

# ACTAsia Annual Report 2020



# Foreword

by Pei Su, ACTAsia CEO



Since 2020, in these unprecedented times ACTAsia has adapted, continued and pulled together to promote our key message of empathy and compassion. China was identified as the epicentre of the pandemic and suddenly Wuhan was on everyone's radar. ACTAsia was there on the ground and interviewed by major media channels as the pandemic unfolded.

As COVID19 took a global hold on our health, this was a vital and pivotal time to raise public awareness surrounding the commercial use of wildlife in food, clothing, medicine, displays and notably experiments in China. ACTAsia promoted a petition calling for an end to using wildlife for commercial benefit as we called for China to issue a full and permanent ban on the captive breeding and use of wildlife for any purpose. ACTAsia also raised awareness surrounding the use of fur. We made great inroads with major fashion houses regarding the importance of being 'fur-free' to stop not only animal suffering and promote animal welfare but also to reduce our carbon footprint as a result of mass animal farming.

However, with so many critical and highly topical concerns to address, our work was hampered. We experienced an extremely tough time due to fundraising efforts that could not take place or continue as usual. We had so many vital – and highly relevant - issues to address but without funding we feared that our work would grind to a halt.

Looking back, I am so proud that both our global and our China based teams did not stop or take a break. We pushed forward to adapt our programmes so that they could be implemented through online training, teaching and promotions. I was thrilled to be awarded Best Charity Figure, at the 9th China Charity Festival. This award goes to show that the world is beginning to recognise the gradual changes ACTAsia is making among Asian societies, towards a more compassionate and sustainable future, and are part of a much bigger movement.

ACTAsia has demonstrated determination, drive and resilience to adapt to the challenges raised by COVID19 but we could not continue without trust and support from generous foundations, donors and corporate sponsors. For this we are eternally grateful.

A handwritten signature in black ink that reads "Pei Su". The signature is written in a cursive, flowing style.



## A planet under threat

We are experiencing a global climate crisis, education inequality, human conflicts, loss of biodiversity nature, and tremendous industrial animal suffering. To help address our global challenges in animal, people and environment, we need to understand the interconnections between the three and address the root causes as a whole. Education is a key to promote a compassionate and 'One Health' approach. To reconnect and work together. Through our education of children, consumers and professionals, ACTAsia drives long term, sustainable change for animals, people, and the environment.



## Our vision

To create a kinder world for animals, people, and the environment.



## Our mission

To drive compassion and kindness amongst Asian societies through the education of children, consumers, and professionals.



# Caring for Life Education for children

In China, learning compassion and kindness to all living things from an early age is not a given. The previous one-child policy, and mass urban migration that leaves millions of children living in remote rural areas without their parents to guide them are just some of the reasons why. But, in classrooms across China, ACTAsia is helping to drive long term, sustainable change.

Our Caring for Life for children (CFL) education programme aims to help children develop a sense of compassion and responsibility for animals, people, and the planet. Taught over six years and based on UNESCO's Four Pillars of Education, the curriculum encompasses social welfare and citizenship, animal welfare and environmental issues.

The course teaches children that all living things are interdependent, and that the true concept of human and planetary health, the concept of one-health, only comes from caring for all. Our CFL education programme has already been taught to over 100,000 children across China.





CFL in English



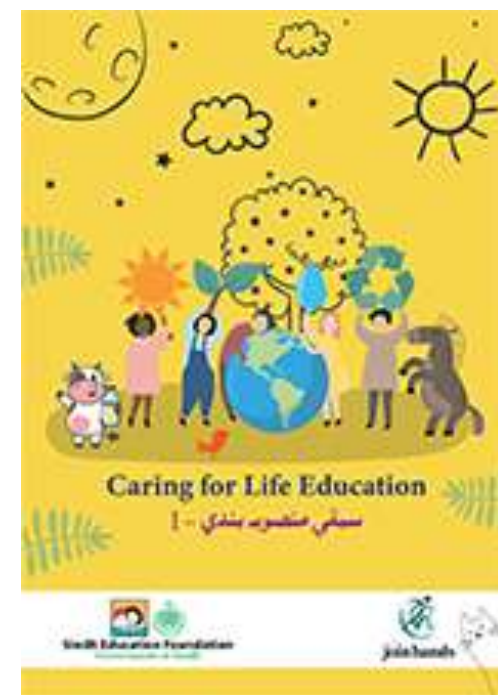
Enrichment lesson plans in English



CFL in Chinese



CFL in Sindhi



CFL in Greek



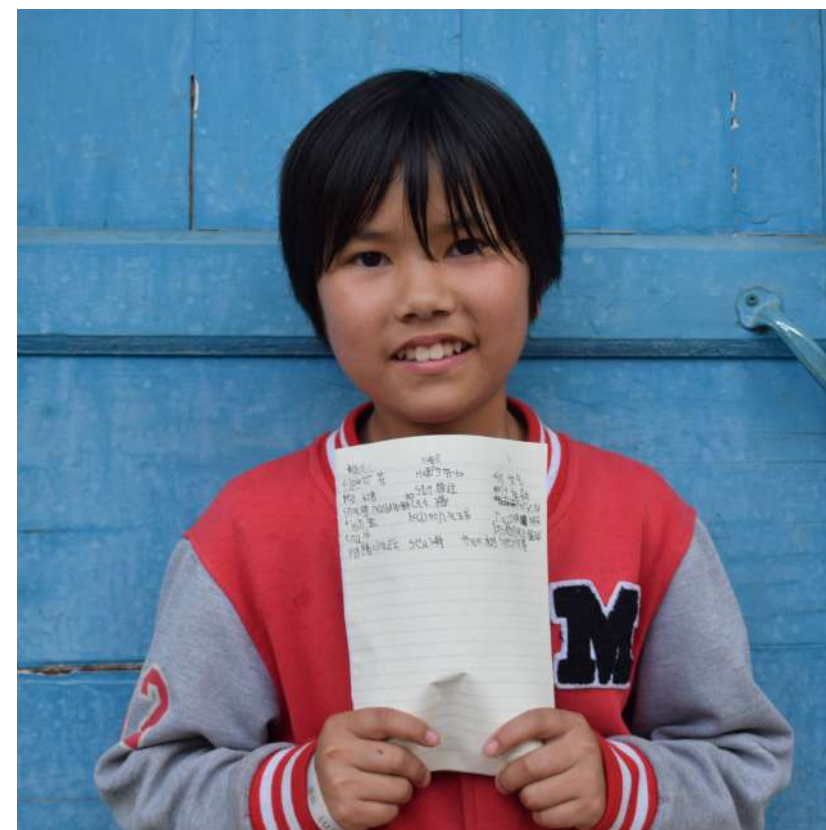
Enrichment lesson plans in Chinese



## Caring for Life Education Lesson Plans (CFL)

The CFL curriculum includes six years of lesson plans and the educational film 'Together'. These resources are intended to guide teachers how to teach children to be kind to people, animals and the environment. The curriculum provides a complete set of learning resources to use in both formal and informal primary education settings. The lesson plans are also available across a range of languages.

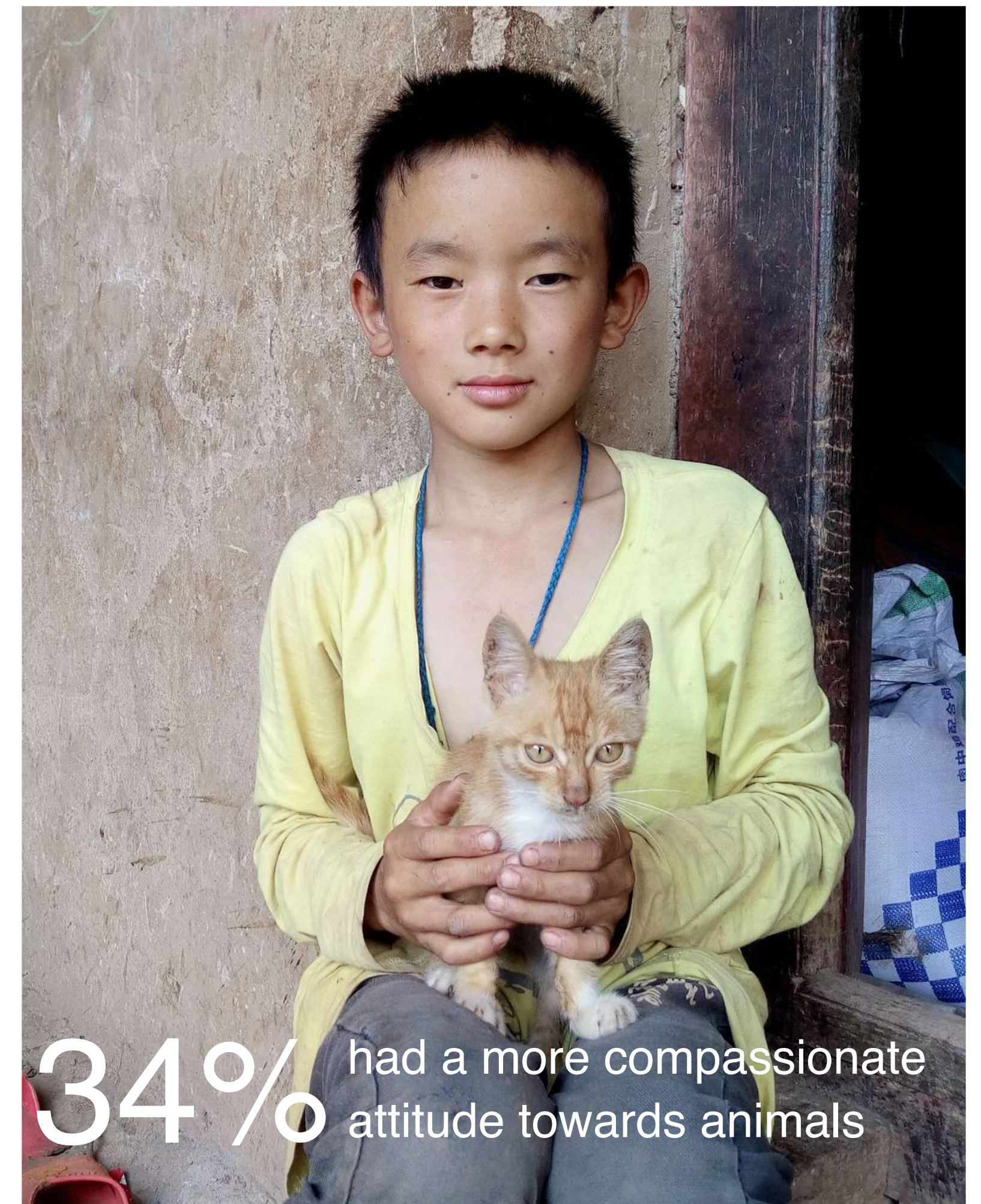
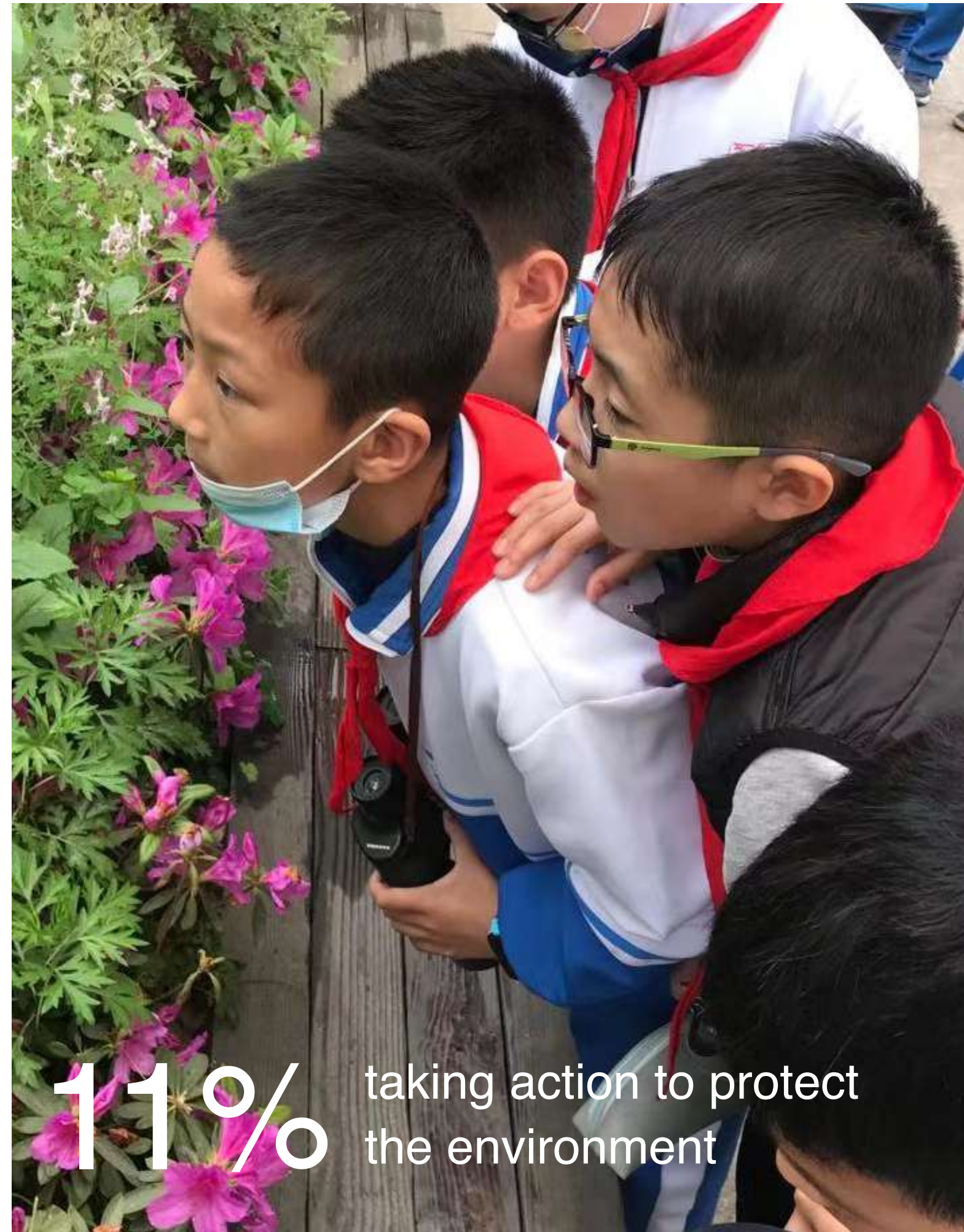
# Outcome



**7K** children reached through CFL in campus in 2020, bringing the total since 2012 to over 100,000

## Impact

### How we inspired change makers





## Success Story

# How Kiki revolutionised student opinions

ACTAsia is hugely grateful to Kiki who opened the eyes of not only her peers, her teachers and now thousands of fellow students across China. Kiki's curiosity led her to become the first ambassador for Caring for Life (CFL) Education for children. As Pei commented: 'People ask me how Caring for Life will ever reach every school in China but Kiki has shown us how: potentially there's a Kiki in every school'.

So how did Kiki become an ACTAsia ambassador and leader of her generation?

Ten years ago, when Kiki was just six years old, she watched her mother – who was a volunteer for ACTAsia - packaging campaign materials about fur production for students in China. Kiki picked up a Fur-Free Life badge and asked what it meant. Kiki had not comprehended that fur that the family wore was the skin of the beautiful, wild animals pictured on the leaflets. Affected by what she learnt, Kiki took a handful of badges to school to share with her friends, telling them why fur was cruel, inviting them to wear the badge and tell the story to their own families. The subject of fur farming was new to the teachers and seeing how keen Kiki's friends were passionate about the subject, Kiki was invited to speak to the school.



## Kiki brings ground breaking education to her peers

This was a pivotal moment for ACTAsia. As Pei comments: 'We already knew the importance of educating future consumers while they are still children and together with experts, we were developing the world's first six-year Caring for Life curriculum. But we had not identified how to introduce it into schools. It was who Kiki showed us the door with her secret key, and Tang Guo-an Memorial School in Zhuhai became our first pilot school for this ground breaking education programme.'

Children are naturally sympathetic towards nature and animals and natural influencers for their peers and families. Thanks to Kiki, ACTAsia's CFL programme has now been rolled out in X pioneer schools across China demonstrating that education is truly the key to changing perceptions and encouraging compassionate living.



# Caring for Life Education for consumers

ACTAsia works tirelessly to create a space where consumers can make informed choices about what they buy and the impact of their choices. Our Consumer Education work - under the umbrella of our Caring for Life Education programme - raises awareness about the key issues caused by mass production and the desire of many companies to make profits over ethics.

Our work focuses on opening the eyes of consumers regarding the exploitation of people, animals and the environment in production methods, especially of animal-based products, such as meat, fur or for Traditional Chinese Medicine (also known as TCM). ACTAsia highlights these realities and offers suggestions for alternative, more compassionate choices so that people can still buy the things that they want or need, but in a way that is less damaging for animals, people and the planet.

This education is essential as information isn't readily available about the true impact and suffering behind many day-to-day consumer goods. With glamorous marketing, associations with success and prosperity, social media influencers and 'peer-pressure', the dark realities can often be buried very deep. Without ACTAsia's work, people simply wouldn't know the truth behind the adverts and products in this age of mass consumerism.



# Fur-free Life

ACTAsia's Fur-Free Life project helps consumers make informed choices by shining a light on the reality of the fur industry. We highlight the facts and practices around breeding, animal capture, the conditions that the animals are kept in, slaughter methods and the environmentally damaging production processes of fur. We publish and update research into these areas and we help people choose alternatives. We do this because the industry is well versed in hiding the brutal realities of fur production.



# COVID and the hidden health danger from fur farming

In February, when the source of COVID-19 was revealed to be live, wild animals at a market, the world congratulated China on a decision by the National People's Congress (NPC) to ban the eating of wild animals. But alarm bells were ringing at ACTAsia.

When the first ban on eating wildlife was passed, ACTAsia petitioned the NPC to stop the trade in wildlife for all purposes due to the fact that the Chinese custom of eating wild animals was not the only cause for concern.

Fur farming, traditional Chinese medicine (TCM), experimentation and entertainment all exploit wild animals and pose a risk to human health and suffering to wild animals. Yet our concerns that people would remain at serious risk of zoonotic pandemics in future, voiced in a series of five think-tank webinars, "A Future Without Pandemics", fell mainly on deaf ears and the new law set out a legal framework allowing wildlife farming to continue.

ACTAsia joined forces with the End Pandemics Alliance to back a One Health concept supported by 128 experts in public health, wildlife conservation and other One Health professions to challenge the treacherous new proposal.

\_\_\_\_\_ made a case against breeding and farming wild animals for any reason.



## Outcome



**7** fashion brands were recruited as fur-free retailers, bringing the total number of FFR in China to 47

**40M** people have received our fur-free message - that is more people than the entire population of Canada

## Outcome

How we inspired change-makers



**59%** of consumers know that fur industry causes pain to animals

**45%** of consumers know that fur production causes harm to the environment

**17%** of consumers see a risk to human health from fur farming

## Success Story

# Stella McCartney champions fur free to a global audience

Fifteen passionate fashion professionals spoke out in support of fur-free, sustainable fashion at our Compassion in Fashion Forum in September 2020. ACTAsia's Fashion Forum took place at Fashion Zoo expo, on an unprecedented fur-free opening day for all exhibitors and guests. The forum addressed a live audience of 500 and reached out to an additional online audience of around 24,000.

Stella McCartney opened evening celebrations with a catwalk show, while like-minded fashionistas, campaigners and educators shared the day's platform to convey a clear message to guests onsite and online. This included press from 20 media outlets.



***“As designers, businesses and consumers we can all play our part to promote beautiful, sustainable, fur-free fashion.***

***At Stella McCartney, we reduce our impact by addressing the root causes of linear fashion, which has an intolerable cost to people, animals and nature.***

***And that's what ACTAsia is doing in China, through education.***

***This unprecedented fur-free day can help us move towards a circular future for fashion.”***

**-Stella McCartney**



## The damaging effects of fur farming on the planet

ACTAsia's Pei Su addressed the Forum stating that Sustainability begins with fur free. Pei listed problems integral to real-fur production and their impact. Pei highlighted China as the hub of the global fur trade producing more animals for their pelts than any other country in the world. She also spoke about the global impact of fur production on climate change, overconsumption of wildlife, intensive farming and the inaccurate labelling of real fur products.

By highlighting the fur free, sustainable campaign it is hoped that animal welfare will now take a prominent place on the catwalk as we strive to promote a more humanitarian approach to fashion.



# Caring for Life Education for professionals

We know that in any society, some people are in a position to influence more than others, so that's why we focus on professional education as part of our Caring for Life programme. ACTAsia offers training and professional development to the most influential community members, such as veterinarians, lawyers, doctors, officials, journalists and more. By doing this, these influential professionals can make informed decisions in their work, lead by example, and educate and influence many more. By using these networks of professionals, we can spread our message of compassion and kindness further and more effectively.



# Veterinary training revolutionises veterinary practice

In many countries people take it for granted that veterinarians know how to deal with domestic pets like cats and dogs, but in China veterinary knowledge is often limited just to animal husbandry (for farming). Likewise, the notion of animal sentience isn't taught and understood like it is in many other countries. As a result, some veterinarians in China are not well versed to deal with the growing number of domestic animals, wildlife or street dogs and cats.

That's why at ACTAsia we work with Vets for Compassion (Australia) to host regular workshops, where veterinarians learn best practice, including animal sentience, the best anaesthesia techniques for surgery, current spay and neuter methods, how to manage pain, and how vaccination programmes can control rabies in communities. We promote responsible pet ownership, and we encourage collaboration between vets and government officials and with local animal protection groups.

Our trainee vets go on to become trainers themselves, spreading their new knowledge, learnings, and techniques to their peers. This peer-to-peer training helps ACTAsia maximise our resources and spread knowledge further and more effectively.



## Outcome

Veterinarian trainers are veritable change makers



**6** newly certified Chinese veterinarian trainers

**147** veterinarians trained in 2020, bringing the total since 2009 to over 1,600

## Impact in 2020

How we inspired change makers



**4,900** animals have been neutered in gold standards through our network of trained veterinarians, pain-free

## Success Story

### Dr Wei - an incredible role model leading change

Dr Wei is a vet in Xi'an, in the Shaanxi Province region and she specialises in the treatment of domestic and exotic pet animals but alongside this highly valuable work, Dr Wei is also an educator for ACTAsia's Train the Trainer (TTT) and Caring for Life program. Dr Wei got involved with TTT in 2015 and since then the program has been grown in popularity as it strives to promote fundamental standards in the treatment of companion animals. Veterinarians learn best practice through a course of workshops, including understanding sentience of the animals they treat, proper anaesthesia techniques for surgery, current spay and neuter methods, the importance of pain management, and how vaccinations can control rabies. Once certified, vets are encouraged to take their new knowledge and share it with colleagues through peer-to-peer training. This way, ACTAsia can reach many more practising professionals than they could train first-hand in order to advocate best practice in their own country.

In 2018 Dr Wei started the ACTASIA's Caring for Life (CFL) campaign in Xi'an, holding activities in primary and secondary schools, shopping malls and public places to advocate children to engage positively with animals. Dr Wei believes that the CFL program really widens children's knowledge and perception, and importantly, understanding of animals.



## Dr Wei inspires a network of vets to treat animals with empathy

Dr Wei was so inspired by the training she received that she is now part of a professional network of vets promoting the message of animal sentience throughout Asia. They are the people who will make their country a better place for animals, nature and other people.

As Dr Wei comments: 'TTT has also helped me understand compassion and empathy. When people bring their animals in, I can now step into their shoes, and be more compassionate'.

ACTAsia is incredibly grateful to Dr Wei for her amazing commitment to our education programmes. She is a leader in her field and with her knowledge base, ability, compassion and empathy for all sentient beings she is a true pioneer for change. We look forward to witnessing the tremendous work that she has inspired in others – a veritable change maker for her generation.



# School teacher Training programmes

Once the COVID lockdown eased and academic year begun in August, ACTAsia launched a series of continuing professional development webinars for teachers of CFL education. Topics included feedback from the scientific papers that have been published on attitudes to the environment, training on the curriculum and core delivery methods and on assessment of the curriculum within classrooms (formative vs summative). The webinars gave an opportunity for teachers to share best practice and also provided a network for support and encouragement.





## Outcome

Training teachers to educate the next generation to be compassionate



110

CFL primary school teachers trained,  
bringing our total since 2012 to almost 3,200

65

Students trained in  
higher education

## Impact

Guiding professionals to implement sustainable solutions



ACTAsia are working alongside professionals such as teachers and fashion designers to implement long lasting change that will make a significant difference to generations to come. These professionals will be shaping children and fashion wearers of the future - offering sustainable and compassionate solutions.

## Higher Education

ACTAsia has designed and developed a fashion course with John Lau, Associate Dean at the London College of Fashion. The course has been tested in schools in China and 100 students completed the classroom version in 2020.

The course is called; Compassion in Fashion and serves as an additional learning goal for Higher Education institutions. It is designed to be inclusive as it has option streams for fashion designers, communications and or business majors.

The course has been translated from English to Chinese and aims to steer future generations of fashion designers, communications and business graduates to a fur free and sustainable future



# iCare Institute of Caring for Life Academic Research & Education

iCARE is ACTAsia's academic arm for research and education. Developed in conjunction with international universities and key businesses, it supports the notion of One Health – that all life is interrelated and interdependent.

By supplying information and materials which promote compassion and empathy through academic studies and certificated training courses for teachers, veterinarians and social workers, the platform offers a unique opportunity to not only learn but also to launch discussions around policy and behaviour change.

iCARE celebrated One Health Day on 3rd November delivering a line-up of experts from around the world to talk about a One Health approach in their area. Topics included Antimicrobial Resistance (AMR), One Health as a global movement, One Health from a Veterinary and Medical point of view and how their views overlap and environmental science using Citizen Science. The webinar culminated in a list of recommendations for an iCARE Collaborative Cultures Charter, which can be used by research groups to lead their project to a One Health approach.



# Vital importance of One Health in fighting pandemics in COVID times

One Health is at the heart of ACTAsia's work with children's education, veterinary training, fighting zoonoses and our work in recognising the vital importance of the interdependence of humans, animals and the environment. One Health aims to design and implement programmes, policies, legislation and research in which multiple sectors communicate and work together to achieve better public health outcomes.

The areas of work in which a One Health approach is particularly relevant include food safety and the control of zoonoses which is very much of pivotal importance in today's world. The link between zoonotic pandemics and wildlife results from the contact between wildlife and humans. However, high welfare conditions are not possible for commercially-farmed wild animals and poor welfare among groups of animals increases the risk of disease and therefore zoonoses - which makes up 70-80% of emerging diseases.

The soaring demand for meat in China is also fuelling the commercial exploitation of animals which exacerbates the pressure on the poor living conditions of these mass farmed animals.

ACTAsia believe all wild animals should be removed from China's livestock list as domestication of animals takes thousands of years and the risk of zoonoses increases exponentially as wild animals are introduced into livestock circles.



# The impact of COVID on ACTAsia's work

Like all charities, business and households across the globe, ACTAsia was impacted by COVID-19. Projects that were ready to be implemented were put on hold and ACTAsia were deeply concerned that the pandemic would hinder our goal to educate the next generation in compassion and empathy and adopting a One Health approach.

However, we found that we could effectively work remotely from across the continents and not lose momentum. ACTAsia are extremely proud that:

- Webinars became second nature as lessons were offered for the first time, on a digital learning platform HU+, reaching an estimated 30,000 children in rural areas
- We hosted a series of five think tank seminars inviting international and Chinese experts to discuss the effects of COVID on humans animals and the environment. The webinars were broadcasted through iCARE in collaboration with One Health
- We wrote to the government about the negative impact of fur
- We promoted a Fur Free Retailers scheme in China
- We conducted a public fur consumer survey and published the 10 key messages

ACTAsia has made incredible progress in our life changing work over the course of the last year and in the most challenging of circumstances.





## Standing with Wuhan Where it all started

When the pandemic hit at the heart of Wuhan the world stopped and watched their TV screens unable to comprehend that a city of 11 million inhabitants had been brought to a standstill. One giant ghost town of a city incarcerated in their homes. The impact of the lockdown extended to dogs who were denied the briefest of walks. Help however was at hand in the form of Du Fan, President of the Wuhan Small Animals Protection Association, who, with his team, brought food and water to hundreds of animals locked up home alone.

Du Fan has worked alongside ACTAsia for over five years and we were thrilled that he was able to reach so many animals in need. Du Fan introduced ACTAsia's Caring for Life education into several kindergartens in Wuhan with support from university volunteers and since then his organisation has been working with ACTAsia to deliver CFL training workshops to student teachers, hundreds of whom have qualified as CFL educators over the past few years.

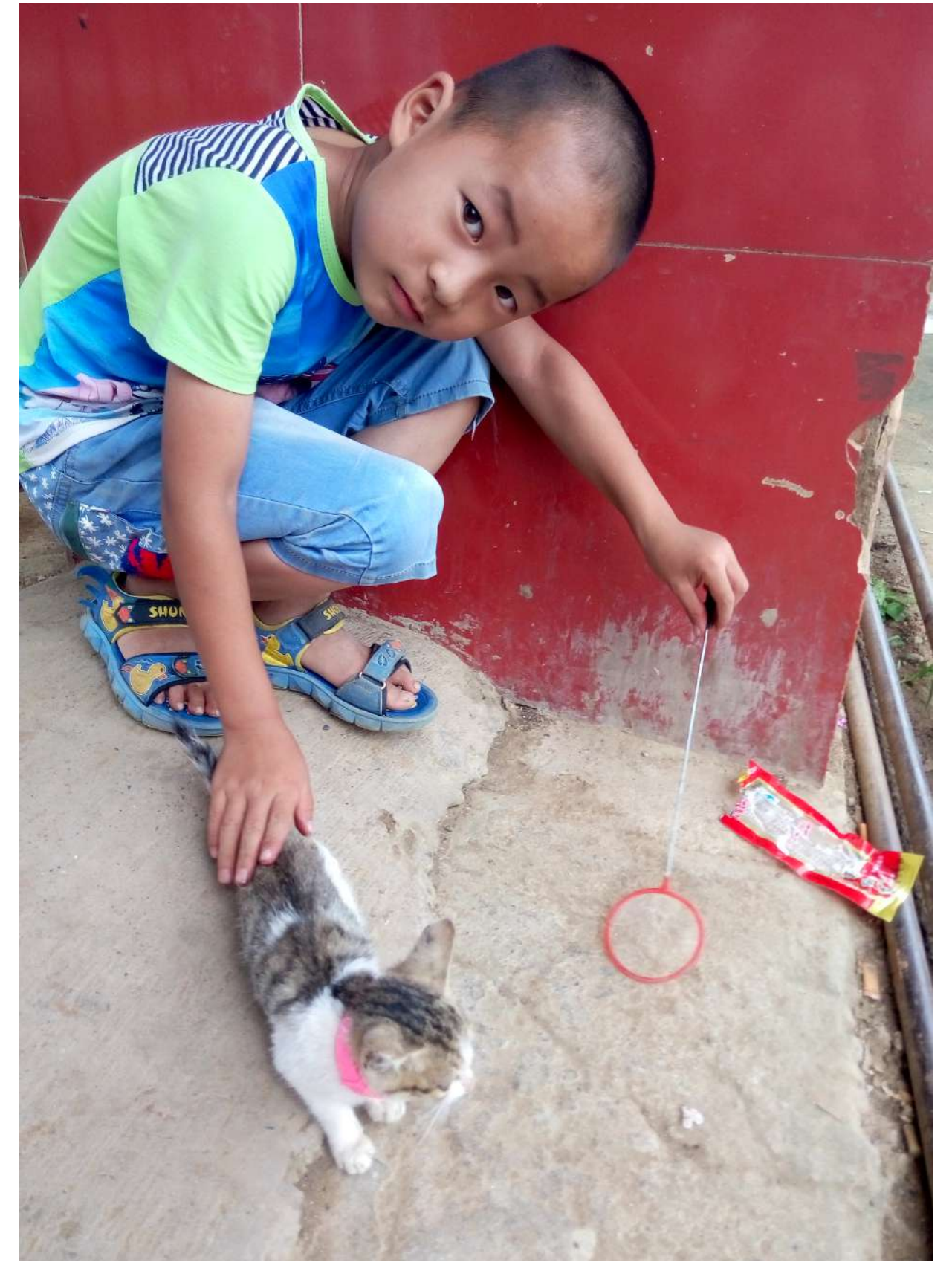
Du Fan, and his team at the association, are veritable change makers of his generation helping to roll out the CFL programme and stepping up to help all small animals in the eye of the pandemic. ACTAsia are very grateful for their tremendous work.

## Our Pioneer school children learn to prevent future pandemics

ACTAsia's unique CFL education covers essential lessons such as caring for animals and the environment. By highlighting issues facing us in today's world and the impact of the pandemic we hope to alert the next generation to the dangers that can lead to zoonoses and in turn possible future pandemics. In Caring for Life lessons children learn the fundamental life skills of empathy, compassion and responsibility for people, for our planet and for all the species we share it with. They learn that animals are sentient, just like us, and that eating wildlife presents serious dangers to public health.







## COVID

### brings positive news to cats & dogs

Hot on the footsteps of the news that China's Central Government was consulting a revised list of livestock - which reclassified dogs and cats as companion animals - local municipalities Shenzhen and Zhuhai pronounced their own progressive verdicts in advance. Both cities were swift to issue unprecedented legislation to ban eating dog and cat meat with effect from 1 May 2020.

## 2020 in numbers



**ACTAsia's CEO Pei Su won Best Charity Figure Award**



**We conducted two public opinion surveys**



**We organised four large scale events: Summer Camps, 6th Sustainable Fashion Show Begins with fur free, two practical vet training sessions**



**We hosted 5 think tank webinars on a future without pandemics**

## 2020 in numbers



**We hosted 6 webinars for parents to learn about the importance of emotional intelligence and critical thinking for the children**



**We held 14 online training events for professionals, including teachers and vets**



**We published 150 news and articles in English and in Chinese media**



**We engaged with the public with 1000 social media posts**



## Our team

The ACTAsia team boasts a global reach. With offices and representatives based in UK, China, Netherlands, USA, Australia, Greece, Singapore and Taiwan we are a culturally and geographically diverse team but we all share the same passion and drive to teach compassion and empathy and to promote education as the solution to the issues that face us.

# Finances

Global income and expenditure in US \$

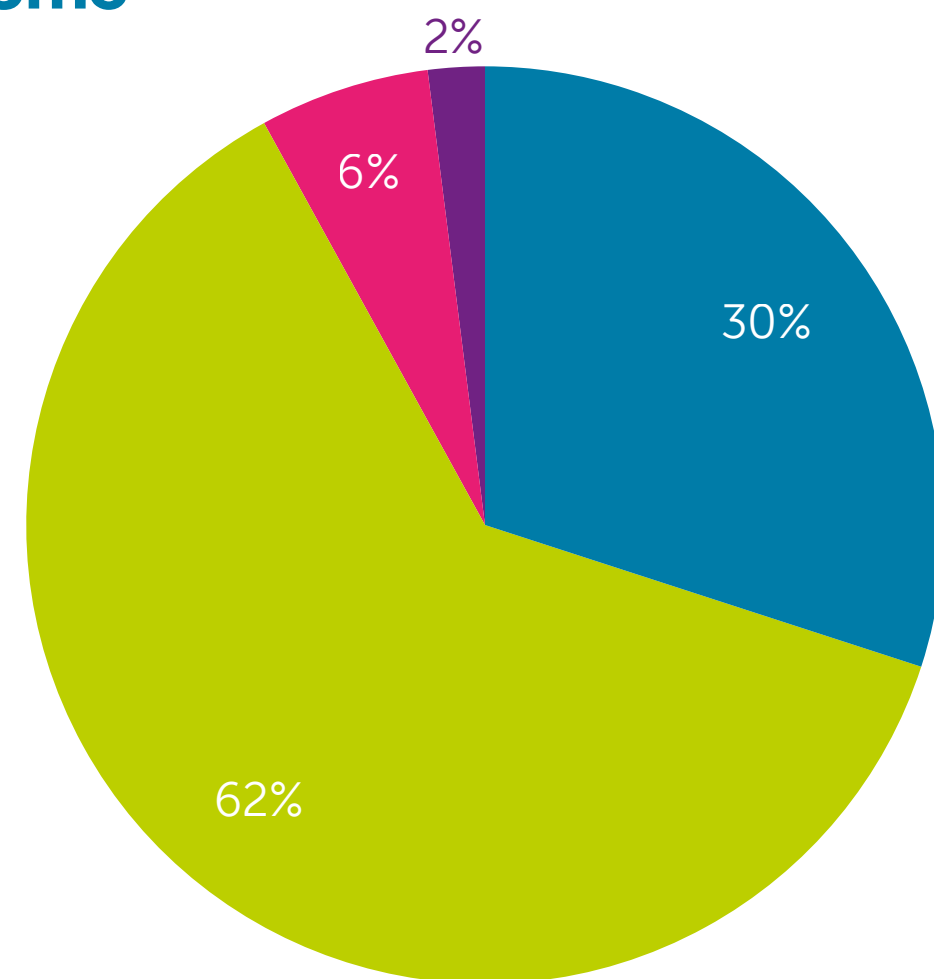
Global Income

\$ 423.412

Global Expenditure

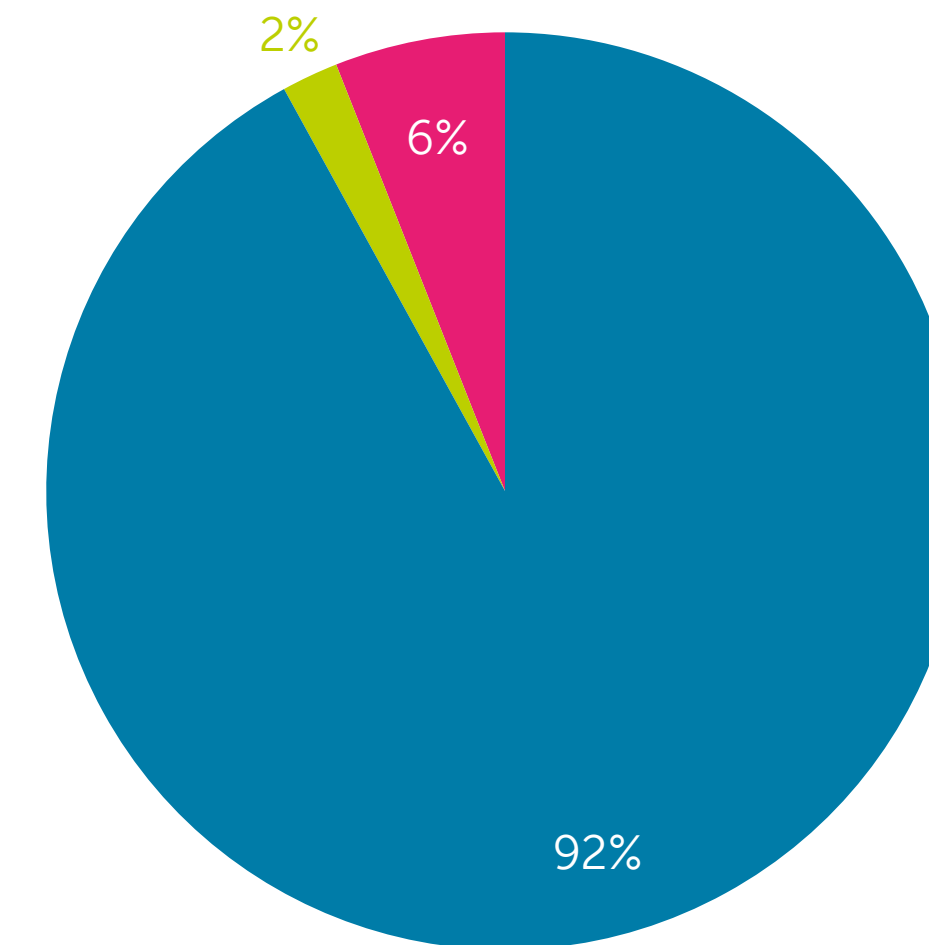
\$ 410.043

Global Income



- Individuals - 30%
- NGO Trusts & Grants - 62%
- Corporate Receipt - 6%
- Training Event Receipt - 2%
- Other Receipt - 0%

Global Expenditure



- Programme - 92%
- Fundraising - 2%
- Support & Running - 6%

## Success Story 2020

2020 was a challenging year for ACTAsia. With so much uncertainty regarding the implementation of our education programmes and where we could generate funding, it was a precarious time for the charity.

However, despite multiple setbacks in our education rollout due to various lockdowns, ACTAsia has enjoyed many successes. We are incredibly proud that in 2020 we carried on with our work without a day off. We adapted programme models during the lockdowns and continued to deliver our work and make impacts for animal, human and environments.

None of this could have been achieved without the invaluable help of our supporters. ACTAsia is extremely grateful and we are truly witnessing the tangible benefits of your support.

ACT  
Asia





At ACTAsia we understand the importance of reducing our carbon footprint in every way we can. Starting from this year all annual reports will be less resource intensive.

[Click here for the energy saving report or the cartridge safe report.](#)

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ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the USA and has offices in China and representatives across Asia. ACTAsia has a Special Consultative Status with UN ECOSOC. We work to drive long term, sustainable change for animals, people and the environment through a range of tailored education programmes across Asia. Our UN awarded education programmes work across three sectors of society: Children, Consumers and Professionals.