



the HKBWS Fishpond Festival The Hong Kong Bird Watching Society

Prepared by
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Type of Case Study
[20 words]

- An annual community engagement event connect general public, local fish farmers and bird conservation at the same time

Introduction to the Case Study
[75 words]

- Issue facing the migratory waterbird species/or group;
- Issue facing the habitat, e.g. wetland, working with local communities;
- Fishpond Festival is an awareness-raising event to demonstrate how to engage different stakeholders in

What was done and when and where did you do it?
[150 words]

- Fishpond festival carnival was launched since 2012, and be held annually until this year (2021)
- The venues include public playground, fishpond nearby village, and online format this year due to COVID-19
- Educational & game booths were set for general public to learn through playing games
- Handicraft workshops related to local pond fish culture and conservation were provided
- Fishpond guided tour with binoculars and telescopes was offered to experience the ecological value of fishpond
- Booth activities involving the local community, i.e. villagers and fish farmers, to be the educators and target to be educated at the same time



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Photo 1) Binos and telescopes guided fishpond tour is provided during festival.

Photo: Hong Kong Bird Watching Society



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Photo 2,3) Experiencing workshops and games for participants to understand the traditional pond fish culture and ecological value.

Photo: Hong Kong Bird Watching Society



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Photo 4) We upcycled the game booth materials so as to be more eco and environmental friendly – to birds and nature as well.

Photo: Hong Kong Bird Watching Society

If relevant, identify your main target group for your activity [20 words]

General public and local community, i.e. villagers and fish farmers

What was the result of the action? [150 words]

Starting from 2012, applications for the festivals are rapidly increasing. The participants and villagers join again every next year, or even join as a group to show support to the activity.

What was the key to success? [40 words]

Keep the relations with the stakeholders well, e.g. visiting the villagers and talking to the fish farmers from time to time. In the meantime letting them to understand what the conservational work has been done and its importance so as to gain their involvement and support.
Make good use of the social media and promotional strategy is also important to attract laymen's awareness.

What was your biggest challenge in achieving success? [30 words]	<ul style="list-style-type: none"> ● To maximize the capacity of the venue while keeping the manpower ratio being reasonable. ● We cater 400 participants in fishpond and nearby village area, however, 100 manpower is needed to facilitate all the booths and activities.
If the result was not completely successful, what went wrong? What have you done/will you do to resolve the problem? [100 words]	NIL
If relevant, identify your key sponsors/partners for your activity [20 words]	Environment and Conservation Fund by Government of HKSAR Local community
How is the Case Study useful for other Partners? [20 words]	EAAFP Partners could take it as a referral about how an public educational event could reach various stakeholders, and letting them to communicate directly
Useful links	<p>HKBWS: https://bit.ly/39sZZjb</p> <p>News on EAAFP:</p> <ul style="list-style-type: none"> - https://www.eaaflyway.net/promoting-the-wise-use-of-artificial-wetland-fishponds-in-hong-kong/ - https://www.eaaflyway.net/using-art-to-promote-conservation-fishpond-diving-art-festival-in-hong-kong/
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