

Brigitte Bardot's Initiatives, Actions, and Laws

(1960s-2025)

1960s-1970s: Early Activism and First Legislative Wins

- **1962 | Campaign Against Slaughterhouse Cruelty**
Begins advocating against the use of painful electric shock pistols in slaughterhouses and becomes a vegetarian | France
- **1967 | Meeting with President Charles de Gaulle**
Received at the Élysée Palace to discuss animal protection | France
- **Early 1970s | "Mandatory Stunning Before Slaughter" Rights Obtained**
French government grants the demand | France
- **1977 | Campaign Against Seal Hunt**
Embarks on a five-day trip to the ice fields in Blanc-Sablon, Canada, receiving significant media attention and gaining support of French president Valéry Giscard d'Estaing, leading to changes regarding the import of seal products | Canada/International
- **1977-1983 | French and European Ban on Seal Product Imports**
France bans importation of harp seal pelts, leading to eventual European ban | France/Europe



1980s: Foundation Creation and Legislative Victories

- **1986 | Foundation Brigitte Bardot (FBB) Established**

Foundation launched in Saint-Tropez where she auctioned her jewelry and personal possessions to raise 3 million French francs for campaigns | France

- **1988 | Headquarters Move to Paris**

- **1989 | Ban on Ivory Trade**

Prohibition of ivory commerce | International, with some reservations from France

- **1989-1992 | S.O.S. Animaux Television Series**

Television series airing from 1989 through 1992, spreading the purpose of influencing public opinion of animal cruelty | France



1990s: Recognition and Expansion

- **1991 | Donation of La Madrague Property**

Donates her Saint Tropez property, La Madrague, to the foundation to raise capital required to obtain declaration of public utility | France

- **1992 | La Mare Anzou Shelter Created**

First animal sanctuary established in Normandy | France

- **1995 | Dalai Lama Honorary Membership**

The Dalai Lama becomes an honorary member of the foundation | International

2000s: Major Campaigns and Legislative Victories

- **2000-Present | CITES Participation**
FFB and CITES jointly rally celebrities to back proposals to ban all trade in wild-caught baby African elephants | International
- **2004 | End of Animal Testing for Cosmetics**
The testing ban on finished cosmetic products applies since 11 September 2004 | European Union/France
- **2004 | Criminalization of Zoophilia Acts**
Law condemning acts of zoophilia | France
- **2005 | "Fourrure: signe extérieur de cruauté" Campaign**
National campaign of posters and television spots against fur launched; French fur association attempts to ban these advertisements without success | France
- **December 2005 | "Fur, the Look That Kills" Campaign**
Launch of new communication campaign "Fourrure, le look qui tue" | France
- **2006 | 20th Anniversary & Bazoches Shelter**
Donates her property in the Paris region to create a second animal shelter | France
- **2007-Present | Annual "Day Without Fur"**
Foundation supports yearly "day without fur" on every first Saturday of winter sales since 2007 | France
- **2009 | Anti-Horse Meat Campaign**
Foundation launches campaign against hippophagy titled "Le cheval vous l'aimez comment?" | France
- **2009 | Major Investigative Work on Animal Condition**
Foundation launches more than 2,000 surveys (1000 for abuse, nearly 500 community animal health, food associations, over 700 post-adoption) | France



2010s: Legislative Influence and International Projects

- **2011 | MV Brigitte Bardot Ship**

MV Brigitte Bardot is co-financed by the foundation and the Sea Shepherd Conservation Society | International (Oceans)

- **2013-Present | Veterinary Care Camps in India**

The Brigitte Bardot Foundation, in collaboration with Kagyupa International Monlam Trust of India, operates annual veterinary care camps committed to animal welfare in Bodhgaya | India

- **2016 | Foie Gras Ban Campaign**

To support proposition of law to ban force-feeding on ducks and geese, foundation invites Pamela Anderson to speak at French National Assembly | France

- **2017 | Dordogne Shelter Opened**

Third animal shelter opened thanks to donor generosity | France

- **2018 | Conference on Slaughter Without Stunning**

Foundation organizes a conference gathering veterinarians, animal advocates, industrial stakeholders, lawyers, and religious representatives | France

- **2019 | Normandie Shelter Opened**

Fourth animal shelter opened thanks to donor generosity | France

2020s: Historic Legislative Victories

- **September 29, 2020 | Announcement of Major Animal Welfare Reforms**

French government announces gradual ban on use of wild animals in travelling circuses and on mink farming, as well as end of captivity of dolphins and orcas in inadequate dolphinariums | France

- *Keeping and breeding of cetaceans in captivity and their participation in shows is no longer permitted from 2025 | France*
- *The use of wild animals in circuses is no longer permitted from 2028 | France*

- **January 29, 2021 | Animal Welfare Bill Approved (First Reading)**

French National Assembly approves on first reading an ambitious text on pets and captive wild species | France

- **2021 | Ban on Fur Trade**

Interdiction of fur commerce | France

- **November 18, 2021 | Historic Animal Protection Law Passed**

French Senate definitively adopts new animal protection bill aimed at combating animal abuse and strengthening link between animals and humans | France

- *Immediate ban on breeding of mink and other non-domesticated animals raised specifically for their fur | France*
- *Increase in fines and recommended sentence times for those convicted of animal cruelty (up to 5 years prison and €75,000 fine) | France*
- *Ban on sale of dogs and cats in pet stores from 2024 | France*
- *End of bear and wolf riders, pony rides, or exhibition of animals in nightclubs or parties by 2023 | France*

2020s: Advocacy and Special Campaigns

- **2020 | COVID-19 Wildlife Support**

Based on long-time support, FBB provides emergency funds to DAKTARI Bush School in South Africa for food and veterinary care for 20 animals during pandemic. | South Africa

- **2022 | Ukraine War Animal Relief**

Eurogroup for Animals and its members including FBB set up a taskforce to identify needs, coordinate efforts and share information regarding companion animals, abandoned animals and animal shelters affected by war in Ukraine | Ukraine/International

- **October 2024 | Campaign for Paul Watson's Release**

Bardot appeals to French President Emmanuel Macron to grant Paul Watson political asylum and initiates demonstration in support of Watson in Paris | France/International

Ongoing Programs & International Projects

- **International Wildlife Sanctuaries**

Foundation has helped create shelters for elephants in South Africa, koalas in Australia, dancing bears in Bulgaria, and primates in Cameroon | International

- **Dancing Bears Rescue Bulgaria**

Four Paws and FBB invested 2 million euros to build rehabilitation center in Belitsa as final home for tortured dancing bears; all 25 dancing bears in Bulgaria rescued since 1999 | Bulgaria

- **Species Reintroduction**

Foundation has reintroduced several animal species that had completely disappeared in Senegal and participated in reintroduction of wolves to the Alps | Senegal/France

- **Cat Sterilization Programs** | Foundation neuters over 12,000 stray cats in France every year through over 1000 agreements with local authorities | France

- **Four Animal Sanctuaries in France** | 4 sanctuaries in France housing over 7,000 animals rescued from mistreatments or slaughterhouses, including dogs, cats, horses, donkeys, sheep, cows, and pigs | France