

Case study on NGOs' Roles on Marine Conservation and Coastal Management

Case 3: Shanghai Pudong Yixing

Biodiversity Conservation Research Center

1. Organizational Overview

Shanghai Pudong Yixing Biodiversity Conservation Research Center (上海浦东一苻生物多样性研究中心, hereinafter referred to as Yixing) was founded in November, 2017. The founder and CEO, Hong An, has worked for government agency, real estate company and education field consulting for 25 years, and continually served as hospice care volunteer since 2011. The hospice care experience helped her to find out her deep interest in biodiversity conservation and brought her to set up her own non-profit organization in 2017.

Yixing was a community-based environmental education organization. Its mission is to protect green environment and biodiversity through research, public education and volunteer service.

Currently Yixing focuses on marine diversity conservation. Its main projects are:

- 1) To develop and organize community-based family marine conservation education events.
- 2) To develop and publish illustrated books and brochures on marine biodiversity for kids, parents and primary teachers.

2. Roles Analysis

Yixing concentrated its role on marine conservation in expert role. Yixing's target groups are people living in the communities, especially children, teenagers and young parents. Therefore, the marine conservation knowledge it delivered to the target groups is clear and easy to understand. Its goal is to change people's attitude and behaviour on marine conservation through various interactive community-based environmental education activities.

1) Expert Role

The activities of Yixing's expert role can be divided into two catalogues, public

environmental education and development of original popular science reading.

a) Public Environmental Education

Yixing was established in November 2017, with only 1 full time staff, it has organized more than 12 public environmental education events in 2 communities in just 8 months. The events are all developed by Hong An and 5 part-time/ volunteer researchers and implemented with the help from the local neighbourhood committee (居民委员会) and 3 companies (Hong An's previous employers). The forms of the events are storytelling, lecture, movie show, quiz show, family games, painting, DIY, volunteer service and so on.

Yixing's community activities are quite interesting and creative. For example, one of the activities is named "Paint our Planet Together". The kids and their parents need to make an art piece with the theme of environment protection by all kinds of vegetables. In an activity named "Protect the ocean, little navigators set sail", Yixing gave children the introduction to the history of Zheng He's expedition, all kinds of ships, and the pollutions in the ocean. After the lecture, children need to made their own ship out of a variety of wastes.



The vegetable painting



The DIY toy ship out of wastes

b) Development of Original Popular Science Reading

During the implementation of the public environmental education events, Yixing found that there is no existing teaching material on marine conservation for children and parents. Therefore, they decided to make their own teaching materials, first one is a set of popular science illustrated books on endangered marine animals. The series books named "Marine Treasure Series". The first 5 books of this series will be published in October, 2018. Each book introduces one

endangered species, including harbour seal, seahorse, sea turtle, nautilus and Chinese white dolphin. For next step, Yixing is planning to publish 5 illustrated books on endangered marine species every year and to develop and publish a series of family education brochure on marine conservation. They hope parents can read these stories on marine conservation to their children and improve the environmental awareness of the whole family.



The cover of the illustrated book on nautilus

3. Conclusion

As a start-up, Yixing focuses on its expert role and roots itself to the community. The role and related activities can be summarised in following chart:

| Name | Roles | | Activities | Description |
|--------|---------|--------|---|--|
| Yixing | Primary | Expert | Public Environmental Education | organize community-based family marine conservation education events, including storytelling, lecture, movie show, quiz show, family games, painting, DIY, volunteer service and so on |
| | | | Development of Original Popular Science Reading | To develop and publish illustrated books and brochures on marine biodiversity for kids, parents and primary teachers. |