

**Advisory Council on the Environment  
Nature Conservation Subcommittee**

**Communication, Education, Participation and Awareness (CEPA)  
Programme of Hong Kong Wetland Park**

**Purpose**

This paper informs Members the communication, education, participation and awareness (CEPA) programmes organised by the Hong Kong Wetland Park (HKWP). Members' comments on the CEPA programme of HKWP for the year 2010-11 are also sought.

**Background**

2. CEPA programme has been widely adopted by Contracting Parties of the Ramsar Convention as one of the key components for conservation and wise use of wetlands. It also provides means to develop networks, partnership and support knowledge sharing and capacity building.

3. The first Ramsar Resolution on CEPA was adopted at the 7<sup>th</sup> Meeting of the Conference of the Contracting Parties (COP7) to the Ramsar Convention in 1999. The Resolution called for a concerted programme of education and public awareness to increase the knowledge and understanding of wetland values and benefits and to develop action plans towards the conservation and sustainable management of wetland resources.

4. At COP10 to the Convention in 2008, CEPA programme was further improved and elaborated as 'communication, education, participation and awareness' programme with a view to including community participation and education in the programme. The COP10 Resolution on CEPA urged all contracting parties to develop a CEPA action plan as integrated components of their broader environment, biodiversity and education at decentralized level to ensure that CEPA is widely recognized by the community. The Government of HKSAR delivers its obligations with regard to CEPA under the Ramsar Convention primarily through implementation of CEPA programme in HKWP.

## **CEPA Programme of HKWP**

### Objectives

5. One of the objectives of HKWP is to provide opportunities for education and public awareness on wetland conservation. Since its opening in May 2006, HKWP has implemented a series of CEPA programmes to achieve the objective. The CEPA programme of HKWP aims:

- (a) to promote understanding of the wise use of wetlands and wetland biodiversity in Hong Kong;
- (b) to organise education programmes on wetland conservation for schools and the general public;
- (c) to build up public support and develop capacity of the general public for wetland conservation; and
- (d) to support the Wetland Link International-Asia network for better implementation of CEPA programmes across Asia.

6. The CEPA programme of HKWP is in line with the key result areas of CEPA programme under the Ramsar Convention, in particular to help people understand the values of wetlands so that they are motivated to support conservation of wetlands. Details of the operation objectives of HKWP CEPA programme corresponding to the key result areas of Ramsar's CEPA programme are at **Annex 1**.

### Education Programme

7. HKWP produced a wide range of education materials which provided easy-to-use practical tools for teachers to organise school curricula, and serve as references to students in their project studies. The education materials included teaching kits, fact sheets, pamphlets, posters, field guides, exhibition panels, newsletters, e-newsletters and thematic websites. These materials are available for download from the website of HKWP.

8. HKWP organised school and public education programmes on wetland conservation for students and the general public. School education programmes of HKWP included thematic lectures and guided tours in the Park, as well as outreach programme to secondary schools, primary schools and kindergartens. The programmes aimed to increase the scope of school curricula to cover issues related to wetland and biodiversity conservation. In 2009-10, over 950 school

education activities were organised for 48,500 students and teachers.

9. In order to raise public awareness about wetland conservation and promote long-term changes in attitudes and behaviour of the general public, HKWP organised over 6,800 public education activities (e.g. guided interpretation, workshops and public lectures) for 102,500 participants from the general public in 2009-10.

10. Apart from the above programmes, HKWP also organised other public events to foster public awareness on conservation of wetlands and its associated plants and animals. Schools, tertiary education institutes, green groups and local communities were involved in organising the events. In 2009-10, a series of public events attracting 57,000 participants were organised. Details of the education programmes and public events organised by HKWP are at **Annex 2**.

#### Volunteer Programme

11. Since its opening in May 2006, HKWP has recruited over 5,800 individuals and 129 groups as HKWP volunteers. The volunteers received training on identification of wetland plants and animals, skills of interpretation and habitat management. In return, the volunteers provided services in HKWP by leading guided interpretation and conducting habitat management work such as tree planting and weeding in the outdoor reserve area. In 2009-10, HKWP volunteers provided over 6,500 service man-days in the Park.

#### Partnership Programme

12. HKWP developed collaborative partnerships with schools, tertiary education institutes, NGOs and corporations to promote long-term involvement of local communities in wetland conservation.

13. Services provided by the partners included leading guided interpretation and workshops, supporting visitor services and crowd control, and conducting ecological monitoring and habitat management work in HKWP. Some corporations also sponsored visits of the disadvantaged groups to HKWP and provided staff to guide the visits. In 2009-10, a total of 147 tours were organised for 4,864 people in need. Details of the partnership programme in 2009/10 are at **Annex 3**.

#### Wetland Link International (WLI)-Asia Network

14. The CEPA programme under the Ramsar Convention encourages the establishment of “Wetland Education Centres” as the key places of learning and

training about wetlands and wetland-related CEPA, and it has identified the Wetland Link International (WLI) programme of the Wildfowl and Wetlands Trust (WWT), UK as the key organisation to develop this area of CEPA programme.

15. Wetland Link International–Asia (WLI-Asia) was launched in 2005 in HKWP. At present, WLI-Asia has 37 members of wetland centres from 15 countries / places in the Asian region. HKWP has been a core member of WLI-Asia. In January 2007, HKWP supported coordination of the first WLI-Asia Symposium in HKWP. In the same year, HKWP launched the WLI-Asia website at [www.wli-asia.org](http://www.wli-asia.org) to facilitate communication on CEPA activities and resource development among wetland centres in the region. In April 2008, 12 wetland centres from 9 countries / places attended the “WLI-Asia Inter-school Education Programme” organised by HKWP to share the results of their project studies on conservation and wise use of wetlands.

16. In 2008-09, HKWP developed twin centres relationship with the Sungei Buloh Wetland Reserve in Singapore to facilitate exchange of experience and information. A student exchange programme was organised to support exchange visits between secondary schools in Hong Kong and Singapore.

17. The third WLI-Asia Symposium will be organised at the Paya Indah Wetlands in Malaysia between 22 and 25 November 2010. In the Symposium, HKWP will share with other Asian wetland centres its experience of organising CEPA programmes in Hong Kong.

### **CEPA Programme of HKWP for the Year 2010-11**

#### Education Programme

18. A new education programme “Learning at Wetlands” has been developed for the New Senior Secondary (NSS) Curriculum. It aims to facilitate students to achieve “Independent Enquiries Study (IES)” and “Other Learning Experience (OLE)” of the Curriculum. In the programme, students can apply skills of “community services” in the real environment, and acquire “career-related experiences” through job shadowing such as conducting water quality tests and habitat management work.

19. In addition to the existing education kit covering 54 topics on wetland conservation and ecology targeting at teachers and students of the upper primary and lower secondary schools, HKWP is developing a new education kit on liberal

studies for senior secondary school students taking the NSS Curriculum. The new kit will cover topics on rivers and streams, wetlands and tourism, use of wetlands, wetlands and climate change, etc.

### Public Events

#### *Bird Watching Festival 2010*

20. Mai Po and Inner Deep Bay area is an important over-wintering site and refueling station for waterbirds, including the globally threatened species Black-faced Spoonbill, Eurasian Curlew and Baikal Teal. To celebrate the 15<sup>th</sup> anniversary of its designation as a Ramsar Site on 4 September 1995, HKWP will organise a public seminar on conservation of birds and wetlands in Hong Kong on 6 November 2010. There will also be a kick-off ceremony of the Bird Watching Festival on the same day, and a “Birds and Wetlands” Funfair will be organised on 6 and 7 November 2010 to raise public awareness.

21. A series of CEPA activities will be organised upon the inauguration of Bird Watching Festival. The activities will include training classes on bird watching for the general public, the 11<sup>th</sup> Inter-school Bird Race for secondary schools, and collection of snapshots and paper tole artwork on birds.

22. With the support of HSBC Corporation Limited, HKWP will organise an overseas study tour in early 2011 for the winning teams of the 11th Inter-school Bird Race. The students will visit wetland reserves in Singapore and will have the opportunity to work with staff, students and volunteers in the Sungei Buloh Wetland Reserve.

#### *World Wetlands Day 2011*

23. Among the CEPA activities organized worldwide, the World Wetlands Day (WWD) is one of the most important as it commemorates the signing of the Ramsar Convention in Ramsar, Iran on 2 February 1971. On every 2 February, Contracting Parties from all over the world would celebrate this meaningful day with a view to raising public awareness of wetland values and inviting public participation in wetland conservation.

24. Each WWD promotes the conservation of wetlands under a specific theme promulgated by the Ramsar Secretariat, and “Wetlands and Forests” will be the theme for WWD 2011. To celebrate the 40<sup>th</sup> anniversary of the Ramsar Convention, HKWP will adopt the theme “Wetlands and Forests” for production of a thematic exhibition for display in HKWP in January and February 2011. The 5<sup>th</sup> Storytelling Competition for kindergartens and primary schools to be

organised in January 2011 and a musical drama to be produced and shown in HKWP in early February 2011 will also adopt “Wetlands and Forests” as the theme. To conclude the celebration, a ceremony cum prize presentation will be organised on 29 January 2011.

### **Advice Sought**

25. Members are invited to note and comment on the CEPA programmes of HKWP.

**Agriculture, Fisheries and Conservation Department**  
**November 2010**

**Table showing operation objectives of HKWP CEPA Programme corresponding to the key result area of CEPA Programme of Ramsar Convention.**

Operation Objectives of HKWP CEPA Programme	Key Result Area of CEPA Programme of Ramsar Convention (Resolution X.8, 2008) (extract)
<p>(a) to promote understanding of the wise use of wetlands and wetland biodiversity in Hong Kong;</p> <p>(b) to arrange education programmes on wetland conservation for schools and the general public;</p>	<p>Key result 1.1.1 Campaign, <u>programmes or projects</u> have been undertaken with key partners to raise awareness, build community support, and promote stewardship approaches and attitudes towards wetlands.</p> <p>Key result 1.1.2 <u>World Wetlands Day</u> has been celebrated with appropriate national and local events and promotions and resource materials have been distributed, in order to raise awareness of wetland values and functions.</p> <p>Key result 1.1.3 <u>Collaboration with the media</u> has helped to inform decision-makers, key wetland users, and the broader society about the values and benefits of wetlands.</p> <p>Key result 2.3.1 <u>Education centres</u> have been established at Ramsar and other wetland sites to provide focal points for local and national CEPA activities.</p> <p>Key result 2.3.2 The capacity of existing centres at wetlands and the development of new centres <u>to deliver high quality CEPA programmes</u> has been supported and enhanced.</p> <p>Key result 2.3.3 Where wetland education centres exist, the information they present has been reviewed to ensure that it is helping to <u>promote the Ramsar Convention and its wise use principle</u> in suitable ways. The centres have helped to <u>foster communication and</u>, where appropriate, <u>participation</u> among local wetland management "actors" and stakeholders.</p>
<p>(c) to build up public support and develop their capacity to wetland conservation;</p>	<p>Key result 3.1.3 Resources have been sought through appropriate mechanisms to <u>support the training and capacity building</u> identified as priorities through Key Result Areas 3.1.1 and 3.1.2, ensuring that key groups such as women and indigenous and rural communities have not been overlooked.</p>
<p>(d) to support the WLI-Asia network for better implementation of CEPA programmes across Asia.</p>	<p>Key result 2.2.7 An <u>on-line searchable list</u> of CEPA expertise &amp; CEPA Focal Points has been established &amp; maintained to assist CEPA at national &amp; international levels, &amp; this service has been promoted to assist CEPA programmes and activities.</p> <p>Key result 2.3.4 Wetland education centres have been encouraged to <u>participate in the Wetland Link International network of WWT</u> (the Wildfowl &amp; Wetlands Trust, UK) as a mechanism for gaining access to global and national expertise in CEPA and sharing of experience.</p> <p>Key result 2.3.5 Efforts have been made to promote and resource the <u>twinning of wetland education centres</u> to encourage the exchange and transfer of information and expertise among centres in developed countries and those in developing countries and countries in transition.</p>

**Education Programme of HKWP, 2009-2010**

<b>Programme</b>	<b>Activities</b>	<b>Achievement in 2009/10</b>
School education programme	Guided tours for students	826 tours for 21,071 students and teachers.
	School lectures	60 lectures were delivered to 13,329 participants.
	Panel exhibition	Panel exhibitions at 13 schools, reaching 13,000 students.
	Student project study	44 teams from 20 schools conducted project studies.
Public education programme	Guided Tours for the general public	1,071 tours for 13,358 visitors
	Eco-Interpretation Point by volunteers	1,652 sessions for 28,250 visitors
	Enjoy our Wetlands – Guided tours for the Communities	147 tours for 4,864 people in need
	Other guided tours (e.g. overseas groups)	73 tours for 2,132 visitors
	Interpretation and DIY Workshops	3,825 workshops for 45,643 visitors
	Public Lectures	12 lectures for 1,431 visitors
	Outdoor conservation activities	248 activities for 8,103 participants
Public events	Insect Chorus and Lotus Bloom	52 activities for 560 visitors
	Easter Family Excursion	41 activities for 2,645 visitors
	Celebrate X'mas with Black-faced Spoonbill	124 activities for 1,053 visitors
	World Wetlands Day 2010 Celebration and Bird Watching Festival	102 activities for 5,698 participants
	Wetland Cultural Festivals	76 activities for 1,695 visitors
	Dragonfly Festival	217 activities for 11,942 visitors
	Treasure of the Ocean – Green Turtle	135 activities for 27,267 visitors



**Partnership Programme of HKWP, 2009-2010**

<b>Programme</b>	<b>Partner Organisations</b>	<b>Description of Services</b>
School Partnership Programme	<ul style="list-style-type: none"> <li>■ Queen Elizabeth Old Students' Association Secondary School</li> <li>■ The Church of Christ Kei Long College</li> <li>■ Yuen Long Public Middle School Alumni Association Ying Yip Primary School</li> <li>■ Chiu Yang Por Yen Primary School</li> <li>■ Student Affairs Office of HK Institute of Education</li> <li>■ Department of Biology, HK University of Science and Technology</li> </ul>	Throughout the year, students of the listed schools provided interpretation services to visitors in HKWP on weekdays.
Community Volunteer Network	<ul style="list-style-type: none"> <li>■ Civil Aid Service Hong Kong</li> <li>■ Hong Kong Bird Watching Society</li> <li>■ Hong Kong Origami Society</li> <li>■ Youth Ambassador Scheme of Hong Kong Federation of Young People</li> <li>■ Lingnan University – Elderly Academy &amp; HK Police Force “Blue Sky Rainbow programme”</li> <li>■ Hong Kong Girl Guide</li> </ul>	Members of the listed organisations provided services by leading interpretation and workshops, supporting visitor services and crowd control, and conducting ecological monitoring and habitat management work in HKWP on weekends and public holidays.
Corporate Community Service Programme	<ul style="list-style-type: none"> <li>■ The Hongkong and Shanghai Banking Corporation Limited</li> <li>■ Timberland Hong Kong Limited</li> <li>■ AEON Stores (Hong Kong) Limited</li> <li>■ Ngong Ping 360 Limited</li> </ul>	Staff of the listed corporations conducted habitat management work and provided interpretation to visitors in HKWP on weekends and public holidays. Some corporations also sponsored disadvantaged groups to visit HKWP.
Summer Internship Programme	<ul style="list-style-type: none"> <li>■ The University of Hong Kong</li> <li>■ Hong Kong University of Science and Technology</li> <li>■ Hong Kong Baptist University</li> <li>■ City University of Hong Kong</li> <li>■ HK Institute of Vocational Education</li> </ul>	During the summer, students of the listed education institutes provided interpretation and customer services to visitors, and conducted ecological monitoring and habitat management work in HKWP.