

第六届国际可持续  
时尚零皮草盛典



中国绿发会



英国驻上海总领事馆



时髦圈儿

6th International  
Sustainable Fur Free  
Fashion Festival

2020 <sup>ACT</sup> Asia <sup>ual:</sup> london college  
行动亚洲 of fashion

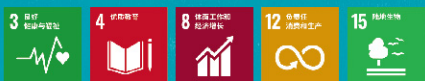
# 同理 新时尚 论坛

# Compassion in Fashion Forum

可持续时尚  
从零皮草开始

Sustainability begins  
with Fur Free

上海 • SHANGHAI • 03.09.20 + 05.09.20





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# Foreword

ACTAsia believes in the power of education as the driving force towards a society with more kindness and empathy. By starting with responsible production and consumption and keeping compassion at the heart of our vision, we can contribute to a sustainable future for all living creatures and our planet.



After the epidemic, more than ever, the world comes to understand the drastic impact of the use of wildlife for food, clothing, medicine, entertainment and experiment. For over a decade, ACTAsia has foreseen the potential threat of these practices within the fur industry.

China is the hub of the global fur trade. Its factory farms produce the largest number of fur-bearing animals in the world, it processes the highest quantity of pelts into garments, and has the biggest market for fur clothing. Hundreds of millions of non-domesticated wildlife such as minks, foxes, raccoon dogs are farmed for fur in China every year; being bred in small cages for their fur, then killed so their fur can be used as part of a full-length coat, coats with fur trim or accessory. Sometimes without our knowledge due to non-existent or poor labelling, fur is used as accessories and home decorations. We need to ask ourselves: is it necessary to carry on using fur, to lead tremendous animal sufferings and cause serious environmental damage.

This is a pivotal time for the fashion industry, with a number of leading fashion brands announcing their intention to stop the production of fur items in their collections, including PRADA Group, Gucci, Versace and Calvin Klein. Through the Fur Free Retailer (FFR) scheme, a large number of high-profile Chinese designers are also making the decision to go fur-free.

Now more than ever, in the midst of a turbulent 2020, we are determined to further promote compassion in the fashion industry, and fur-free is the start of this. It is not only to save animal lives and avoid harm to the nature, but also to prevent ourselves from the suffering of a next epidemic outbreak. With this in mind, for our 6th International Sustainable Fur Free Fashion Festival we are pleased to be joining Fashion Zoo (3rd to 6th September) in Shanghai to collaborate with the aim to spreading the fur-free message to an estimated 50,000 consumer visitors and 130+ brands.

The main theme of this year's forum will focus on the United Nations 2030 Sustainable Goal (UN SDGs): Goal 12, Sustainable Consumption and Production. The discussion topics will include what the fashion industry and key stakeholders' responsibilities are with regards to producing sustainable fashion, and what consumers' needs and motivation are for responsible consumption.

Finally, I would like to offer thanks to the London College of Fashion (LCF), the British Consulate-General in Shanghai, the British Council in China, internationally renowned designer Stella McCartney, FASHION ZOO and SUPER ZOO. Special thanks to all of our speakers' who have supported ACTAsia to date with presentations and promotion of our event. I sincerely welcome everyone to the Forum and hope that everyone actively shares insights and experience with others, enjoys fruitful exchanges and challenges perceptions of sustainability in fashion, for all of our futures and the health of our planet.

**Pei Su**  
Founder & CEO of ACTAsia

## Creating the concept of ecological civilisation, starting with fur free

What is beauty? In the era of industrial civilisation, people mostly used uniformly trimmed artificial lawns, used fake plastic flowers, and exquisite and over-elaborate packaging. The aesthetics of an era are part of the eras characteristics. Excessive demand for resources and the resulting large amounts of pollutants that accompany great material prosperity. It is precisely this situation that has led to the three major crises facing mankind today: biodiversity crisis, climate crisis, and public safety crisis.



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Fortunately, with the understanding of the need for construction of ecological balance, more and more people are realising that doing a good job in environmental protection and changing the previous thinking is an important measure to alleviate and respond to the three major crises.

In 2020, the world was caught off guard by the COVID-19 epidemic, creating a huge impact on the global development. The issue of the domestication, breeding and utilisation of wild animals was brought to the forefront. The issuance of the National People's Congress "wild animal trade ban" has fully and effectively curbed the behaviour of eating wild animals [? I don't agree fully or effectively ]. This is a powerful step and vital, but there is still room for further improvement because of the use of wild animals by humans which directly causes habitat destruction and environmental pollution are not limited to the food use, but also fur production, such as the fur industry.

Fur was once the pursuit of beauty, especially its application in the field of clothing, and even became a symbol of wealth and status. However, it is precisely this aesthetic misunderstanding that has led to a large number of wild animals being hunted and bred in captivity, which has become a link in the industrial product processing chain. Is this really beautiful? Human self-centered pleasures at the expense of destruction and sacrifice are not beauty.

Now we have entered the era of ecological balance, but the battle between industrial and ecological balance will continue, and it affects all aspects of our lives, such as the aforementioned artificial lawns that consumes huge amounts of water to produce, which undermines nature. Plastic production which rapidly turns into garbage goes further to cause a problem that will not biodegrade naturally with more implications for nature, and the problems continue.

Practicing ecological balance and coping with the three major crises require us to make all-round changes, including aesthetics and to replace aspects of our lifestyle with respect for nature and love of a more natural life. This is the beauty of the era of ecological balance.

**Jinfeng Zhou**  
**Secretary General of**  
**China Biodiversity Conservation and Green Development Foundation**



# Event overview

ACTAsia is holding its 6th International Sustainable Fur Free Fashion Festival in 2020, at the Shanghai Exhibition Centre as the official charity partner to FASHION ZOO EXPO. Through this new collaboration the Expo will be launched on 3rd September with Stella McCartney opening the show and we anticipate rich public engagement by celebrating the opening day as Sustainable Fur Free Day and participating in Compassion in Fashion Forum.

## Compassion in Fashion Forum: Sustainability begins with Fur Free

As part of our education programme which promotes the UN's Sustainable Development Goals, in particular, Goal 12: Responsible production and consumption, our annual Compassion in Fashion Forum will be held again with support from London College of Fashion (LCF). It aims to reveal the often neglected true costs of the fashion industry and how relevant stakeholders can contribute to a sustainable fashion future. The agenda this year will be split over two days on 3rd and 5th September, and at each day will consider the wellbeing of people, animals and the environment, as well as presenting endeavours carried out by different stakeholders to ensure a sustainable future for all of us. Each session will be followed by a panel discussion with opportunity for the audience to ask questions. International speakers unable to travel to Shanghai will be invited to join online.

## Sustainable Fur Free Show by Stella McCartney

The spotlight on fur free will be the opening show at the same night from the world renowned successful designer and brand Stella McCartney, underlining how the choices we all can make as consumers of fashion have the power to limit the suffering and exploitation of animals and the damage to the environment.

As a member of Fur Free Retailer (FFR), Stella McCartney will present its 2020 autumn/winter series to demonstrate their philosophy and care for all living beings and our environment. The FFR programme was initiated by the International Fur Free Alliance (FFA: [www.furfreealliance.com](http://www.furfreealliance.com)) to connect companies that do not manufacture or sell animal fur, and for enlightened consumers who want to make compassionate choices in terms of animal and environmental impacts.

## Sustainable Fur Free Day

The opening of Fashion Zoo on 3rd September will be celebrated as Sustainable Fur Free Day, where all guest visitors and brands on that day will commit to not wearing or showcasing any apparel containing animal fur. This is a response to ACTAsia's Consumer Education - Fur Free Lifestyle and brands are also encouraged to join force with more than 40 Chinese brands in the Fur Free Retailer (FFR) scheme.

## Instructions for Participants

Our staff and volunteers, the participants and speakers of this forum come from very diverse cultural backgrounds. To ensure that everyone benefits from this sharing knowledge and experiences, we kindly ask that you respect the instructions below:

- When in the conference room, please turn off your mobile phone or set to vibration mode.
- Please do not take photos of the speeches. Many of the contents are copyrighted.
- Submit your questions prior to the Panel/Q&A sessions in order to ensure these are addressed.
- Smoking is not permitted indoors.
- Dress code: fur free (apparels which contain no fur)

**Thank you very much for your cooperation and we hope that you enjoy the forum!**





# Compassion in Fashion Forum Agenda

First half (1-3PM 03/09/2020)

## 13:00-13:10 Opening

Pei Su | ACTAsia Founder & CEO

Mingsen Yang | Chief Supervisor of CECRPA

Yuong Xiong | Deputy Secretary General of CBCGDF

Robert Butler | Consul Economic and Political, British Consulate-General Shanghai

## 13:10-13:20 Keynote Speech: Future of fashion after the pandemic

**Incorporating future proofing strategies to reduce carbon footprint and consider people, animals and the environment throughout the supply chain**

Rehana Mughal | Director Arts, British Council in China

## 13:20-14:30 Session I: The true cost of fashion industry

### 13:20-13:40 Compassionate lifestyle

**'Woke' consumer and their choice for a fur free lifestyle**

Melissa Hobbs | Founder of The Vegan Company

### 13:40-13:55 Consumers of fashion

**Gap from awareness to action: Education as a way out.**

ACTAsia's Fur Consumer Report

Isobel Zhang | ACTAsia China Co-Founder

### 13:55-14:10 People – Responsible employers within the fashion industry

**Fashion heading towards social change including the consumer 'vote'**

Leanne Mai-ly Hilgart | Founder of Vaute Couture

### 14:10-14:25 Environment – Sustainable development beyond borders

**China's endeavour for sustainable fashion in the global context**

Kehua Hu | Deputy Director of Office for Social Responsibility at CNTAC

### 14:25-14:30 Animal – Animal used in fashion

**The true cost of fur fashion**

Rebecca Cappelli | Director of Let Us Be Heroes

### 14:30-14:50 Panel: How to embed compassion in fashion?

**Future of fashion begins with respect & compassion**

First session speakers and host Jidi Guo (Director at Inner Chapter)

**14:50-14:55 Compassion in Fashion begins with Fur Free - An additional learning goal for higher education fashion students**

John Lau | Associate Dean at School of Design and Technology,  
London College of Fashion (LCF)

**14:55-15:00 Launching ceremony**

Representatives from fashion schools

**15:00-15:05 Closing remark**

Isobel Zhang | ACTAsia China Co-Founder



## Second half (2-4PM 05/09/2020)

### 14:00-14:15 Opening

Pei Su | ACTAsia Founder & CEO

Jane Fu | Co-Founder of Super Zoo

### 14:15-15:25 Session II: Co-responsibility for a compassionate fashion

#### 14:15-14:30 Academia – Driving force for change

**Driving change from within the education system – educating future designers, business owners and media**

John Lau | Associate Dean at School of Design and Technology,  
London College of Fashion (LCF)

#### 14:30-14:45 Corporate – Sustainability for mutual benefit

**Treading a sustainable path with this pair of shoes – courage over profit**

Tina Ting | Marketing Director of Allbirds in China

#### 14:45-15:00 Community – Sustainability within daily life

**Community power and the sustainable way ahead**

Xin Wang | Associate of WorkFace & Co-Founder of Community College

#### 15:00-15:15 Fashion is not just clothes but a way of life

**Wearing a plant-based lifestyle!**

Chloe Lin | Leader of Sustainability at OATLY Greater China

#### 15:15-15:40 Panel: Promoting compassionate manufacturing & consumption

**Sustainability begins with fur free**

Second session speakers and host Jidi Guo (Director at Inner Chapter)

#### 15:40-15:50 Closing remark

Isobel Zhang | ACTAsia China Co-Founder

# Special Launch

## Compassion in Fashion begins with Fur Free An Additional Learning Goal for Fashion Students of Design, Communication and Business courses

Developed by ACTAsia with support from London College of Fashion (LCF)

This is ACTAsia's first collaboration for a sustainable fashion curriculum with London College of Fashion. At ACTAsia we initiate education programmes aimed at children, consumers, and professionals for gradual and sustainable social change. It has been said that fashion is the second most polluting industry in the world, considering its environmental pollution and carbon footprint. The industry also poses a threat to human health, if we take into consideration that textiles and apparels are mostly manufactured in developing countries, where wages are low and working conditions are poor, people are exposed to toxic chemicals in the processing of fur which can leave them with dangerous illnesses. Further to humans, animal welfare is also violated. For example, raccoon dogs, mink and foxes are wild animals that have been captive-bred for the sole purpose of using their fur pelts in fashion. The emphasis here is particularly on China, which is the hub of the global fur trade. The environment does not escape damage here, the chemicals mentioned, the run off from farms, the list goes on.



Fur-free is one of our core values when we promote a compassionate lifestyle at ACTAsia. We have built on yearly campaigns to include annual academic forums and fashion shows to showcase retailers that have gone fur-free in our network of over 40 brands in China, and more than 1,140 brands worldwide. We are proactive on social media in sharing the facts behind fur-fashion, so that consumers can make informed decisions on products they buy. Naturally, we also promote our fur-free retailers to maximise their influence in the industry. Momentum is growing and a market segment that demands fur-free is strengthening globally, as awareness increases and compassionate choices become more influential.

In publishing this curriculum, we wanted to go further to ensure that the next generation of fashion designers, communications or business students are equipped with an awareness of the implications and impact of using fur for fashion. We want the fashion industry to understand how the use of fur has a damaging and potentially catastrophic effect on people, animals and the environment.

We hope this curriculum can help university lecturers and researchers to guide their students to learn about fur-free, to understand the implications of ignoring the risks and the price, and to explore the many desirable and creative alternatives. The next generation of fashion designers, professionals, brands, retailers and consumers should be the pivot for change that we want to see, towards a sustainable, compassionate and fur-free future. We aspire to a future where designers are not only ready and equipped to serve the market with products in line with public demand, but also influential in shaping that demand.

# Forum Speakers

(In order of appearance)

## Pei Su | ACTAsia Founder & CEO

Pei F. Su has an MA in Sociology and is the Founder & Executive Director of ACTAsia which is established in 2006. Since 1994, Pei has been dedicated to helping Asian cultures recognize that compassion towards humans and other animals and respect for the environment enriches lives and communities. She has been active in humane education, animal movement and charitable organisation management for over 25 years and spearheaded various campaigns in Asia. She also has in-depth knowledge and experience in strategic planning and international project management in diverse environments.



Pei is regularly invited to present at international conferences, including 2016, 2017 and 2019 consecutively reports on Caring for Life Education at the University of Oxford, and has published numerous reports and articles on various humane education related studies. To date Pei has received numerous awards internationally and in China.

- In 2020 she was awarded by China Charity Festival for the Best Charity Figure Award for her contribution for charitable work in China
- In 2019 she received the best charitable Leadership in Beijing, by Jiemiao News, Shanghai Media Group's for her contribution to promote sustainable fur free fashion. She received this award alongside of Jack Ma, founder of e-commerce giant Alibaba.
- In 2017 Pei received the CEVA International Award to recognize her personal contributions in humane education.
- In 2007 she was selected by Visible Chinese as one of the achievers in the UK's Chinese Culture.
- In 2004 Pei was the finalist of the best charity figure of the UK Pearl Award.

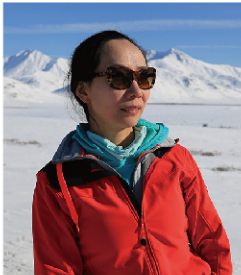
## Mingsen Yang | Chief Supervisor of China Ecological Civilisation Research and Promotion Association (CECRPA)

Apart from being Chief Supervisor at CECRPA, Mingsen Yang is also Editor-in-chief of China Ecological Civilization Magazine, and was the Head and Chief Editor for China Environment News.





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## Xiong Yutong | Deputy Secretary General of China Biodiversity Conservation and Green Development Foundation (CBCGDF)

Intercultural exchange and public diplomacy Media and government relations.

Long-time experience in diplomatic missions of China and the U.S. Research fellow with the Charhar Institute.



British  
Consulate-General  
Shanghai



## Robert Butler | Consul Economic and Political, British Consulate-General Shanghai

Robert is the current Consul Economic and Political at the British Consulate-General in Shanghai since October 2018.

Prior to this role, Robert worked in London in different roles within the UK Government. During this time, he covered issues from UK general election preparation, pandemic influenza, hospital performance, and advising ministers to avoid labor strike action. He has also worked at the Chinese boutique investment bank, Taishan Capital.

Robert graduated from the London School of Economics with a masters degree in Economic History and the University of Nottingham with a degree in Economics with Chinese Studies. He studied Chinese at Fudan University on a Confucius Institute scholarship, and at Beijing Language and Culture University.

His favorite memory in China so far was seeing the 100m final in the Birds Nest stadium during the 2008 Beijing Olympic Games.



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## Rehana Mughal | Director Arts, British Council in China & Counsellor (Culture and the Arts), Cultural and Education Section of the British Embassy

Rehana is the Director Arts, British Council in China. In this role, she oversees a diverse and impactful portfolio of activity designed to connect individuals and organisations from the UK and China to opportunities that build connections, capability and appreciation through and for the arts.

Rehana has over 25 years' experience working in the arts sector both in the UK and internationally. Before coming to China she led the delivery of an ambitious multi-million pound cultural programme for the British Council in the Gulf Cooperation Countries.

Prior to working with British Council, she worked for Creativity, Culture and Education, an international arts education foundation, where she led on a £300 million Creative Partnerships programme. She spent six years working with Arts Council England developing collaborative cultural projects working with artists, theatres, museums, galleries, government departments and teachers in the UK.

Rehana graduated from the Slade School of Art at University College London with a Master's degree in Fine Art Sculpture and later gained a second Master's degree in Museum Studies.



THE VEGAN COMPANY



## **Melissa Hobbs | Founder of The Vegan Company**

Melissa is a committed animal rights campaigner, and the co-founder of The Vegan Company and Meat Free Week. Prior to the launching The Vegan Company, a digital destination for cruelty free fashion, beauty and lifestyle, Melissa launched Meat Free Week, the recipient of two Voiceless grants. Now run by Bowel Cancer Australia, Meat Free Week is a global campaign that aims to raise awareness of the impact excessive meat consumption and production has on animals, the environment, and human health.

Melissa worked on the strategy for the relaunch of the RSPCA's Choose Wisely Campaign, and is currently on the board of 'Til The Cows Come Home, an Australian charity that rehomes unwanted farm animals.

Melissa enjoyed a successful career in magazine publishing, holding senior positions in advertising and strategy at News Limited. Melissa now lives in northern NSW, Australia with her husband, two daughters and a colourful menagerie. Melissa believes there's a huge shift occurring in the way the world views and treats animals and is excited to be part of the global movement driving this.



## **Isobel Zhang | ACTAsia China Co-Founder**

Isobel is a member of Communist Party and holds a Master of Basic Medicine from Sun Yat-Sen Medical University. She has collected over a decade of experience in human resource and corporate management through her years of practice as Human Resources Director. She is also a member of the Mahong Foundation Think Tank. Isobel delivers the Higher Education course titled "Caring for Life Education and Practice" in University of Science and Technology and serves as adjunct lecturer at the Continuing Education School at Guangdong Finance and Economic University and for Aviation Service Professional Education at Haerbing Industrial University in Shenzhen. She is also involved in communities, serving as member of council at Jiayin Left Behind Children Centre. Isobel founded Shenzhen Cat Association, C.A.T Public Culture Ltd, as well as Dalang Friendly Community Promotion Association.



## **Leanne Mai-ly Hilgart | Founder of Vaute Couture**

Vegan for 20 years, Leanne Mai-ly Hilgart is the founder of VAUTE, the category creator of vegan apparel, which in its 12 years has saved about 44,000 geese, 3,000 Sheep, recycled approx. 265,000 plastic bottles, diverted approx. 60,000 yards of industrial fabric, supported hundreds of local NYC (and Chicago) artisans, and spoke out for animals in mainstream press. CNN covered VAUTE's New York Fashion Week show as "Breaking runway history, Hilgart is the rebel of fashion week". "Paving the way for future compassionate designers" U.S. News & World Report, Hilgart is a "fashion mogul without compromising morals" NYLON, "Most Influential Designer" PETA, and a "Gamechanger, embodying courage, creativity, & conviction" Conde Nast. VAUTE was also named "one of the most innovative businesses in NYC" Business Insider, that "proves animal-free fashion can be cute, chic and sexy" Oprah.



## **Kehua Hu | Deputy Director of Office for Social Responsibility & Sustainability Stewardship Director at China Textile and Apparel Industry Council (CNTAC)**

Mr. Kehua HU, Deputy Director of Office for Social Responsibility at China Textile and Apparel Industry Council (CNTAC), also works as Sustainability Stewardship Director in charge of Sustainability Stewardship.



Programs and digital sustainability system development collaborated with variety Stakeholders. Mr. HU is assigned as steering committee member of UNFCCC Fashion Industry Charter for Climate Action since 2019 and co-chair of Policy Engagement Working Group as well. He is also invited to be member of Sustainability Advisory Committee of Kering Group China since 2019, Off campus Master Tutor of Donghua University since 2018 and Chair of Equity Committee of Bureau VERITAS China Accreditation since 2015.

Prior to joining CNTAC in 2008, Mr. HU has worked separately General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) and in Ministry of Commerce (MOFCOM) in China.

Mr. HU holds two European Master Degrees in European Law and in International Project Management with honor awarded Eiffel Excellent Scholarship in France. He participated Executive Development Programs in Tsinghua University financed by China Ministry of Industry and Information Technology in 2013 and received his B.A. in law in China. He speaks a fluent Mandarin, English, French.





LET US BE HEROES



## Rebecca Cappelli | Director of Let Us Be Heroes

Rebecca Cappelli decided to quit a successful career to work in non-profit. Now a sought after public speaker and award-winning filmmaker, her work aims to assist a mass consciousness awakening to alleviate human and non-human suffering.

A French citizen and a mandarin speaking professional, Rebecca has lived in Asia for over 15 years including Beijing, Shanghai, Hong Kong and now Singapore. She works with various non-profit organisations with the project Let us be Heroes to empower people to become a line of defense for their health, the planet and the animals. To date she has spoken at Facebook, LinkedIn, Airbnb, WeWork, as well as prestigious banks and universities. Rebecca holds a master degree in media management, in Chinese language and culture and a Plant Based Nutrition certificate from eCornell.

INNER CHAPTER



## Jidi Guo | Director at Inner Chapter

Born in China, raised and educated in the Netherlands through international programs, Jidi brings a unique cross-cultural point of view on China insights, branding and strategy.

Partnering with brands as Nike, Estee Lauder, Dr. Martens to formulate future-proof brand strategies, she has a finger on the pulse of China's youth and perceptions on lifestyle, fashion and beauty.

In the area of sustainability Jidi worked on laying the foundation of VF Corporation's global natural materials strategy, defining the meaning of sustainability to Chinese consumers for Unilever, sharpening Allbirds' China POV on sustainability / style and stress testing sustainability activations for L'Oreal.

ual: london college of fashion



## John Lau | Associate Dean at School of Design and Technology, London College of Fashion (LCF)

John Lau is the Associate Dean of the School of Design and Technology at London College of Fashion, University of the Arts London. He leads a world-renowned portfolio of programmes in fashion design and technology in clothing, footwear, accessories, jewellery and textiles. As the first ethnic minority and youngest Associate Dean, he continues his mission to be a catalyst for inspiring creative and original work through education. His expertise in fashion education is highly sought after with a strong network of partnerships in Spain, Canada, South Korea and Hong Kong.

John's work draws upon his career in fashion, first as a womenswear designer and pattern cutter for brands in London and his knowledge in design lead to a position of fashion editor and writer for a leading UK men's magazine. He continued to build on his fashion styling

experience in New York City before returning to design in Hong Kong, latterly as a production manager for a supplier of some of the world's top fashion brands.

This extensive experience and broad overview of fashion is utilised in education. A respected visionary leader, John has pioneered teaching sustainability in fashion education. He has become a cultural sustainability expert in fashion design, working towards a harmonious and positive future for everyone connected to the fashion industry: focusing on well-being and sustaining cultural diversity in the community.

John cares for a compassionate future in the fashion industry and is ACTAsia's education champion, working to eradicate the use of fur in the fashion industry by education generations of aspiring designers to make more positive choices for a compassionate future.

Collaborating with ACTAsia to develop an open-source curriculum for University level students studying fashion design, business and media, John has for the first time used his expertise in education with his passion for animal welfare in a way to eradicate fur in the fashion industry. The collaboration will see ACTAsia pioneering an education programme that will directly affect the fashion industry.



### Jane Fu | Co-Founder of Super Zoo



Co-founder of SUPER ZOO, worked at CBSi and has ten years of experience in Internet industry. Co-initiator of Wilderness Guarding, which is a platform for New Domestic Volunteers. Builds a volunteer accompany growth system from scratch, and is committed to promoting the self-management model of volunteers' collective flow, hoping to connect volunteers to achieve free public welfare in the way possible, independent Spontaneous service organization. Since 2018, she has been committed to working with the public and social forces to speak out for many wild animals in China, halting 500 million social projects, and working with IP volunteers to raise nearly one million for organizations.

Co-founded the SUPER ZOO platform in 2020, hoping to become the first stop for nature lovers to meet their needs to discover, learn, and share professional natural ecological content, and is committed to allowing all nature lovers to find the most desirable institution in their hearts and grow with the organization.



### Tina Ting | Marketing Director of Allbirds in China

Tina joined Allbirds in June of 2019 after leading the digital strategy at luxury fashion house Bottega Veneta. Prior to Bottega Veneta, she led the brand launch of Abercrombie & Fitch and Hollister in China as well as Asia Pacific. She was also part of the marketing team that supported the rapid retail expansion at H&M in 2011. Before her experience on the brand side she was leading a team at a media agency serving fashion and luxury brands including Chanel, Calvin Klein, and other lifestyle brands. Tina is a graduate of the University of California Berkeley and earned a master's degree from Polimoda Florence in Fashion Business.



## Xin Wang | Associate of WorkFace & Co-Founder of Community College

Xin Wang, a community expert and coach, is dedicated to the growth and development of WorkFace, a community of entrepreneurs.



WorkFace is a Distributed Autonomous Organization. It was founded in August 2012. The members of the community take "Everyone serves all, learns from all, and all supports all", as their consensus and commits to building an entrepreneurial ecosystem in society. Founded in Shanghai, WorkFace has rapidly spread to 40 cities around the world and become the largest and most pioneering trend in leading community in more than ten cities and provinces.

WorkFace will meet offline every Thursday in each city. It's called a "theme regular meeting." The significance of WorkFace is to build a relationship between people, through mutual trust and support. The original intention was to build a community where entrepreneurs accompany and support each other, and prevent entrepreneurs from becoming isolated. WorkFace also plays an active role, developing leaders of innovative communities and founders of early-stage startups, building a good community atmosphere for entrepreneurs.

Xin Wang has worked in the field of Internet marketing for 10 years and has been dedicated to WorkFace since 2014. In 2016, he started to support the development of WorkFace's urban communities and the training of local convenors. In 2018, he entered the field of rural ecological communities and explored more natural and sustainable lifestyles.



## Chloe Lin | Leader of Sustainability at OATLY Greater China

Chloe has more than ten years of working experience in financial field. She has worked on strategic research and development, project due diligence and risk control in FE Leasing, Citic securities and Triwise capital, with rich experience in investment and integration of industry and finance. She also has abundant resources and practical experience in large consumption field. Investment case: TRANSWARP Technology, LANSUS Technology, INDA BIO, AKESO BIO, INNOV BIO, BIOTIME, etc. M&A case: TOWO Group.



When OATLY entered China at the end of 2017, Chloe was engaged in its financial planning; in 2019, she took the responsibility of business strategy in Asia and sustainable development. She has promoted some projects initiated or co-sponsored by OATLY, such as the establishment of China Plant-based Food Group Logo, HEPING Recycling Program, Silent Barista Charity Project, Barista Growth Plan. Now she is working with customers such as Starbucks and NGOs such as Goal-blue to promote a plant-based lifestyle. She graduated from Xiamen University, University of Surrey UK, Cheung Kong Graduate School of Business and UC Berkeley.

# Collaborative organisation



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China Biodiversity Conservation and Green Development Foundation (CBCGDF) is a leading nationwide non-profit public foundation and a social legal entity dedicated to biodiversity conservation and green development. It is an independent NGO on environment, biodiversity conservation, sustainability and CCAfa ("Community Conservation Area"). It is a member of IUCN and UN's Global Compact, and an accredited observer of UN's IPBES. As the leader of environmental justice, CBCGDF has filed more than 50% of China's environmental public interest litigation (EPIL) cases to date. By far, CBCGDF has funded hundreds of grassroots NGOs and supported over tens of thousands of individuals and hosted many environmental & conservation events around the country to raise awareness as well as encourage and empower the people.

## Organiser



Through Caring for Life Education, ACTAsia initiates programmes for gradual and sustainable change in Asian societies. By educating children, consumers and professionals, we promote kindness and compassion for people and animals, and a sense of responsibility for the future of our planet. We work to cultivate an understanding among children of the interdependence of all life on earth, at a time when global populations are growing and our planet faces its severest challenges yet. We aim to inform consumers about the production processes behind the goods we buy, so that each of us has the ability to make informed choices and take responsibility for our own footprint in the natural world. Our network of professionals in Asian societies is growing, reaching those with access to best-practice knowledge, and the skills to ensure high quality in humans, animal welfare and environmental standards are in place and upheld.

# Supporting organisations

**ual:** london college  
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FASHION  
**ZOO**  
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# Other supporting organisations







## JOIN OUR COMMUNITY!

### THE DECISION TO EMBRACE ANIMAL WELFARE AND GO FUR-FREE IS EASY

Run in over 25 countries around the globe, Fur Free Retailer is the world's leading program to connect fur-free companies to consumers seeking ethical goods. Today, over 900 companies worldwide have committed to stop using fur and become part of our fur-free community.



**INTERESTED TO  
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FUR-FREE LIST  
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