

# Education for a more compassionate and sustainable world



We believe that respect for people, animals and the environment will lead to a more compassionate and sustainable world.

Our Caring for Life Education initiative (CFL) promotes compassion and respect for people and animals, and responsibility for our planet among Asian societies. We support gradual and sustainable social development across Asia.



Asia is home to more than half the world's population, which has an enormous impact on our natural world. Many Asian societies are centred in vast urban areas, and have become disconnected from nature, making it difficult for them to see how fast industrial development can be devastating to our planet.

ACTAsia tailors education programmes to help people understand the importance of empathy and our responsibility for our world, whether we're children, professionals, students or the general public shopping for fashion items or everyday groceries.

By promoting emotional intelligence among current and future generations of influencers, we help them understand why Caring for Life is critical to our future, and find respect for our planet and its inhabitants, to ultimately reduce suffering.



## What we do

- Caring for Life Education (CFL) for children aims to cultivate an understanding of the interdependence of all living things. It was developed from UNESCO's Four Pillars of Education, which underline the importance of compassion and responsibility in society, helping children to develop emotional intelligence. It's the first humane education course over six years of primary education, and has reached 78,000 children in 140 schools.
- Launched at the Osler-McGovern Centre at the University of Oxford in September 2019, our Institute of Caring for Life Academic Research and Education (iCARE) provides a digital online platform for CFL and academic research in collaboration with universities and commerce. Together, we develop innovative technology, Artificial Intelligence and interactive channels of delivery to progress education initiatives in Asian countries.
- Our consumer education programme informs the public about the production processes behind the goods they buy, supporting informed choices. Fur-Free education is our focus. We have held five fashion shows, are a member of the Fur Free Alliance (FFA), and work together with the London College of Fashion to develop international courses in sustainable fashion. We aim to integrate sustainable goals into daily life, demonstrating to the public that everything they do has an impact on nature.
- We're building a network of professionals in Asian societies with access to best-practice knowledge and skills, ensuring high quality animal welfare standards are upheld. Train the Trainer enables peer-to-peer learning, including the latest clinical procedures and importance of animal welfare, while Continuing Professional Development offers deeper expertise. We have trained more than 1,400 veterinarians in total.





With the future in mind, education is at the core of all we do. We teach children about respect and kindness, promote responsibility among consumers for the goods we buy, and collaborate with influential professionals in government, education, law, and veterinary practice.

ACTAsia believes that a sense of individual responsibility is empowering. We help people to develop emotional intelligence, and with it a keen sense of respect – for each other, for all species and our natural environment, but also for themselves.

ACTAsia works closely with partners and colleagues in the UK, US, Australia, Europe and across Asia.

ACTAsia was established in 2006 under the leadership of Pei Su, with the aim to help Asian cultures evolve into caring societies, respecting all forms of life.

