



Project Wildcare

7-17

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Single Year

1. Area of concern

Illegal Wildlife Trade (IWT): Unceasing wildlife trading has been detrimental to wildlife. Singapore is a major transit hub for the illegal wildlife trade as its strong connectivity attracts syndicates to move products through its shores (WWF, n.d.). Thus, Singapore must play its part to regulate wildlife trade.

Human-Wildlife Interaction: More wildlife appearing in urban spaces has led to increasing human-wildlife conflicts. As most of the public do not know how to interact with wildlife, they may feed or accidentally provoke them, causing unnecessary harm. Furthermore, most Singaporeans surveyed felt that wildlife which entered their living spaces should just be translocated, which is an unsustainable solution going forward (Liu, 2019).

Cruelty-Free Lifestyle: Many Singaporeans are unaware of how their consumption habits come at the expense of animal exploitation, and lack knowledge of animal-cruelty free choices. Every year, billions of animals suffer and die as they are killed for their skin or wool to be made into clothing and accessories (ACRES, 2015).

2. Underlying problem

Given that there is a lack of knowledge on how to interact with wildlife that enters our urban spaces, coupled with an increase in the consumption of cruelty animal products and the prevalence of illegal wildlife trade that threatens the welfare of wildlife; how might we educate the general public through the use of online resources and raise funds to support ACRES' efforts in protecting wildlife, so that there will be greater understanding of animal conservation in Singapore, and ACRES will be enabled to further their cause respectively?

3. Plan of Action

Date	Actions
Phase 1: Laying Foundation	
December 2019	Meeting with ACRES <ul style="list-style-type: none"> ● Outline the direction of the project ● Learnt about their rescue efforts and challenges
January 2020	Formation of 97-man Organising Team
March 2020	Needs Analysis <ul style="list-style-type: none"> ● Survey regarding the public's awareness of wildlife in Singapore
Phase 2: Brainstorming and Planning	
February 2020	Brainstorming on products to help our cause
February - June 2020	Designing of products <ul style="list-style-type: none"> ● Merchandise (stickers, tote bags) for fund-raising ● Card game & block game ● Interactive Digital Display ● Game-app ● Website
April 2020	Application for Citi-YMCA Youth for Causes Grant <ul style="list-style-type: none"> ● \$1600 seed fund ● Licence to conduct fundraising events
Phase 3: Execution of Action Plan	
January - September 2020	Social-media posts <ul style="list-style-type: none"> ● Educate the public on: <ul style="list-style-type: none"> ○ The plight of wildlife ○ How to deal with them
April 2020	Setting up of fundraising portal https://give.asia/campaign/project-wildcare-2020#/
July 2020	Merchandise production <ul style="list-style-type: none"> ● Ordering from vendors ● Releasing pre-order forms

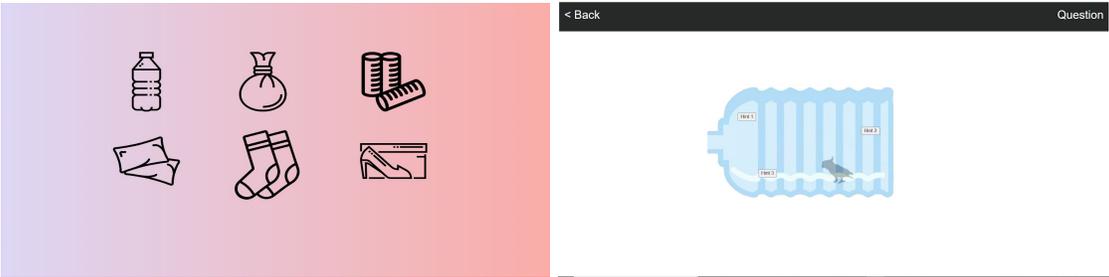
	Production of card game and block game
August 2020	Dissemination of card game & board game Completion of game-app & IDD Publication of website

4. Accomplishments

4.1.1 Products

We have created 5 educational resources for ACRES to further our cause:

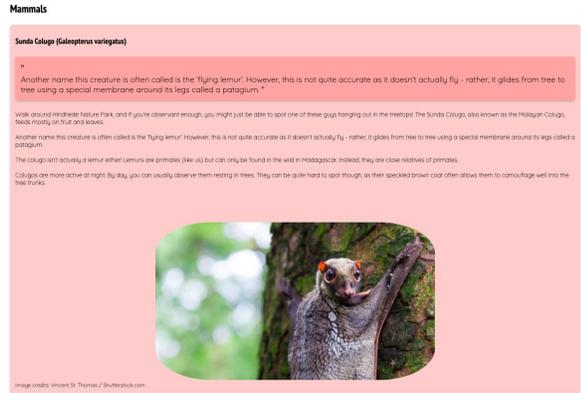
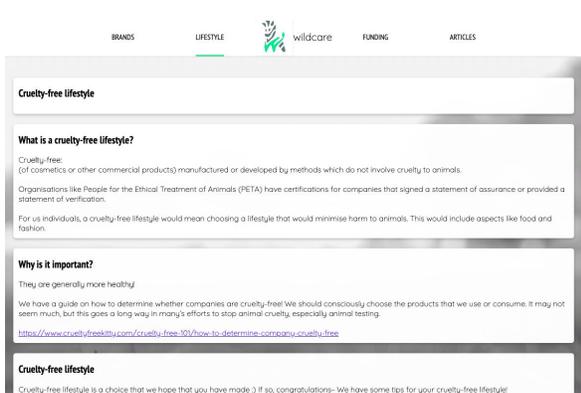
1. An **Interactive Digital Display (IDD)**, showcasing animals and how they are commonly smuggled, raising awareness so that people avoid supporting products of IWT. It will be used in ACRES' Education Centre to educate visitors.



2. A **Game-app** where players can control a character in their quest to find poachers and save animals while learning facts about illegal poaching.



3. A **website** featuring cruelty-free lifestyle guides as well as articles written by our OT members. (www.projectwildcare.epizy.com)



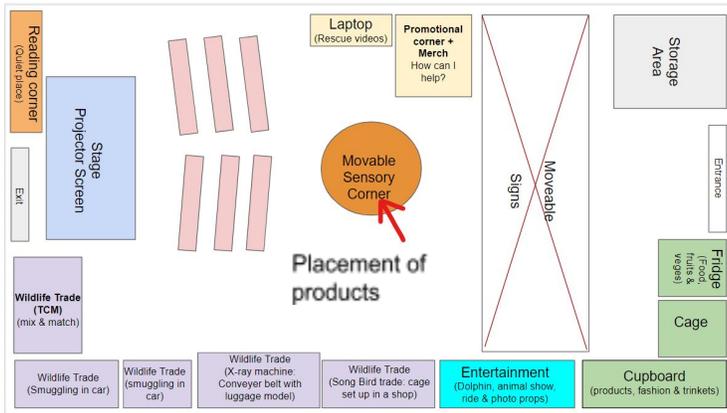
4. A **fit-a-block-into-the-hole** game created using laser cutting, targeted at children and teaches them about cruelty-free choices. This will be used by ACRES to inspire children to lead cruelty-free lifestyles.



5. A **card game** centered around "Poachers" vs. "Animals". it will help students better understand the suffering of the animals and why poaching is wrong.



4.1.2: Impact of products



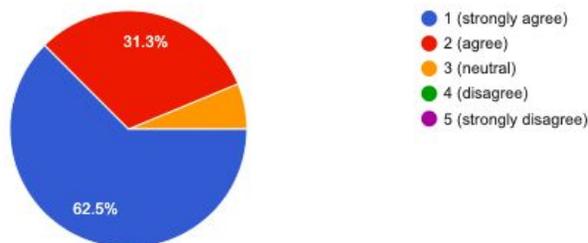
The IDD, block and card games will be installed at ACRES’ revamped Education Centre, and used during educational talks at schools. Though COVID-19 has rendered visits to ACRES’ Education Centre impossible, all the resources have already been passed to ACRES and

will be there to stay for the near future, being part of their revamp for the long term. Our products will be used by ACRES to educate visitors about the IWT, cruelty-free lifestyle etc.

We ran a pilot test on 40+ participants. The IDD, game app, and block game were effective, with 90+% of participants claiming these products managed to educate them on the illegal wildlife trade and inspired them to try out a cruelty-free lifestyle.

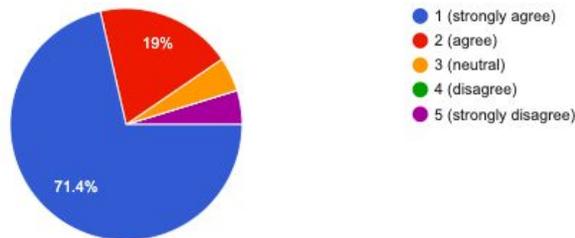
On a scale from 1 (strongly agree) to 5 (strongly disagree), how strongly do you agree with the following statement: "The game app was effective in helping me to learn more about illegal poaching and the illegal wildlife trade" ?

16 responses



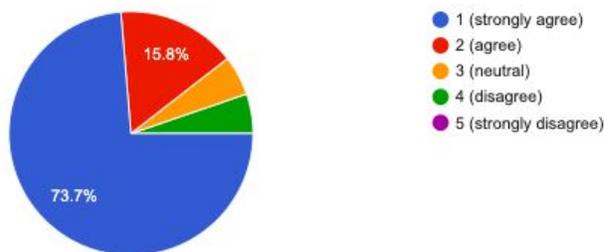
On a scale from 1 (strongly agree) to 5 (strongly disagree), how strongly do you agree with the following statement: "The IDD was effective in helping me to learn more about the illegal wildlife trade and the ways in which wildlife are smuggled" ?

21 responses



On a scale from 1 (strongly agree) to 5 (strongly disagree), how strongly do you agree with the following statement: "The block game has inspired me to try out a cruelty-free lifestyle, in part or in whole" ?

19 responses



4.2.1 Outreach and its impacts

We held two virtual tours with 54 participants in total. The tours provided a behind-the-scenes look into ACRES' operations, opening participants' eyes to the plight of Singapore's wildlife. Participants feedbacked that it was "enriching and eye-opening", and even motivated them to try out cruelty-free lifestyles.

ACRES' lack of funding during this crisis prompted us to start our GiveAsia page, where we raised \$1177. We also designed merchandise, which has gotten 26 orders and raised \$245 in total. Our social media account has 1000+ followers, and educational posts on dealing with human-wildlife interactions have garnered ~100 likes each.

5. **Reflections**

Throughout the course of designing products, we constantly reflected on our approach and amended them from our first draft to what we have today. Overall, our project was successful in raising awareness and fundraising. Despite COVID-19, we managed to adapt and overcome the challenges using innovative online resources. Since our education aspect revolves around creating said resources, it may take time for their effectiveness to be fully evaluated. Nonetheless, our resources offer something unique - continuity. Our virtual tours were also largely successful, and in hindsight we should have held more of such online outreach sessions.

Our core team was exposed to behind-the-scenes actions of ACRES - how they rescue and rehabilitate injured animals. We learnt what ACRES truly is about, which has dispelled our assumptions of ACRES being just like SPCA. Through working with ACRES, we learnt that human actions can lead to adverse consequences on wildlife. This knowledge is important in attaining peaceful co-existence with animals. In hindsight, one area we could have improved on would be mobilisation of OT members. While some OT helped with designing Instagram posts and merchandise etc, most were under-utilised. If possible, we would have used the size of our OT to help spread our message to a larger audience.

References:

1. Live Cruelty-Free. ACRES. (2018, February 7).
<https://acres.org.sg/campaigns/current-campaigns/live-cruelty-free/>.
2. Illegal wildlife trade.(n.d) WWF International.
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3. Liu, V. (2019, July 26). Most Singaporeans not so wild about wildlife neighbours.
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