



Engaging public and community participation through awareness raising and education in protecting critically endangered Spoon-billed Sandpiper in Jiangsu Province



Speaker: Ziyou Yang

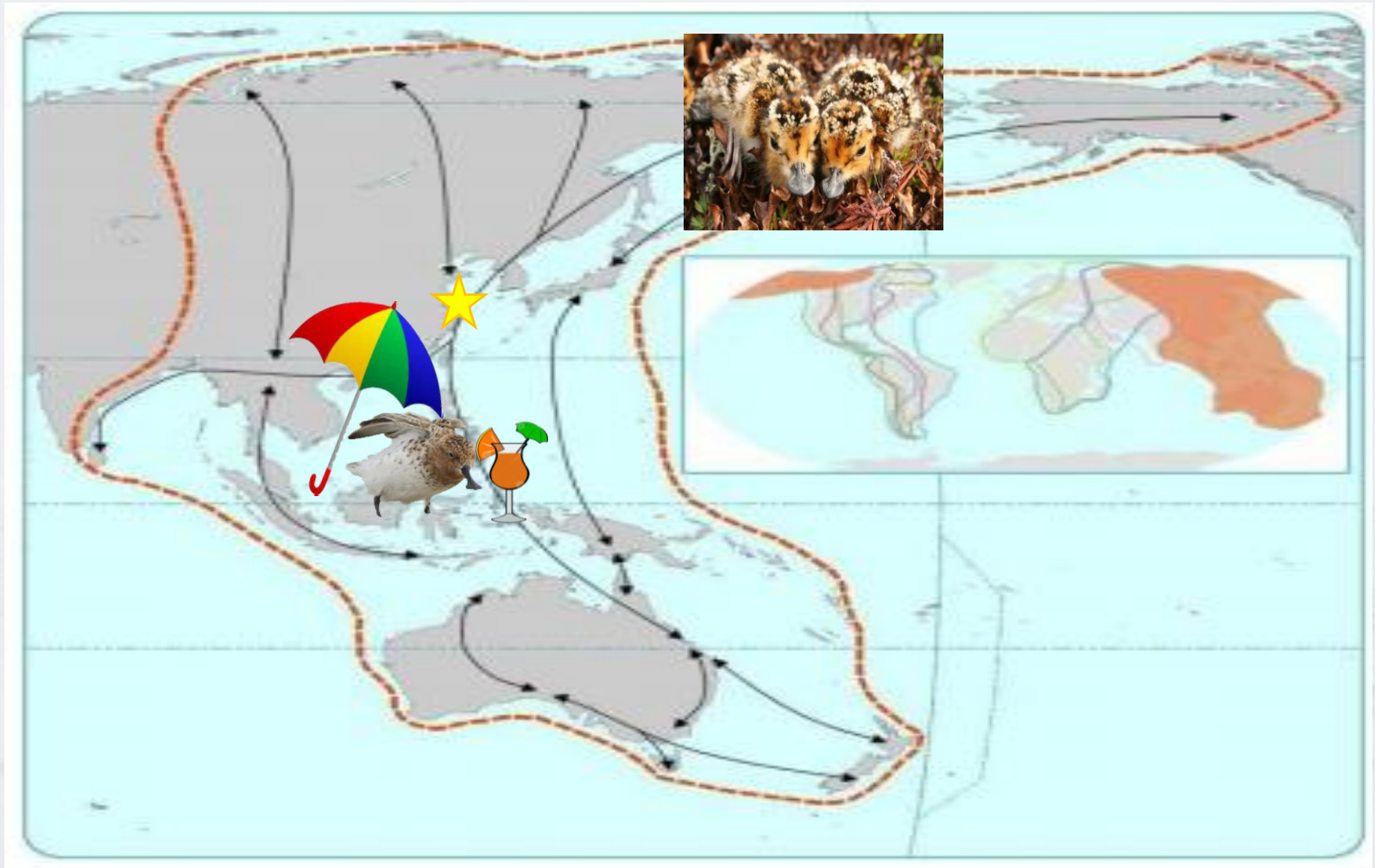


In a nutshell: who are we?



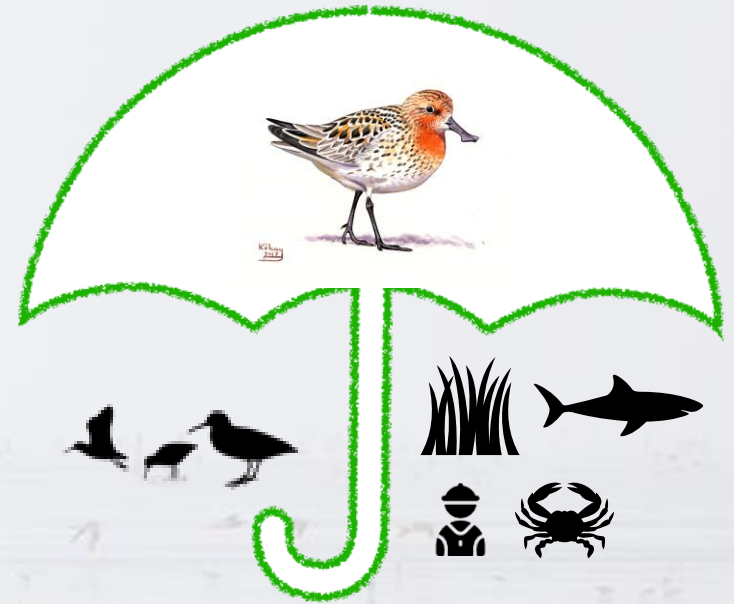


Southern Jiangsu Province: a critical staging ground for Spoon-billed Sandpiper



Our vision

- Safeguard the future of Spoon-billed Sandpiper and all other species that make up the ecological community of the Yellow Sea coast.



What we do: fieldwork along the Jiangsu Coast



What we do: outreach and educational activities



Photo: G Adventures

Only if we understand, can
we care.
Only if we care, will we
help.
Only if we help, shall we be
saved.

— — Dr. Jane Goodall

What we do: outreach and educational activities

Our key target audiences:



Schools

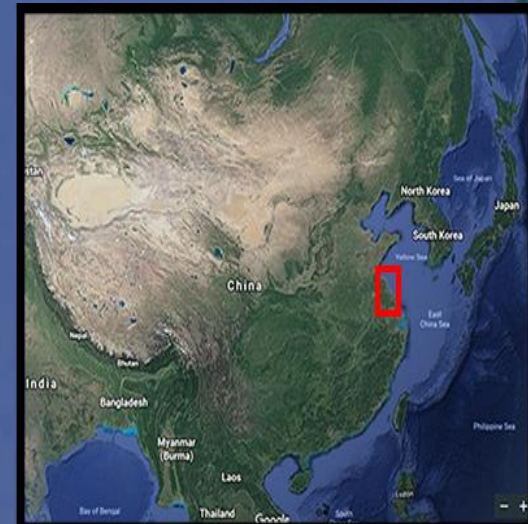


Fishermen



Corporations

LianYunGang (1)



Tiaozini,
Yangcheng (2)



Dongling,
Nantong (3)



Shanghai (2)



Jiaxing,
Zhejiang (1)

Working with
local schools:
students as key
influencers!



Working with schools: students as key influencers!

Think outside of the box! There's so much more than classroom teaching.



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Working with schools: train the trainers!



What we do: outreach and educational activities

Our key target audiences:



Schools



Fishermen



Corporations



Working with local fishermen: the key stakeholder



What we do: outreach and educational activities

Our key target audiences:



Schools



Fishermen



Corporations

Working with corporations



- Public awareness raising

- Fundraising



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What we do: outreach and educational activities



Schools



Fishermen



Corporations



Wider community



Wider public



Date: August 31, 2018
Location: Tiaozini
Reported by: Huajin Sun



Reporting of Color Marking

- In 2018, a total of 65 flag sightings for 33 different individuals were reported by waterbird surveyors and citizen scientists.

What we do: outreach and educational activities



Schools



Fishermen



Corporations



Wider
community



Wider public

Working with wider public: appealing to the hearts!

- Story-telling in popular magazines



- Capsule toys!



Photo: Brain to Life Studio

New activities proposed for next year

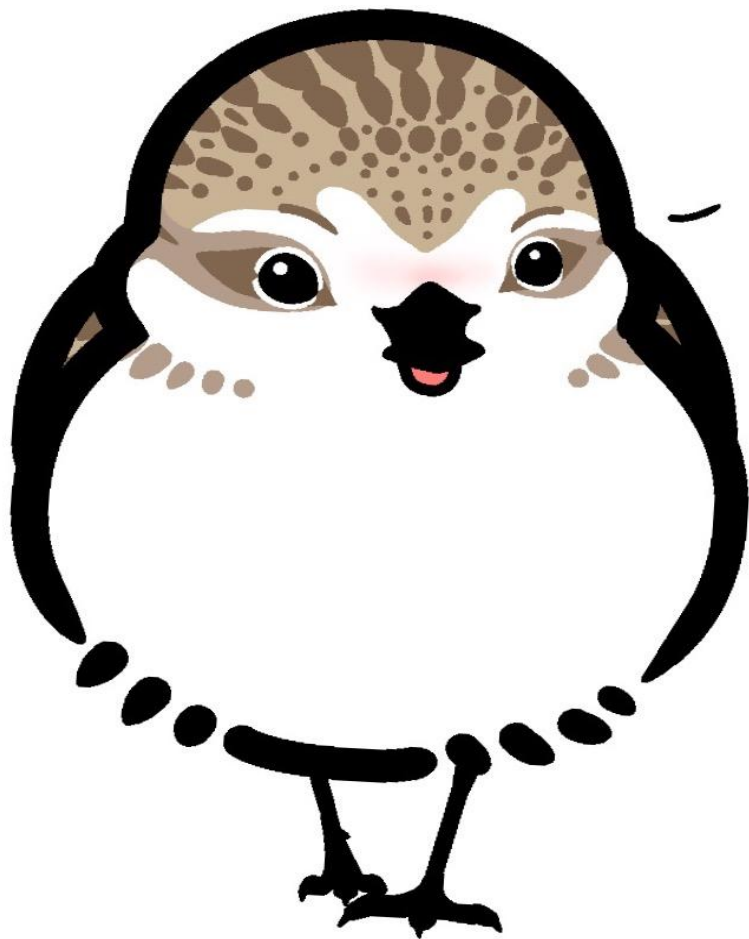
- SBS-themed classrooms
as fundraising products!



New projects proposed for next year

- Shipping container? Epic birdwatching station + Nature centre!





Thank
you!

Credit: Vicky Wei

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