



## WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

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**Josephine CHENG**

Hong Kong Wetland Park, Government of the Hong Kong Special Administrative Region, China



### Your Position/Role and Country:

I am part of the management team of the Hong Kong Wetland Park Volunteer Scheme, Hong Kong Wetland Park, Hong Kong, China

### Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)

The volunteers at the Park and the general public in Hong Kong

### Title of your CEPA activity/product

Hong Kong Wetland Park Volunteer Scheme

### When did this event take place/when was your product launched?

First launched in 2002, this activity has grown from modest beginnings to the present day where we have over 450 trained volunteers working at the Park.

### Other collaborators – please identify other organizations that assisted you or were your partners

None.

## What was your key message?

Volunteers are an invaluable human resource in conveying conservation messages across the community.

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## Brief description of your product/ activity / material you used

The Hong Kong Wetland Park has established a volunteer programme to provide essential assistance to the Park in delivering conservation messages to Park visitors and through them more broadly to the general public in Hong Kong.

### What did you want to achieve with the activity? Did you succeed?

The Hong Kong Wetland Park Volunteer Scheme aims at soliciting support from the general public visiting the Park to convey conservation message across the community. The Park's objective is to educate the general public at all levels through volunteer training and services, maintaining a team of conservation ambassadors in the Park, and further engaging others through these ambassadors.

### What kind of impact did this activity/product have on the target audience?

All volunteers receive training before providing services and the training covers all aspects such as wildlife knowledge, interpretation skills, education workshops and field work. Training sessions are provided by the Park staff and training on each skill area is provided. The fundamental training cum experience sessions altogether last for 3 days for basic services and short interpretations of the Park. Volunteers who wish to guide ecotours are required to attend another 3-day course, followed by practical and written assessments. Refresher training on seasonal wildlife at the Park are also available from time to time - e.g. butterflies and dragonflies in summer, birds in winter. Volunteers may register for services including interpretation, ecological surveys, habitat management, childrens' workshops, art events, and park operation. The scheme successfully retains a team of dedicated volunteers and provides a platform for them to devote their time to

wetland conservation. The contributions by the volunteers greatly enhances the services of the Park, thus benefiting the millions of visitors to the Park, both young and old. And it is not just the visitors who benefit - the volunteers also gain knowledge and enjoyment in volunteering and most become supporters of conservation in the longterm.

### Is there a follow-up activity planned? If yes briefly describe

The contributions by the volunteers have been well recognized. An award scheme is now in place to show the Park's recognition of the contribution of the volunteers. All outstanding volunteers will be invited to attend the World Wetlands Day Ceremony each year to receive their awards.

### Why do you identify this as your best CEPA intervention? What makes it stand out?

The Park has received over 7,800 volunteer registrations, and there are more than 450 active volunteers providing services at the Park at the moment. The scheme is a successful example of engaging volunteers to enhance the knowledge and understanding of the community with regard to wetlands.

### What was the source of your funding?

The Hong Kong Wetland Park is managed by the Hong Kong Government. All activities organized by the Park are government-funded.



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