a **good life for both farming animals and wild animals**, especially endangered ones. We are seeking projects and ideas that might **leverage technology** in sector's effort to make the world more humane for our non-human friends.

Party Parrot is in trouble, and so are other animals!

We all know the cute Kakapo parrot that became an internet phenomenon and popular emoji after a video of him went viral in 2009. Unfortunately, in his natural habitat, it is almost impossible to meet this amazing bird. **Party Parrot is in danger and he is not the only one!** Animals suffer all over the world: from those kept in cages in inhumane conditions, the ones kept in laboratories for animal testing, to those on a verge of extinction.

1.6T

At least 1.6 trillion wild animals are killed and suffer through people's actions every year.

70B

More than 70 billion farm animals are consumed annually.

25%

of the world's green house gas emmissions is due to food production. It also takes up half of the planet's habitable surface.

#RescuePartyParot is a temporary campaign run by **Tech To The Rescue** - a global platform matching non-profits and tech companies to build technology solving world's problems on a pro-bono basis. **TTTR** is 250 companies strong and delivers projects in 12+ countries around the world. Through this campaign we aim to build connections between non-profits and technologists, enabling them to start making projects, which will speed up global transformation and create a more animal-friendly world.

Learn more at: www.techtotherescue.org/ngo/animalwelfare

So, how does it work?

Animal Welfare is prompting a passionate response from activists and non-profit organizations across the world but, due to lack of funding and/or resources, they are struggling to provide help where it is needed the most. **New technologies make it possible to create innovative solutions and minimize animal suffering** in ways never before imagined. Scientific and technological advances have already brought us the first lab-grown hamburger and camera traps with computer vision that help prevent poaching of wild animals, but there are many other ways **we can help you in your work towards animal protection.**

If you are a registered non-profit who focuses on animal welfare and has a clear idea on how technology can help you scale up your activities, this campaign is the answer to the challenge in front of you! Pitch your idea to Tech To The Rescue - we will match you with a tech company and help with setting up the cooperation.

STEP 1 : Submit your general need to TTTR	27.02.2022
STEP 2 : Submit a more detailed project description	06.03.2022
STEP 3 : Be matched with a tech partner	14-20.03.2022
STEP 4 : Project implementation	from 28.03



“Tech To The Rescue was incredibly helpful in our process to find tech partners that might help NGOs we work with. They are proactive, fully engaged and reliable, but the most important part is that they actually bring world-class experts who fell in love with non-profits in seconds.”

Maria Zapata, director of Globalizer program, Ashoka