



# ACTAsia Annual Report 2022

**ACT**

**Asio**

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## **Our vision**

To create a more compassionate world  
for animals, people and the environment

ACTAsia is a multifaceted charity that believes in education to drive long term sustainable change. In 2021 ACTAsia was granted Special Consultative Status with the Economic and Social Council of the United Nations.





# **2022 – A year of great progress against a backdrop of global challenges**

Foreword by Pei Su, ACTAsia CEO

2022 has been an exciting year for ACTAsia with new ventures and an incredible award from the UN. However, it has also been a challenging year for millions of people in which we have witnessed the impact of global warming with severe heat across the northern hemisphere, drought inflicting mass hunger in eastern Africa and catastrophic flooding in Pakistan. Meanwhile human conflict continues to rage and take its toll in Ukraine.

These events highlight the need for ACTAsia to continue to educate children, consumers and professionals about the importance of the interconnectivity between humans, animals and the environment. I was delighted to see that children's education was a focal point at this year's COP 27 conference, with the UN Climate Change's Executive Secretary urging governments to not just listen to the solutions put forward by young people, but to incorporate those solutions in decision and policy making.

Our work across Asia in 2022 continued to face challenges as a result of Covid restrictions - especially the closed borders throughout China. Despite this, we were able to find new ways to make a positive impact and one of our greatest achievements in 2022 was our Plant Forward campaign. This was the first event of its kind in Asia with the goal of increasing the importance of plant-based eating and why plants are a vital part of a sustainable future.

I am proud to say that the year finished on a high note, with ACTAsia's Caring for Life Education for Children programme been recognised as Good Practice by the UN's Transforming Education Summit (TES). This award is a great honour and puts our work at the heart of the global education industry.

2022 has demonstrated that ACTAsia has a resilient team that has successfully navigated Covid difficulties in Asia as we have strived to make a positive change for animals, people and the environment. I am delighted that ACTAsia's work continues to go from strength to strength.

However, our work would not be possible without the generosity from our supporters, donors and funders. I would like to take this opportunity to thank each and every one of you for sharing our vision for a better world.



Pei Feng Su

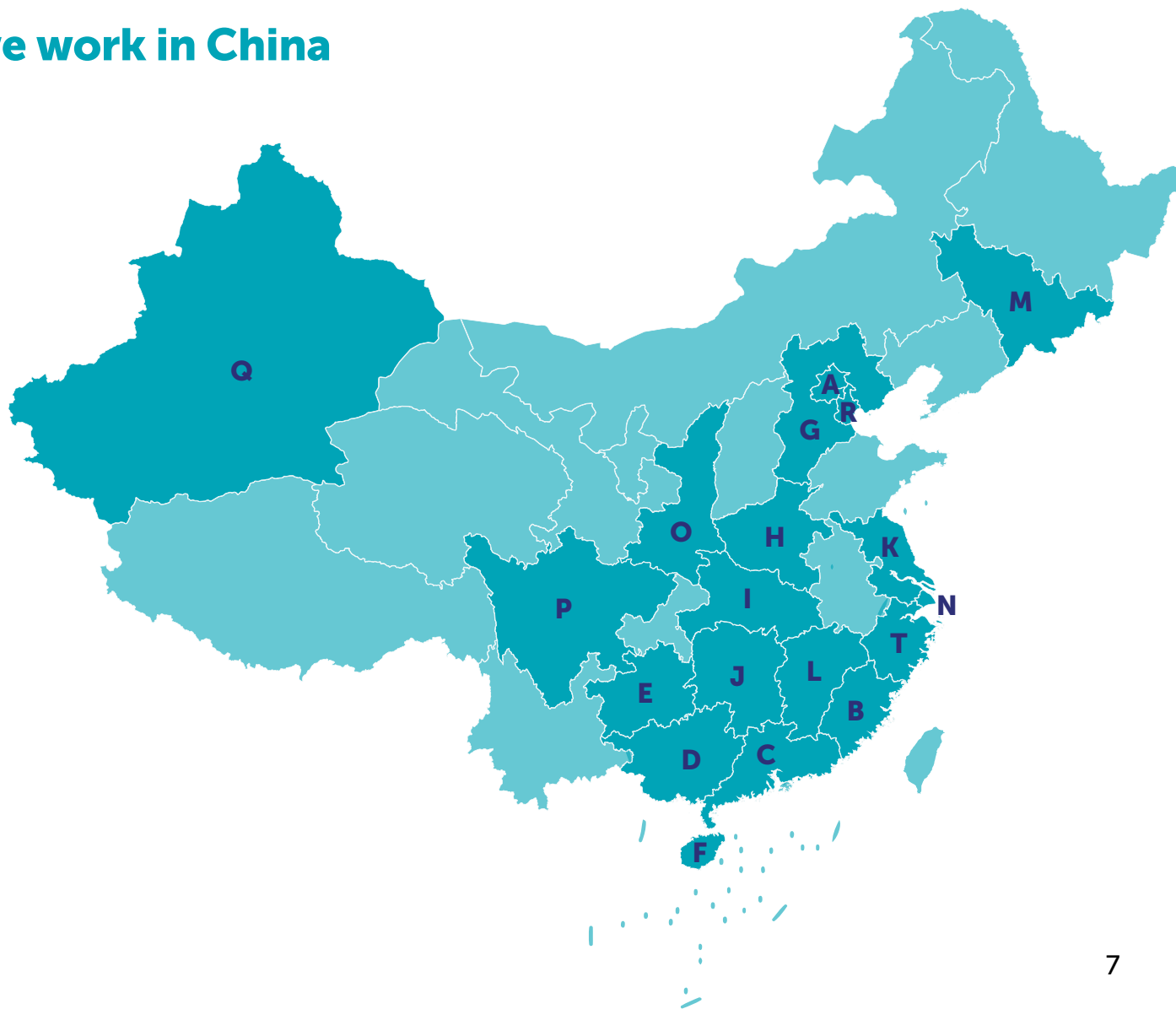
## 2022 programme coverage





## 2022 Where we work in China

- A. Beijing
- B. Fujian Province
- C. Guangdong Province
- D. Guangxi Zhuang Autonomous region
- E. Guizhou province
- F. Hainan Province
- G. Hebei Province
- H. Henan Province
- I. Hubei Province
- J. Hunan Province
- K. Jiangsu Province
- L. Jiangxi Province
- M. Jilin Province
- N. Shanghai
- O. Shannxi Province
- P. Sichuan Province
- Q. The Xinjiang Uyghur Autonomous Region
- R. Tianjin City
- S. Yunnan Province
- T. Zhejiang Province



## ACTAsia receives awards from the UN in 2022

ACTAsia's Caring for Life (CFL) Education for Children was awarded 'Good Practice' by the UN Transforming Education Summit (TES).

In awarding 'Good Practice', the UN recognises that: 'ACTAsia's Caring for Life Children's Education and Professional Education is SDG specific, scalable and replicable and ready to be used in primary education to support development of emotional intelligence and responsibility.'





**Caring for Life Education  
for Children programme  
receives Best Charitable  
Collective Award at the  
China Charity Festival 2022**



# Caring for Life Education For Children

ACTAsia's Caring for Life (CFL) Education Programme for Children aims to help Asian children, aged between 6 and 12 years old, to develop a sense of compassion and responsibility for animals, people and the environment. 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 concept of One Health only comes from caring for all.





**ACTAsia's Caring for Life Education for Children**  
forms part of the United Nations Good Practices database

**SUSTAINABLE  
DEVELOPMENT GOALS**



 **SDG GOOD  
PRACTICES** 



## ACTAsia's unique lesson plans

that form part of our Caring for Life Education for Children are ready to use in English.

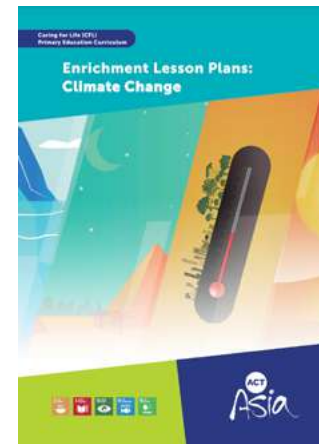
11,946 children were educated through our Caring for Life curriculum in 2022. Years 1,2 & 3 lesson plans have been shared with our partners in Pakistan for their rollout.

In China, the six-year lesson plans have been published in full for years 1, 2 and 3, with years 4, 5 and 6 being completed by the end of 2023.

In addition, enrichment lesson plans on Biodiversity and Climate Change were added to the Caring for Life curriculum in English and Chinese.



Enrichment lesson plans in English



Enrichment lesson plans in English



Enrichment lesson plans in Chinese



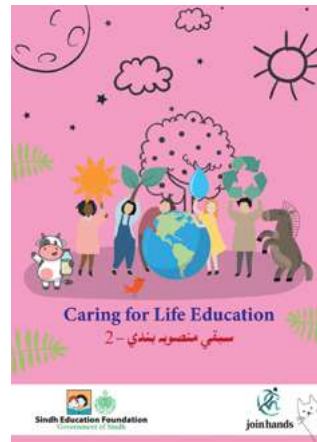
Enrichment lesson plans in Chinese



CFL in English



CFL in Chinese



CFL in Sindhi



CFL in Greek

## 2022 Caring for Life Education for Children Impact in Numbers



**11,946 children  
educated**



**9 Pioneer Schools**



**102,456 rural  
children reached**



**178 teachers  
trained in China**



**1 UN award for  
Good Practice  
by Transforming  
Education Summit**



**148,521 children in  
472 schools reached  
in Earth Day events**



# School Teacher Training Programmes

Years of experience in education has taught us that running high-impact, effective education programmes aren't as simple as just delivering textbooks to schools. So, as part of our Caring for Life for Children's programme, we train teachers in the best teaching methods for our humane education programme, and we integrate our materials and classes directly into the school curriculum.

This embeds the learning into the current systems, ensuring that it is seen as an everyday part of the school's teaching. We provide workshops, lesson plans and classroom support when required to further support the teachers.

ACTAsia also provides Continuing Professional Development (CPD) webinars, workshops, lesson plans, and classroom support.

Focusing on teacher training enables us to maximise the impact of our children's education programme. By delivering our curriculum and materials impactfully, we are also ensuring that every child reached engages fully, learns more and ultimately becomes a better citizen for animals, people and the environment.









## Earth Day

Following ACTAsia's first contribution to Earth Day last year, ACTAsia were excited to build on its success with a range of new activities, teaching resources and competitions for children and educators in our Pioneer Schools.

This year ACTAsia focused on the theme of 'Microplastics'. From the 11th – 22nd April schools in China were invited to share key concepts on climate change and biodiversity using age relevant materials and activities to demonstrate how easy it is to incorporate civic duty and problem-solving into their daily school life.

51 educational institutions were invited to participate in this year's Earth Day activities. Educators were encouraged to show a clip from the Microplastics Madness short film, which ACTAsia translated into Chinese, which highlights the dangers of microplastics.



**INVEST  
IN OUR  
PLANET**



A colorful illustration of two children painting a large globe. The globe is primarily green and blue, representing land and water. One child, with long brown hair and wearing a red shirt, is painting a pinkish area on the globe. The other child, with short brown hair and wearing a pink shirt, is painting a red area. The background is white, and there are some other colorful shapes like a red car and a yellow shape in the top left corner.

## Caring for Life Education for Children

### Earth Day Activities

**472**

Schools and  
institutions took part

**41**

Cities

**15**

Provinces

**150,837**

Children reached



# Success Story

## Mrs Fang

Mrs Fang first heard of ACTAsia's Caring for Life Education programme in 2013 through a teacher training workshop and her son had also recently attended an ACTAsia Summer Camp and loved it.

Becoming a teacher wasn't easy for Mrs Fang as she had to drop out of school numerous times due to lack of money but she kept returning to her studies and went on to gain a university degree and become an outstanding teacher.

Mrs Fang has been actively teaching ACTAsia's Caring for Life education for many years and believes that education is about helping children to adapt as part of their social development and she is a strong believer in teaching kindness and compassion.

Mrs Fang encourages students to help, respect, cherish life and be kind to one another. Mrs Fang witnesses the fantastic impact that the lessons are having by observing the positive changes to the student's daily behaviour. She sees growing kindness and civilized and responsible behaviour amongst her students.



# Caring for Life Education For Consumers

ACTAsia's Consumer Education Programme focuses on raising awareness surrounding the exploitation of animals, people, and the environment in production methods for consumer-related items, especially animal-based and plastic products, such as meat, fur or plastic bottles. We highlight the damaging impact of specific techniques and offer suggestions for alternative, more compassionate choices so that consumers can consider the origin of their purchase and if it is necessary. In addition, ACTAsia works with businesses that provide more sustainable products to consumers. This education is essential as information surrounding the true impact and suffering behind many day-to-day consumer goods in Asia isn't readily available. Our pioneering work ensures that people understand the truth behind the adverts and products in this age of mass consumerism.





ACTAsia's Consumer Education Programme promotes Compassion in Fashion which is now part of the UN Conscious Fashion and Lifestyle Network. We are proud of ACTAsia's role in ensuring that compassion for animals and nature is included in these SDG targets.

ACTAsia's new look website has a fur free page, dedicated to our pioneering work to promote a fur free life.





## 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.



# 8th Annual International Fur Free Sustainable Fashion Festival

ACTAsia hosted its 8th International Fur Free Sustainable Fashion Festival in 2022.

Events included the online Compassion in Fashion Forum in May involving esteemed speakers who discussed working towards a fur free future.

In September, the Festival heralded ACTAsia's Fur Free Runway Show in conjunction with Fur Free Retailer MTG. This was a first for ACTAsia to be on the official agenda at Shanghai Fashion Week.

ACTAsia's Festival concluded with ACTAsia's Compassion in Fashion Forum in October, forming part of Shenzhen Fashion Week (SZFW) with ACTAsia once again featuring on the official Fashion Week agenda. ACTAsia was honoured to be part of this festival as SZFW is widely recognised for its progressive and sustainable agenda.

ACTAsia's active involvement with the Shanghai and Shenzhen Fashion Weeks' marks a huge milestone in promoting our fur free work.



# **The damaging impact of fur farming on human and animal health and the damage to the environment**

Fashion should be sustainable and not impact pollution or the environment. By highlighting ACTAsia's Fur Free Life sustainability campaign we hope that animal welfare will take a prominent place on the catwalk as we strive to promote a 'One Health' approach to fashion.





China is the largest producer of fur and importer of fur worldwide, supplying more than half of the finished fur garments imported for sale in the United States. China is the biggest producer, largely due to the fact that the industry is encouraged, and not subject to legislation or regulation regarding animal welfare or environmental protection. Fur farming is simply unnecessary and the environmental damage caused by fur farming means the issue is no longer solely an ethical decision.



## 2022 Caring for Life Education for Consumers Impact in Numbers



8.4 million reached  
through ACTAsia's  
Fur Free Forum



2 Fashion Festival events  
at Shanghai and Shenzhen  
Official Fashion Weeks



1 report published on China's Fur Trade and Position  
in the Global Fur Industry



25 brands joined  
Fur Free Retailer  
scheme in China



3.8 million reached  
via social media  
posts



# Success Story

## TUYUE

ACTAsia's 8th International Fur Free Festival was delighted to welcome young talented designers to join the Fur Free Retailers Scheme (FFR) which included cutting edge designer TUYUE founded by Ms Yang.

Mrs Yang's work is pioneering and she champions sustainability in all her creations. Mrs Yang has worked closely with ACTAsia after joining the Fur Free Retailer Scheme in 2021 and she actively supported our Compassion in Fashion Forum in 2022.

By working closely with ACTAsia and our drive towards sustainability, zero-waste and sustainability, TUYUE is pioneering change from the heart of the production line. She is influencing consumers and manufacturers and ACTAsia is proud to promote her work and her mission.

Mrs Yang's work is ground breaking and inspires others, leading the way towards change in the fashion industry in choosing the fur free path.



# Compassionate Choices Network (CCN)

ACTAsia founded the CCN in 2022 with the goal of focusing on issues affecting animals, people and the environment by using education to address, highlight and resolve harmful practices.

The CCN supports Asian organisations across the region bringing together Asian spokespeople who work together to reduce animal consumption, to protect humans from harm and to safeguard the environment by promoting responsible consumption and sustainable lifestyles.

Members of the CCN are sought from non-profit or social enterprises, educational settings, plant-based food suppliers, sustainable fashion houses and renewable energy and transport sectors.



ACTAsia's Compassionate Choices Network (CCN) is working with organisations from Japan, Vietnam, India, Singapore, China and Tuvalu.

ACTAsia strongly believes that in order to create long lasting behavioural change across the region, that we need a network that can support fellow member organisations by sharing ACTAsia's vision for change.

**6 Asian based  
NGO's have joined  
CCN so far**





# Plant Forward

In September 2022, ACTAsia's Compassionate Choices Network launched its first joint campaign: Plant Forward. Reaching across six Asian countries, Plant Forward is the first event of its kind in Asia with the goal of increasing understanding of plant-based eating and why plants are a vital part of a sustainable future.

Over two weeks, chefs hosted live cooking demonstrations with plant-based ingredients, doctors talked about the health benefits of a plant-based diet for mental health, helping patients with diabetes, in addition to improving gut health and its links to a longer life span.

Through the Plant Forward events, ACTAsia is providing education to help consumers understand the ease and benefits of making compassionate choices – and the impact these choices have on all who share our planet. Our sustainable future is with plants.



## Plant Forward Impact in Numbers



**6** countries  
joined

**10k+** viewed the  
live events

**2.6** million reached  
through social media

**6** live events with 3 cooking  
demonstrations and 3 talks  
with physicians

**3** languages on Plant Forward  
landing page for greater  
engagement

# Caring for Life Education For Professionals

We know that in any society, some people are in a position to influence more than others, therefore 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 professionals. By using these networks of professionals, we can spread our message of compassion and kindness further afield and more effectively.





## Vets for Change

### Veterinary Training

In many countries people take it for granted that veterinarians know how to deal with domestic pets and understand animal sentience, but in China veterinary knowledge is often limited just to animal husbandry. As a result, some veterinarians in China are not sufficiently trained or well equipped to deal with the growing number of domestic animals, wildlife or street dogs and cats.

ACTAsia works with Vets for Compassion (Australia) hosting regular workshops, where veterinarians learn best practice, including animal sentience and welfare, the best anesthesia 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 in addition to local animal protection groups.

Our trainee vets go on to become trainers themselves. This peer-to-peer training helps ACTAsia maximise our resources and spread knowledge further and more effectively.



## Success Story

### Siraya Chunekamrai

From humble beginnings in Thailand, to studying at Cornell University, to being the first female President of World Small Animal Veterinary Association (WSAVA), Siraya is a true inspiration to animal owners and fellow veterinarians globally.

ACTAsia is one of WSAVA's educational partners providing educational activities for their members as they understand the huge need for speakers and trainers in the veterinary profession.

Siraya met Pei at the 'Asia for Animals' conference and for her it was an impactful moment: 'I got to know Pei and I was very intrigued. I thought, wow, her job is humungous, and I thought if she can change China, she can change the world!'

Recognising the huge potential benefits of working together, Siraya knew that WSAVA and ACTAsia were a natural fit.



*"I think it's very important to find your strategic partners and to find those people who have the same 'why' and support each other. I hope we can support ACTAsia even more in the future".*

# Compassion in Fashion

## FutureLearn Online course

*The world's first fur free fashion course for higher education students and professionals*

ACTAsia's online Compassion in Fashion course saw 987 enrolments from 99 countries in 2022.

Compassion in Fashion: Sustainability and the Global Fur Trade, is ACTAsia's pioneering professional education course for fashion students and professionals.

ACTAsia is the first NGO to create an online fashion course on the FutureLearn platform with a focus on fur free that is globally accessible.

Through this course, ACTAsia is working closely with fashion professionals to bring discussion around social justice, environmental protection and animal rights to mainstream fashion education.

The course has 12 guided learning hours covering the impact of fur in fashion on animals, people and the environment.





## 2022 Caring for Life Education for Professionals

### Impact in Numbers



**8**

CPD webinars hosted  
with 30+ hours of  
CPD provided



**28**

vets qualified  
as trainers



**1994**

vets taken part in veterinary  
CPD webinars



**6280**

animals neutered with high  
welfare standards

# 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.



# Institute for Change

ACTAsia's Institute for Change is an innovative online community for those in education and a portal for research run in collaboration with industry and universities. Institute for Change provides an academic platform for ACTAsia's education programmes and research projects, in collaboration with international universities and industry. It supports a One Health approach, whereby multiple sectors communicate and work together to achieve better public health outcomes by recognising that all forms of life are interrelated and interdependent.





# Compassion in Fashion Collaborative Challenge

ACTAsia forms part of London College of Fashion's Collaborative Challenge unit. Each year, ACTAsia sets a brief for the challenge which is student-led and requires students to be motivated and proactive drawing on teamwork, design thinking, problem-solving, project planning and negotiation skills.

Master's fashion students are asked to challenge the fashion industry by teaching new design philosophies and communication strategies for professionals, consumers or students. During this process the students learn key business skills and contribute to the fashion industry by bringing their Gen Z lens, up to date views and fresh takes on the assigned tasks. Themes of compassion, environment, humans and society and care for animals all feature as part of the course.

The projects include key visual development, online course structures and appeal, designing communication plans and more. The outcomes are highlighted on our website.



Digitally printed corduroy fabric  
Digitally printed thick suede fabric  
Digitally printed thick suede fabric  
Digitally printed thin suede fabric  
Thick suede fabric  
Digitally printed full polyester fabric  
Dark blue artificial leather  
Blue and white striped texture pleated gauze fabric

## Suzhou University Course

In July 2022 ACTAsia delivered its third year of accredited teacher training in partnership with Suzhou University of Science and Technology (SUST).

SUST has integrated ACTAsia's Caring for Life (CFL) education into their mainstream course which is a world first for any education institution. The course was developed by ACTAsia's education experts in consultation with SUST's course director and is delivered by both partners. It focuses on the interconnection between people, animals and the environment, using the UN's Sustainable Development Goals as guidance.

This remarkable course empowers teachers and highlights ACTAsia's educational reach. Teaching the skills required to deliver the Caring for Life (CFL) curriculum in age appropriate primary schools, the next generation of teachers learn different pedagogies. Teachers learn how teaching CFL can help to develop the whole child for life and not solely for academic success.

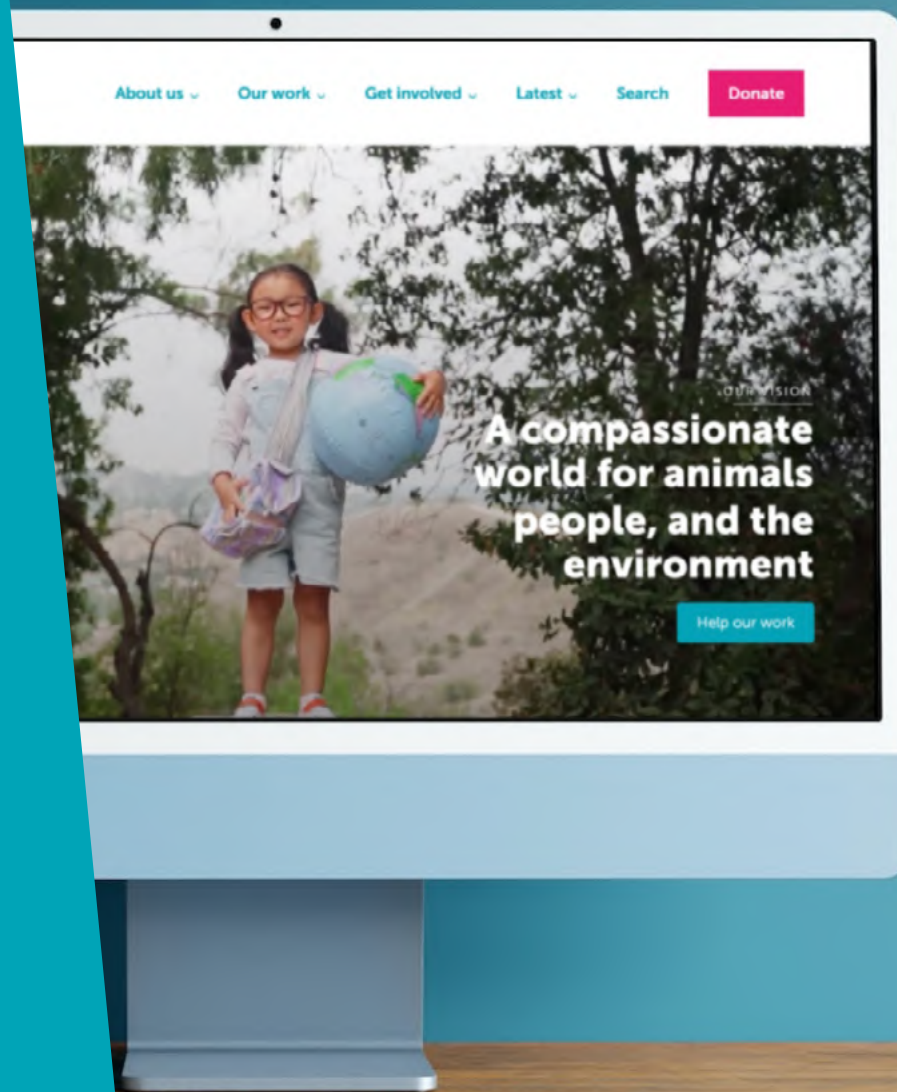
These students will be the future teachers of China's Moral Education syllabus, equivalent to the UK's PHSE (Personal, Social, Health, Economic education).



# ACTAsia launches new website

ACTAsia was thrilled to unveil its new website in October 2022. ACTAsia's vision is for 'a compassionate world for animals, people and the environment' and the new website conveys this vision and celebrates our pioneering work.

ACTAsia introduced a new feature 'Success Stories' to showcase our amazing teachers, vets and educators. These heartfelt stories are testament to ACTAsia's incredible impact and how our teams are changing lives and protecting the planet.





An aerial photograph of a wetland or marsh. The water is a vibrant green, interspersed with patches of brown, orange, and white vegetation. The overall scene is a complex, textured mosaic of natural elements.

## Pei speaks at global One Health webinar

Our CEO and Co-Founder Pei hosted a global One Health webinar on food and farming alongside renowned international speakers. The webinar addressed the need to examine our diets and how reducing our meat consumption or adopting a plant-based diet can make a meaningful impact on animals, people and the environment – thereby promoting One Health.

Following the high-level discussions, the webinar addressed the solutions envisaged which included: education for consumers, fighting corruption and poverty and the need to adopt a plant-based or cellular meat diet.

One Health is an approach to designing and implementing 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, the control of zoonoses (diseases that can spread between animals and humans), and combatting antibiotic resistance.



## ACTAsia speaks at UN Events

Pei is regularly interviewed by numerous global media outlets who seek ACTAsia's expertise in One Health, development goals, humane education, social changes, sustainable fashion, wildlife trade and education.

ACTAsia was thrilled to be asked to speak at two key UN events in 2022.

Pei spoke at the opening of the side events at the UN's Ocean Conference in Portugal alongside notable speakers including global ambassadors from Portugal and Sri Lanka.

In addition, Pei spoke at the UN's High Level Political Forum side event, organised by the NGO Major Group, to share ACTAsia's experience on promoting the SDG 17 partnership goals across ACTAsia's programmes.

Pei was grateful for the opportunity to speak at the UN events to share ACTAsia's vision and how our pioneering work with our recently founded Compassionate Choices Network (CCN) is aligned with the UN's blueprint for the future. The goal of ACTAsia's CCN network is to focus on issues affecting animals, people and the environment.



## ACTAsia and the film SLAY

ACTAsia's work and research was featured in the film SLAY which investigates the negative effects of fur on animal welfare, the environment and humans.

In extensive interviews with filmmaker Rebecca Cappelli, ACTAsia's founder Pei shared her expertise and ACTAsia's research highlighting the damaging impact of the fur trade to our global health.

The documentary, produced by Cowspiracy co-director Keegan Kuhn, also investigates the hidden side of the leather and wool fashion industries.

The word "SLAY" is written in large, white, sans-serif capital letters. Red blood splatters are visible on the letters, particularly on the 'S', 'L', and 'A'. The background is a blurred, grey, textured surface. On the right side, a person's leg wearing a black leather high-heeled shoe is visible, with red blood splatters on the foot and the shoe's sole.

# SLAY

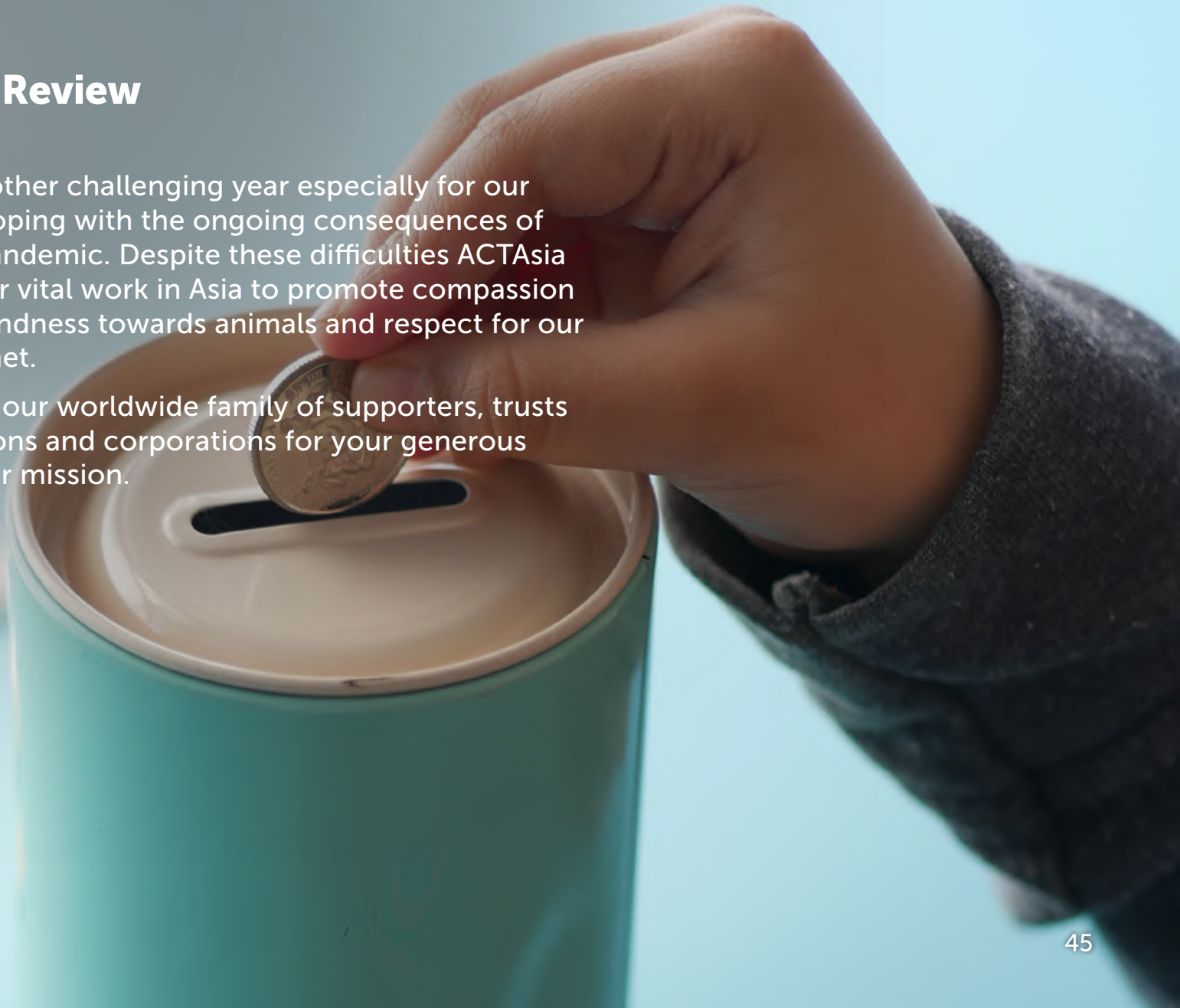
THE FILM THAT GETS UNDER  
FASHION'S SKIN



## Financial Review

2022 was another challenging year especially for our Asian team coping with the ongoing consequences of the COVID pandemic. Despite these difficulties ACTAsia continued our vital work in Asia to promote compassion for people, kindness towards animals and respect for our beautiful planet.

Thank you to our worldwide family of supporters, trusts and foundations and corporations for your generous support of our mission.



# Finances

## Income

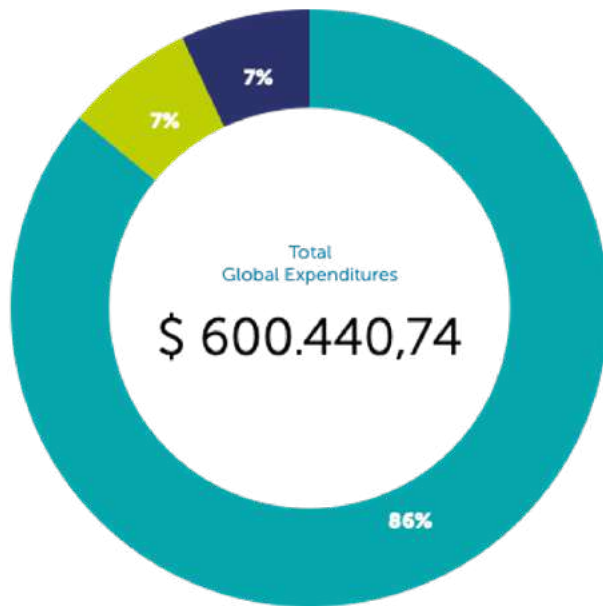


- Individuals - 8%
- Trusts & Grants - 87%
- Corporate - 2%
- Training/Events - 2%



# Finances

## Expenditures



- Programme - 86%
- Fundraising - 7%
- Support & Running - 7%





## **Your support enables ACTAsia to create a more compassionate world**

We are indebted to all our supporters. To the individual donors, philanthropists, foundations, and corporate partners who are all visionaries for long-term societal change. Thanks to you we can continue to work towards a kinder more compassionate world where people, animals and nature can live together in harmony. Thank you for your continued support.





A young girl with dark hair in a ponytail, wearing a white short-sleeved dress, white gloves, and white socks, is using a long-handled tool to pick up a black plastic bag from behind a green chain-link fence. The scene is set in a wooded area with many fallen leaves on the ground and dense green foliage in the background. The girl is focused on her task, and the overall atmosphere is one of environmental stewardship.

ACTAsia recognises  
that education is the  
key to create a more  
compassionate world by  
demonstrating empathy  
towards people, animals  
and the environment.



## Action for compassion through education

**[www.actasia.org](http://www.actasia.org) · [info@actasia.org](mailto:info@actasia.org)**

ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the US and offices in China. 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.