



Flagship Program of the Jane Goodall Institute China

Roots & Shoots Program

- Jane Goodall, Founder
- Environmental education program
- Ages 6-24
- 22 years in China



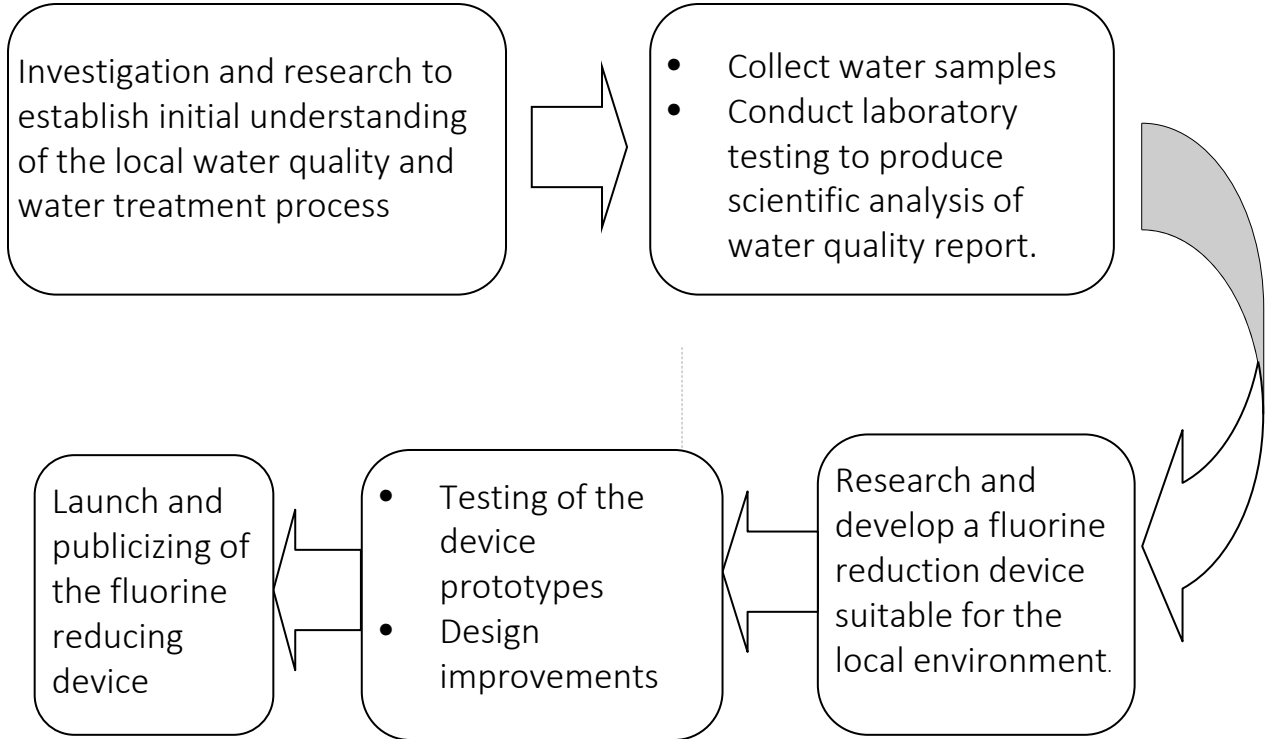
Local Grassroots Action

- R&S university groups
- Local environmental issues



University Group in Action

- Lanzhou Jiaotong University
- “Reduce fluoride Action”



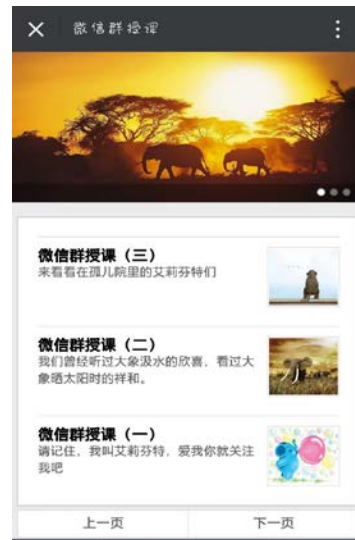
Wildlife Campaigns

- Part of a bigger movement
- Anti-shark fin
 - 170 universities, 57 cities
 - Government ban



Wildlife Campaigns

- Anti-ivory
 - Online tools





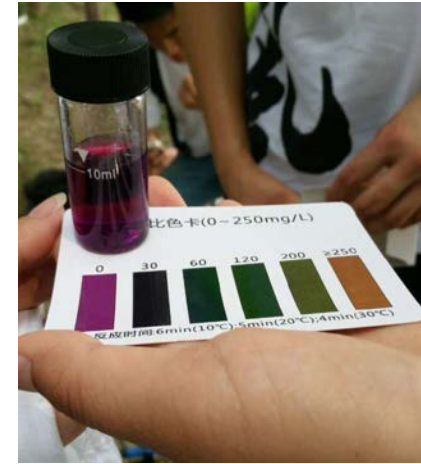
2013 National Survey: University Students & Community Activities (公益活动)

- 1,534 students, 46 universities in 21 cities
- Focus groups

Key Findings

- Gap between concern & participation
- Idealistic but want new skills
- Limitations depending on location

Gap: Awareness vs. Action



Obstacles & Positive trends

- Part of hot topics
- Social media
- Online tools
- Right engagement structure

Long-term Impact



Executive Director, Friends of Nature



R&S Teacher,
Lvyan School,
Beijing Normal
University



Assistant
Manager,
Greenpeace
China

Any questions?



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