Peace Advocacy Network’s (PAN) Vegan Activist Academy (VAA) certifies vegan activists to be more effective in their community activism for the animals.

Through our initial intensive 9-week online program, participants learned to:

- Create an effective activist strategy
- Communicate about their efforts to multiple audiences
- Fundraise
- Support self and community care
- Build racial equity in the movement
- And more!

“...I didn’t think of myself as an activist at all—just a vegan. Now I feel brave and knowledgeable to go out and do some real activism in the way I’m most comfortable advocating, and I know I can and WILL make a difference! I LOVE PAN Academy and am SO grateful for this class. I can’t express it enough.”
CLASS STRUCTURE

+ **One hour of learning together and discussing the topic of the week.** Participants were given reading materials and thought exercises prior to each meeting through a workbook.

+ **One hour of guest subject matter experts.** Seasoned activists shared their stories and effective strategies related to the topic of the week.

+ **One hour workshopping what was learned in the previous two hours.** Breakout sessions for activists to practice skill sets related to the topic of the week, including mock conversations to improve communication skills and brainstorming questions for mutual support.

During the final meeting, participants presented their individual activist plan to the cohort to further grow in public speaking skills and receive additional ideas for their community plan.

“I love how PAN included safe space for everyone in the Academy. Respecting privacy and cultural differences are huge important issues for me. With this space, I believe this Academy won’t fail to help you thrive in your activism.”

VAA RESULTS

PAN is proud to have implemented our first capacity building VAA, running from February 2022 to March 2022. Participants from all over the world, including Pakistan, Indonesia, and Latvia, have now taken critical activist skills back to their communities.

- **55%** of participants had been vegan for 4 or more years.
- **80%** of participants were new to PAN.
- **64%** of participants had been activists for 1 year or less.
- **100%** of participants were unaware of other community activist training programs.

We prepared passionate vegan activists to be more effective, involve more people, and help promote a peaceful existence.
I was one of those people who never quite knew what they wanted to do with their life. This changed when I discovered the world of veganism, the atrocities that happen behind closed doors and that are being hidden from people. I care deeply for the world, its nature and everyone in it and I want to give a deeper meaning to my life, dedicating my skills to helping others. I have found my passion in life and I want to learn and become better and more efficient at helping animals and people.”
The next Vegan Activist Academy will begin January 8, 2023. Applications are now open: PeaceAdvocacyNetwork.org/Activist-Academy/

> Share slides ahead of meetings to support language barriers and better prepare participants for group discussions.

> Add a tenth week for personal activist plan reflection and midpoint check in.

> Adjust guest speakers as helpful for greater engagement.

> Add ongoing lessons for program alumni to continue learning.

> Additional specific changes to curriculum presentation.

“Deanna and Mo are wonderful mentors and they’ve put together a great course. The weekly meetings were a true joy, giving me the possibility to learn both from many different and amazing speakers as well as from other students. The atmosphere was always so welcoming and safe that it felt like being between friends. I have already implemented many of the ideas that I learned in the VAA in my everyday activism and I will definitely continue using many of the resources that were shared.”

“I won’t ever stop learning as an animal activist. Helping other vegans get active is the next challenge and hopefully I get to connect and encourage my fellow vegan friends to become active, especially in my local community. I want to do this to make myself a better vegan activist for the non human animals and human animals. It’s also crucial to conduct vegan activist workshops for local chapters. Seeing this opportunity in a different time zone and culture makes me realize that it’s not going to be easy but it’s going to be a stepping stone for local activists to show up and learn from each other.”

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