



# Stop Pink From Going Extinct!

## Group Members:

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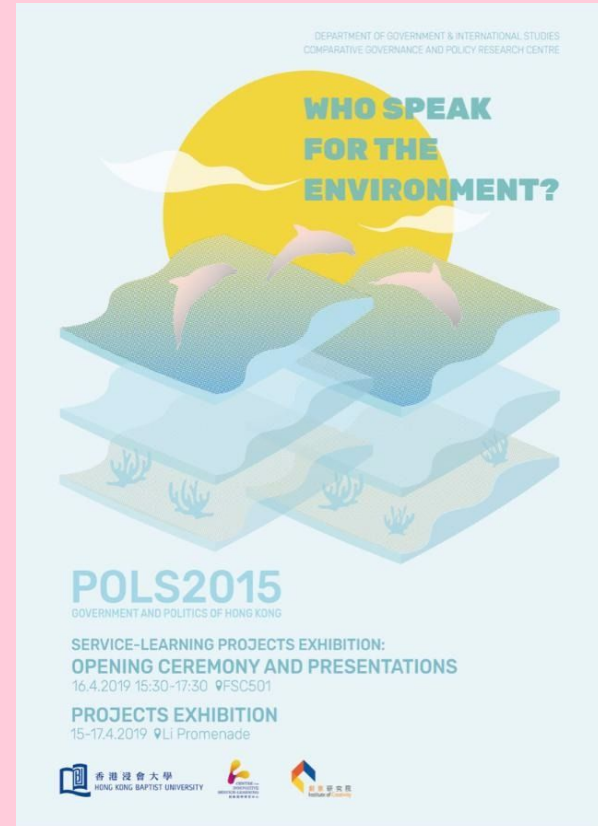
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YANIV Juliette

# Outline

1. *Introduce the title of the project*
2. *The project's focus and why*
3. *What we found out*
4. *Advise people to do / not to do "to make a difference".*



# Introduction

Title: *Stop Pink From Going Extinct*



- *Stopping The White Dolphin From Going Extinct*

*Stopping* → *StopPink* → *Stop Pink*

- *Pink = White Dolphins*

*Symbolic Meaning*

*White Dolphins' colour will turn into pink when they grow up*

- *Slogan of our campaign*

# Project's Theme

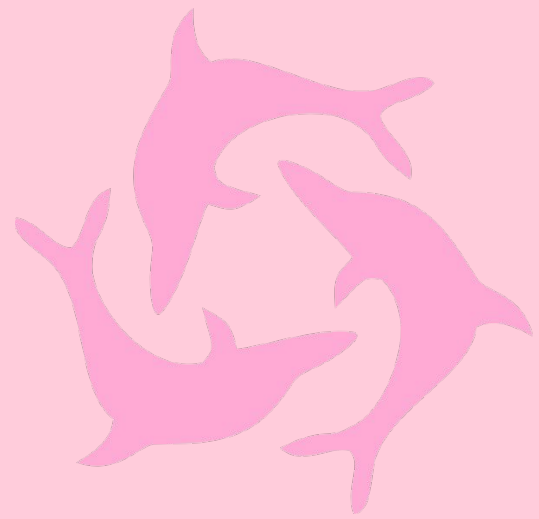
*Contributing to the Hong Kong Marine Issue*

- *Raising public awareness on this issue*
- *Make more people cherish our marine environment*
- *Increase public support and understanding on the issue*

**1. HOW SHOULD WE START?**

**2. WITH LIMITED TIME AND RESOURCES,**

**WHAT SHOULD WE DO TO HAVE THE BIGGEST IMPACT?**



# Main Focus: White Dolphin Issue

→ Popularity

Perfect starting point for educating and engaging the public in order to help protect the precious marine ecosystem.

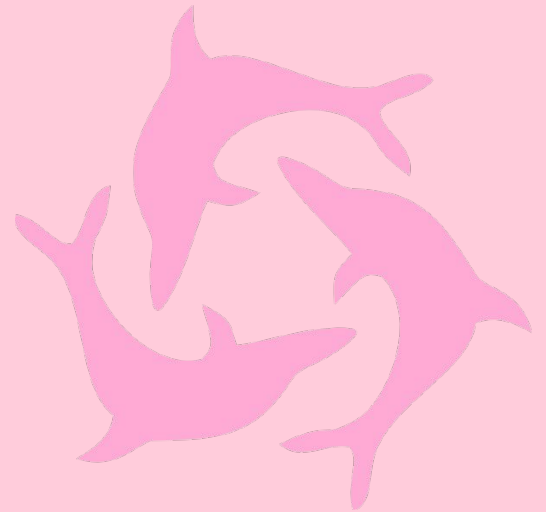
→ White dolphins are now facing huge threats:

Decreasing in our local waters at an alarming level

2012 : 88      2018 : 47

→ Save them before it is too late!

→ Gathering the opinions of the public and then reflecting them to the government



Leaflet

Hong Kong Baptist  
University

# STOP PINK FROM GOING EXTINCT!

During the past few decades,  
White Dolphin numbers have  
been decreasing in local waters  
at an alarming rate!

**PLEASE SAVE US!**

For more details, visit:  
[www.wwf.org.hk/en/reslib/species/chiwhitedolphin/](http://www.wwf.org.hk/en/reslib/species/chiwhitedolphin/)



Hong Kong Baptist  
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## 保護海洋 如箭在弦

近年幼豚在香港出現的次數減少  
中華白海豚的存亡面對不少威脅

沿岸發展，過度捕魚  
水質污染及繁忙的海上交通  
不斷破壞其生境

趁為時未晚  
我們要更積極保護餘下的海豚

STOP  
PINK  
FROM  
GOING  
EXTINCT!

# Information on Stand

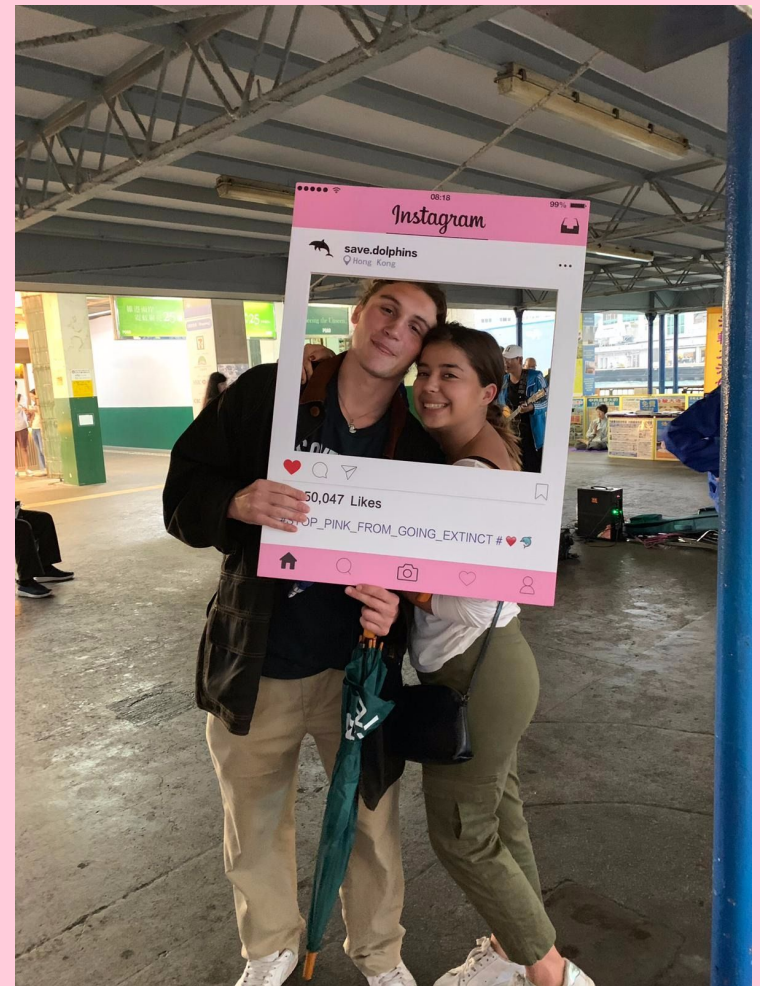


# Interaction

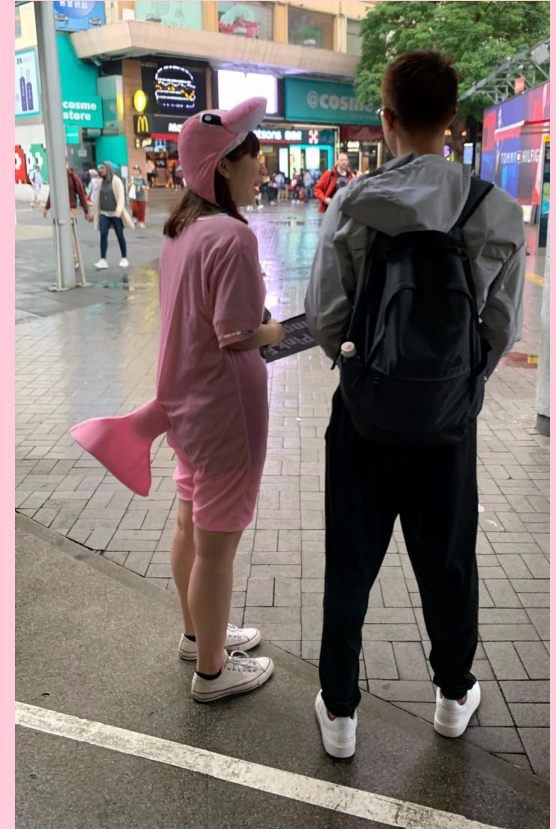




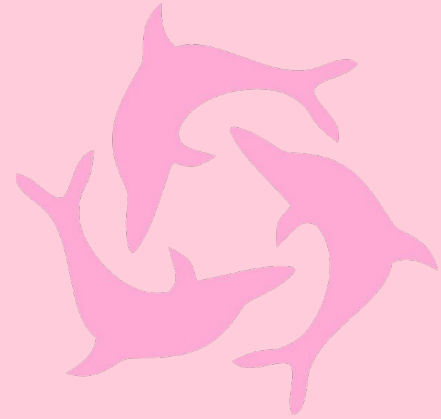
# Interaction



# Signature (150 → 255)



## Our findings



- *People are interested in marine protection*
- *People are willing to know more and be more proactive on this issue*
- *Not many people understand the severity of situation currently faced by the white dolphins*
- *People are willing to help save the white dolphins as they have the desire for the next generation to be able to see them.*

# Our Advices to People

- *Environmental friendly concept: 3Rs  
Reduce, Reuse, Recycle*
- *Code of conduct  
Operators of dolphin-tour*
- *Don't ask the boat operator to go closer to the dolphins  
if you join any dolphin-tours in the future*
- *Clean up after yourselves before you leave the beach*
- *Don't dump anything into the sea*
- *Support other environmentally friendly campaigns*





*Thank you*