



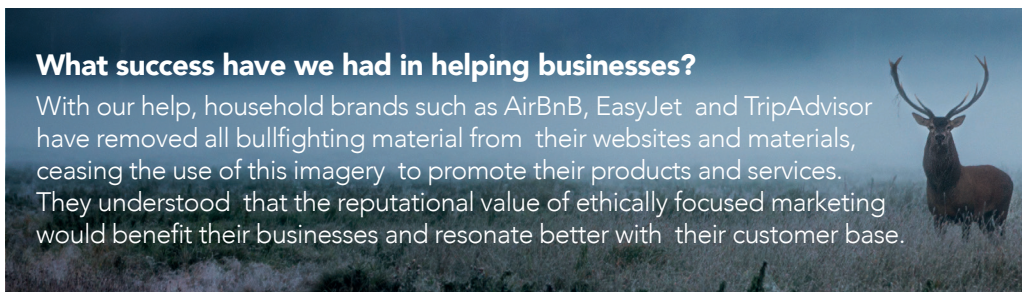
**LEAGUE**  
AGAINST CRUEL SPORTS



**BUSINESS  
WITHOUT  
BLOOD SPORTS**



# BUSINESS WITHOUT BLOOD SPORTS



## What success have we had in helping businesses?

With our help, household brands such as AirBnB, EasyJet and TripAdvisor have removed all bullfighting material from their websites and materials, ceasing the use of this imagery to promote their products and services. They understood that the reputational value of ethically focused marketing would benefit their businesses and resonate better with their customer base.

## The Business Without Blood Sports pledge:

“We share the belief of the overwhelming majority of the British public that animals should be defended from persecution in the name of ‘sport’, and therefore we pledge to ensure we will never allow, promote or otherwise enable blood sports such as hunting, shooting or animal fighting.”

## Who are the League Against Cruel Sports?

The League Against Cruel Sports strives to create a kinder society where all blood sports - from dog fighting to trophy hunting - are a thing of the past. We are widely recognised to be the most influential charity operating in this sector within the UK.



## What is our Business Without Blood Sports pledge?

Companies thrive when their ethical values reflect those of their customers. Animal welfare and environmental issues are now a priority concern with the public, the value of which is increasingly recognised by business and enterprise.

Therefore, the League is inviting businesses to adopt our new Business Without Blood Sports pledge. Companies that sign the pledge will be joining a community of compassionate and like-minded organisations that have all committed to protect animals from being persecuted in the name of ‘sport’.

**Animal welfare and environmental issues are now a priority concern with the public, the value of which is increasingly recognised by business and enterprise.**

## How will the pledge help businesses?

As polling continues to show, Britain is a nation of animal lovers. In YouGov polling carried out in August 2022, more than a quarter of British people who responded listed the environment as one of the top three greatest issues facing the country.

The vast majority of the UK population are opposed to blood sports (Ipsos MORI, 2017), and animal welfare issues are a key public concern. We believe that companies declaring their business free of blood sports will be viewed positively by consumers and build a shared purpose that reflects their personal values and beliefs.

**74%**  
of UK consumers always consider a brand's values before purchasing (feefo, 2021)

**88%**  
of consumers want brands to help them be more ethical in their daily lives (Futerra, 2018)



## How you can support the Business Without Blood Sports pledge

**JOIN:** If you own a business the pledge enables you to join other leading companies whose ethical and social responsibility policies are similarly compassionate and could help you connect with a public that's increasingly discerning in its consumer choices. You'll benefit from a close association with our charity and promotion of pledge partners through our media network.

**NOMINATE:** Is there a company you think should join the pledge? You can nominate a company via our website, we'll get in touch to see if they'd like to join our community of ethically minded companies.

**SHOP:** With over 100 companies already signed up to the pledge you can search the online directory to shop with companies that support a kinder future for animals.

**To learn more about the Business Without Blood Sports pledge, nominate a company, or search the online directory, visit [league.org.uk/pledge](https://league.org.uk/pledge).**