



# **Project Wildcare 7-07**

## Service Learning

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Single Year

## **Project Overview**

### **A. Areas of Concern**

Singapore is known as a Garden City with emphasis on its many greening efforts and hybridisation of both an urban and green city. However, Singapore's limited land space limits the government to place the pragmatic and urban needs of Singaporeans over the protection of nature reserves. With many developments to allow Singapore to transform into a developed country, this has caused many of these wild animals to come out of their natural habitats and reside in our living space. The public has a lack of understanding and knowledge of our beneficiary ACRES as it is not a government organisation. The root cause of the public's lack of awareness of wildlife conservation efforts and interaction is that the public does not care about our native wildlife and the critical issues they face.

### **B. Underlying Problem**

Given that there is a lack of knowledge about human-wildlife interactions, Singapore's native wildlife as well as wildlife rescue efforts, how might we raise awareness to youths and public such that there will be better coexistence with wildlife and a better understanding of current wildlife rescue efforts in Singapore?

### **C. Challenges Identified**

1. How can we raise awareness for ACRES and wildlife efforts in Singapore, whilst ensuring the general public can still gain insight on better human-wildlife interaction through our events?
2. In what ways can we project ACRES' importance for their wildlife rescue efforts and educate the public on Singapore's endangered wildlife species and their value?
3. How can we ensure that residents and those who often come into close contact with wildlife obtain knowledge on how to react appropriately in various situations?

## D. Plan of Action

<b>Step 1: Setting Up Foundation</b>	
December (2018) - March (2019)	<ul style="list-style-type: none"> <li>● <u>Interaction and visits to ACRES</u> <ul style="list-style-type: none"> <li>○ Building a better understanding of the organisation and how it functions</li> <li>○ Gaining insight into the underlying problem as well as the organisations' needs</li> </ul> </li> </ul>
January	<ul style="list-style-type: none"> <li>● Formation of 50 men strong Organising Team</li> <li>● Goal-setting and allocation of roles to ensure achievable aims and understanding of the project.</li> </ul>
<b>Step 2: Brainstorming and Planning</b>	
January - February	<ul style="list-style-type: none"> <li>● <u>Needs analysis</u> on 100 members of the public</li> <li>● Evaluating based on feasibility and deciding on events needed to achieve our aims</li> </ul>
<b>Step 3: Preparation and Organisation</b>	
March - May	<ul style="list-style-type: none"> <li>● <u>Funding</u> from Youth For Causes and Young Change Makers programme <ul style="list-style-type: none"> <li>○ Seed funding of \$1600 and \$3000 respectively</li> </ul> </li> </ul>
April	<ul style="list-style-type: none"> <li>● Preparation of logistics and merchandise for street sales</li> </ul>
May - June	<ul style="list-style-type: none"> <li>● Liaised with Dempsey Hill and Uncle Ringo on carnival plan</li> <li>● Preparation of logistics and merchandise for carnival</li> </ul>
<b>Step 4: Implementation of Action Plan</b>	
February	<ul style="list-style-type: none"> <li>● <u>Green Nature Trail</u> <ul style="list-style-type: none"> <li>○ 32 participants</li> <li>○ Liaised with Hwa Chong Institution Green Council</li> </ul> </li> </ul>
March	<ul style="list-style-type: none"> <li>● Project Wildcare OT meeting <ul style="list-style-type: none"> <li>○ Educated volunteers on our project's main aims</li> <li>○ 50 volunteers participated</li> <li>○ Help volunteers better understand their roles and commitments</li> </ul> </li> </ul>
April	<ul style="list-style-type: none"> <li>● <u>Exhibition booths</u> held at Bugis National Library <ul style="list-style-type: none"> <li>○ Awareness of animal cruelty and appropriate wildlife interaction</li> <li>○ Introduction to different native animals of Singapore</li> <li>○ Outreach: 800 people</li> </ul> </li> </ul>

<p>June</p>	<ul style="list-style-type: none"> <li>● <u>Street sales</u> <ul style="list-style-type: none"> <li>○ 32 sessions to raise funds for ACRES</li> <li>○ Raised around \$3000</li> <li>○ Outreach: 8,000 people</li> </ul> </li> <li>● <u>Door to Door</u> at Holland Village <ul style="list-style-type: none"> <li>○ Raised awareness for ACRES</li> <li>○ Promotional flyers on reacting appropriately to wildlife</li> <li>○ Reached out to more than 960 households</li> <li>○ Outreach: 3840 people</li> </ul> </li> <li>● <u>Carnival</u> at Dempsey Hill <ul style="list-style-type: none"> <li>○ 400 attendees, raised \$3800</li> </ul> </li> <li>● <u>Kidzania</u> Singapore <ul style="list-style-type: none"> <li>○ Fringe activities and educational booths</li> <li>○ Screening of educational movies</li> <li>○ Outreach: &gt;300 people</li> </ul> </li> </ul>
<p>August</p>	<ul style="list-style-type: none"> <li>● <u>Run with Wildlife</u> <ul style="list-style-type: none"> <li>○ 4th of August at West Coast Park</li> <li>○ Give participants a chance to experience nature, away from the city centre</li> <li>○ Promotion of healthy living whilst coexisting with our environment</li> </ul> </li> </ul>
<p>Jan - August</p>	<ul style="list-style-type: none"> <li>● Updates on various <u>social media platforms</u> <ul style="list-style-type: none"> <li>○ Posts of Singapore's native wildlife</li> <li>○ Publish upcoming events</li> <li>○ Updates on completed events</li> </ul> </li> </ul>

## **Progress To Date**

We have completed up to stage 4 and within the next one and a half months will complete the remaining stage 5, which are mainly long-term initiatives. We plan to hold an escape room @ NLB for free to encourage the public to understand more about the illegal wildlife trade. We have increased public awareness through the turnout of our various events and large-scale outreach to the people.

## **Project Outcomes**

### **1. Accomplishments**

We have raised over \$10000 for ACRES through our street sales, carnival and crowdfunding platforms. We had over 50 organising team members and 120 volunteers for our street sales. During the street sales, the volunteers feedbacked that they gleaned much about ACRES and wildlife conservation. Many of them also brought their own friends to volunteer, helping us expand our outreach to students from other schools. For the exhibition, we have an estimated outreach of 500 public members. For the carnival, we sold over 400 tickets and reached out to more than 500 members of the public who were present at the event. Therefore in total, we have reached out to approximately 8000 people including events such as door to door as well as street sales.

### **2. Reflections**

Throughout the entirety of 2019, the core team has been meticulously working hard in hand with ACRES to fulfil our underlying problem and enrich the minds of the public. We, as a group, have collectively gleaned much throughout this thought-provoking process.

When we first joined Project Wildcare late 2018, we were clueless about what we wanted as our outcome. After much discussion, we settled on public awareness, mainly through various public events. Although it may seem at first glance that we may not have had a direct impact which benefits ACRES main objective of wildlife rescue efforts, we personally feel that by educating the public of various wildlife issues relevant to Singapore, we are able to kickstart a paradigm shift in the way Singaporeans view our native wildlife. Ultimately, if we are successfully able to change the mindset of all Singaporeans, ACRES would have a much easier job in wildlife rescue efforts and can also focus their efforts in other more pertinent issues such as the revitalisation of green areas in Singapore.

This ambitious goal within a short span of a single year is unachievable. This can clearly be seen through our interaction with the public where some they still seem reluctant to acknowledge our native wildlife as a vital part of Singapore's ecosystem. Ultimately, even though we have may not have made a substantial impact to educate our society on our attitude towards wildlife, a long term approach through the passing on of this project to future batches is critical in ensuring the public are constantly educated and reminded of such a pertinent issue and it is not to be overlooked.

## **Scope of Impact**

Community impact: Members of the public learned more about how to respond to wildlife. We have also educated the public on possible actions when encountering wildlife to ensure both parties come out unharmed. We hope that the public is more inclined to choose animal-cruelty free products and know what to do when they encounter wildlife.

Community involvement: We managed to recruit 50 OT members from 13 different schools, who assisted us in our events. The OT members were key in ensuring the success of the project and the running of the events. Through a briefing conducted by us, the volunteers became more knowledgeable about our cause and inspired to contribute their time and effort into our cause.

Resolution of Area Of Concern/Underlying Problem: Given that there is a lack of awareness about human-wildlife interactions, we have raised over \$8000 and reached out to around 3000 members of the public through our activities, completing aims of our project. More importantly, we plan to pass down the project to our juniors in the future. We hope that future batches will be able to build on this foundation, to provide a sustainable, long term solution to the lack of awareness of responding to local wildlife and to ensure the continuity of ACRES' efforts.