

BSAP Engagement Forum – Panel Dialogue (14 June 2014 Saturday) Organized by WGO

Time: 2:20 pm – 2:50 pm Host : Dr. William Yu, CEO, WGO
 Venue: Zero Carbon Building, 8 Sheung Yuet Rd, Kowloon Bay, Kowloon, Hong Kong
 Session: Awareness, Mainstreaming and Creating Shared Value
 Topic: “Is the concept of conservation becoming a mainstream in the society?”
 Panelist: George Jor, Founder, Grateful Green Group and CU Tree Project, BSAP EFG leader

Public Awareness on Conservation

Q: How can we raise public awareness on conservation?

George: First, back to the basics. Conservation awareness begins with education of schoolchildren at the elementary and primary level. Second, we need better environmental laws. Third, make use of social issues as points of interest for discussion and finding solutions, for example, SARS in 2003, avian flu, theft of incense trees and Buddhist pines, protection of our country parks and enclaves, debates on the abolishment of the Small House Policy, food safety, restoration of farmland, water supply, rocketing livestock prices, ivory smuggling, shark fins, overconsumption of meat and world record production of municipal solid waste. These controversial issues can arouse media attention and public awareness. I believe It takes core elements to make BSAP work:

Belonging, Sense, Association and Preparedness

B = Belonging to Hong Kong, our Home

S = Sense of Home

A = Association of life on earth (at Home)

P = Preparedness for tomorrow of our only Home.

Core elements	Strategies and Actions	Matching Support and Resources
1. Belonging to Hong Kong, our Home	Awareness of conservation and the environment begins at home and school right from childhood. Children should be helped to learn the values of biodiversity of our country parks and the natural treasures of Hong Kong and take pride in them.	Government should finance schools to work with green NGOs to promote environmental education in the formal curriculum and as OLE. As a bird watching paradise with biodiversity richer than that of UK, Hong Kong also has a world-class geological park and spectacular country parks within 30 min. to the city centre.
2. Sense of Home	Environmental education should be integrated into teacher training with a sense of “oikos” (Greek, meaning house /home/household) should be instilled in heart and mind of citizens from an early stage.	Government funding for the design of primary, secondary and tertiary environmental education field trip programmes, citizen science, research and outdoor learning activities.
3. Association of life on earth	More incentives to visit urban parks and country parks and to learn the natural resources. Set up the first Hong Kong Museum of Natural History.	Ear-marked grants for the establishment of the first Natural History Museum of Hong Kong with the triple purpose of database, research and education.
4. Preparedness for the tomorrow of our only home Role of Man in Nature? Master? Customer? Steward? Partner? Disciple? Family?	It is a good policy to put conservation before development, but bad policy to reverse the order. The worse policy is to kill the goose that lays the golden eggs. BSAP is of the environment, in the environment and for the environment in the best interest of humankind’s survival.	Integrate BSAP into the Quality Service of Government Departments and their publicity videos. For example, Water Works Department successfully makes use of Zerbrafish to monitor water quality for the people of Hong Kong. They can include their BSAP contributions in their Open Day for the public to know and appreciate.