Animal Alliance Asia
STRATEGY
2022
Empowering Animal Advocates Across Asia

Our Vision
is a culturally relevant, effective and inclusive animal justice movement in Asia with strong local leadership.

Our Mission
is to build a more sustainable, inclusive and effective animal justice movement in Asia by supporting, educating, and mentoring individuals and organisations as well as forming a coalition across Asia.

The Issue
Animal justice movement across Asia is currently lacking culturally relevant training, resources, research and approach.

Our Role
Animal Alliance Asia is a change agent. Our role is to effectively increase local leadership across Asia. Our core approaches are:

1. Culturally appropriate movement building, training and mentoring programmes for advocates in Asia.
2. Knowledge and resources hub for local organisations across Asia.
3. Solidarity and ally-ship building programmes with other social justice movements in Asia.
Our Priorities for the Next Three Years

**Build People Power in Asia**
To strengthen the Animal Justice Movement in the region.

**Create Strong and Sustainable Team at AAA**
To increase and sustain our impact in the region.

**Build a Coalition of Organisations Across Asia**
To unify our collective effort for a bigger impact.

**Develop Culture-Specific Solutions**
To increase effectiveness of our movement in the region.

These priorities will guide Animal Alliance Asia in our operation.
OUR THEORY OF CHANGE

Ultimate

To build a more inclusive, effective animal justice movement to end animal exploitation in Asia.

Activities

People Power: Conference, Movement Building Training, Leadership development, Mentoring.
Coalition Building: Cross-Movement Solidarity Programmes.
Culture-Specific Solutions: Research, Leadership Summit, Knowledge sharing database.

Short-Term Outcomes

Local individuals and groups receive ongoing support. Local individuals and groups understand culturally relevant tactics and strategies.

Mid-Term Outcomes

Improved leadership skills amongst local individuals and groups. Groups are organised with a more inclusive framework.

Long-Term Outcomes

Animal justice movement across Asia becomes more effective in tackling its culturally specific challenges. Increased representation of Asian individuals and groups in the global animal justice movement.
Projects

Animal Advocacy Conference Asia
Date: November 2022

Built on the success of AACA2020 and AACA2021, we will organise AACA again in November 2022 virtually. We anticipate approximately 800 ticket registrations from delegates from over 50 countries over the 7 days. We will expand marketing and outreach efforts, and collaborate with prominent Asian organisations to expand our reach.

Animal Advocacy Academy
Date: June-August 2022

With AACA, we have seen individual advocates starting local initiatives. How can they mobilise people at bigger scales? This is where our Academy comes in.

Topics:
- Communicating Effectively,
- Understanding Social Movements,
- Building a Movement,
- Practicing Anti-Oppression,
- Achieving Your Vision, Share, Connect and Implement!

Language: Japanese, Hindi, Cantonese, Urdu and English

Opportunity: Showcase project ideas, find partners and link with grant makers.
Projects

DEI Programme
Date: 6 online events/webinars over 6 months (tbc)

Animal Alliance Asia & Samayu will together present a series of conversations inviting speakers from across Asia to discuss how racial, gender and other forms of systemic inequity are affecting animal advocacy in Asia, to explore mechanisms and pathways to a more equitable movement in Asia.

Research Project
Date: TBC

Animal Alliance Asia has initiated a conversation with several organisations operating in and outside Asia about research collaboration and creation of resource hub.

We want to identify:
- Areas in need of support amongst individuals and organisations in countries across Asia.
- Cultural factors impacting animal advocacy in countries across Asia and current solutions.
- Demography of advocates and career paths.
Projects

Asia Leadership Summit
Date: Planned for first quarter 2023

The Director of Animal Alliance Asia has been facilitating a monthly call with leadership roles from across Asia to foster a platform for region-specific knowledge-share. We plan to create online working groups based on each area of focus.

We propose an off-line leadership summit encompassing a wide range of focus to discuss areas of improvement, opportunities for collaboration and coalition building.

Country Workshops
Date: July - October 2022

1. Understanding the country's situation and progress.
2. Developing a platform for dialogue, identifying issues and sharing knowledge.
3. Addressing the issues and formulating strategies to build a more effective movement in each region.

By obtaining deeper understanding of each country's situation, we plan to develop strategies that address critical issues and help build a more interconnected alliance across Asia.

Initial countries to conduct workshops:
India, Pakistan, Hong Kong, Japan, Indonesia, Taiwan, Malaysia
OUR IMPACT

Cumulative Conference 2020-2021 results:

- Attendance: 1543
- Countries: 50+
- Sessions: 41
- Guest Speakers: 29
- Languages: 7
- Donations from Ticket Sales: USD 3,851
OUR IMPACT

What AACA2021 attendees say about us...

I could totally relate the mainstream veganism hierarchy triangle to the mainstream vegan movement in India. Being a queer non-binary neurodivergent vegan in India and passing as a straight-woman, all of Julia's words hits home. Thank you so much for this wonderful session!

Well organised, people are so kind, presentations are very professional. I liked being able to meet other Asian vegans and discuss with them.

I really admired how diverse the topics were and the ability to network with people from your own region! Recognizing the importance of that and giving it space was a really great way to help us develop friendships.

How did you achieve so much in just two years?! I am so impressed and inspired! And it's such an inclusive and intersectional place!

Some of our participants have started their own initiatives in their countries based on what they learned at AACA (e.g. Effective communication platform in Thailand, Tsukiji actions in Japan, Adjustment of current campaigns to align with culture at PETA Japan etc)

We are now in the process of conducting a mid-term impact measurement.
PROGRESS BY 2025

Expected Outcomes:

A thriving internal culture and strong team is created and sustained.

Form a coalition of approximately 100 animal justice organisations throughout Asia.

Establish a structured mentorship programme for delivering educational workshops to individuals and small organisations across Asia.

Hundreds of individuals will have participated in our programme and started their initiatives across Asia, and thousands mobilised.

Help develop culture-specific strategies across Asia.

Further Goals:

Our focus and impact will have become more cross-national.

We will have become the major voice for farm animals across the Asian Continent by engaging with inter-government bodies and international organisations; implementing cross-nation campaigns.
CO-FOUNDERS

Elly Nakajima (She/Her)
Co-founder, Executive Director

Born and raised in Japan, Elly is dedicated to building a more inclusive and effective animal justice movement across Asia. She is one of the first Japanese language educational content providers for vegan advocates in Japan. She holds a BSc Psychology and MA Filmmaking in the UK, and worked in media for 10 years prior to founding Animal Alliance Asia.

Angel Lau (She/Her)
Co-founder, Independent Director

Based in Hong Kong, Angel is passionate about helping to create a more just and compassionate world for all beings and she is committed to helping increase the effectiveness of vegan advocates, particularly in Asia. While studying Biodiversity and Conservation at University College London, she became aware of animal issues, and has since been creating educational social media content in Chinese and English to help raise awareness in Asia.

TEAM

Me Me Zin Oo (She/Her)
Communications Coordinator
Myanmar

Kaho Nishibu (She/Her)
Programmes Coordinator
Japan

Ailya Khan (She/Her)
Strategy Coordinator
Pakistan

Gulam Mather (He/Him)
Fundraising Coordinator
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Quick Links: