



Animal Advocacy Asia Forums

2022 Report

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Acknowledgements

Animal Alliance Asia

Animal Alliance Asia (AAA) is a capacity-building organization with a mission to cultivate a more sustainable, inclusive, and effective animal justice movement in Asia by supporting, educating, and mentoring individuals and organizations, as well as forming a regional coalition across Asia.

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Finally, we want to thank the Center for Effective Altruism for funding the Forums, which also includes the making of this report.

A Message From the AAA Core Team

Since the founding of Animal Alliance Asia, our staff from over 10 countries across Asia have been working tirelessly on building a more impactful and sustainable animal justice movement, while creating an inclusive space dedicated to animal advocates in Asia. Through our programmes like [Animal Advocacy Academy](#), [Animal Advocacy Conference Asia](#) and [Changing the Narrative](#), we have also been a pioneer in providing an educational platform for animal advocates that's unique and relevant to Asia.

Our organization was established in order to address the ongoing global inequalities we face in doing animal advocacy in Asia. From the inequitable distribution of funds to constant erasures of Asian advocates' voices (which are partially a product of European colonialism), there was a desperate need to overcome those challenges and empower animal advocates across Asia. At the same time, we were also aware of the diverse experiences of people in Asia, and complexities that come with historical and ongoing various forms of oppression. We believed learning about cultural specific challenges and opportunities would be necessary for us to plan our projects.

That said, it seemed natural to undertake the Forums as the next step; it was imperative for us to listen to the voices of advocates and better understand their experiences on the ground before determining "what works best" in each country. The efforts and struggles of the local advocates often go unnoticed or ignored, and we knew that it was ethical to take this bottom-up approach, even though it would take more time.

Building a more impactful movement for non-human animals requires collective efforts. For this reason, we decided to share the findings from the Forums, not only to get local organizations and advocates to better informed about culturally specific gaps and opportunities, but also to assist funders and international organizations to better understand the various challenges and needs of the local advocates. We also plan to reflect on and improve on our own projects based on this report.

With the expanded team and network, we were able to have in-depth conversations with wide groups of advocates from grassroots initiatives to organizations in the process of conducting the Forums. Through these conversations, we were also able to build relationships with local advocates. These relationships we built are so invaluable, and for that, we also want and hope for our readers to use the information in this report carefully and respectfully.

We hope this report will further advance the growing animal justice movement across Asia. We thank all our staff who made the Forums come true, and advocates who participated in the conversations with us for this project.

**Warmly,
AAA Core Team**

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Definition of Terms

Animal Advocacy Movement / Animal Justice Movement

A social movement that seeks to end exploitation of non-human animals by humans in all its shapes and forms. In the context of this report, the animal advocacy/justice work encompasses any types of work that aim for the end of animal exploitation, including but not limited to campaigns and activities that are referred to as animal welfare, animal rights, and animal liberation.

Animal Advocacy Organization

Mostly non-profit organizations or groups that advocate for animal protection, animal welfare, and moral and legal rights for non-human animals.

Approach

A plan or path to achieve long-term goals. An approach, in this report, also refers to a particular type of advocacy in the *Movement Ecology*¹ which is derived from different theories of change.

Tactics

Concrete and specific plans for small steps that take a shorter time frame to perform and aim to achieve short-term goals (in contrast with the longer-term approaches).

Direct Action

Economic or political activist actions, within the actors' power, that aim to directly achieve certain goals of the groups (rather than through actions of others or authorities). Non-violent direct action could be carried out by, for example, revealing an existing problem, sit-ins, strikes, and demonstrations.

List of Acronyms

LAA	=	Local animal advocate
IO	=	International organization
NGO	=	Non-governmental organization
NPO	=	Non-profit organization
AAA	=	Animal Alliance Asia
Forums	=	Animal Advocacy Asia Forums

1 Ayni, "[Movement Ecology](#)."

Introduction

Purpose

This report compiles the findings from the Animal Advocacy Asia Forums 2022 (hereby, the Forums), an informal research project conducted in ten different countries in Asia (India, Indonesia, Japan, Malaysia, Nepal, Pakistan, Philippines, Taiwan, Thailand and Vietnam) by Animal Alliance Asia (AAA). The Forums were conducted with the primary goals of building relationships with local animal advocates (LAAs) and exploring culturally-specific challenges, opportunities and solutions. These goals were set as part of a plan by AAA to conduct more formal research in 2023.

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 LAAs, as well as encouraging network-building between all those involved.

The presentation and analysis of the data collected through the Forums aim to provide an overview of animal advocacy movements in Asia, as well as country-specific challenges, advantages, and solutions. The main purposes of this report are to:

- Support local organizations and advocates to reflect and improve on their advocacy by sharing the culturally-specific challenges, opportunities and solutions discussed in the Forums;
- Facilitate capacity-building organizations in Asia to identify areas where they can support LAAs; and
- Assist funders who are interested in supporting animal advocacy in Asia to better understand the needs of local organizations and initiatives and maximize the effectiveness in their fund allocations.

Methodology

The data presented in this study are mainly derived from the findings of the Animal Advocacy Asia Forums 2022.

Ten Asian countries participated, each with its own sessions (Forums), namely India, Indonesia, Japan, Malaysia, Nepal, Pakistan, Philippines, Taiwan, Thailand and Vietnam. Each country's Forums were prepared and moderated by the respective AAA country coordinator(s) in their native language, and later translated into English for analysis.

The structure of the project and a list of questions used in the Forums (consisting of 21 close-ended and open-ended question items) were initially developed and standardized by the internal team of AAA. Each country coordinator then followed the instructions given by the internal team to recruit

the local advocates as participants, and facilitated discussion Forums in the structure that was suitable for them and the participants.²

Due to the varying degrees of the coordinators' availability and capacities, as well as the current state of the animal advocacy movement (or lack thereof) in each country, the methodologies were adjusted to meet the needs of each coordinator and of the participants. Some Forums were conducted online using Zoom, while others in person.

Forums in Indonesia, Malaysia, Thailand, and Vietnam were open for anyone from the public to attend, while India, Nepal, Pakistan, Philippines, and Taiwan were closed sessions and only LAAs who were directly invited by the country coordinators could participate. As for Japan, the data collection was conducted on multiple separate occasions, involving one-to-one interviews and group discussions arranged by LAAs. The participants then invited other people who are involved in their community to join the discussion.

The country coordinators informed the participants at the beginning of their forums about the purposes of the project and that their answers during the Forums would be recorded and used anonymously in the Animal Advocacy Asia Forums 2022 Report. With the participants consenting to this, the country coordinators proceeded with the discussions.

Once the data was collected from the participants, the country coordinators were asked to fill their findings into the standardized form. At this stage, the country coordinators also used additional desk research to complement the data, as well as their own observations.

The research assistant then compiled and analyzed the findings from the ten countries, with the results of the cross-cultural analysis being gathered into Part One of the report. The information was sorted by country in Part Two, with the addition of findings from South Korea provided by two South Korean advocates who volunteered to answer some questions of the same standardized form.

Participants

The criteria for selecting participants were slightly different from country to country. The Forums prioritized advocates who are involved in the animal advocacy movement in their country; however, in the case of Pakistan, the Forum included advocates from other social justice movements due to the shortage of LAAs in the country. This choice to invite advocates from other social justice movements was justified for their contribution to exploring cultural specific challenges in achieving social justice.

There were 202 participants in total across all ten countries' Forums, including attendees and guest speakers (who helped initiate the discussion among the participants). The numbers of overall participants for each country's Forum were as follows:

² For details on the Forum structure, see [Appendix A](#).

India	: 20	Pakistan	: 9
Indonesia	: 50	Philippines	: 45 ³
Japan	: 30	Taiwan	: 4
Malaysia	: 5	Thailand	: 11
Nepal	: 13	Vietnam	: 15

Limitations

As outlined in the Methodology, the structure of each country's forums was adjusted according to the unique situations in which the forums took place. Because of these differences, the types and amount of information collected are not consistent across the ten countries.

The process of data collection was also prone to selection bias as participants were not randomized to ensure the representation of the population. However, it is important to note that, with the Forums being part of an exploratory research, the generalization of the findings was not our priority or goal.

It's also worth mentioning the varying degrees in data collection and translation skills among the country coordinators. Although the coordinators received instructions for the data collection process, not all of them were necessarily skillful in data collection nor trained to be objective and aware of their own biases. In fact, this report also includes their views and opinions, as the country coordinators are also considered LAAs. In regards to translation, the country coordinators collected data in their local language, and later translated the data into English on the standardized form. Despite their ability to communicate well both in English and in their native language (i.e., the local language used for their Forums), subtle discrepancies in meaning are inevitable in translations. This is because of translation challenges, such as different cultural understanding of a certain word between the source language and target language. These challenges could compromise the validity of this study, especially because procedures that ensure the accuracy of translation, such as *back-translation*, did not take place due to limited time and resources.⁴

With these limitations, the information presented in this report is unsuitable for drawing definitive conclusions regarding comparisons between countries and the overall animal advocacy movement in Asia.

Lastly, readers should note that the information presented in this report was collected between August and October of 2022. The reality of the animal advocacy movement in the studied countries could develop and change over time, and updated information is important for a better understanding of the animal advocacy movement in Asia.

3 20 out of 45 participants contributed to the findings of the report.

4 Van Nes, Abma, Jonsson, Deeg, "[Language differences in qualitative research: is meaning lost in translation?](#)"

Summary for Local Organizations and Advocates

LAAs across the ten countries reported the gaps in the animal advocacy space regarding financial resources, advocacy training, and country-specific knowledge. They also gave an overview of the tactics employed in their advocacy, and of how effective these tactics were perceived in their context.

One of the most prevalent resource limitations is the lack of funds that can be allocated to create programs and paid opportunities for LAAs. The lack of paid positions and opportunities can then be an obstacle to the LAAs attempting to pursue animal advocacy as their realistic career path. In terms of human resources, LAAs noted the need for workshops and training to build skills such as leadership, nonprofit management, fundraising (including grant applications), and communication. Such training would also be beneficial in encouraging more individuals to become active LAAs.

Mental health support was also seen as vital to carry out and grow their advocacy in a sustainable way. Apart from that, advocates from many countries expressed the desire to get support from a middle entity that can facilitate collaboration between organizations and the sharing of resources and volunteer networks.

Advocates also indicated that there is a significant gap when it comes to country-specific data and research, namely studies on local animal advocacy tactics, animal welfare violations, animal agriculture systems, and animal abuse.

As for tactics currently employed to carry out their missions, there is some variety. On-site activities and social media engagement are the most employed by the LAAs across Asia, since they are affordable and widely available. In contrast, only a small number of advocates and groups are engaging with government agencies and public officials to affect laws and official policies.

The use of friendly and considerate methods was acknowledged by advocates from several countries as the tactic most likely to be effective. Examples reported include amicable and supportive corporate engagement and awareness-raising campaigns targeting the audiences' sympathy (instead of guilt). In the case of some countries such as Taiwan and Indonesia, advocates believe that a better strategy is to focus on gaining public support for causes that the public tends to agree with (e.g. animal welfare, protections and rights of wildlife and companion animals) before moving on to more controversial causes (e.g. animal rights, protections and rights of farmed animals). Lastly, some advocates also reason that the best path is to integrate multiple approaches and implement them based on the specific context without persisting on a single approach.

Summary for Capacity-Building Organizations in Asia

The findings indicate that there is still a significant gap that capacity-building organizations can help bridge in order to support LAAs in achieving a greater impact. This includes skill-relevant training, mental health support, incubation programs to establish new organizations or advocacy groups, networking facilitation, support at the grassroots level, and support for a stronger community building and engagement.

The vast majority of advocates from many countries concurred that there is a critical need for workshops and training for advocates. In particular, training in communication, fundraising (including grant applications), and leadership are all desired by the LAAs. These training may also encourage more individuals to become active LAAs and increase the human resource pool of the movement. This is also in accordance with the need for incubation programs to kick-start new organizations, which will be helpful for a better workload distribution.

Apart from this, advocates also expressed the need and desire to collaborate with one another, share resources, and share networks of volunteers. A middle entity that can facilitate them in building connections with each other can address this gap.

Another area that capacity-building organizations can be of service to LAAs is mental health support. It is extremely crucial in maintaining the wellbeing of LAAs and the sustainability of the movement, especially by helping advocates reach proper work-life balances and handle burnout periods.

Summary for International Funders

Despite animal advocacy movements in some countries being in their early development stages, where financial concerns might be less relevant (because there are not enough advocates to initiate projects), almost all countries reported that the lack of funding available, together with the inaccessibility of the information on where and how to apply for funding, are some of the major issues impacting their work. These findings include views from local advocates on how reliable and consistent grants could facilitate their activity, as well as their general concerns regarding international funding.

Specifically, LAAs noted that funding could support them by covering expenses incurred from carrying out their projects and by creating more job opportunities. A reliable source of funding would also allow animal advocacy work to become a legitimate career path that attracts passionate and skilled individuals to the movement, as it would allow local advocates to dedicate their time and energy to the cause without having to sacrifice their personal basic needs.

While international funders are generally seen favorably by advocates across all countries where our Forums were conducted, there are a few areas where perceptions diverge. Some have mixed feelings overall, due to their mistrust of the middle entities who liaise with international funders in transparently handling and equitably distributing the funds. LAAs in some countries also expressed concerns when foreign funding dictates approaches and areas of advocacy in local communities, limiting advocates' freedom to implement strategies that may be more effective and appropriate in their cultural contexts.

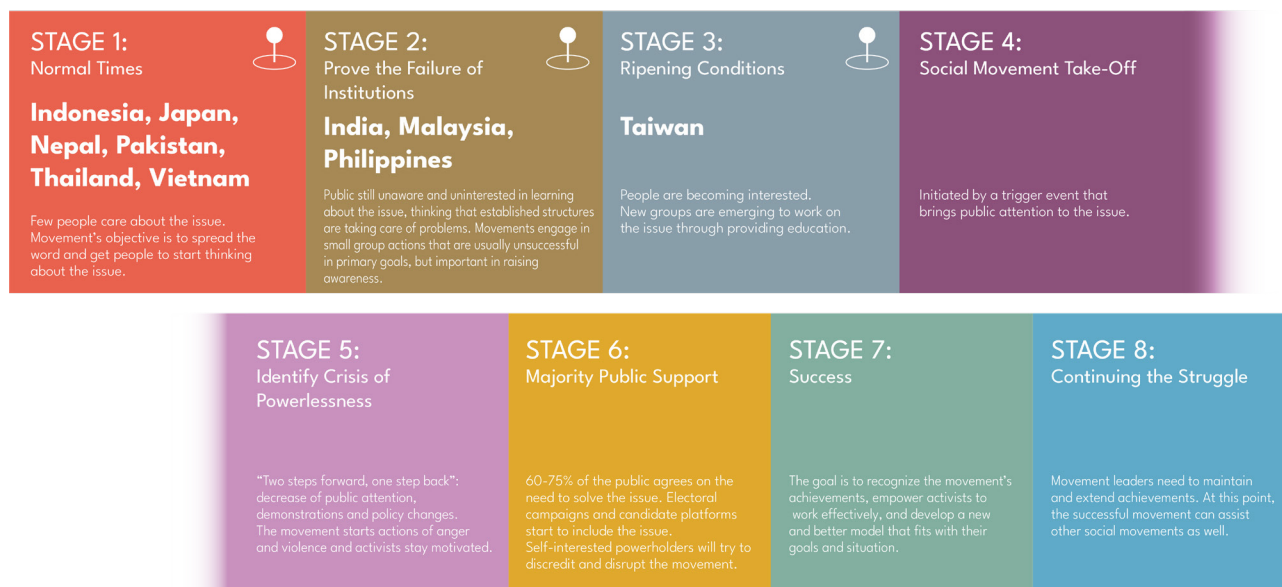
Nonetheless, almost all reported to have positive perceptions towards international funders in one way or another, with advocates welcoming and feeling excited to work with foreign organizations. Some reported that international funders also help them design better strategic plans through the application process, which encourages them to reflect on their work. Funding opportunities allow LAAs to connect with other international animal advocacy organizations as well.

Part One:

Cross-Cultural Analysis of the Key Findings

The country coordinators were asked to assess the **stage of the animal advocacy movement in their country** according to Bill Moyer's *Movement Action Plan* (MAP).⁵ The MAP identifies 8 stages of a social movement, with 1 being that the movement is in the beginning stage, and 8 being that the movement has tentatively succeeded in its goals.⁶ The results are as follows:

- Six countries were reported to be in [stage 1](#) (Indonesia, Japan, Nepal, Pakistan, Thailand, Vietnam);
- Three countries were reported to be in [stage 2](#) (India, Malaysia, Philippines); and
- Taiwan is the only country that was reported to be in [stage 3](#).



*Rose, A. (2022, April 11). Bill Moyer's Movement Action Plan. The Commons. commonslibrary.org/resource-bill-moyers-movement-action-plan/

Landscape of the Movement

The findings showed that - apart from countless local animal rescue groups and local companion animal shelters - there are 10-20 animal advocacy organizations on average in each of the following countries: India, Indonesia, Japan, Malaysia, Pakistan, and Vietnam. Whereas in Nepal, Philippines, Taiwan, and Thailand, more than 20 animal advocacy organizations operate per country.⁷ Their work

⁵ Rose, "Bill Moyer's Movement Action Plan."

⁶ See [Appendix B](#) for a detailed description of each stage.

⁷ It's also worth noting that these are the numbers reported according to what LAAs are aware of. Thus, there might be more groups and organizations in each country than what is shown in this report.

Part One: Cross-Cultural Analysis of the Key Findings

focuses on various types of animals and on engaging with different tactics and approaches. The target animals of their work include wild animals, stray animals, working animals, and animals used for experiments and entertainment. Generally, there are very few that focus specifically on farmed animals. Each group varies in its objective; some organizations focus specifically on one thing, such as rescuing stray companion animals or cage-free campaigns, while some aim for broader goals, such as reducing animals' suffering as much as possible, or raising public awareness about speciesism and animal rights. However, most organizations were reported to cover multiple goals and areas of work. For instance, one organization does both corporate engagement and awareness-raising campaigns.

Overall, the organizations operating in these countries are small in size with approximately 10-20 staff members, paid and unpaid. Animal advocacy work is almost completely volunteer-based in many countries. A general look at the countries studied shows that LAAs come from diverse backgrounds and professions such as researchers, veterinarians, lawyers, farmers, students, website developers, doctors, former humanitarian non-governmental organizations (NGOs) workers, etc. Generally, the majority of advocates were found to have little to no formal or informal training related to their particular advocacy work. Most of them - especially leaders within the movement - build their experience in the field.

However, some exceptions to these trends are noticeable. In regards to staff size, in Thailand and Vietnam, for example, wild animal advocacy organizations generally have more staff members than organizations that advocate for other types of animals, with numbers reaching 50 staff members in the case of a wild animal advocacy organization in Thailand. When it comes to qualifications of staff members, it was observed that larger animal advocacy organizations in Vietnam prioritize advanced technical skill sets in hiring for higher-up positions, such as project management. Oftentimes, this requirement for specific skills results in having people in those positions lacking knowledge and experience about animal justice issues.

Common Approaches

Animal advocacy movements usually consist of several different approaches. Advocates from many studied countries reported that they use street outreach and animal rescue (of companion and wild animals) to create impacts on the ground. At the same time, corporate engagement, especially as part of cage-free campaigns, is a common approach in several countries. While there are only a few groups and individuals who are trying to drive legal and dominant institutional changes in some countries, most Thai and Vietnamese advocates believe that it's more promising to focus on grassroots activism as they doubt their governments will initiate meaningful structural changes. Other, more specific findings are as follows:

- It was found that, in almost every country (except for Pakistan, Thailand, and Vietnam) street outreach is a popular approach. Although this approach is reported to be the easiest since it doesn't require wide networks or complex tools, it is also seen as a limitation by young advocates in Japan, who recognize it as a dead-end approach. Similarly, some Malaysian activists feel that they are limited to street outreach merely because they lack connections and resources to initiate more effective forms of advocacy.

Part One: Cross-Cultural Analysis of the Key Findings

- Animal rescue and wildlife conservation are another common type of direct activities found in most of the countries. An example is an NGO in Nepal that performs animal rescues in cities, which local people usually witness. This way, their rescue work also publicly sets the example that animals are not to be tortured but rather treated with compassion.
- Corporate engagement is also common in many countries, although there are only a few organizations per country adopting this approach and usually as part of cage-free campaigns. However, such an approach is still reported as less explored in Nepal and Pakistan.
- Some organizations also engage in attempts at legal change, such as campaigning to introduce or change laws and policies to better protect non-human animals, albeit in comparatively small numbers. There are only a handful organizations working to influence legal changes and/or cooperating with government officials in India, Indonesia, Japan, Malaysia, Nepal, Pakistan, Philippines, and Taiwan, while some advocates from Thailand and Vietnam reported that they hardly expect change to come from the government bodies, due to political turmoil and their governments' unreliability. In these cases, the LAAs felt more promising to do bottom-up work as NGOs and grassroots groups. This situation may explain why it is less common to find advocates working on legal change in those countries.
- On the other hand, initiatives aiming to raise awareness and change public attitudes through seminars and workshops or online campaigns are more common and present in all countries. In Nepal and Thailand, for example, advocates implemented their projects in schools in order to teach children about topics such as animal welfare and the health benefits of a plant-based diet (in some instances training school teachers about plant-based diets, using them as primary change agents to expand plant-based education and implementing Meatless Monday⁸ in schools).

Tactics Used to Achieve Goals

Advocates for animals can carry out projects to achieve their goals in a variety of ways. In this report, the term *tactics* refers to concrete and small steps that take place to achieve short-time goals (in contrast with *approaches*, which is used here to refer to broader strategies that pursue longer term goals). Tactics could be changed more quickly and easily, so as to adapt to the goals of the broader approaches.

In the studied countries, social media platforms are the most popular tools for LAAs for their inexpensiveness and accessibility. Along with online campaigns, there are also several on-site activities. Some others are also attempting to collaborate with their government agencies. Additionally, advocates from many countries agree that amicable and supportive techniques are likely to be the most effective.

8 Meatless Monday is a campaign that encourages people to eat plant-based meals on Mondays.

Part One: Cross-Cultural Analysis of the Key Findings

- The most common tools used are social media platforms, primarily in the South East Asian countries (which have a high rate of social media users).⁹ This tactic involves collaborating with vegan lifestyle influencers, petitioning, spreading awareness about animal welfare and rights through online contents, and other similar actions.
- Local and IOs in Japan, Thailand, Vietnam, and a few other Asian countries also organize on-site and public events and festivals.
- Advocates in Indonesia, Philippines, and Vietnam reportedly started partnerships with local government units, including to train government agencies on animal issues.
- Benevolent tactics are perceived to be the most effective to engage the target audience in some countries. For example, supportive and friendly corporate engagement campaigns were noted to work well in Japan, and media campaigns inducing sympathy towards farmed animals - instead of aiming to create moral shock - reported to be more successful in Thailand. Additionally, Pakistani advocates have opined that messages that trigger fear and pity responses from the audience are not well-suited to create sustainable change.
- Animal advocates in Taiwan reported that, since animal rights is a fairly new concept there, they are focusing first on raising awareness about animal welfare issues in order to gain publicity to the overall animal movement, opening the door to further discussions.
- Nepalese and Taiwanese advocates believe that the best approach is to combine all methods available to them and adopt them based on specific contexts.

Less Explored Approaches

The findings show that, despite the variety in approaches already implemented in the region, some approaches within animal advocacy are still being explored by the LAAs.

To report approaches that are underexplored or lacking in the region, the findings were categorized according to the three components of *Movement Ecology*¹⁰: *Personal Transformation*¹¹, *Alternatives*¹², and *Dominant Institutional Change*.¹³ Additionally, the remaining approaches that could be used for multiple purposes of a movement were classified as Overall Movement. The findings are presented as follows.

9 World Population Review. "[Social Media Users by Country 2022](#)."

10 Ayni, "[Movement Ecology](#)."

11 This refers to driving change by transforming individuals.

12 This refers to driving change by creating alternatives to the existing options and showing a vision of what the future could look like.

13 This refers to driving change by reforming or challenging social structures or dominant institutions.

Part One: Cross-Cultural Analysis of the Key Findings

Personal Transformation

- There is a need for work beyond street outreach. Advocates in Malaysia and Pakistan suggested more outreach targeting specific groups of people such as religious groups and vocational groups (for example, veterinarians).
- There is room for more public figures who advocate for veganism and animals. Many countries have well-known public figures who talk about plant-based food, but they barely tap on animal justice issues.
- Resources related to animal justice issues in local languages are certainly insufficient. Communicating about veganism in many of Asian countries has been challenging and confusing, starting from the difficulty in translating 'veganism' and 'vegan' into many Asian languages. Misinterpretation of the concept is common, with people associating the translated word to local religious concepts in countries such as Taiwan, Thailand and Vietnam.
- Asian audiences perceive the untranslated English term 'veganism' as being a Western concept. This can lead them to psychologically distance themselves from animal campaigns they perceive as foreign and unrelated to their cultural context.

Alternatives

- Lack of development of alternative proteins is a limitation for advocacy, as the current alternatives to animal-based food products are not well perceived or affordable enough in some countries.
- A need was identified for third party organizations to certify good animal welfare practices and provide humane labels for animal-based products.
- Farm transition and alternative livelihood for farmers need to be explored more.

Dominant Institutional Change

- LAAs in all the ten countries indicated the need for more advocacy focused on legal change, so as to expand the legal protection for wider ranges of animal species.
- In some countries, animal protection laws are hardly enforced properly. For example, illegal wildlife traders usually face minimal penalties (as noted for the Philippines), and there is a perception that oftentimes, governmental and military officials are accomplices to these crimes (as in Indonesia).

Part One: Cross-Cultural Analysis of the Key Findings

Overall Movement

- There is a lack of policy and research institutes, as well as context-specific research and data in the region.
- In Malaysia, Nepal and Thailand especially, advocates expressed the need for collaboration with other animal advocates. There is a need for facilitators that would act as mediators to help moderate between organizations. This collaboration would allow for the creation of a supporting network to exchange resources, knowledge, and volunteers.
- Cooperation with other social justice movements is also lacking, resulting in a noticeable shortage of pro-intersectional projects addressing other social issues.
- Multiple other approaches were identified as lacking: boycotts, protests, direct action, youth activism, large scale advertising campaigns, etc.
- There is a clear need to establish more organizations and groups. In the current context, one organization is typically trying to cover a broad range of issues. Having to distribute their limited resources across various types of issues can minimize the effectiveness of their work.

Cultural, Political, and Legal Challenges

Cultural Challenges

- **Religious roadblocks:** Advocates reported that religious beliefs hinder animal advocacy in their countries in different ways. This includes the following observations:
 - o Religious animal sacrifice is commonplace as part of certain Islamic and Hindu practices, which can generally be observed across India, Indonesia, Malaysia, Nepal, and Pakistan. There's also an infamous tradition named "Pigs of God" which involves animal sacrifice and takes place in Buddhist temples in Taiwan.
 - o Speciesism is embedded in religious concepts. An example visible in Pakistan is the Quranic description of humans as "Ashraf-ul-Makhlooqat", which has differing translations. While some interpret it as *guardians of all beings*, others read it as *the noblest of all creatures*¹⁴, therefore confirming the inferiority of non-human animals in respect to humans.

14 As cited in Hussain, Amanullah, Ali, Yaseen, Rehman, Husnain, "[The Social Reformist Impetus of Islam as Reflected in Maulana Wahiduddin Khan's Historic Discourse: a Critical Study.](#)"

Part One: Cross-Cultural Analysis of the Key Findings

- o In Malaysia, advocates reported the belief that the level of religiousness of someone is tied to the amount of animal meat they consume (the more meat a person eats, the more pious this person is).

Indian and Pakistani advocates also indicated that animal advocacy tapping on religious beliefs could be easily perceived as offensive, and in turn could backfire against their goals. Furthermore, Taiwanese advocates - who protested in front of the temple that performed animal sacrifice - were threatened by members of gangs supportive of such practice. For these reasons, religion-related approaches are sometimes avoided.

- **Animal consumption** as a part of culture: Eating meat has been (or has become) part of the culture of many countries (with the noted exception of Vietnam). For example, in the Philippines, people have adopted “Fiesta”, a tradition imposed by Spanish colonization which includes the killing of cows, pigs, and chicken for “lechon”¹⁵ (roasted animals).
- **Cultural diversity:** Indian and Nepalese advocates reported that their cultural context obstructs animal advocacy movements, since the use of animals in the name of culture and religion is a strongly established and normalized practice. And in cases like Nepal, effective communication towards people from different cultures can be challenging.
- **Misconceptions:** In many countries, mainstream societies rarely view veganism as an identity or a social movement. Therefore, the movement lacks legitimacy and awareness. Veganism is still commonly misunderstood, only viewed as a malnourished diet and widely seen as a Western import with radical and/or elitist undertones.
- **Issues of prioritization:** Animal justice is not considered as important as other social justice issues, with the vast majority of people seeing animal justice as improbable when societies are still fighting to achieve equity for all humans. Limited time and resources are therefore channeled towards human issues first, and not to animal justice issues.
- **Cultural stigmas towards NPOs:** In Vietnam, advocates reported the presence of cultural stigmas which label activists as “good-for-nothings”, while in Japan there are negative assumptions about establishing one’s career in NPOs, and also unhealthy expectations for volunteers.
- **Conflicts within the movements:** Nepalese advocates mentioned that they experience conflicts among organizations even though they have the same goals.

Political Challenges

- **Lack of political representation:** Most countries do not have politicians or political parties

15 Eckhardt, “[The Dish: Lechon.](#)”

that are aware of the importance and urgency of animal justice issues. Although there are a few political pioneers in Pakistan and Taiwan, their work seems to overlook farmed animals. Without political representatives' awareness of animal justice issues, the incorporation of animal advocacy movements in governments is nearly non-existent.

- **Lack of lobbyists:** There are but a few lobbyists for animal advocacy in each country, if any.
- **Absence of democratic channels:** Several countries have been facing political turmoil and corruption. Thus, it's seen as almost impossible for the people to be heard by their governments. Advocates from many countries reported that they feel a sense of hopelessness when it comes to structural changes. The absence of democratic process results in limited freedom of speech, restrictions to public assemblies and demonstrations and, in the case of the Philippines, using wrong accusations to target activists, such as *red tagging*.¹⁶ Thai animal advocates added that the country's monopoly economy, endorsed by the state, complicates their attempts at corporate engagement since it became more difficult to negotiate the adoption of animal welfare policies with large animal farms and companies.
- **Counterproductive governmental projects/policies:** Governments in some countries go beyond non-cooperation, regularly coming up with projects that are harmful to animals and counterproductive to animal advocacy work. As an example, the Thai government plans to build a new reservoir in a National Forest (an important habitat for wild animals), and the Thai department of Public Health has explicitly promoted the consumption of milk and eggs.

Legal Challenges

- **Exclusionary and ineffective animal protection laws:** In many countries, the law related to non-human animals only focuses on the protection of wild and companion animals, while neglecting the rest. The Animal Welfare Act in Thailand is criticized for only providing broad scenarios of animal abuse, and overall using terms that are open to interpretation. Thus, the Act doesn't protect animals very effectively.¹⁷
- **Poor law enforcement:** Even with the law being concerned with wild and companion animals (and cows in countries such as Nepal), cases of illegalities are not addressed effectively. Citizens and law enforcement officers seldom see animal abuse as an important issue, and usually hesitate to press charges on the abusers or proceed in the legal system.

¹⁶ Rubio, "[EXPLAINER: 'Red-tagging', its dangers, and the bodies proving its existence.](#)"

¹⁷ Dorloh, "[The Protection of Animals in Thailand: An Insight into Animal Protection Legislation.](#)" 62.

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- **Time consuming:** Even when a complaint of animal abuse is successfully filed, the legal process is extremely time consuming. As a result, many advocates - for example, in India - refrain from getting involved in that approach.
- **Restrictive laws for activism:** There are laws restricting activism in some cases. In Japan, there are strict rules around holding vigils, and laws regarding arrests that impact activism. While in Thailand, there has been an attempt to pass the so-called 'NPO Bill'¹⁸, which would restrict the work of NGOs and allow intervention and permanent suspension by the authorities. It would also impose some conditions on organizations funded by foreign entities. This legislation is criticized for its use of broad definitions, which lends the government the power of interpretation. However, the bill hasn't yet been officially approved by the House of Representatives.

Ways to Overcome Challenges

When asked about solutions to overcome the roadblocks faced by animal advocacy movements in their countries, many advocates agreed that it would require cultural changes through *soft and collaborative approaches*. This could be done through, for instance:

- Advocating for animals using compassion narratives.
- Introducing animal rights and/or compassion towards animals in school curricula, as well as creating more public education opportunities for aspiring animal advocates.
- Approaching community leaders in order to reach those that seem resistant to veganism. This includes (but is not limited to) religious figures and local community leaders.
- Using the *Foot-in-the-door technique*: getting people to agree with a larger cause by getting them to agree with a smaller cause first. For example, starting by advocating to stop wild animal or dog meat trade first, since they are easier topics for people to get on board with. After these causes gain public support, people will be more likely to be open when it comes to other ethics-based issues.
- Initiating collaborations with other animal organizations and with other social justice movements.
- Aiming to establish agreements between organizations and universities to recruit college students as volunteers. It could be a good learning opportunity regarding the animal justice movements and a way to cultivate constant conversations around animal rights.
- Providing funding and mentoring to animal advocates with the goal of creating new

18 International Center For Not-For-Profit Law, "[4 Things to Know About Thailand's Updated Draft NPO Bill.](#)"

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- organizations.
- Focusing on more structural issues such as the lack of effective veterinary service to help injured/wounded stray animals, and socio-economic barriers for a gradual shift from animal-based agriculture to plant-based agriculture.
 - Aiming to drive institutional change. In this regard, advocates in Pakistan suggest approaching law and policy makers, while Thai advocates prefer to focus on gaining public attention (reasoning that it's the only gateway to get attention from their government).
 - Advocates being consistent and always looking beyond their own contexts for inspiration, developing resources in local languages (including translation of resources available in English).
 - Providing training for advocates in Diversity, Equity and Inclusion (DEI), strategy building and NGO governance.

Gateways and How to Use Them

Part of the objective of this study was to identify opportunities specific to each country which could be used as gateways by LAAs in order to advance the cause. The advocates detailed such opportunities and explained how each of them could be capitalized to create objective change.

Gateway: In India, injecting cattle with oxytocin is illegal (but still used in practice), and the constitution prohibits animal slaughter to be performed in an open space or outside slaughter houses.

How To Use It: There is a high chance that oxytocin injections would be definitely banned in practice in India if a research and case is filed in a court of law, and animal sacrifice for religious purposes will become illegal if the law that permits animal sacrifice in religious events (Section 28 of the Indian Penal Code) is abolished and proven to be unconstitutional.

Gateway: In Indonesia, Philippines, and Thailand people are very active online. They could be more easily swayed by trending or controversial topics on social media platforms.

How To Use It: Advocates can create new trendy campaigns on social media for people to follow, and collaborate with celebrities to draw attention to animal justice issues. For Indonesia, it's beneficial to engage with vegan Muslim influencers as they are typically more trusted by the public than average advocates.

Gateway: Animal advocates from the countries studied are found to have varied backgrounds and expertise. This means that there is a good representation among them of diverse expertise and societal values.

How To Use It: Organizations can build a broader variety of strategies based on the contributions and opinions of advocates with different areas of expertise.

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Gateway: Advocates from Malaysia, Pakistan, Thailand, and Vietnam agree that health benefits are the most effective arguments when it comes to convincing people to go vegan.

How To Use It: Organizations can create campaigns that emphasize the health perspectives of veganism. Turning vegan because of health can be a gateway for people to learn more about veganism from an ethical point of view, leading them to shift their behaviors to be animal-friendly in other aspects as well.

Gateway: In the cultural hierarchy of small communities in Nepal, there's only a few people in decision-making positions.

How To Use It: Influencing a few community leaders could effectively drive cultural change towards stopping animal sacrifices.

Gateway: Other social justice movements are active in the countries.

How To Use It: Fostering cross-movement solidarity and start collaborating with them to make a more inclusive and anti-oppressive movement.

Gateway: In Vietnam, a sizable section of the population is already vegan (10% of respondents reported to exclusively consume plant-based food in a survey made in 2021.)¹⁹

How To Use It: Since there is no attachment to a meat-eating culture or status quo to overcome, advocates can focus on publicizing diverse stories of local vegan and vegetarians (some of which have maintained plant-based diets all their life). This will help remove biases towards veganism and inspire more people to change.

Resource Distribution in the Region

Currently Available Resources

This section summarizes the resources that are currently available to LAAs in the studied countries, as well as the resources needed by them. The resources are grouped into three categories: Financial Resources, Human Resources and Skills, and Information.

Financial Resources

- Indian advocates stated that they received a budget from IOs for some printed and promotional materials for street outreach.
- Many local organizations in Indonesia are funded by Global North-based entities.
- In Thailand, there's an online platform offering technological services to connect NGOs with donors and volunteers.

¹⁹ Rakuten Insight, "[Report: Plant-based food alternatives](#)," 22.

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- Some funds are available in many countries for a particular type of approach and tactic, especially cage-free campaigns.

Human Resources and Skills

- Human resources in many countries are almost completely volunteer-based.
- In many countries, animal advocates are willing to guide others and happy to collaborate.
- Animal advocates in this region come from diverse backgrounds and areas of expertise (with Filipinos, for example, highlighting their creative skills).
- Advocates are passionate and enthusiastic to create change.

Information

- In Taiwan and Thailand, information is readily available regarding the health and environmental benefits of veganism.
- In Indonesia there are ample materials on animal justice, but most of them are in English and made in Western English-speaking countries. This can be problematic, as understanding English can be difficult for many Indonesians.²⁰

Resources Needed by Local Advocates

Financial Resources

- Financial inadequacy is the most common resource limitation (although animal advocacy movements in some countries are in the earliest stages, where financial concerns might be less relevant because there are not enough advocates able to initiate projects). Consistent and reliable funding is crucial to support animal advocates and their projects. More paid opportunities or full-time positions would allow LAAs to dedicate their time and energy to animal advocacy without sacrificing their basic life necessities. Moreover, aspiring advocates could see animal advocacy as a legitimate career path to pursue.

Human Resources and Skills

- The majority of advocates across countries agree that workshops and training for LAAs are very much needed. This includes training in leadership skills, nonprofit

20 Alrajafi, "[The use of English in Indonesia: Status and Influence](#)," 3-4.

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management, fundraising (including grant applications) and communication skills. Furthermore, these trainings could potentially inspire more people to become animal advocates and add more human resources to the movements. By supporting advocates at the grassroots level and within community-based groups, investing in training could contribute to the meaningful and sustainable growth of the movements.

- Mental health support is extremely important for advocates in this region. It would contribute to the sustainability of animal advocacy movements by, for example, establishing good work-life balances and preventing advocates from burning out.
- Animal advocates expressed the wish to have a middle entity helping them build connections with one another, fostering solidarity within the movement.
- Supporting advocates at the grassroots level and encouraging strong community building and engagement.

Information

- Local-specific data and research are vastly inadequate in every country. Advocates in some countries reported a need for research on topics like animal advocacy tactics, the reality of animal welfare standards through undercover investigation, animal agriculture systems and animal abuse.

Perceptions of International Organizations

When asked about their perceptions regarding the establishment of international organizations (IOs) in their countries, LAAs expressed different views, both positive and negative. On one hand, they believe that IOs could be helpful to bring credibility, legitimacy, and public attention to animal advocacy work in their countries, leading to significant impacts in legal change and among international companies. In addition, with their larger capacity and resources, they could create relevant training and funding opportunities for LAAs. On the other hand, they also noted the risk of potential harm from IOs to the local animal advocacy movements (as well as the local communities as a whole), especially when these IOs have a limited ability to learn and incorporate culture-specific factors and end up implementing culturally insensitive campaigns. The opinions are further discussed below.

Positive Perceptions

- Well-known and long-lasting IOs can pass along their credibility and legitimacy to local chapters, which can in turn encourage the collaboration of local groups outside of the movement, creating a larger impact.
- IOs usually have more financial capacity to support projects and create paid opportunities for LAAs. These large organizations also have more power to influence government

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representatives to make decisions that benefit animals in some countries.

- IOs can strengthen the animal advocacy movements by pressuring multinational corporations that have international presence to accept global trends and compliance with international animal welfare standards.
- IOs can use their platforms to promote projects initiated in local communities to a global audience. This can bring more attention to local animal advocacy.
- Given their accumulated experiences and large resources, IOs could deliver training and workshops providing fundamental knowledge and skills to enhance effective advocacy in the future.
- A larger presence and number of animal organizations results in larger contributions to the work and visibility of the movement.

Negative Perceptions

- Some IOs are perceived to have a limited ability and willingness to understand cultural contexts and tailor their approaches based on the situation of each country. This is a concern especially when many countries in Asia, like India, are very culturally diverse.
- IOs can potentially cause harm by not understanding the complexity of a country's specific social issues and their association with animal advocacy movements. This is visible in approaches advocating for animal justice that contribute to social inequity in other aspects of society. For example, some advocates from Western countries focus on encouraging locals to consume plant-based options by bringing attention to the easy-to-find products in the large companies they know. However, in certain contexts these companies greatly harm local businesses and contribute to food insecurity with their monopolies (and can be among the largest retailers of meat at the national level).
- IOs operating in Asia sometimes fail to hire local staff or offer adequate compensation for the local advocates. The absence of a local team can be disadvantageous to the advocacy work, which requires knowledge about the local contexts.
- Projects in Asia led by IOs are often dictated by the type of grants and managed in headquarters located far away from the ground where the projects are actually taking place. This top-down approach can leave little room for project flexibility, which can make them irrelevant to the local needs.
- IOs may overlook and not appreciate gradual changes. At the same time, some LAAs in Asia expressed that one-time projects led by IOs cannot create long-term and sustainable change. This, in turn, can affect local communities to become dependent on IOs. For instance, local organizations could start spay or neuter campaigns only when they

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received international support (or funding), hence when said support stopped, so did the programs.

- Interventions developed by the IOs based in the West can perpetuate the bias that animal justice and veganism is an elitist and Western concept which, in turn, can create resistance from the local people.
- Projects led by IOs can create divisions among locals by introducing campaigns that contradict the goals of projects operated by LAAs. On top of that, while IOs could create more job opportunities for LAAs, this can lead to situations where more experienced LAAs are transferred from local organizations to the international one, leaving the local organizations with less skilled and less experienced members.

Perceptions of International Funders

Although LAAs across all ten countries expressed some level of positive perceptions of international funders, some noted concerns in certain regards. This mixed perception among the LAAs was the case for India and Pakistan, whose advocates reported having experience in applying for such funding:

- In India, advocates think that funding can help meet expenses incurred in advocacy. However, they also believe that it's important to monitor the distribution of funding, as questions were raised regarding the transparency of the middle entities between the international funders and local organizations in utilizing the funding efficiently.
- Pakistani advocates stated that their perception depends on the purposes of the funding. For example, protests carried out with foreign funds can land protesters in great trouble with authorities, whereas funds used for research and animal rescues are more acceptable.

Advocates from Indonesia, Japan, Nepal, and Vietnam, are generally not aware of foreign grants and have little to no experience applying for them. Some of their comments regarding the topic are critical in two respects:

- Some of the funding is perceived as not meeting a certain level of transparency, which is seen with distrust.
- Funds usually come with the pressure to focus on specific areas dictated by foreign funders as a condition to secure them, which doesn't allow for the input of local advocates.

However, LAAs in each country have positive perceptions toward international funders in some way or another. LAAs in Malaysia, Taiwan, and Thailand, for example, stated that they would be happy to work with foreign organizations. Some Thai advocates add to this by expressing that international funders not only help to fund their programs, but also help them plan more strategically (through

Part One: Cross-Cultural Analysis of the Key Findings

the requirement of detailing their strategies for the questions asked when applying for the funding). It also facilitates local animal advocates to connect with other animal advocates around the world, which is vital for their capacity building, allowing them to learn and share resources, processes and lessons provided directly by experienced organizations.

Part Two:

Findings Sorted by Country

This section outlines the findings from the Forums according to each country and the model of the questionnaire, organized with the following topics:

- Overall landscapes of the movement
- Common approaches and tactics used to achieve goals
- Socio-political situation
- Country-specific challenges and solutions
- Country-specific gateways
- Available and lacking resources
- Perceptions of LAAs towards internationally established organizations and funders.

The information presented varies from country to country due to differences in methodologies (as mentioned in the [Methodology](#) and [Limitations](#)). Subsequently, the structure of the report in each country differs depending on the findings acquired.

In addition to what was discussed in the Forums, the country coordinators were asked to assess the **stage of the animal advocacy movement in their country**. The criteria was based on Bill Moyer's *Movement Action Plan* (MAP)²¹ on a scale of 1 to 8, with 1 meaning that the movement is in the beginning stage, and 8 that the movement has succeeded in its goals.²²

21 Rose, "[Bill Moyer's Movement Action Plan](#)."

22 See [Appendix B](#) for a detailed description of each stage.

India

Stage of the movement: 2

Approximate number of organizations: 16²³

Average number of staff members, paid and unpaid: (not reported)²⁴

Advocate backgrounds: Advocates come from diverse backgrounds and professions, including business, the IT sector, retirees, students, and a few from the legal field.

Common approaches: Street outreach, awareness campaigns, legal/policy changes.

Tactics used: One-on-one conversation, seminars, online and offline campaigns, petitions to show public involvement to the government.

What approaches are perceived to be effective and why: Awareness and public acceptance are very important in building a movement. Because the demand for animal agriculture is created by citizens which also influences the government's decision-making (or development of policies), when people are aware of the benefits and drawbacks of animal agriculture and have the option to switch to a plant-based diet, demand will shift and the supply of animal products will follow.

Less explored approaches: Scientific research, resources about veganism made by locals.

Socio-political situation: The political situation in the country is totally against animals. In India, around 20.5 million people are involved in the 'livestock' industry for their livelihood. 'Livestock' businesses receive a tax exemption by the government and contribute around 5% of the country's economy.²⁵ In addition to the animal agriculture's economic significance, the slaughter of animals is treated as a very important religious practice in multiple religions in India, which makes it a very sensitive topic. Because India is a diverse and secular country, individuals have the legal right to engage in religious activities as long as they do not disrupt public order, morality, or health. Currently, the lives of animals are less important than religious freedom, thus, the concept and lifestyle of veganism can seem foreign to many of them.

Cultural challenges: Because of the cultural and religious diversity within the country, the use of animals is excused in the name of respecting different cultures and religions.

23 The number reported excludes NGOs that work for companion animals.

24 But mostly unpaid or partially paid volunteers.

25 National Dairy Development Board, "[Share of Agriculture & Livestock Sector in GDP.](#)"

Part Two: Findings Sorted by Country

India

Political challenges: The Government generally prioritizes human issues over animal issues. Export of animal products is also tax-free.

Legal challenges: The laws currently in place are limited to protect certain animals from cruelty, such as Rs50.²⁶ When using the legal channel, the process can also be time consuming.

Ways to overcome those challenges: Collaborating with saints and religious gurus who have spoken positively about veganism. That way, they can influence their followers to treat animals with compassion.

Gateway: In India, injecting cattle with oxytocin is illegal (but still used in practice), and the constitution prohibits animal slaughter to be performed in an open space or outside slaughter houses.

How To Use It: There is a high chance that oxytocin injections would be definitely banned in practice in India if a research and case is filed in a court of law, and animal sacrifice for religious purposes will become illegal if the law that permits animal sacrifice in religious events (Section 28 of the Indian Penal Code) is abolished and proven to be unconstitutional.

Currently available resources: Some Indian advocates receive a budget for some promotional materials for street outreach from IOs. The Save Movement, for instance, has its several chapters across the country, and it funds its chapters and also provides fellowship to some of the activists in the local chapters.

Resources needed by local advocates:

- Skill-building workshops and training for new LAAs (e.g. leadership and communication skills).
- Funding to support specific projects and create job stability within the animal advocacy space.

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- IOs can help by providing printed resources, training for workshops, holding professional seminars by nutritionists and environmentalists.
- They could also provide financial support or guidance for undertaking specific projects.

²⁶ The current law detailing penalties for animal cruelty in India, the Prevention of Cruelty to Animals Act, dates from 1960 and punishes said acts with a maximum fine of 50 Rupees. Inflation has since reduced the real value of this fine immensely.

Part Two: Findings Sorted by Country

India

Potential harms that internationally established organizations can cause to the local advocacy and community:

- As these organizations usually frame uniform models for every country, this can harm local communities. India is a diverse country, thus, some of the agenda of IOs may not align with the local needs and could be harmful to the movement.

Local advocates' perceptions toward international funders: The current perception, experience, and opinions of advocates are ambivalent.

- LAAs believe that funding can help with the expenses incurred in the local advocacy.
- But on the other hand, there is a concern for lack of financial transparency. Advocates believe foreign funding should be monitored by the concerned NGOs instead of a centralized person because they fear that the fund might not be effectively distributed, which can lead to creating mistrust among LAAs as well as the broader public.

Other notes:

- Marketing and advertising are effective in the Indian context, but too costly for individual advocates to kick-start. Therefore, international grants could be used to hire professional marketers or LAAs to promote vegan food and brands.

Indonesia

Stage of the movement: [1](#)

Approximate number of organizations: 9²⁷

Average number of staff members, paid and unpaid: 10-20

Backgrounds of advocates: Many animal advocates in Indonesia were already involved in some or full capacity in human rights advocacy. Here are examples of backgrounds and skills of advocates found during the forum:

- executive and management
- campaign skills
- media relations
- social media management
- writing and translating
- visual media skills
- digital marketing
- networking skills
- caretaking skills (animal rescuers)
- accounting and budget skills

Common approaches:

- Policy/legal change (wildlife and anti-dog meat trade groups)
- Corporate engagement (health/lifestyle-focused groups)
- Direct action and street outreach (among ethical vegan-based groups)

Tactics used:

- Appeals to, and discussions with, government officials and bodies.
- Frequent direct action and street activism.
- Digital campaigns, including petitions.

What approaches are perceived to be effective and why:

- Wildlife and anti-dog meat trade groups work on policy/legal change because they think that both topics have more potential than other animal issues to achieve change on a legal and governmental level.
- Groups that focus on corporate engagement think that the diet and lifestyle aspect of veganism is more appealing for for-profit corporations. In turn, companies can help reach the wider public to promote plant-based diets.
- Those who advocate for ethical veganism use direct action and street outreach because they believe these approaches to be easily accessible and most effective to directly affect the public.

²⁷ Although the absolute numbers cannot be properly identified, most of the popular or state-backed animal organizations typically focus on wildlife and endangered species.

Part Two: Findings Sorted by Country

Indonesia

Less explored approaches:

- Lack of collaboration with other social justice movements is palpable.
- Vegan individuals or even certain vegan groups might not always be concerned with animal justice issues or willing to partake in direct actions.
- Grassroots funding is not perceived to be working, considering the lack of popularity of animal justice in Indonesia.

Socio-political situation:

- Wildlife trade may be widely frowned upon by the public but its practice is supported by certain government/military officials.
- Consumption of dog meat (and other not typically farmed animals) is considered to be normal in certain Indonesian regions.
- Given that Indonesia is a Muslim majority country, every year during Eid al-Adha slaughter of steer, deer and cows is considered not only normal but obligatory “to feed the poor”.
- Many people, especially those of lower income groups, depend their livelihood on animal agriculture, especially sea animals, given that Indonesia is also a maritime country.
- Orgs/groups/individuals working in human-centered advocacy oftentimes already have preconceived notions about veganism and animal justice. This deters them from aligning with the cause altogether.
- The heavy focus on vegan advocacy through the lens of health and lifestyle obfuscates veganism as an ethical/social justice issue in the public’s eye.

Cultural challenges:

- Animal justice is not considered important, much less an actual social justice issue.
- Animal justice movement is still in its infancy stages, meaning the work is not much beyond rescue groups.
- Veganism is still widely seen as a Western import with radical and/or elitist undertones.
- The understanding of veganism is limited to its health/lifestyle aspects.
- The strong influence of Islam and insistence of animal slaughter for Eid al-Adha.

Political challenges:

- Although there are many political groups in Indonesia, there is little interest from parties concerning animal justice or environmental issues, leaving Indonesian advocates on their own while fighting for their causes.

Legal challenges:

- Even for issues like wildlife and dog meat trade, government bodies are still lacking in commitment to enact proper laws to protect these animals.
- Animal justice is seen as a much less important issue to have legal standing compared to social/human-based issues.
- Existing laws are only to the extent that certain animals are to be farmed (“to support the economy”) “humanely”, without proper supervision.

Part Two: Findings Sorted by Country

Indonesia

Ways to overcome those challenges:

- Public education, whether online or offline, must always happen.
- Collaborating with other social justice movements.
- Vegans, no matter their type of advocacy, must respect and support one another.
- Kicking off with “softer” issues first such as wildlife or dog meat trade may be more effective for animal justice issues to gain traction at a public level first before venturing into other ethics-based issues.
- The legal system in Indonesia seems to be highly influenced by whatever zeitgeist is trending in the public sphere; therefore, for ethical veganism to be more widely recognized and practiced, it should be more effective to appeal to the public first.
- Orgs/groups typically resort to funding from Global North-based entities.

Gateway: Indonesian people are very online and quite easily swayed by trending or controversial topics.

How to use it: Making an issue gain enough public traction (through trendy online topics). It would be easier to entice people from political parties, government bodies or law enforcers.

Gateway: Vegan Muslim influencers are typically more trusted by the public.

How to use it: Encouraging them to talk about religion-specific practices like animal slaughter for Eid al-Adha.

Currently available resources:

- Grants and funds from Global North-based entities.
- Volunteer-based (none or minimum compensation) opportunities.
- Ample materials on animal justice are readily available and accessible on the internet; however most are in English and made by western English-speaking countries.
- Some collaboration and mutual support between vegan groups and businesses.
- Health/lifestyle-based advocacy.
- Rescue groups typically gain better traction and may generate better results from grassroots funding.

Resources needed by local advocates:

- Consistent, reliable funding and the ability to turn animal advocacy into a full-time job.
- More human resources to build a more solid and consistent movement.
- Coping mechanism for potential burnout, since animal advocacy entails a lot of emotional labor.
- For orgs/groups to sustainably continue their operation and maintain a steady group of people working alongside them, they require funding.

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- By engaging with LAAs/orgs/groups and really understanding the local/national context to ensure the success of advocacy work.
- By not imposing their rigid set of practices/procedures to a particular country or local community.

Part Two: Findings Sorted by Country

Indonesia

- International/Western-induced intervention would be beneficial if they are targeted towards the Western food chains, such as McDonald's, KFC, etc.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- By refusing to engage with LAAs/orgs/groups and really understand the local/national context.
- By imposing their rigid set of practices/procedures to a particular country or local community.
- By not employing as many LAAs as possible in their advocacy work. This is because locals are most likely to be well aware of the cultural and political contexts of their own country.
- Western organizations need to be cognizant of cultural and religious diversity in Indonesia and avoid imposing the approach that they developed based on their experiences in the West.

Local advocates' perceptions toward international funders:

- Animal advocacy work has little history in Indonesia, and many people are not familiar with what *animal advocacy* means. This presents a good opportunity for international funders to affect local change, as they could work to increase awareness of animal advocacy among locals.
- Some Indonesians are already aware of PETA and its advocacy style, which they deem "radical" or "militant" - consequently, this trickles down to how veganism in general is perceived. But this perspective typically exists only in certain pockets of Indonesian society.

Other notes:

- The nascent rise of animal justice discourses on social media in Indonesia must persist and requires the participation of as many advocates/groups/orgs as possible.
- Veganism and Islam isn't incompatible because Islam is commonly understood as a religion of peace, kindness, and benevolence, which is the core of veganism.
- Given that Indonesia is an agrarian country, talking about veganism and food justice could be difficult, especially those in coastal areas where animal agriculture is a strong tradition. It would need intervention from members of local communities to initiate the conversations regarding the animal agriculture issues.
- Addressing veganism and animal justice issues together could potentially make animal advocacy more prominent and make more people become aware of the interconnectedness between these two issues.
- Anonymous for the Voiceless and Cube of Truth, methods typically employed in Western countries, has been somewhat successful in certain contexts of Indonesia (they're perceived to be something fresh and engaging) but not yet widespread.
- Social media allows the Indonesian animal advocacy organizations to disseminate its messages and pressing issues in a more engaging manner and to a wider group of people that would otherwise not be familiar with said issues.

Japan

Stage of the movement: 1

Approximate number of organizations: 14²⁸

Average number of staff members, paid and unpaid: 2-5 (part-time and full-time paid). Daily tasks heavily rely on unpaid volunteers or interns.

Backgrounds of advocates: Advocates and leaders have diverse professional backgrounds and skill sets. For instance, psychologists, social workers, digital marketing specialists, dancers, artists, etc.

Main approaches: Street outreach, corporate engagement, social media outreach, plant-based recipe developments, marches, vegan food festivals.

Tactics used:

- Cooperative corporate engagement.
- Collaborating with corporations on Sustainable Development Goals (SDGs) to initiate new projects, for example plant-based meals at schools.
- Using friendly and supportive tone for street outreach.

Less explored approaches:

- There's a lack of direct action.
- There's still a need for more vegan public figures.
- More supportive and collaborative approaches are needed because they're reported to be more effective than aggressive and fear tactics.
- While less explored, there are pioneering farm transformation projects in Hokkaido and Mie; these projects require more economic and market research.
- Collaboration with the climate justice movement.

Socio-political situation: It might be easier to influence politics in rural areas.

Cultural challenges:

- There's a stigma around working in NPOs, such as a perception that it is not an ideal career path (due to a lack of competitive salary). Volunteering is seen to be more credible and purely driven by passion.

28 With countless other rescue groups, shelters, and NPOs for companion animals, known as dobutsu-aigo dantai (animal protection group) across the country.

Part Two: Findings Sorted by Country

Japan

- Japan is a collectivistic country.²⁹ People would avoid standing out from mainstream society and being vegan is considered to be different.
- Capitalistic culture takes over the concept of ‘veganism’ in Japan, with businesses branding vegan products that are often influenced by the Western middle-class (leading to the perception of veganism as Western and elitist as well).

Political challenges: (not reported)

Legal challenges:

- There are laws that restrict certain aspects of advocacy work. For instance, advocates shared that they have been restricted by the police while taking photos and videos at vigil events, without clear explanation of the violation. This makes it impossible to create public impacts outside the vigil events. Moreover, it seems to be an additional work to learn about the illegality of their activism.

Ways to overcome those challenges:

- More funding opportunities to initiate new organizations and offer more paid positions.
- Strategy building training.
- NGO governance training.
- Diversity, Equity and Inclusion (DEI) training.

Gateway: Advocates in the movement come from a variety of professional backgrounds. This shows good representation of expertise and societal values.

How to use it: Based on the inputs and views of advocates with various areas of expertise, organizations can develop a wider range of tactics.

Currently Available Resources:

- Many enthusiastic and inspired vegans of the young generation in the field.
- Donations and some grants within the country.
- Some funding from the U.S., though it is currently solely distributed to cage-free campaigns or corporate engagement initiatives.

Resources needed by local advocates:

- Impact measurement training for street outreach.
- Different supports are needed for vigil events, including clear knowledge on the legality of the advocacy activities, mental health support, funding for accommodation, and different experts (e.g., vegan lawyers).
- Fundraising and grant application training.
- Leadership training.
- Strategy building training.
- Advocacy training.
- Mentorship.

²⁹ Hofstede, “[Country Comparison.](#)”

Part Two: Findings Sorted by Country

Japan

- Organization incubation program.
- Data and research that is specific to Japan on a variety of subjects, such as animal product consumption, the animal agriculture system (including subsidies given to the industry, and supply chain of animals used for meat in the country), animal welfare practices, consumer research, advocacy strategy research, etc.
- Human resources in specific areas (e.g., accountant) are needed for better distribution of work loads and responsibilities within an organization. So that they can establish a clearer organizational structure and a healthy working culture.
- More focus on creating safer working environments is needed, especially around sexual harassment.
- Regranting projects to found new initiatives and groups ranging from small scale projects to more farmed animals specific organizations.
- There's the need for more events and opportunities to bring vegans and LAAs together, such as Vegan Festival.

Potential advantages that internationally established organizations can bring to the local advocacy and community: By creating more paid opportunities.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- International headquarters usually dictate projects they fund in Japan. Therefore, the projects funded by the IOs might not reflect the local needs and opinions.
- IOs can create division in local communities by implementing cultural-inappropriate campaigns that are not supported by local vegans.

Local advocates' perceptions toward international funders: Japanese advocates are generally not aware of international funders.

Other notes:

- Opinions and visions of a founder of an animal advocacy organization become the core principles of the organization as well. Advocates usually need to do and follow what founders or leaders say. Those who disagree with them, thus, need to leave the organization oftentimes without other paid opportunities available. This results in the movement not being able to grow.
- Funds are also usually channeled to the leaders and not necessarily the organizations.

Malaysia

Stage of the movement: 2

Approximate number of organizations: 8

Average number of staff members, paid and unpaid: 4-5

Backgrounds of advocates: Many advocates in leadership positions tend to come from an academic background (but not necessarily related to animal advocacy). Several of them also gain experience as they work.

Common approaches: Street outreach, policy and legal change, corporate outreach.

Tactics used:

- Bigger organizations try to spread messages through well-known members of communities.
- Individuals use social media platforms to influence their friends and family (e.g. sharing plant-based recipes, talking about veganism).

What approaches are perceived to be effective and why:

- Street outreach is popular only because it's the easiest, and many don't have the network or connections to do other types of advocacy.
- Those who are able to do corporate engagement or policy/legal change think it's effective because they don't think consumers will make the empathetic choice by themselves without push from policy or supply from companies (for example cage-free eggs).

Less explored approaches:

- There is a need to reach out to different groups of people, such as religious groups or vocational groups (e.g., veterinarians).

Socio-political situation: Political parties manipulate on differences of religious and racial groups. Current political situation is relatively unstable and divided.

Cultural challenges:

- There are misconceptions regarding veganism and animal justice movements. The public still doesn't recognize veganism as an identity or advocacy movement. Hence, the movement is perceived as lacking legitimacy and visibility.
- A belief related to religion is reported to be a cultural roadblock. This refers to the belief that the level of religiousness is tied to the amount of animal meat consumed by a person as it's similar to the diet consumed by many Muslims in the Middle East.

Part Two: Findings Sorted by Country

Malaysia

Political challenges/Legal challenges: Lack of lobbyists for animals. Only few groups work in this area and they generally refrain from disturbing the existing system.

Ways to overcome those challenges:

- Awareness-raising educational programs to build movement identity and reputation.
- Collaborating with representatives of local communities to access groups who seem resistant to veganism.

Gateway: Most advocates agree that the health aspect of veganism is more likely to be well accepted by the public. Malaysian people are also aware that healthier lifestyles are essential given that there are higher rates of diabetes³⁰ and among the highest in the world.³¹

How to use it: Advocates can promote the health benefits of plant-based diets among individuals or use this perspective to approach government bodies to implement public policies. One of the ways that this can be done is through compulsory meatless or plant-based diets in schools or encouraging restaurants to include plant-based options via corporate engagement.

Currently available resources:

- Animal Advocacy Organizations in Malaysia are reported to be funded mostly by grants.
- Experienced advocates are willing to guide others. However, there's also a risk of losing them and their skills when they decide to drop out because workloads solely rely on unpaid volunteers (due to a lack of consistent funding).
- Information about animal welfare practices and animal justice, especially in the specific contexts of Malaysia, is still insufficient. Most farm factory statistics and footage usually come from the West.

Resources needed by local advocates:

- Many advocates expressed that they would be willing to do animal advocacy full-time if there was consistent funding that created paid positions.
- A team of at least 4-5 members to distribute workloads and avoid burnouts.

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- Well-known and long-lasting IOs can pass along their credibility and legitimacy to local chapters, which can in turn encourage the collaboration of local groups outside of the movement.
- Some leaders have mentioned that there is very little history of animal advocacy in Malaysia, so corporations don't have any preconceived negative notions or ideas about any specific vegan group.

30 Akhtar et al., "[Prevalence of type-2 diabetes and prediabetes in Malaysia: A systematic review and meta-analysis.](#)"

31 Bernama, "[Malaysia has highest diabetes rate in Asia; among highest worldwide.](#)"

Part Two: Findings Sorted by Country

Malaysia

Potential harms that internationally established organizations can cause to the local advocacy and community:

- Foreign organizations may provide funds for initiatives that may have different objectives from those for which local organizations are set up, this may lead to divisions in the group's missions.
- Advocates might quit local groups to join ones abroad, leaving local organizations with less members.

Local advocates' perceptions toward international funders: There's still little knowledge about international funders and they're overall perceived positively.

Other notes:

- A lot of people don't see vegans as part of their identity.
- Those who work in corporate engagement and promoting veganism need to keep in mind that Malaysian families tend to eat together.
- The main difference between animal advocacy and the zero waste movement is that the former tends to convey an all or nothing message (i.e. "everyone should stop exploiting all animals"). Some Malaysian advocates believe that aiming for the majority of the people to change their behaviors imperfectly is better for the cause than having a very small group of people doing so perfectly.
- Some advocates are more optimistic about the vegan movement (as opposed to the animal welfare movement) since there are affordable and high quality alternative meats in Malaysia.

Nepal

Stage of the movement: [1](#)

Approximate number of organizations: 23³²

Average number of staff members, paid and unpaid: 4-8 (reported from 2 organizations). Almost all are volunteer-based.

Backgrounds of advocates: Advocates and leaders have diverse professional backgrounds and skill sets. For example:

- | | |
|-----------------------|-----------------------------------|
| - Advocacy | - Travel and Tourism |
| - Research | - Nature Guide |
| - Network | - Veterinarian |
| - Communication | - Veterinary Technician |
| - Graphic Designer | - Rescue Experience and Knowledge |
| - Lawyer | - Social Media Handling |
| - IT | - Marketing |
| - Doctor (Dentistry) | - Environmentalist |
| - Software Developer | - Fashion Designing |
| - Agriculture Student | - Business |

Common approaches: animal rescue (most of them), street outreach, awareness raising educational programs, research, policy and legal change, community engagement.

Tactics used:

- Mainly outreach through articles, interviews, video footage of animal sacrifice, documentary screening, meet-ups, rallies, cross movement promotions.
- Moral provoking social media campaigns to raise awareness among people. For example the campaign to end elephant abuse at a local festival organized by a Nepali animal rights group.
- Animal rescue (companion, working, farmed, and wild animals).
- Awareness campaign among school students and media representatives.

32 The number includes shelters and rescue groups for wild and companion animals, vegan organizations, and animal rights groups.

What approaches are perceived to be effective and why:

- A Nepali animal rescue group believes that their action doesn't only help animals directly but it also sets examples for eyewitnesses during rescue and treatment processes that animals deserve care and compassion. The impact can be enhanced by parallelly engaging in public outreach to spread words to wider audiences regarding animal welfare.
- Integrated approaches are believed to be the most effective. Community building and collaboration with policy makers, altogether, can create a long-term change.

Less explored approaches:

- Policy and legal change
- Corporate engagement
- Boycotts and protests
- Direct actions
- Youth activism
- Media involvement, including celebrity endorsement
- Large scale advertising and campaigns
- Farm transition (e.g. transform goat farms for sacrifice purpose to sustainable plant-based farms)
- Collaborative projects between LAAs to foster solidarity within the movement

Socio-political situation:

- A large number of youths ran for independent candidates aiming to create change from the political sphere, and some won, in the last local election.
- The Mayor of Kathmandu Metropolitan made an election promise of an animal ambulance, although it hasn't been fulfilled yet.

Cultural challenges:

- Animal sacrifice is accepted as a religious practice.
- Biases against working for NGOs because they are thought to be unstable and underpaid.
- Some LAAs target their work among the younger generations since they are thought to be more receptive to new ideas and are more willing to change, however, they still lack understanding about animal justice issues.
- Nepal is a mix of Hindu and other cultures; there needs to be a multi-layered approach to convincing people. It has been difficult to prove arguments from only a climate justice perspective (as the activists require a lot of data to prove that).
- Conflicts among animal advocacy organizations despite their shared goals.

Political challenges:

- Lack of financial support from the government to animal welfare and rescue work.
- The government subsidizes animal farming, as Nepal is an agriculture-dependent nation.
- Very few compassionate individuals in positions of power, which leads to a lack of policies supporting the animal rights movement.

Part Two: Findings Sorted by Country

Nepal

Legal challenges:

- The legal system is ineffective. In spite of the legal prohibition against harming dogs and cows, law enforcement often fails to press charges against violators.

Ways to overcome those challenges:

- Pro-intersectional projects to work with local communities to find local solutions for plant-based alternative livelihoods.
- Engaging with the communities by advocating in languages and mindsets that these communities understand rather than imposing unfamiliar views.
- Unity among organizations is needed.
- There is a need for vegan political leaders in power.
- Legal amendments to animal welfare policy and their implementation.
- Effective veterinary service to help injured or wounded stray animals.
- Build a society where animal rights discussion is a constant part of it.
- Gradual shift from animal-based agriculture to plant-based.
- Pressuring government bodies to be concerned about animal welfare.
- Establishing new organizations that focus on working in different areas.

Gateway: In the cultural hierarchy of small communities in Nepal, there's only a few people in decision-making positions.

How To Use It: Influencing a few community leaders could be enough to drive cultural change towards stopping animal sacrifices.

Currently available resources:

- Organizations that have animal shelters are able to raise funds and sustain their administrative expenses. Few of the local organizations are trying to gather funds from the local government to support their community-level programs for dogs and stray cattle. Only a few are able to raise funds through grants.
- Volunteers for the short term are available, but they find it hard to see a career in animal welfare organizations as it is hard to overcome financial challenges. As a result, they prefer other occupations or relocate to another country after a certain period of time.
- There are lots of skilled human resources coming from diverse backgrounds for this movement. However, financial support to keep them within the organization is lacking.

Resources needed by local advocates:

- Workshops and training for advocates (non-profit management, investigation, fundraising and proposal writing skills, photography and videography skills, public speaking skills, and other knowledge training and mentoring)
- Country-specific research and data
- Support for local vegan business in marketing
- More full-time paid positions
- Funding and mentorship to establish new organizations
- Efficient veterinary service
- Curriculum development for students about love and compassion for sentient beings

Nepal

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- With their resources, internationally established organizations could assist the local organizations to enhance their capacity or create more paid positions.
- They could help spread news related to the situation in local communities to international audiences.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- It could lead to the misperception that the animal rights movement in Nepal is a foreign concept and is manipulated by Westerners.
- Headquarters usually dictate approaches and projects.
- They could overlook and underappreciate the gradual changes that the local advocates are making.
- It could create a division among locals in terms of the goal of the movement

Local advocates' perceptions toward international funders:

- Many are not experienced with international funders, as they haven't applied for one.
- Some advocates believe that they lack transparency. They think that foreign organizations raise a lot of money through their contacts but spend less on the ground to help LAAs.

Pakistan

Stage of the movement: 1

Approximate number of organizations: more than 10³³

Average number of staff members, paid and unpaid: unknown (most are unpaid volunteers who work for animal rights and welfare).

Backgrounds of advocates:

- Founders of some organizations are the few people who have related training.
- Others are self-taught with little training or expertise.

Common approaches: policy change (2-4 organizations involved), legal change (animal rights lawyer), protests.

Tactics used:

- Animal rights advocates often begin with social media to get the word out and meet with each other.
- Social media groups are used for coordination between groups to gain support for causes.
- In the dog culling cases, people were able to drive for policy changes while some groups took to protesting against dog culling.
- In the case of animal testing at universities, activists used social media to protest and put pressure on universities. An international organization is also involved in engaging with the government. As a result, there was a change in the laws so that animal experiments in universities are now prohibited.

What approaches are perceived to be effective and why:

- The most common work is companion animal rescue and welfare, and the second most common work focuses on wildlife conservation and awareness. The reasons that they are seen as the most effective may be because they involve active work that is highly visible; therefore, fundraising becomes easier as people generally consider saving those types of animals a good deed. This work also doesn't require any qualifications or permits.
- In the case of banning animal testing in universities, the goal was achieved through collaboration between different groups. Animal rights groups participated by protesting and engaging in online activism, while IOs sent letters to pressure the government.

33 Plus, more than 40 organizations working on animal rescue but not registered nor funded, and roughly 22 organizations focus on wildlife animals.

Part Two: Findings Sorted by Country

Pakistan

Less explored approaches:

- Corporate engagement
- Street outreach
- Direct action
- Awareness campaigns and civic education
- Research in animal advocacy tactics, farmed animals, and animal abuse, etc.
- Pressure to lift animal rights standards in the entertainment industries
- Advocacy using religious narratives
- Conversation platforms that talk about animal rights (there are 2-3 celebrities who are vocal about rights of companion animals in the media)
- Collaborative projects between advocates

Socio-political situation:

- In the northern, remote part of the country (Gilgit-Baltistan), there is no registered organization for animal rights, just a government department of wildlife.
- In the Khyber Pakhtunkhwa province, there's a lot of political unrest (the area borders Afghanistan).
- It's been observed that there is only one registered animal rescue organization.
- Most of the culture is dictated by religion.
- Generally, the country is politically unstable at the moment, with civil protests and marches against the current government taking place since the removal of the previous prime minister, Imran Khan.
- A lot of electrical power and internet cuts all over the country during the political unrest, which can disrupt online activism.

Cultural challenges:

- Practices and beliefs related to religions are a major roadblock, such as animal sacrifice and the belief in the inferiority of non-human animals to humans. However, animal advocates try to avoid tackling it as it can backfire against them.
- Consuming animal products like meat regularly has recently become part of the culture.
- It's difficult to speak to people about veganism and vegetarianism. Oftentimes, people would become defensive and refuse to engage.

Political challenges:

- There are 2-3 politicians working to pass legislation and bring about change for non-human animals. However, farmed animals are not on the agenda for policy change, and they're still classified as livestock.
- In Khyber Pakhtunkhwa and the Federally Administered Tribal Area (FATA), a whole generation is influenced by guns and violence.
- The Internet is usually cut off, especially in FATA, where there was no internet until earlier this year. People are still not provided with basic necessities.

Part Two: Findings Sorted by Country

Pakistan

Legal challenges:

- Although the law against dog culling was approved, there hasn't been any implementation yet.
- The Khyber Pakhtunkhwa government has some information that isn't shared with the public, including the information about the permit requirement in hunting laws.

Ways to overcome those challenges:

- Seminars held by the government to bring awareness and consciousness to the people
- Collaboration with local and tribal leaders
- Collaboration with other advocates
- Approaching law and policy makers and planning strategies with them
- Prioritizing to establish long-term strategies and developing compassion narratives first, then approaching media and state institutions
- Looking beyond one's context and get inspired by others
- Identifying your role in the movement and being consistent
- Using animation as part of media communication

Gateways:

- The health benefits of plant-based consumption seem to be convincing for people.
- Issues related to animal hunting started to be highlighted in the legislature.
- There are empathetic people who are willing to change. The important thing is to bring the community together and nurture its cultural traditions.
- Creating meaningful relationships with the audience through conscience building.

Currently available resources: Passionate advocates who are enthusiastic to drive changes.

Resources needed by local advocates:

- Funding to support awareness raising campaigns and community engagement programs.
- There are not enough full-time paid positions to encourage people to work in the field.

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- Large and powerful IOs can influence the government representatives to make decisions that are beneficial to non-human animals, as it was in the case of animal testing.
- An international organization helped free the animals from the Islamabad Zoo and relocate them.
- They help raise funds for smaller organizations.

Potential harms that internationally established organizations can cause to the local advocacy and community: Advocates still don't have enough information to analyze the potential harm of internationally established organizations in Pakistan.

Part Two: Findings Sorted by Country

Pakistan

Local advocates' perceptions toward international funders: It depends on what types of activities the funds are used for. For example, foreign funding for protests can put protesters in great trouble with the authorities, but foreign funding for research or animal rescue is more acceptable.

Conclusion:

- There are not enough anti-speciesist or vegan advocates in Pakistan at the moment. Although there are numerous organizations, none are anti-speciesist or run by anti-speciesists.
- There needs to be a lot more work done to raise awareness about animal advocacy and anti-speciesism so that more people are inclined to speak up for animals.
- There seems to be a certain way of doing things, and it's hard to break people's habits. Behavioral change is needed for advocates.
- The animal rights movement is at its inception stage right now. A lot of work needs to be done.

Philippines

Stage of the movement: [2](#)

Approximate number of organizations: 34

Average number of staff members, paid and unpaid: 5-15 (both paid and unpaid)

Backgrounds of advocates: Advocates are from different backgrounds, and most began as volunteers before becoming full-time employees of the organization. Some of the volunteers become the founders of the new organizations or groups. And most veterinarians in the Philippines are either working for an organization or volunteering for one.

Common approaches:

- Policy and legal change are only done by a handful of organizations (around 3-5).
- The big organizations are the only ones that do corporate engagement (around 10).
- Most do direct actions and street outreach as part of their work.

Tactics used:

- Organizations partner with local government units, government offices, private companies, or local groups to achieve their goals.
- Advocates use social media as a tool, with Filipinos being among the most frequent users of social media.³⁴
- Partnerships with media outlets (print and television) are also utilized.

What approaches are perceived to be effective and why:

- Those who engage in direct action think it's effective because it's most likely to gain public and media attention.
- Since the Animal Welfare Act was established in 1998, there have been some successful legal implementations. This leads some LAAs to believe that they could achieve driving amendments in certain aspects of the Act.
- Some LAAs think partnering with the Bureau of Animal Industry (BAI) has helped them create a bigger impact in their work. This is because they are also invited to participate in conversations with BAI regarding animal welfare issues in the Philippines and collaborating in different programs concerning animal welfare, for instance cage-free campaigns, vegan challenge, and workshops.

Less explored approaches: Pressure to better implement animal welfare-related policies. Especially in the illegal wildlife trade, the penalties are not severe, and most violators of animal cruelty are just

34 Estella, Löffelholz, "[Philippines](#)."

Part Two: Findings Sorted by Country

Philippines

punished with a fine or limited jail time.

Socio-political situation: Although the Philippines government supports animal welfare, its execution and penalties for those who break the law are light, which encourages repeat offenders. However, the majority of organizations receive funding or logistical support from local governments.

Cultural challenges: Filipinos are known for their love of food, and several of their cultural traditions, like the “fiesta,” which was influenced by Spanish colonialism, involve the killing and consumption of animals.

Political challenges: The government falsely accuses activists who are critical of the incumbent of government administration as terrorists or communist (red-tagging).³⁵

Legal challenges: (not reported)

Ways to overcome those challenges: More support from government and institutions.

Gateway: Rising number of groups, related organizations, use of social media, and educational reforms.

How to use it: Capacity building and empowerment one person at a time can create a big impact.

Currently available resources:

- Creative skills
- Peer support
- Social media groups
- Government and institution support
- Financial support

Resources needed by local advocates:

- Financial support
- Emotional support
- Mentorship

Potential advantages that internationally established organizations can bring to the local advocacy and community: By working together, sharing the same goals, contextualizing, and reaching out to grassroots.

Potential harms that internationally established organizations can cause to the local advocacy and community: One-time programs could lead communities to become dependent on them and don’t create long-term impacts. For example, some local organizations are able to start one-time campaigns to spay/neuter animals when they receive international funds to do it, but then become inactive when that funding stops.

35 Rubio, [“EXPLAINER: ‘Red-tagging’, its dangers, and the bodies proving its existence.”](#)

Part Two: Findings Sorted by Country

Philippines

Local advocates' perceptions toward international funders: (not reported)

Other notes:

- The main issues with animal welfare in the Philippines:
 - o Farms that want to go free-range or cage-free don't have suitable agricultural land to keep farm animals. The majority of farmed animals are crated or crammed into pens.
 - o Updated farming methods are required.
 - o Animal welfare advocates believe that in order to create ethical animal-based products, necessary tools and resources should be provided to farmers and other livestock growers.
 - o There is also a lack of collaboration between organizations.
- The assistance, support, or help needed to address these issues:
 - o Financial assistance, land subsidies, and technology for the farmers.
 - o Encourage others to consider consuming fewer animal products and more plant-based ones, not just in food but also clothing, etc.
 - o More funding and more collaborative efforts.

Taiwan

Stage of the movement: [3](#)

Approximate number of organizations: 32

Average number of staff members, paid and unpaid: 10³⁶

Backgrounds of advocates: Their backgrounds are diverse, including scholars, researchers, environmentalists, nutritionists and fitness instructors.

Common approaches:

- Policy and legal change
- Corporate engagement
- Direct actions
- Street outreach

Tactics used: Start from the animal welfare perspective to gain more publicity, as animal rights are a relatively new concept in Taiwan, and people are only concerned about dogs and cats at the moment.

Why approaches are perceived to be effective: They believe the best way is to combine different approaches, such as lobbying, campaigning, petitioning, street outreach, etc., and utilize them based on the occasion and target group.

Less explored approaches:

- The animal protection law is insufficient; there's a need to extend the legal protections to all types of animals.
- There are many vegan influencers, but they mainly speak about lifestyle and food. They have huge followers but barely give voice to the animals.

Socio-political situation: Advocates reported that Taiwan is constantly being threatened politically, culturally, and economically by its neighboring country, China. IOs avoid situations in Taiwan because of their fear of offending the Chinese government.

36 Those organizations with a long history have more resources and support. The members of these organizations also get paid. As the small ones struggle financially, they usually offer part-time or volunteer jobs, while the street activism groups usually cover the cost of promotional materials themselves. There are some TV sponsors, as well as some small donations, but not enough.

Part Two: Findings Sorted by Country

Taiwan

Cultural challenges:

- Taiwan's religious vegetarianism is deeply rooted in the culture. However, the term "veganism" is translated into the Chinese word "素食" for "Buddhist vegetarian" (the diet can still involve egg, dairy, and honey), and people associate it with Buddhist concepts rather than animals. So people who adopt a plant-based lifestyle as part of their religious beliefs focus more on their personal practices than on the animals. And the word causes confusion and leads to miscommunications.
- Some Taiwanese buy animals from shops to set them free, as they religiously believe that the action is a good deed. The animals, however, are frequently released in environments that are not their natural habitats. They eventually die or cause larger-scale issues in the surrounding areas.
- An infamous traditional "Pigs of God" animal sacrifice is performed in front of a crowd in a Buddhist temple where it is specially permitted to kill the pigs on the spot (which is normally illegal). Powerful gangsters are behind the tradition. Some Taiwanese activists who protested in front of the temple were threatened by them.

Political challenges: There is a lack of lobbyists and politicians who are aware of animal justice issues and are willing to create change. While most political parties only discuss animal welfare during election campaigns, there is a hope for Taiwan's first animal party "Taiwan Animal Protection Party" to make real change.

Legal challenges: Existing animal protection laws only cover companion animals.

Ways to overcome those challenges: Consistent and persistent life education, lobbying, and protesting.

Gateway: Integrate all parts of the movements to work together.

How to use it: Collaboration between different causes.

Currently available resources:

- Health and environmental information about veganism is widely available.
- The animal rights community is expanding, but many people face language barriers; English is not widely spoken in Taiwan, and people are also shy.
- Small organizations and individual advocates rely on donations, but there aren't enough people to carry out activism.

Resources needed by local advocates:

- Fundraising skills
- Communication skills
- Educational curriculum
- Animal advocacy job opportunity

Part Two: Findings Sorted by Country

Taiwan

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- Provide fundamental knowledge and skills, as well as some financial support.
- Generally seen as credible.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- Language barriers lead to miscommunications and misunderstandings.
- There are cultural differences. Most Taiwanese don't like confrontations, debates, or strong graphics. Thus, some methods used by IOs are seen as too extreme for the majority of people.

Local advocates' perceptions toward international funders: Taiwanese advocates would welcome international funders and work with them. But there might be language barriers and some legal issues.

Other notes:

- When it comes to food, it's easy to find a place to dine, but there's confusion between wording and labeling due to religious understanding of veganism.
- Cosmetics are not so vegan-friendly in franchise shops.
- Veganism has grown in popularity in recent years as a result of media coverage, vegan fairs, and a no-meat festival.

Thailand

Stage of the movement: [1](#)

Approximate number of organizations: 25³⁷

Average number of staff members, paid and unpaid: 10

Backgrounds of advocates: They come from diverse professional backgrounds, for example:

- Doctor
- Nutritionist
- Conservationist
- Digital Art
- Media
- International nonprofit healthcare organizations for over 20 years focusing on providing support for HIV/AIDS prevention in youth

Common approaches:

- Research on and conservation of wildlife animals
- Corporate engagement
- Media campaigns
- Policy change
- School outreach
- Companion animal shelters
- Media campaigns

Tactics used: Media campaigns targeting empathy and pity towards farmed animals (instead of moral shock tactics) work well with the Thai audience.

What approaches are perceived to be effective and why:

- Corporate engagement with large food corporations (to adopt cage-free policies) is thought to be effective as it encourages egg producers to expand their cage-free capacity and increase cage-free in the market to replace battery-cage eggs. Many Thai advocates think that advocacy work from NGOs (including for-profit organizations) is the main way to achieve goals, rather than relying on the government to drive the change.
- Some LAAs think that it's important to focus on young children instead of the whole population to cultivate a healthy eating habit that's also good for the animals and the environment. Some organizations provide training to school teachers about a plant-based diet because they think that the teachers can be primary change agents to introduce plant-based education and implement Meatless Monday in schools.

Less explored approaches:

- Legal change (only 1-2 advocacy groups focus on legal change and enhance law

37 And countless unofficial companion animals shelters.

Part Two: Findings Sorted by Country

Thailand

enforcement to protect companion animals).

- Governmental involvement.
- Collaboration between local organizations to exchange information and build volunteer networks.
- Using public figures to spread awareness. Celebrities in Thailand who are vegan or vegetarian are usually not vocal about it.
- Partnering with third parties who issue humane labels and certifications to demonstrate good animal welfare practices on farms.

Socio-political situation: Thailand is generally politically unstable, especially after a military coup in 2014 led by the current prime minister. The government is mostly run by military and ex-military figures, and lèse-majesté laws are used widely and broadly to suppress political activists, which constrains freedom of speech in the country.

Cultural challenges:

- Lack of public awareness regarding the importance of animal rights and animal welfare. This makes the work of corporate engagement more difficult. Companies with Thai executives tend to reject policy changes for animal welfare compared to those with foreign executives.
- Acceptance of vegetarianism or veganism from society. The majority of the Thai population is unaware of plant-based benefits and regards the diet as malnutritious.

Political challenges:

- Absence of government participation. There are also governmental projects that harm non-human animals, e.g., plans to build new reservoirs in protected areas that are habitats for wild animals.
- It's difficult for animal advocates to affect legal change since there's an absence of democratic channels.
- Limited freedom of speech (politically and legally). The Emergency Act limits freedom of public assembly. After two and a half years, it was lifted on October 1, 2022.
- There's a need for the government's cooperation with NGOs to enhance farm animal welfare.
- It is more challenging to negotiate the adoption of animal welfare rules with large animal farms and enterprises as a result of the nation's monopoly economy, which is supported by the government.

Legal challenges:

- There has been an attempt to pass the NPO Bill, which would restrict NGOs' work and allow interventions and permanent suspension from the authorities. It would also impose some conditions on organizations funded by foreign entities. The legislation is criticized for its broad definition, which grants the government the power of interpretation. However, the bill hasn't been officially approved by the House of Representatives yet.

Part Two: Findings Sorted by Country

Thailand

- The Animal Welfare Act in Thailand is criticized for lacking specific examples and using too broad terms. Thus, it doesn't protect animals very effectively.³⁸

Ways to overcome those challenges:

- Including empathy for non-human animals in the school curriculum.
- Forming memoranda of understanding with universities in order to recruit college students as volunteers. They are also the younger generations, who are more concerned about environmental issues. It could also be a good learning opportunity regarding animal justice issues.

Gateway:

- Thai people generally like to follow new trends, especially through social media.
- Plant-based influencers have a lot of followers because they talk about the benefits of plant-based food. Adopting a plant-based diet for health reasons can be a gateway for people to have more awareness about animal justice in the future and to take part in activism or stop contributing to animal suffering in other dimensions of life, e.g., in zoos, cosmetics, and household products.

How to use it: Organizations can use celebrities to draw attention to animal issues or create a new trendy activity for people to follow on social media.

Currently available resources:

- A Thai fundraising consultant organization for NGOs.
- The majority of Thai animal advocates are happy to be contacted for consultations and collaborations.

Resources needed by local advocates:

- A networking entity that coordinates between different NGOs regarding resources, volunteers, etc.
- Lack of funding and stable jobs.
- Training on how to initiate relationships with universities and other institutions.
- Fundraising skills.

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- They could provide financial support for local projects.
- Some LAAs think that more organizations operating in the country can help draw public attention and increase how serious animal justice issues would be perceived by the general public.
- Experienced IOs could strengthen the movement by pressuring the large corporations that have an international presence to accept the global trend and comply with interna-

38 Dorloh, "[The Protection of Animals in Thailand: An Insight into Animal Protection Legislation](#)", 62.

tional animal welfare standards.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- Lack of cultural and legal understanding could be a problem.
- Some organizations have campaigns that are perceived as being overly aggressive or have a public image that does not appeal to the Thai audience.
- Unacceptance from Thai anti-vegans.
- Working in Thailand but not hiring Thai staff or offering low or no compensation.
- Lack of understanding of intersecting social issues. For example, foreign advocates based in Bangkok promote plant-based options purchased from a store owned by a big capitalist company that potentially causes food insecurity and puts many local companies out of business.

Local advocates' perceptions toward international funders: Through the questions they pose when asking for funding, the international donors assist in not only funding the programs but also in developing a more effective strategic plan. In order to increase capacity, it is also important for local animal rights activists to link with international animal rights activists from around the world. This allows them to learn from and share resources, procedures, and lessons discovered by established groups.

Other notes:

- According to the LAAs, the following are the main obstacles preventing Thai people from switching to plant-based food:
 - o Unaffordable price of plant-based meat.
 - o Lack of nutritional knowledge.
 - o Misconceptions about veganism, associating it with religious practices such as the Jay Festival.
 - o People see plant-based alternatives as boring, tasteless foods.
 - o Vegan restaurants are concentrated in major cities only, such as Bangkok and Chiang Mai.

Vietnam

Stage of the movement: 1

Approximate number of organizations: 8 (and various local rescue groups and shelters)

Average number of staff members, paid and unpaid: 10 (both paid employees and volunteers)

Backgrounds of advocates:

- With bigger organizations, there is sometimes the pitfall of only being able to hire people with the relevant technical skill set and experience (project management, for example) for more advanced positions, but those people usually don't have much knowledge about animal justice issues. Many people working for animal welfare organizations in Vietnam see it as just a job.
- With grassroots groups, specifically rescue groups, there is the opposite issue. People may have a lot of knowledge about animal care, for example, gathered from informal experience, but they have to navigate a lot of hurdles to learn how to start and run their own groups or how to hold events or actions. With grassroots groups, the skillsets members and volunteers bring to the table are very diverse.

Common approaches:

- Some street outreach (see more under "socio-political situation" section).
- Giveaways and movie screenings are more appropriate in the cultural context but still very new to the public. People tend to steer away from the topic that's being shown and often turn back to the same questions regarding veganism (often nutrition).
- Corporate engagement has some success.
- Some animal welfare groups work with farmers directly.

Tactics used:

- Petitions and online information campaigns to influence consumer choice (for example, do not buy wild animals or their products). Contests to engage the public and indirectly spread information.
- Some public events, organized and sponsored by local and IOs.
- Working directly with farmers with the goal of reforming the supply side of the animal industry.
- Working with and training government agencies on animal issues. Appealing to different levels of government on specific issues (for example, writing to a local authority, asking them to turn down the project to build a SeaWorld aquarium in the city).

What approaches are perceived to be effective and why:

- Some LAAs choose to work with individual consumers and farmers due to the limited resources and hurdles they encounter when trying to affect legislation, with laws on

animal welfare being lax and not enforced enough. In contrast, it seems feasible to approach individual consumers, reasoning that supply will follow demand, and farmers in order to promote more humane practices (for example by leveraging the concerns of European shrimp importers to enforce change in the shrimp farms of Vietnam).

Less explored approaches:

- **Alternatives:** Alternative-protein companies are focusing on products that mimic the experience of eating meat as closely as possible. Despite the fact that there have always been a variety of faux meats (cheap and plentiful, made in Vietnam or China), they are frequently associated with “temple food”. It meant solely to replicate the look, replace meat in ceremonies, and altar offerings. In addition, the plant-based eating trend has created quite a few chic restaurants and small businesses focused on the health benefits of the diet. So alt-protein and vegan entrepreneurs are trying to make plant-based eating exciting and high-end for the younger generation that’s conscious about social issues but may still be attached to meat.
- **Personal change:** Convincing people to see plant-based diet as a justice issue has been challenging because people often see it as a personal matter and not connected to justice. Even LAAs who want to prioritize animals in their activism find themselves gravitating toward the health argument for veganism because that’s what gets people’s attention.
- **Dominant Institutional Change:** There has been little to no systemic change. There was talk of a city-wide campaign to ban dog meat in Hanoi starting in 2021, which was never followed up on. And people generally do not trust the political and legislative machines to create change.

Socio-political situation:

- Corruption and bureaucracy make any kind of activism very difficult, and more importantly, make people shy away from getting active. Further, people then steer toward for-profit models and other means of “indirectly influencing people to go vegan” to avoid getting involved with authorities. If it’s impossible to register a group as a nonprofit organization (you have to “know somebody” to expedite the process and not have to pay an exorbitant amount of money), for example, then many groups would prefer to operate just as a for-profit entity or otherwise have more limited operations.
- Street outreach is severely limited due to political barriers. There was an Anonymous for the Voiceless chapter with 7-8 regular members (and attracted traveling activists) that participated in Cubes of Truth in 2018-19 but stopped when told they needed a “permit” from local authorities. Some groups or individual advocates have attempted to do activism geared toward university students but have run into the same problem of needing the school’s permission, which tends to involve many steps and meetings.

Cultural challenges:

- There’s cultural stigma associated with activism. The public see activists as incapable of doing any good. They are also likely to dismiss anyone who might disrupt order, especially because people see in the media that western approaches tend to be more disruptive.
- While equity for all humans in Vietnam hasn’t been achieved yet, animal justice seems like a much impossible goal especially when there’s limited time and resources to advocate

Part Two: Findings Sorted by Country

Vietnam

- for animals.
- Although companion animal welfare is gaining supporters (and they generally support other gateway issues like animal-cruelty cases and endangered wild animals), advocates in these spheres sometimes push their cause by underlining the species divide between “companion animals” and “livestock” animals bred for humans. It is unclear whether there will be a natural progression from companion animal advocacy to farmed animal advocacy.
 - Reluctance to take the initiative (though, people are happy to support an already planned event, but they would not start one themselves, even if it were simple). In addition to the cultural stigma against activism, a lot of people in animal justice advocacy don’t have the skills and confidence in public speaking or networking.

Political challenges: Political corruption severely limits animal advocacy.

Legal challenges: (not reported)

Ways to overcome those challenges: First need to overcome cultural apathy. Many individual advocates have come to the same conclusion; softer approaches are needed here, probably having to do with education and starting with younger children. For example:

- There is a vegan permaculture farm school for children that doubles as an animal sanctuary.
- A number of individual advocates are holding drawing contests for children, holding workshops, and working on publishing children’s books on veganism.

Gateway: There is a sizable section of the population that is already vegan, though they are not very vocal about it. Especially in the South, people are already open to eating vegan on at least some days of the week or month (usually based on the lunar calendar).

How to use it: Although the religious connotation of veganism is still strong in Vietnam, the fact that plant-based eating is already a tradition for these people is an advantage. If we can figure out how to access this huge vegan population that we know is there but just doesn’t yet want to get active, advocates can make animal justice issues more salient for people. There is no attachment to meat-eating culture or the status quo to overcome. The more diverse the stories of vegans and vegetarians (some since birth), the more stereotypes we can dispel and the more people we can inspire to change.

Currently available resources:

- New advocates are often very enthusiastic, but that enthusiasm quickly disappears because people don’t know how to channel it.
- There is a coalition to create a network for LAAs to exchange experience, ideas, and opportunities. The coalition has conducted a multi-week training for new LAAs covering the basics of animal justice issues. But there are some problems, for instance most experienced LAAs who could be mentors are usually busy because they have full-time jobs and new LAAs don’t yet see the values of a network like this.

Resources needed by local advocates:

- Community building, activist training, and mentorship—more so than financial support—are very important to new advocates here. People who choose to become advocates often want to do something that’s on the ground and has a direct impact. They find out about an issue that moves them but feel helpless. Furthermore, Vietnamese culture does not encourage resisting the status quo or being open to new ideas (the education system in Vietnam does not encourage students to seek out new information and form opinions for themselves from a young age).
- New vegans and vegan activists usually lack social and emotional skills. If they can’t find community, many eventually go back to eating animals. Those who do activism but cannot find balance are burned out, unable to cope with negative reactions from the public. The Vietnamese netizen³⁹ community can be quite vicious, which is one reason why people are hesitant to speak up.
- There is little knowledge about movement-building strategies, no precedent (there is just no established movement in recent history to learn from), and little knowledge about animal issues that can be used in everyday discourse and in outreach efforts.
- Financial support can be an issue for some activists (especially as there are some teens who have expressed wanting to get involved).⁴⁰

Potential advantages that internationally established organizations can bring to the local advocacy and community:

- Internationally established organizations have credibility when working with government agencies, and local businesses.
- They can provide training to government agencies and policymakers. Training is necessary because, given how young the movement is, in many instances, we are starting from the very basics of animal justice issues and movement building.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- Limited investment in Vietnam means limited employment opportunities, leading to a catch-22 situation in which qualified people are not necessarily advocates, and advocates are not qualified.
- Inadequate ability or willingness to explore cultural context to tailor approaches and campaigns to Vietnam. Often, Asia-wide campaigns or content produced for a Western audience is only translated into local languages.
- The perception of animal justice as a foreign idea, a concept brought here from the West that can be more easily dismissed. The expat⁴¹ community in both Hanoi and Saigon can be its own bubble at times, and there are definitely vegan businesses and events

39 An internet citizen or a user of internet.

40 But advocates believe that this is not the biggest barrier, as the movement is so new in Vietnam that any action, no matter how small, is potentially useful.

41 An individual who lives and/or works in a country other than their country of citizenship (usually temporarily).

Part Two: Findings Sorted by Country

Vietnam

contained within these bubbles that are far removed from the reality experienced by locals, further deepening the public perception of veganism as elitist. Some organizations were also co-founded by expats and had many expat members and attendees. This is not in itself a bad thing, but in the eyes of critics, this may be yet another reason to dismiss the movement.

Local advocates' perceptions toward international funders:

- LAAs are largely unaware of international funders and how to access funding.
- Those who are aware feel like international funding seems to be very much directed toward certain areas and types of activism, for example cage-free, focusing on chickens and shrimp, and high-impact corporate engagement. This means that there is a certain pressure to focus on these areas to secure funding.

Other notes:

- Some discourses and approaches that have been successful in Western and other Asian countries may not work as well in Vietnam, since:
 - Discourse in Vietnam is mainly based on compassion (emotional connection), and not justice aspects as understood in the West.
 - Protesting and boycotting have low potential to be effective approaches. Advocacy groups would need a large supporter base otherwise they would be under significantly high risk on their safety if those campaigns were attempted.
 - Many disruptive direct actions might not be successful because the public would criticize the actions and not receive the message behind them.
- There are not enough LAAs who are actively engaging in local campaigns and many of them are often discouraged. In spite of philosophical differences, there's a need for LAAs to stay united and collaborate.
- Bigger organizations have their own (often single-issue) campaigns to run but will sometimes co-sponsor an event, or an organization can share veterinary services and experience with a local rescue group. But individual advocates, within the movement and across different movements, have been particularly isolated, either intentionally or because they are hesitant to reach out to find community. Advocates being scattered across the country is also a problem for community building.
- Grassroots advocates especially need to prioritize community building, doing activities together to establish rapport. To counter the cultural habit of consuming information passively, organizations can try different ways to encourage learning opportunities, such as an animal rights book club, a space to share ideas more freely.

South Korea

South Korea was not included in the Animal Advocacy Forums 2022 due to our limited network with local activists. However, thanks to Korean animal advocates who agreed to answer some of the questions, we are able to include findings from South Korea in this report.

Operation scales of organizations:

- Korea is small, so almost every organization operates nationally (and is often focused on the capital, Seoul).
- Some IOs have local chapters in Korea, led and operated by locals.

Common approaches:

- | | |
|---|------------------------------|
| - Direct action | - Policy and legal change |
| - Open rescue | - Sanctuary |
| - Rescue and monitoring companion animals | - Vigils |
| | - Online and street outreach |

What approaches are perceived to be effective and why:

- Some LAAs see direct action as the most effective strategy for animal liberation. Because it can both expose the cruelty of animal agriculture and drive political/legal change by showing the government that many people are engaging in this cause through direct action.
- Outreach to different groups is also important to bring awareness and attention to the cause. It can also increase the number of people who participate in direct action.

Less explored approaches:

- Many organizations only focus on working for companion animals.
- Many approaches still center on vegan capitalism.
- Most people in Korea are reluctant to make political statements and emphasize their stances. This becomes problematic because animal justice is seen as another social and political issue. Thus, people refrain from engaging in the topic.
- Korea is also a society that values normalcy. As a result, people avoid standing out or being different from the mainstream carnist society because it causes fear and reluctance.

Cultural challenges:

- Society generally lacks awareness related to animal rights as a whole.
- Dog consumption is still not banned in Korea.
- Young aspiring activists often face ageism and social pressures that hinder them from effectively engaging in animal advocacy. They are expected to dedicate themselves only to their education, leaving them no choice but to spend every minute they have studying, to the point that they barely have time to sleep. This makes it almost impossible for students to have a chance to do activism, even if they want to.

Part Two: Findings Sorted by Country

South Korea

- Korea is a capitalist country, and many vegans are also capitalists. Although some vegan advocates believe that only capitalist veganism is not enough to stop animal husbandry.

Political challenges:

- Because of the current international politics, there're international investments in Korean factory farms.
- President Yoon endorses making a distinction between "dogs for meat" and "dogs as pets."⁴²

Legal challenges:

- Every protest or assembly must be permitted by the police. Even one person standing in a public place with a picket without permission can be sued.

Ways to overcome those challenges:

- Tackle the challenges posed by the administration of the current president, including the movement for his impeachment.
- Strategies of direct action carried out by local chapters of IOs appear to be effective as more people become aware of the concept of animal rights.
- Reclaim food sovereignty.

Gateway:

- The use of guns is illegal in Korea. So it's a little safer for Korean activists.
- Korea is a small country with a large population density.
- There are no Ag-Gag laws that would punish undercover activists for recording footage of inside animal agriculture.
- Compared to other countries, Korea is a relatively racially and ethnically homogenous nation. This, of course, doesn't entail that diverse approaches to activism aren't necessary.

How to use it:

- Illegal actions are less dangerous, so it is safer to fight with the dominant system.
- Much easier to gather.
- Advocates can take pictures and videos to reveal the truth of animal agriculture.

Currently available resources: (not reported)

Resources needed by local advocates:

- There's a need for better ways of communicating about animal activism to recruit more people who are interested. Mostly, the communication is limited to Facebook and Instagram. People who do not use those platforms are thus excluded from participating in the activism.
- Organizations need to know how to clearly address their visions and core values, as well as be more structured and organized.

42 Lee Hyo-jin, "[Yoon draws controversy with remarks on dog meat.](#)"

Part Two: Findings Sorted by Country

South Korea

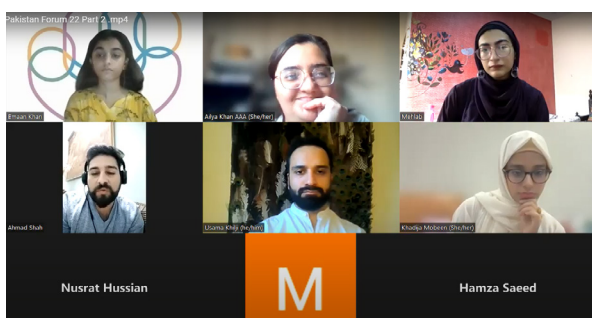
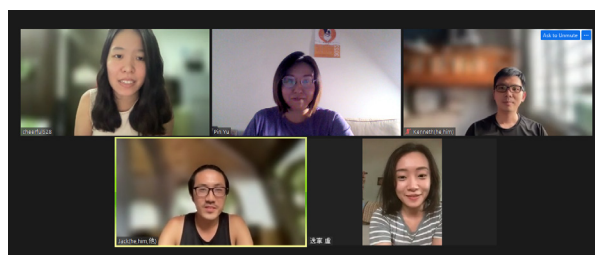
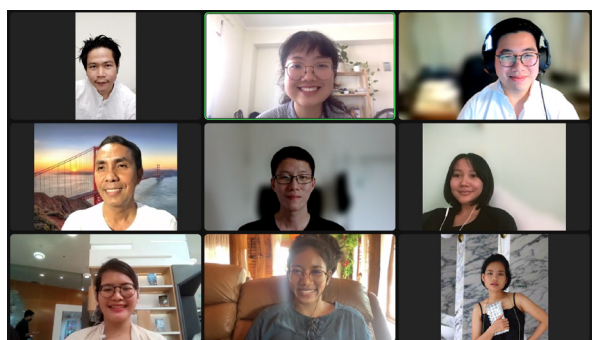
Potential advantages that internationally established organizations can bring to the local advocacy and community:

- Animal liberation is an international movement, allowing us to share the status quo and create more effective techniques.
- The core principles and clear vision of the organization aid in the Korean chapter's self-development.

Potential harms that internationally established organizations can cause to the local advocacy and community:

- Problems arise, for example, when the cruelty-free mark is given to products that actually involve animal cruelty, allowing big corporations to take advantage of it and create misconceptions about cruelty-free.

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Appendix A: Forum Structure by Country

	Total # of Participants	Location	Format / Public or Private	Total no. of Hours	Language	Method of Recording
India	20	Zoom	Focus group	4	Hindi, English	Note taking, Voice recording
Indonesia	50	In-person	Public Forum	5	Bahasa Indonesia, English	Video recording
Japan	30	In-person	Individual interviews, focus group	12	Japanese	Note Taking
Malaysia	5	In-person	Casual meetup (opened to public)	3	English, Malay	Note Taking
Nepal	13	In-person	Interviews	4	Nepali	Note Taking
Pakistan	9	Zoom	Private panel talk and discussions	3	English, Urdu	Note taking, Video recording
Philippines	45	In-person & Zoom	Private forum	3	Tagalog, English	Note Taking
Taiwan	4	Zoom	Interview	2	Chinese	Note taking, Video recording
Thailand	11	Zoom	Public forum	4	Thai	Note taking, video recording
Vietnam	15	In-person	Public forum	4.5	Vietnamese	Note Taking

Appendix B: 8 Stages of a Social Movement

According to Bill Moyer's Movement Action Plan (MAP)⁴³

Stage 1: <i>Business As Usual</i>	<p>Few people care about the issue. Movement's objective is to spread the word and get people to start thinking about the issue.</p>
Stage 2: <i>Failure of Established Channels</i>	<p>Public still unaware and uninterested in learning about the issue, thinking that established structures are taking care of problems. Movements engage in small group actions that are usually unsuccessful in primary goals, but important in raising awareness.</p>
Stage 3: <i>Ripening Conditions/ Education and Organizing</i>	<p>People are becoming interested. New groups are emerging to work on the issue through providing education.</p>
Stage 4: <i>Takeoff</i>	<p>Initiated by a trigger event that brings public attention to the issue.</p>
Stage 5: <i>Perception of Failure</i>	<p>"Two steps forward, one step back": decrease of public attention, demonstrations and policy changes. The movement starts actions of anger and violence and activists stay motivated.</p>
Stage 6: <i>Winning Over the Majority</i>	<p>60-75% of the public agrees on the need to solve the issue. Electoral campaigns and candidate platforms start to include the issue. Self-interested powerholders will try to discredit and disrupt the movement.</p>
Stage 7: <i>Achieving Alternatives</i>	<p>The goal is to recognize the movement's achievements, empower activists to work effectively, and develop a new and better model that fits with their goals and situation.</p>
Stage 8: <i>Consolidating and Moving On</i>	<p>Movement leaders need to maintain and extend achievements. At this point, the successful movement can assist other social movements as well.</p>

43 Rose, "Bill Moyer's Movement Action Plan."