

Plant Forward Campaign in Nine Asian Countries: how a sustainable plant-based lifestyle can improve your health and help animals and the environment

From [Pei Su, ACTAsia](#)

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“I am thrilled that our Plant Forward campaign is entering its third year and that it will be held in nine Asian countries”



Spreading the word in Asia

Campaigns such as [Veganuary](#) and [Meat Free Mondays](#) are popular in many western countries, but as yet, these campaigns are not so well known across Asia. I recognise that in Asia many people are vegetarian for religious reasons but not many are aware of the health benefits of a plant-based diet for humans, animals and the environment. I am passionate about helping Asian nations to learn that by changing the way we live, changing our attitude towards animals, and changing our daily consumption patterns, we can truly make a difference.

This is why we launched Plant Forward – an annual two-week festival that celebrates plant-based living and raises awareness surrounding sustainable consumption across Asia. Plant Forward is an annual joint campaign organised by [ACTAsia's Compassionate Choices Network](#) (CCN), a network of 11 member organisations in nine Asian countries. I am so proud of the unique Asian voice and the drive to work collectively for this campaign.

This year NINE countries — China, India, Indonesia, Japan, Korea, Philippines, Singapore, Tuvalu and Vietnam — will be joining Plant Forward events with a range of exciting and engaging events.

One step ahead of legislation

Having worked in Asian societal affairs for many decades I know how long it can take for legislation to come into practice. The process for bringing about change is typically very long-winded. This is why I believe in engaging the public now about the importance of a plant-based lifestyle so that there is greater 'buy-in' from consumers and businesses. By raising awareness, engaging consumers and providing information now, it will help to pave the way for the success of establishing future legislation, and also ensure that new laws can be enforced. For me this is a 'bottom-up' approach in supporting sustainable living and ensuring that these concepts are deliverable for our future global health.



The power of going plant-based is truly something to celebrate.

What happens over the two weeks?

Every year I am excited to see the wide variety of online and offline events that will be running over the course of two weeks to encourage consumers to explore the benefits of a plant-based diet, sustainable fashion and eco-friendly, cruelty-free living. Activities are hosted by CCN Asia member organisations in their own country and this year will include live cooking competitions, meal-swap challenges and guest speakers.

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Activities will include a 7-day Dairy Free Challenge, Plant Forward Bingo (with prizes!), a 7-day Vegan Challenge, a 10-day Meal Swap Challenge, a recipe competition and cultural cooking competitions.



By adopting daily changes to your diet and lifestyle, you too can really make a difference

Why Plant Forward is a real ‘game changer’

Plant Forward supports the UN’s Global Week to #ACT4SDGs initiative. ACTAsia works tirelessly towards the [UN’s Sustainable Development Goals](#) and **The Plant Forward campaign contributes towards the achievement of TEN United Nations Sustainable Development Goals (SDGs).**

Since launching this unique initiative in 2022, we have seen a fantastic response from our host nations. ACTAsia's 2023 Plant Forward Campaign experienced remarkable growth in its second year by achieving over 10 million views on social media and the campaign gained over 14.5 million impressions. For me, these figures demonstrate the fantastic engagement with the campaign as it inspired Asian consumers to really get involved.

Why not try Plant Forward Bingo?

This year we are excited to launch Plant Forward Bingo! We will be encouraging consumers to complete four in a row on the Plant Forward bingo card and then share it on their country's Plant Forward social media page. Participants will then be entered into a prize draw and for those who complete the whole bingo card there is a separate prize draw for even bigger prizes!



Join us for Plant Forward 2024!

I am thrilled that our Plant Forward campaign is entering its third year and that it will be held in nine Asian countries this year. I am passionate about spreading the word that by adopting daily changes to your diet and lifestyle, you too can really make a difference. And more importantly I am excited that Plant Forward encourages action to improve our global health.

Pei Su is a Chinese sociologist and Founder and Chief Executive Officer of ACTAsia, an international NGO established in 2006. She is a strong advocate of education and training as the main vehicle for long term sustainability, aiming to inspire people to understand and appreciate the world we share, and to take responsibility for the protection and preservation of its inhabitants and resources.