Animal Welfare E-Learning Programme Wins ‘Technology for Good’ Prize at National Charity Today Awards™

Monday 26 October, 2026

Wild Animal Welfare charity, Wild Welfare are thrilled to announce their success after winning the prestigious ‘Technology for Good’ prize at the National Charity Today Awards 2026. The award was presented in recognition of our interactive e-learning platform, ‘Wild About Welfare’, which provides freely accessible online animal welfare education to animal caregivers globally in six different languages.

Members of the Wild Welfare team attended the awards ceremony in Peterborough to celebrate alongside many other inspirational charities, non-profits, and fundraisers from across the UK.

The National Charity Today Awards celebrates excellence across the charitable sector, recognising achievement, innovation and impact. The ‘Technology for Good’ category, sponsored by accounting software provider iplicit, commends charities that harness digital tools and technology to drive positive impact, break down barriers, and expand access to vital services.

For many animal care staff working in zoos, aquariums, and sanctuaries around the world, accessing formal animal welfare training and educational resources can be difficult due to geographical, financial, and language barriers. Designed directly to address this need, ‘Wild About Welfare’ delivers a flexible, interactive digital learning programme that is freely available on both desktop and mobile devices.

The e-learning platform breaks down foundational animal welfare concepts into engaging, digestible modules, covering topics such as animal behaviour, nutrition, and environmental needs. The programme aims to support caregivers, students, veterinarians, and facility managers in building the practical knowledge and confidence needed to uphold good standards of care and welfare. Since launching in 2021, the programme has already reached more than 36,500 global users.

Wild Welfare announced that is it proud to share the award with the Animal Welfare Center at the University of Edinburgh’s Royal (Dick) School of Veterinary Studies, whose ongoing partnership has been vital to the platform’s success.

“The expert guidance, pedagogical knowledge and technical input from the Animal Welfare Center in Edinburgh have been instrumental in shaping, refining and delivering this vital resource.” said Sarah Bonser-Blake, lead developer of the e-learning programme.

Our Director, Simon Marsh added: “Collaboration is at the heart of everything we do. Working alongside world-leading researchers and educators ensures our learning materials remain scientifically robust, practical, applicable, and globally relevant. Ensuring that appropriate knowledge reaches the animal care teams is vital so the lives of the animals under their care are improved every day”

Louise Connelly, Senior Lecturer at the Animal Welfare Centre remarked how “the collaboration with Wild Welfare has enabled real-world impact - improving the lives of animals through education. We look forward to developing the programme further in the future.”

Receiving this award is a wonderful recognition of how technology can serve as a force for good in improving the lives of wild animals in human care everywhere. As Wild Welfare continue to expand the ‘Wild About Welfare’ programme with further language translations, they remain committed to making science-led welfare education accessible to as many programme users across the globe as possible. This project has been made possible through the generous support of numerous funders including Mandai Nature and The Silent Foundation.

Wild Welfare are urging any individuals or organisations interested in helping to fund the expansion of this award-winning programme to get in touch. Visit WildWelfare.org for more details.

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