



SUSTAINABLE  
DEVELOPMENT  
GOALS

ACTAsia supports the Sustainable Development Goals



Media Kit



## **Our Mission**

ACTAsia was founded in 2006 by CEO Pei Su, who saw the need to promote compassion for animals, people and the environment in Asia, in order to address the root cause of many societal issues.

ACTAsia believes that education is the only way to encourage kindness towards animals, respect for people and awareness of the environment.



## What We Do

ACTAsia's award-winning Caring for Life (CFL) education programmes work with children, consumers and professionals across Asian societies to drive long-term, sustainable change.

ACTAsia's work is guided by UNESCO's Sustainable Development Goals. These 17 widely recognised goals are a call for action by all countries, regardless of their wealth or development, to promote prosperity while protecting the planet

conscious  
fashion +  
lifestyle  
network



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## How we help children:

- ACTAsia's award-winning 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, empathy 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.



## How we help consumers

- ACTAsia's Fur Free project helps consumers make informed choices by uncovering the reality of the fur industry. ACTAsia hosts an annual International Fur Free Sustainable Fashion Festival in major Chinese cities, with renowned international speakers, to discuss the ethical issues and environmental impact behind fur production, together with the importance of sustainable fashion. Speakers from the fashion and beauty industries include Stella McCartney and John Lau. We also publish and update research into these areas and we help people choose alternatives.
- ACTAsia's Compassionate Choices Network supports Asian organisations across the region. The role of the CCN is to unite 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.
- Plant Forward is an Asian-focused free event, held online over two weeks, across nine countries. Organised by ACTAsia's Compassionate Choices Network, Plant Forward is the first event of its kind with the aim of increasing understanding of plant-based living, with the core belief that plants are a vital part of a sustainable future.



## How we help professionals

- ACTAsia's Vets for Change Veterinary Training programme: In China veterinary knowledge is often limited to animal husbandry (for farming) and 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 sufficiently trained or well equipped to deal with the growing number of domestic animals, wildlife or stray dogs and cats in need of treatment.
- Sustainability and the Global Fur Trade (FutureLearn course) is ACTAsia's pioneering professional education course for fashion students and professionals. ACTAsia is the first NGO to create a fashion course focusing on fur free that is globally accessible, making it a major milestone in fur free education.
- Teacher Training Project: As part of Caring for Life Education for professionals, we train teachers to integrate our humane education programme into the school curriculum. We provide workshops, classroom support, and lesson plans as guidance. Focusing on teacher training enables us to maximise the impact of our children's education programme.



## Facts & figures

**2006:** Foundation of ACTAsia

**2009:** ACTAsia initiates Train the Trainers program for veterinarians in China

**2014:** ACTAsia launches China's first-ever International Sustainable Fur Free Fashion Show

**2018:** ACTAsia releases first nation-wide survey on use of fur in China

**2019:** Caring For Life curriculum approved on pilot basis in primary schools in Sindh Province, Pakistan

**2020:** Caring for Life becomes world's first officially accredited NGO curriculum for higher education

**2021:** ACTAsia granted Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC)

**2021:** ACTAsia's Caring for Life Education for Children Programme receives United Nations award under UN's Sustainable Development Goals for Good Practices

**2021:** ACTAsia's Caring for Life Education for Consumer's Fur Free Project receives recognition under the UN Conscious Fashion and Lifestyle Network (as part of the UN Sustainable Development Goals)

**2022:** ACTAsia launches Plant Forward campaign to promote plant-based living across Asia

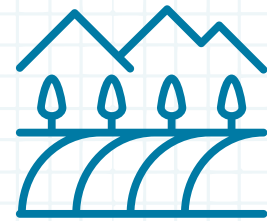
ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the US and offices in China. ACTAsia has a Special Consultative Status with UN ECOSOC.

## Our Impact:



**380K+** children reached  
across China

**159K** children educated  
in rural areas



**7,325** educators trained  
for current and future programmes

**3229** vets trained in animal  
welfare & care throughout China



**9** Annual Fur Free Festivals  
hosted across China

**14.5M+** reached with ACTAsia's  
plant-based messages





## Our research on the fur industry

- ACTAsia conducts and publishes research into the fur trade in China, including details about animal breeding, capture, containment, and slaughter, including the process of turning animal skins into viable fur garments. We research the true origins of real fur on our high streets, informing consumers of mislabelled goods, and have conducted scientific research into the potentially hazardous toxic residues left in fur items for sale on the high street.
- Since 2018, ACTAsia has published an Independent Fur Consumer Survey, analysing consumer attitudes towards the use of fur in China.



## (Some of ) Our Awards

- **2023** ACTAsia's Founder, Pei Su, wins an award for the Annual Public Welfare Personality at the 13th Philanthropy Festival, in Beijing.
- **2021** ACTAsia's children's education programme recognised as Good Practice by the United Nations Department of Economic & Social Affairs (UN DESA), & added to their database of good practices
- **2021** ACTAsia's consumer education programme joins the UN's Conscious Fashion & Lifestyle Network
- **2021** ACTAsia receives Special Consultative Status from the UN Economic & Social Council
- **2019** Pei Su wins Charitable Leadership Award from Jiemian News (Shanghai United Media Group) for her contribution to promote sustainable fur-free fashion & dedication to children's education
- **2016** CEVA Animal Welfare Award – Charity Team of the Year
- **2015** Chinese Govt. on 8th China International Urbanisation Summit – Top 10 Most Influential Organisations for Urbanisation in China



## Who we are

A truly international team of educational programme directors and outreach directors work alongside a board of highly respected advisors.



Pei



Dawn



Karen



Joy



Alexa



Sophie



Echo



Jessica



Monica



Sylvia



Yves



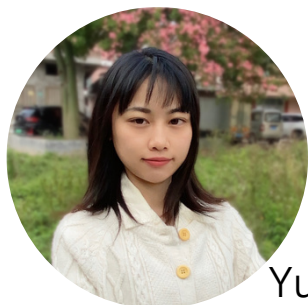
Dan



Ross



Robbert



Yunshi



Tanya



Vicole



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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 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.

