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”

- Investigation and research to establish initial understanding of the local water quality and water treatment process
- Collect water samples
- Conduct laboratory testing to produce scientific analysis of water quality report.

- Launch and publicizing of the fluorine reducing device
- Testing of the device prototypes
- Design improvements

- Research and develop a fluorine reduction device suitable for the local environment.
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

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Any questions?

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