

About #ExecuteAWA

#ExecuteAWA, first and foremost, is a **NATIONWIDE, HUMANITY MISSION** serving to amplify needed integrity and justice for **greater protection and treatment of animals in Malaysia**.

'AWA' is derived from Malaysia's 'Animal Welfare Act' (AWA) 2015.

In memory of Kopi (a gentle-natured stray that was recklessly and brutally gunned down by the local council of Besut, Terengganu on October 6, 2024), and in marking the 10th anniversary since AWA 2015 was enacted, #executeAWA is an earnest initiative free from any affiliation or association, strict with its concept of **Unity, Solutions** and **Volume** - and is firmly uninterested in man-made conflicts.

#ExecuteAWA is a **PEOPLE-POWERED, ACTION-ORIENTED, SOLUTIONS-FOCUSED** movement, with a *fundamental philosophy* that deeply encourages the spirit and mentality for **Collaboration vs Competition**. Its pure focus is on the cause to protect, prioritise and uphold animal welfare, above everything else.

Regardless of manner and capacity, #executeAWA genuinely welcomes opportunities for all stakeholders to participate and contribute to the greater good of animal welfare - an invitation encouraged in a **Strategic and Systematic** manner, structured to propel the best intended outcomes under #executeAWA's objectives.

The **main call-to-action** for this mission is to visit www.executeawa.com to **register as Malaysia's Unsung Heroes** for the following reasons:

1. *To offer animal welfare stakeholders a sense of belonging and a platform to document Malaysia's severe and sincere advocacy to protect, care and uphold greater animal rights in Malaysia*
2. *To represent a collective nation's principal for fair action against offenders who commit animal crimes in Malaysia that are punishable by law under the existing AWA 2015*
3. *To epitomise the strength in numbers of all the incredible animal welfare contributors who committedly (many even silently) demonstrate relentless service-above-self to the cause*
4. *To keep the public informed and aware of Malaysia's decaying status quo on general animal welfare matters*
5. *To personalise and expand the animal welfare ecosystem in the most inspiring ways that keep Malaysia's spirit alive for unity and humanity against animal cruelty*



Who Is #ExecuteAWA?

Decent Humans collectively stand in support of the mission - a genuine society of *Unsung Heroes* contributing from across the animal welfare stakeholders' spectrum. These layers of society are essentially defined by the standards of #executeAWA's mission:

- Any *reasonable* person who is firmly against all and any barbaric acts of cruelty - animals or not.
- Any *reasonable* person who believes in showing respect, kindness and compassion for all living things.
- Any *reasonable* person who upholds integrity, sensibility, and general civic mindedness.
- Any *reasonable* person who believes in facts, that no one is above the law, and dares to demand rightful justice when a crime is committed, and / or a law - violated.
- Any *reasonable* person who has the courage to take action and speak out against something that is unjust, because it is the right thing to do.
- Any *reasonable* person who understands the value and necessity for being more proactive vs reactive, productive vs destructive.

.....

What are #ExecuteAWA's Five (5) Priorities?

1. Data

Document Malaysia's animal-related data (awareness), simultaneously offer proactive information (educational) on one single platform (website) as reference to anyone needing support for animal welfare matters.

2. Collaboration vs Competition

Embody synergy, volume and sincere 'collaboration vs competition' efforts between stakeholders, strictly eliminating all and any show of prejudice, biasness or preconceptions that disrupt the good intentions of ideas and partnerships, ultimately benefiting animals.

3. Lawful Enforcement

Demand fair and lawful enforcement, due diligence and continuity from authorities centred around humane solutions, clear objectives, impactful outcomes and end-to-end commitment.

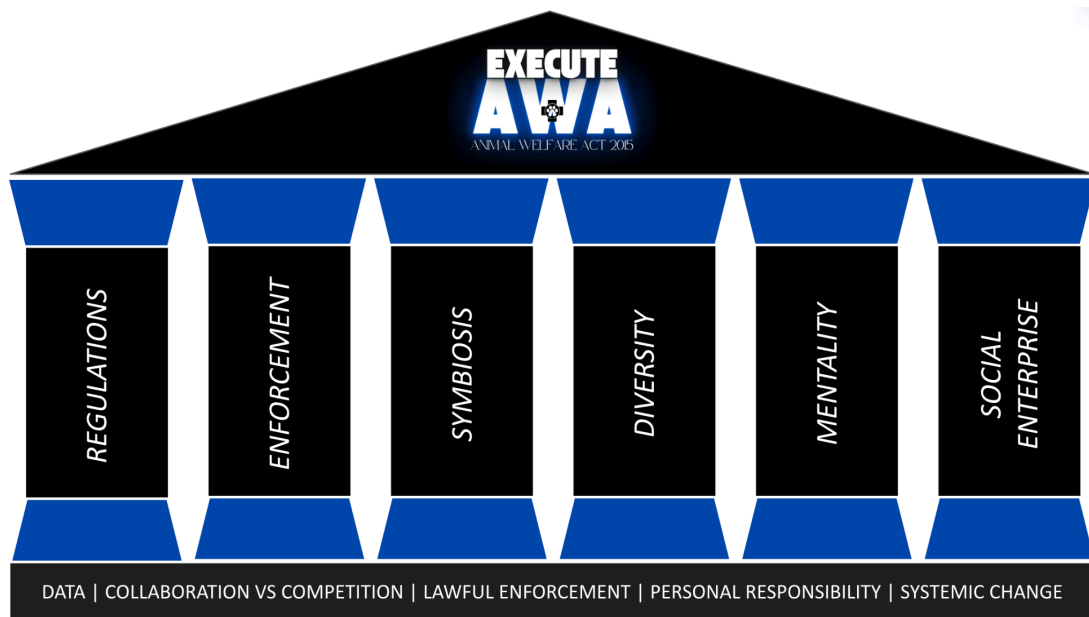
4. Personal Responsibility

Uphold decent human fundamentals (i.e.: humility, courage and personal responsibility) by encouraging ownership to kickstart impact-inducing initiatives that optimise the opportunities and potential roles of stakeholders within the animal welfare ecosystem.

5. Systemic Change

Provoke requirements for a systemic change that transform underlying structures, mindsets, policies, relationships, power dynamics and customs to create lasting, positive and effective impact to animal welfare in Malaysia.

#ExecuteAWA's Focus Pillars:



1. **Regulations**

Compels necessity to identify and address areas of discrepancy in existing regulations that require amendment and / or abolishment, as well as enactment of new policies where necessary.

2. **Enforcement**

Draws attention to the lack of pride, clarity and responsibility from animal welfare authorities at upholding laws that protect animals against abuse, therefore demanding Malaysia's justice system to rightfully hold offenders responsible for animal crimes.

3. **Symbiosis**

Leverages a common goal to cultivate mutually beneficial relationships between animal welfare stakeholders that extend lasting and effective results to the ecosystem, concurrently promoting the mission's exemplary sentiments for unity, responsibility and humanity.

4. **Diversity**

Preserves the value and quality of culture, variation and inclusivity represented by stakeholders from various (social, ethnic, religious, professional, gender, etc) backgrounds.

5. **Mentality**

Focuses on education and awareness programmes aimed at nurturing and deepening philosophies that encourage co-existing concepts based on respect, empathy, compassion and care for all living things.

6. **Social Enterprise**

Driven innovatively with the primary purpose of addressing animal rights and welfare issues through integrative, self-sustaining models that benefit both animals and society, while also generating revenue aimed at financially supporting initiatives that benefit animals.

Why 'Execute' AWA as title of mission?

1. Objectively, the current AWA 2015 entails many areas of effective policies (e.g.: clear stipulation of penalties and punishments for offenders of animal crimes).
 - Therefore, #executeAWA honours and celebrates 'such good' regulations, also fairly recognising the contributions and efforts of previous lawmakers involved in the drafting and enactment of the current AWA 2015.
 - However, there also exist select areas for improvement under the same act that require further amendment or abolishment, *but does not and should not define the entire AWA 2015 as ineffective or useless* (e.g.: Section 30 (2)(e) nonsensically granting immunity to authorities to kill strays for population management purposes).
 - Although such discrepancies compel soonest action to abolish or amend the law, it should still not necessitate an entire reform of the act - especially when it is clear that enforcement is currently one of the major causes for zero accountability to animal crimes. Therefore, no amount of reform is effective without first demanding enforcement from a workforce that should fundamentally demonstrate a 'decent' level of professionalism and humanity in tackling animal welfare matters.
2. Concisely, 'execute' in this mission's title severely implies:
 - the **EXECUTION OF LAWS AND REGULATIONS** under the current AWA 2015 that are unarguably deemed fit and effective for continuous implementation
 - the **EXECUTION OF PUNISHMENT ON PERPETRATORS AND OFFENDERS** that should rightfully be faced with fair prosecution in accordance with penalties and punishments currently stipulated under AWA 2015
 - the **EXECUTION OF HUMAN RIGHTS TO DEFEND THE VOICELESS** in the name of humanity - because if not us, who?

Summary of #ExecuteAWA

#ExecuteAWA is Malaysia's positive, synergistic and uplifting **nationwide, humanity mission conceptualised to empower stakeholders** to defend the necessity for greater animal welfare - an initiative by the people of Malaysia, FOR THE ANIMALS OF MALAYSIA.

The mission's spirit, attitude and execution for ideas and solutions incessantly value empathy, integrity and personal responsibility at ensuring Malaysia takes care of its animals - ALWAYS UNITEDLY AS A NATION.

Its culture shall always remain supportive and encouraging of collaborations and volume for the cause, inviting ownership and leadership from anyone and everyone in their respective rights - without any need for validation nor recognition.

#ExecuteAWA is inherently **uninterested in human politics**, and therefore will automatically disengage from parties who focus, or rather waste efforts on inflaming human conflict.

