Our mission is to build a more sustainable, inclusive and effective animal justice movement in Asia. We strive to achieve this by providing support and education to individuals and organisations, and by building local community networks of empowered animal advocates across Asia.

We believe that making effective, impactful and long lasting change requires people with lived experiences in on-the-ground advocacy and leadership in the decision-making process. AAA is the only organisation in the world that is led by a group of advocates from different countries across Asia dedicated to building a culturally relevant animal justice movement.

We envision a culturally relevant, effective and inclusive animal justice movement in Asia with strong local leadership.
Animal Alliance Asia was founded in 2019 by two Asian women. Our Country Coordinators – the most integral parts of AAA – are all from their respective country, based there, speak the local languages, and have lived experiences being an advocate in the given cultural context. This unique makeup of our team and our dedication to creating a safe space make us a first-of-our-kind organization, and the local network of communities we have built over the years is our greatest strength.

Our Approach

We conduct research to:

- Identify gaps in the types of interventions used and resources available in Asia
- Identify what the major challenges farmed animal advocates are facing in Asia
- Understand culturally specific implications and sensitivities to ensure the movement we help build is culturally relevant

Since 2020, we have reached 17,000+ people in 50+ countries, through 145+ events.

By cultivating leadership locally, we are making a ripple effect in farmed animal advocacy.

Based on these findings, we design our capacity building programmes to train farmed animal advocates, fund projects, and incubate organisations.

Check out our strategic plan, our research report, and our 2022 annual report!
Animal Advocacy Forums: A solution based space for local advocates working in the same country to exchange ideas and develop culturally-specific interventions.

Animal Advocacy Academy: Workshop series to improve advocacy skills and maximize their impact. Several projects are incubated at the end.

Research: A deeper understanding of the state of animal advocacy will help us do better work. We explore the effectiveness and challenges of different types of interventions in various countries.

ReRoot Asia Fund: Regranting program to offer grants and mentorship to new initiatives across Asia in local languages.

**OUR ASK**

We need your support to continue building the movement for animal justice across Asia. While we’ve made some great strides, AAA has much more to accomplish! We need to close our 2023 funding gap in order to continue delivering crucial country-specific programming across Asia.

Together, we can build a unified alliance of advocates and organisations that are effectively leveraging our resources to advance our shared goal – a world where animals are no longer exploited for human use.

If you'd like to support us, please contact Elly Nakajima, Co-Founder & Director at elly.nakajima@animalallianceasia.org.