

ACTAsia annual report 2018



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Foreword

by Pei Su, ACTAsia CEO

Leading a young, non-profit organisation such as ACTAsia is never easy. We operate on a modest budget against a challenging agenda, in a part of the world where life is often harsh. Tackling societal problems by promoting compassion is not a quick-win, and keeping faith in our approach requires commitment from our small team of staff, scattered across the world.

Yet here we are, twelve years since our genesis, still going strong.

Despite new challenges to our work in 2018, the year saw the growth of projects in China with exciting new openings in other countries. I am so pleased and proud to say that we very much hope to expand our Caring for Life programme into other parts of Asia this year. Our limited budget means that as sponsorship comes to the end of an agreed period, we must always be resourceful in finding further funding. When one stream of CFL capital came to a close last year, creative thinking was pertinent and as a result, we extended our CFL model from a school-focus to include additional community-based education for children. The results have been encouraging, enabling parents, social workers and university students to participate in CFL training alongside school teachers, taking our programme to a wider audience. Many schools remain on board, and take part in peer-to-peer collaboration, enabling teachers from neighbouring schools to witness for themselves how children's behaviour improves with CFL education.

As part of our consumer education programme, we hold an annual Fur-Free Fashion Gala. Last year we combined it with a sustainable fashion forum, and the event was our biggest yet. Celebrity support from some famous names really raised media coverage.



Internationally acclaimed ballet dancer Sylvie Guillem, American-Taiwanese singer-song writer David Wong, and award-winning Hong Kong movie star Michael Wong were among the role models who joined us to promote our fur-free message throughout China. This event also marked the beginning of a new partnership with the London College of Fashion, and we are now working together to create and promote a fur-free element for sustainable fashion courses at colleges and universities across China.

In 2018 our professional education programme saw the start of a valuable working relationship with government authorities in Yulin, at the Animal Disease Control Centre. Together with our partners Vets for Compassion, we were able to share our knowledge around stray dog population control and rabies prevention. It is so rewarding to make progress through education in such an infamous region, where the world is all too aware of the plight of man's best friend.

To top it all, at the end of the year we were awarded Educational Partnership Status by the World Small Animal Veterinary Association. What a huge privilege and triumph!

So you can see that although not without its complications, 2018 was a very good year for ACTAsia. And with new support in place for 2019, we are ready for the challenges the following year will bring.

Pei Su, ACTAsia Founder & CEO

A handwritten signature in black ink, reading 'Pei Su'.

2018 in numbers



Our social media posts received more than **3.5 million** views



We sent more than **110,000** newsletters to our supporters



We advertised our Fur-Free Life education campaign through more than **12,000** LED screens and at **28** cinemas in China, reaching an estimated 45 million people across 19 cities



We recruited **11** new names to the list of Fur Free Retailers in China



Our Fur Free Fashion events reached **15 million** members of the public through advertising and media, and were attended by more than **450** participants



We recruited more than **10,000** new supporters in Australia who signed up to a Fur-Free Pledge



We trialled CFL in our **140th** primary school



We reached **13,000** children through CFL, bringing the total to **78,000**



We recruited more than **500** CFL educators, bringing our total to **2,200**



The total number of veterinarians trained through our professional development programme reached more than **1,300**



Our trainer Dr Yin Zhijuan, deputy head of ACTAsia's VFC China Team, was awarded the World Veterinary Association Animal Welfare Award



More than **100** volunteers helped us fulfil our work in 2018

Introduction

At 1.4 billion, China has the biggest population of any country in the world, and it's still growing. Its people are equal to 18.41% of the world's total population, which means its influences through manufacture, imports, exports, consumption levels and global partnerships have the potential for enormous impact on the whole world.

The need for change towards more compassionate and responsible values is greater than ever. ACTAsia's work currently focuses on China, where we employ education to help communities evolve into caring societies, respecting all forms of life. Our education programmes in compassion, kindness and environmental and social responsibility engage some of the most significant groups of society, whose influence has the power to make substantial change for good.

We reach:

- children through schools and community projects
- professionals through veterinary and teacher training programmes
- academics and students through university and college courses, and
- the general public of consumers through our compassionate lifestyle campaign, which currently focuses on fur-free fashion.



ACTAsia in 2018

2018 was a year of change and consolidation for ACTAsia. We saw growth in all of our education programmes, ran some high-profile events and major public campaigns, were honoured to receive two awards and proud to reach a greater public audience than ever before.

All of this progress was supported by new staff, new partnerships, new offices in China and Australia, additional professional training centres in China, a new website and revised brand.



Caring for Life Education (CFL)

CFL was developed from the United National Educational, Scientific and Cultural Organisation (UNESCO) Four Pillars of Education, and is a foundation course in Learning to Live Together. It was introduced in China in 2012, where it supports the mandatory curriculum for moral education.

2018 brought the total number of children reached by our Caring for Life Education programme (CFL) to 78,000, through our 140th school, and some 2,200 CFL educators. We're always looking for new ways to evolve and make an impact, so last year we developed CFL in the community, to complement our schools programme. CFL expanded into Shandong and Guangxi Provinces, taking the year's total reach to 17 primary schools, 21 kindergartens, two primary schools in remote rural areas, and one summer camp for 80 children in Houzai Country, Guizhou Province – a total of 13,000 children.

Pioneer Schools

We launched our Pioneer School Project in partnership with ten primary schools where CFL is already well established. Tanguoan Memorial School in Zhuhai and Fuhe Primary School in Heping County were visited by the educational authorities, teachers and principals from neighbouring schools eager to witness the benefits of CFL for themselves. All participating schools agreed that lessons in compassion and responsibility were improving disruptive behaviour in schools, and visiting teachers were inspired and keen to apply the CFL approach to mandatory lessons in Moral Education.

First nationwide CFL Humane Education Conference in China

2018 also saw the first CFL International Education Conference in China, hosted together with new partner Suzhou University of Science and Technology. The conference and practical workshops were



a huge success, attracting more than 120 primary school teachers, principals and experts. Work also began to introduce CFL into the Applied Ethics course at the university, highlighting altruism, animal welfare and empathy.

In April, Dr William Samuels, City University of New York, presented his research based on four years of evaluation of CFL in primary schools in China at a leading education conference in the US. This ground-breaking evaluation studied the effect of CFL relating to pro-social behaviour, disruptive behaviour, empathy, concern for the environment, and knowledge. The results provide strong evidence in favour of CFL, finding participating children improved in all areas of consideration. During 2018, Dr Samuels also developed an evaluation tool named Animal Attitude Scale (AAS) and tested its validity in China with positive results.

CFL in Chinese immersion school, US

In the US, ACTAsia staff trained 12 teachers to deliver CFL at Yinghua Chinese immersion school.

The curriculum is now being taught to 1st and 2nd grade children, and has been very well received by students and teachers alike.

CFL through the community

The strength of Parent Power helped to embed CFL over 2018, after parents saw the positive changes in their own children who took part in the curriculum. It was through Parent Power that four schools in Kunshan introduced CFL, reaching 3,000 children. When CEO Pei Su visited Jinghui Experimental School in Shanghai, a presentation on CFL was attended by more than 300 parents keen to hear more.

Other projects initiated by CFL last year include a gardening project, inspiring children to interact with nature, and to learn how to grow, harvest and cook vegetables themselves. And throughout the year, ACTAsia reached out to the public through many events, including Parent Power talks and discussion around the importance of empathy and critical thinking in parents and teachers, as well as children.

CFL in Pakistan

In June, in partnership with the Pakistan NGO Join Hands and accompanied by Dr William Samuel from City University of New York, ACTAsia visited Karachi in Pakistan. At a meeting with the Education Department and Sindh Education Foundation, we discussed introducing CFL into local primary schools. The team visited primary schools with extremely limited resources but also exceptionally willing teachers and staff, keen to know more about CFL and how they can help to bring the programme to local children. A Letter of Cooperation has now been formally signed by the Sindh Education and Learning Department, Join Hands and ACTAsia.



What our students and educators said about CFL in 2018

/// *Animals are like human beings. I believe they also have a heart.*

-Student, Jiyin Fan, Xinyuan Primary School, Beijing

/// *I have to admit that I wouldn't care to interact with animals since I was accidentally hurt by them when I was a child. But after teaching CFL, I somehow begin to get close to animals, gradually to fall in love with them. Now I can show my school children how to care for animals.*

-Teacher, Meiling Hu, Lujiang Xincheng Primary School, Xiamen

/// *I can feel that my child becomes more curious about the world, more considerate to elderly people and her younger brothers at home. Change takes time but is done step by step through CFL lessons.*

-Parent: Lan Jiang, Jinhui Experimental School, Shanghai

Consumer Education

2018 was a year of breakthroughs for consumer education in China. In May, we held two major Fur-Free fashion events in Shanghai, engaged more than 450 participants and reached 15 million members of the public through advertising and the media. This was our 4th International Fur Free Fashion Show and Gala, alongside a forum, held in collaboration with the London College of Fashion (LCF).

New partnerships in sustainable fashion

The forging of this new partnership with LCF has spurred the development of a Fur-Free fashion design course, which will be promoted to fashion colleges in China. Celebrity support was better than ever before, engaging among others, designers Mary Ma, Grace Chen and some artificial fur companies, as well as celebrities Sylvie Guillem and Gilles Tapie, Michael Wong, David Huang, Jill Hsu, Jerry Huang, Li Zhiqui and media including iQiyi, one of the biggest video platforms in China who created promotional videos for us as well as a Fur-Free Life web page, CCTV, and Jerri Ng, former editor of InStyle China.

We enrolled 11 new brands and designers in China to the Fur Free Retailer scheme to promote Fur-Free sustainable fashion.

Public education

Two advertising campaigns took the fur-free message to millions of people. In March, a poster was displayed on 12,000 LED screens in ten cities in China, informing consumers that fur production is cruel and toxic for the environment. The estimated reach in terms of viewers was around 30 million people. As the end of the year approached, a cinema advertising campaign to promote fur-free brands was launched across China. A six-week run of light-box posters in movie theatres is estimated to have reached 0.25 million people in 15 cities and 28 locations. In conjunction, we ran an online campaign through social media too. In total, our Fur-Free Life programme reached more than 45 million people.

In order to reach even more members of the public with our fur-free message, ACTAsia worked with the Fur Free Retailer scheme to translate the website and brochure into Chinese, to provide consumers with accurate information about the choices brands make around fur, to enable informed choice.

We also launched our Fur-Free Pledge on our website, encouraging consumers to sign up to a Fur-Free Life and share the pledge with friends and on social media, as well as information about the fur industry.



Toxic fur report

In the autumn, we published Toxic Fur, an illustrated report investigating the potential health and environmental impact of producing and wearing fur. Findings revealed dangerous levels of toxic residues in fur garments and products bought from retailers in China, with potential to cause allergies, act as carcinogens, impact on fertility, trigger reproductive abnormalities in humans and animals, and cause devastating damage to the environment. We proposed a ban on fur products found to contain these chemicals, and a major public education campaign to inform buyers and wearers of fur of the danger they are exposing themselves to.



Professional Education

Veterinarians make up our biggest professional audience, and in 2018 we offered training in practical treatment, diagnosis, surgery and neutering as well as a holistic approach to caring for animal patients as sentient beings with capacity for pain, fear, contentment, and loneliness.

Our Companion Animal Welfare Veterinary Training Programme in partnership with Vets for Compassion Australia (VFC), includes Train the Trainer (TTT) and Continuing Professional Development (CPD). Launched back in 2009, this programme is now ten years old and an established platform for vets to communicate and learn from each other, working towards better animal welfare standards.

Train the Trainer

In 2018 VFC certified two new trainers who joined our team to make a total of 16 professionals. The year brought our total number of trainees to 1,300, taught through 26 training workshops. In June, the 21st TTT workshop was held in collaboration with Ringpai National Chain Veterinary Hospital in Tianjin. The three-day event focused on caring for stray animals, pain management and animal behaviour, with a goal to improve welfare. Participating vets also helped to spay 25 female stray animals, learning the latest techniques in flank spay.

Continuing Professional Development

CPD took place with an up-skilling workshop in July, in Guangxi Province. Elaine Ong, founder of VFC, and other expert professionals attended to demonstrate and share knowledge around anaesthesia management, surgical techniques and surgical disinfection – all with the consideration of welfare at its heart.



New education links in Yulin

In August, the 22nd TTT workshop took place with a focus on Dog Population Management and Rabies Control. Hosted in Yulin, Guangxi Province, where stray dogs and high incidence of rabies occur, the event had great support from the Yulin Animal Disease Control Centre. This was a huge breakthrough because of Yulin's infamous reputation for eating dog meat over the summer solstice, and the historical reluctance of the authorities to engage with NGOs over animal welfare.

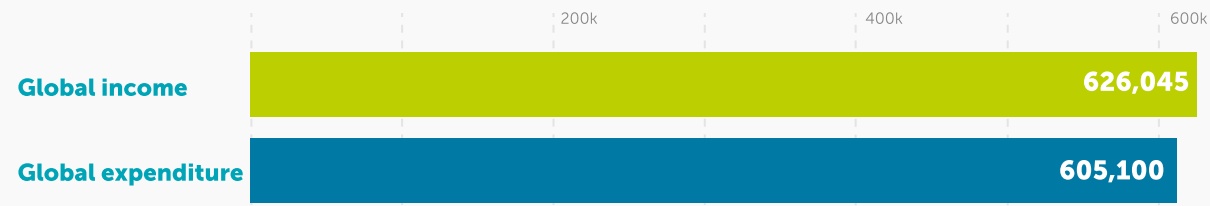
Growing professional independence

Over the course of the year, our Chinese veterinary trainers have become increasingly independent in promoting ACTAsia professional education themselves. On World Veterinary Day, VFC trainer Wei Chang'e initiated an educational event for children with pets: Kids with Pets, held with the help of other staff at Bangtai Exotic Pets Hospital, and AITA Pets Hospital. It is so rewarding to see these professionals sharing the best of their knowledge with the wider community, as well as other vets.

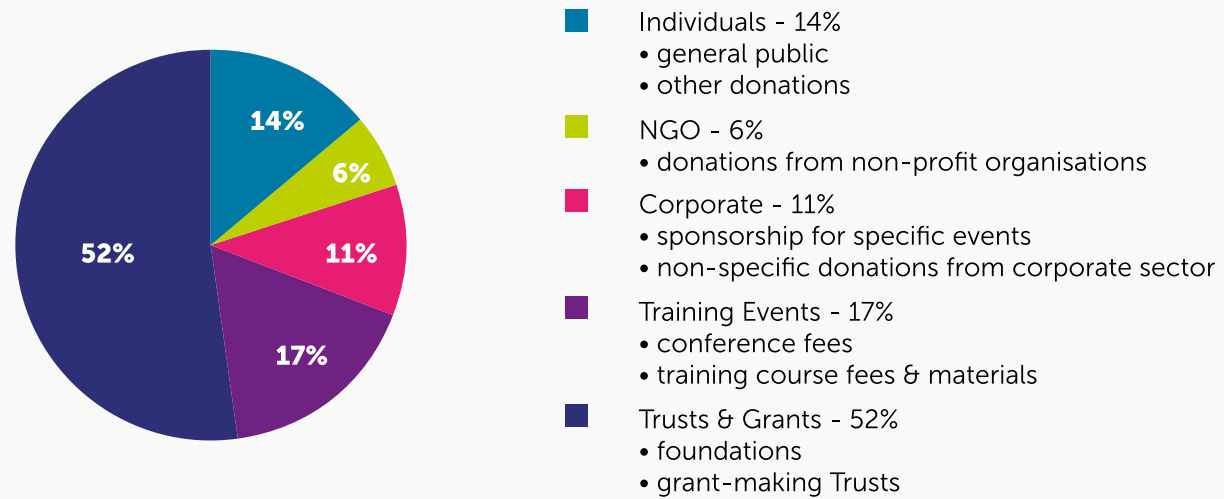
And last but not least, at the end of the year, our biggest achievement for professional education was the endorsement of our Companion Animal Welfare Veterinary Training Programme by the World Small Animal Veterinary Association (WSAVA). This tremendous privilege and new partnership highlights an international understanding of the need for improvements to animal welfare in Asia.

Finances

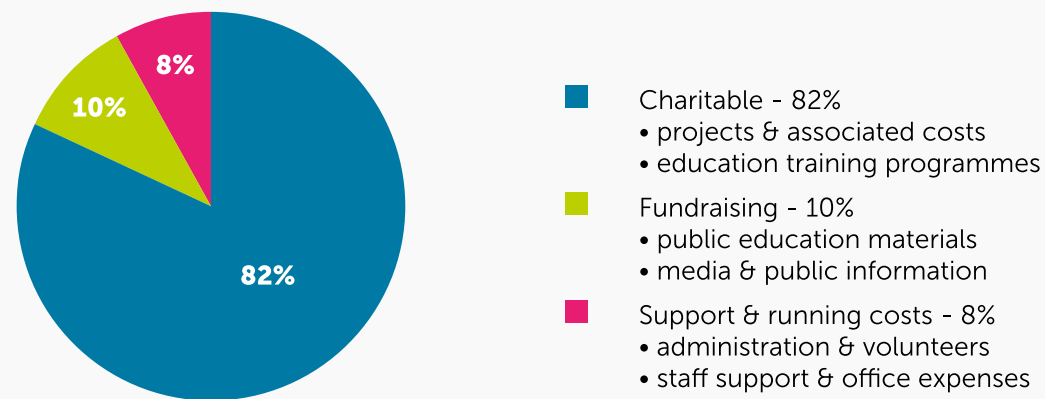
Global income and expenditure



Global income



Global expenditure



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ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 in the USA. It also has offices in China, as well as several international representatives. ACTAsia was established in 2006 by an Asian sociologist and an Asian veterinarian, with the aim to help Asian cultures evolve into caring societies, respecting all forms of life.

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