Animal Alliance Asia

Annual Review

Ending December 2022

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Message from our Executive Director

Season's greetings to all our Animal Alliance Asia family, supporters and friends.

2022 has been a year of growth for AAA. We have welcomed 8 more country coordinators, fundraising assistant, programme coordinator, communication coordinator and strategy lead. We are also excited to welcome our Trustees and Advisory Board to enhance our work further. We have also established network partnerships with 33 organisations in Asia and beyond.

This year, your support has enabled us to strengthen our commitment to building a more inclusive, resilient and culturally compatible animal justice movement in Asia.

In July, through our first Animal Advocacy Academy, we trained 120 future leaders in 19 Asian countries in 5 languages. We supported our attendees to initiate 15 new projects across Asia.

In August, we launched Changing the Narrative, a first of its kind workshop series focusing on inequity in our movement in Asia.

In September, we had our first Animal Advocacy Forum across 10 countries in local languages, with 202 participants. Having witnessed first-hand how the impact of socio-political context including colonial history has on our advocacy in Asia, it was the natural next step to learn from and reflect the voices of advocates on the ground. You can read our first research report based on this Forum here.

In November, we held our third annual Animal Advocacy Conference Asia. We had 1328 (cumulative) attendees and covered a variety of topics from fundraising, mental health to strategy planning.

Your contributions have also enabled us to increase exposure of Asian advocates’ voices through external writing and speaking opportunities including Forca Vegan Magazine feature, Leaders in Animal Protection interview, being on a Climate Healers podcast, and as a guest speaker at V-COP, LUSH Prize Fireside Chat, Hope for Animals podcast. We were also invited to speak at Himalayan Vegan Festival and Animal Vegan Advocacy Summit and Asia For Animals Conference - just to mention a few of our significant accomplishments to date.

With your support, we will continue to create safer and enriching space for Asian advocates and organisations to build solidarity and achieve a stronger movement.

Elly Nakajima
Co-founder and Executive Director
Mission, vision and values

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

Our Mission
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.

Our Values
We are committed to creating and fostering a safer space, where all members are valued, respected, safe, and empowered.

Our role as the change agent

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

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.

Animal Alliance Asia Annual Review 2022
Programme activities

Animal Advocacy Asia Forums

Pivotal to understanding the cultural context and complexities of the animal advocacy movement across the Asian region, we developed a new programme, Animal Advocacy Asia Forums that provided our country coordinators with a platform to gather essential data on the status of the local advocacy movement in their own countries.

In total, 10 Asian countries held their own Forums, namely India, Indonesia, Japan, Malaysia, Nepal, Pakistan, Philippines, Taiwan, Thailand, and Vietnam, with 202 participants taking part in the in-person and virtual sessions across all the countries.

The Forums were organized to provide a space for current and aspiring local leaders in the animal justice movement to discuss country-specific challenges and solutions within the field of animal justice advocacy, and design strategies in their local languages. It was also designed to create learning and supporting spaces for local animal advocates, as well as encouraging network-building between all those involved in the Forums.

While the findings varied across the ten countries, there were many commonalities reported with regards to the availability and access to financial resources, gaps in advocacy training, and country-specific knowledge. The findings also unpacked the various tactics employed in their advocacy, and of how effective these tactics were perceived in their context.

The results of the Forums proved to be a valuable source of information to support our work in providing an educational and training platform to individuals and organisations that we intend on extending the programme to include more countries next year and increase the frequency of local engagements as part of our ongoing strategy.

Results of the Forum were presented at this year’s AACA, and can be viewed here. Please use the link below to access the full report.

To read the full report click here
Programme activities

Animal Advocacy Academy

This year we successfully completed our first 6-part course designed to train, mentor, and equip individuals with knowledge, network, and skill sets to become better and more effective advocates for non-human animals.

Our Academy featured 26 guest-speakers from 9 countries, with a total attendance of 120 participants.

Participants had the opportunity to learn animal and vegan advocacy, and skills that are relevant to their cultural context in their own language. We offered our Academy in different languages: Urdu, Hindi, Japanese, Cantonese and English for advocates from other Asian countries.

The Academy in a format of a journey that took participants through different stages of being a vegan or an animal advocate, starting with how to communicate about veganism more effectively. We then guided them to take a step back to look at a bigger picture of where our movement is and what roles they are playing.

Participants were then invited to work on a strategy plan for their local project and were given feedback. We also connected them to 3 different grant opportunities. We encouraged all advocates and local organisations that attended to continue to connect with each other to start the potential collaborative work needed to build our movement in Asia.

Of the initiatives participants were asked to present as part of their course, 1 initiative has recently kick started in Japan.

The attendee’s feedback from this year’s Academy was very positive and encouraging. We will continue to develop the platform for next year, and hold in-person training workshops in more local languages.

Please use the link below to access the results of this year’s Academy.
Programme activities

Animal Advocacy Conference Asia

Our 3rd annual Animal Advocacy Conference Asia grew again this year in the number of attendees, and in the range of topics covered.

In total, the Conference attracted 1328 cumulative attendees from 28 countries from around the world, with most attendees being based in Asia.

Each year the Conference brings together a diverse group of speakers from across the animal advocacy movement, each delivering insightful knowledge and learning in both a presentation and workshop format. Attendees are encouraged to engage with the speakers in open discussions and interact with one another in breakout rooms and apply skills they just learned.

This year’s Conference launched a real-time AI language translation tool, making the Conference accessible to participants wishing to join sessions not in their own language.

The Conference is also an opportunity for us to learn more about those who attend, and to better understand their requirements to help us empower and equip them with practical skills and knowledge to become more effective advocates for animals, and help create a stronger, inclusive, and sustainable animal justice movement in Asia.
Programme activities

Changing the Narrative Series

In partnership with Samayu, we presented a series of talks and workshops to discuss how racial, gender, and other forms of inequity are affecting animal advocacy in Asia.

The series aimed to create a better way to collectively explore, to build mechanisms and pathways to a more equitable movement, and finally, to build common narratives with leadership from different movements, recognising common systems of oppression. This programme has delivered 5 workshops over the past 6 months, in numerous languages.

In total, 396 people registered for the events, with 106 attending. There were 10 guest speakers in total, with 3 talks conducted in English, 1 in Arabic, and 1 bilingual in Arabic and English. The talks have accumulated over 430 views on Youtube to date.

Feedback from participants was overwhelming, with 100% agreeing to attend future talks, and would recommend the programme to others, while 91% agreed that Diversity, Equity and Inclusion are important in the animal justice movement.

The series will return next year with a new line-up of guests speakers as we continue to highlight and discuss the burning issues in our movement.

Please use the links below to view each talk from this year’s programme.
2022 Snapshots
Looking ahead

Growth and challenges

Over the past 3 years we have grown considerably for a young organisation, from our people, to our programmes, and relevance. The coming year for us means further growth and improving on our series of programmes that have now become established features in the animal advocacy movement across Asia.

Our strategic plan for 2023 will effectively require us to grow our organisation’s capacity. This will involve onboarding new Country Coordinators. The responsibilities of our coordinators have increased over the past 3 years and going forward we anticipate that their roles will include more tasks on a regular basis, up to 3 days a week, on an annual contract, supporting not only our planned annual programmes, but new ones in development, as well as their country’s network.

We are extremely excited about becoming a regranting organisation to support initiatives in Asia in partnership with international grant-making organisations. By acting as an intermediary grantor, we hope to better assist on-the-ground advocates and organisations with a redistribution of smaller grants that address their specific requirements, in their own language. Our Regranting Asia programme will come into effect in the first quarter of the coming year.

Building on the results of the Forum, we are also planning to conduct our next Research Project that will focus on understanding the needs of local advocate communities and organisations in Asia. We realise that more in-depth research and insight is required to be able to build a more inclusive and effective animal justice movement.

For our team to be able to support the growing movement of individual advocates and organisations throughout Asia, we plan on coordinating our first in-person workshop where our core team and country coordinators will be trained and upskilled by organisational and people development professionals in areas relevant to advancing our organisation’s capabilities. The Strategic Advocacy Training workshop will take place in Thailand in March.

With all the exciting developments we have planned for next year, our major challenge of raising funds to sustain our organisation and our programmes persists, and without financial support to secure our year ahead, we may be forced to reduce or cancel some of the activities planned. As an established organisation, it is critical that we work with funding bodies and donors that believe in our mission and choose to invest in our culture-specific solutions, while helping strengthen the burgeoning animal justice movement across Asia for the long-term.

To those that have supported us this year, we are very grateful for the support and friendship of our members, donors, and other partners. Thanks to all of you, we have been able to plan and offer our movement-building activities we had set for this year. The support, financial contributions, advice, and expertise you so generously shared with us made our advocacy work, our growth, and our achievements possible.

We look forward to your continued support in the new year.
Our team

Core team and Country Coordinators

Elly Nakajima
Co-founder & Executive Director (she/her)

Kaho Nishibu
Programmes Coordinator (she/her)

Ailya Khan
Strategy & Pakistan Coordinator (she/her)

Me Me Zin Oo
Communications & Myanmar Coordinator (she/her)

Gulam Mather
Fundraising Coordinator (he/him)

Charlez Kwan
Technical Coordinator (he/him)

Khadija Mobeen
Pakistan Coordinator (she/her)

Asthana Pandey
India Coordinator (she/her)

Shubhra Shukla
India Coordinator (she/her)

Suebpong Srihatrai
Thailand Coordinator (he/him)

Pichayapohn Ritkampee
Thailand Coordinator (she/her)

Sara Chew
Malaysia Coordinator (she/her)

Fajar Zakri
Indonesia Coordinator (he/him)

Riko Nishimura
Japan Coordinator (she/her)

Pin Yu
Taiwan Coordinator (she/her)

Joseph Alcantara
Philippines Coordinator (he/him)

Ann Chan
Hong Kong Coordinator (she/her)

Hanh Nguyen
Vietnam Coordinator (they/them)
Our trustees, advisory board and partners

Trustees

Jessika Ava
ProVeg
(she/her)

Anam Nguyen
Investor Philanthropist
(she/her)

Varda Mehrotra
Samayu
A Just World
(she/her)

Advisory Board

Laila Kassam
Animal Think Tank
(she/her)

Gina Song Lopez
PhD Candidate
Food Justice
(she/her)

Mineto Meguro
Animal Liberator /Animalism Party
(he/him)

Amruza Birdie
Encompass
(she/her)

Thahn Nguyen
Asia for Animals/ Friends for Animals
(he/him)

Partners

Animal Alliance Asia Annual Review 2022
Our details

Support

By giving a monetary contribution you help us continue and scale our training programmes, conduct research and form a regional coalition, so we can build a more inclusive and effective animal justice movement in Asia. The most effective way to support our work is by giving a one-time or recurring donation. Use the "donate" link below to go to our online donation form, or make a transfer directly into our account (details below). You can also contact us should you wish to discuss other ways in which you could support AAA, such as becoming a legacy donor or setting up a matching giving programme at your company.

Transfer Account: WISE USD
Account Name: Animal Alliance Asia
Account: 960000139022663
Routing: 084009519
Reference: (your name - 'donation')

Donate

Company details

Trading as: Animal Alliance Asia Ltd
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