











CHALLENGE?

Environmentally conscious



Common interest
Understandable language
Same vision, and mission
Same focus

Various interest
Incompatible language
Different vision, and mission
Opposed focus



Society (in general)

MEDICAL STUDENTS?

Voltze Muda Usa Vergulat Vulais 12 Agustu-12 Oktober 2018







Awareness does not make people change their behaviors

Dr. Stanley Asah

Instead of focusing on awareness or introducing 'new' values for biodiversity, rather align your messages with people's existing values.

Dr. Stanley Asah School of Environmental and Forest Sciences, UW, Seattle, United State

Source: (http://www.cbd.int/cepa/)

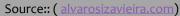
"Instead of focusing on awareness or introducing 'new' values for Biodiversity, rather align your messages with people's Existing values"

Link the interests of the people to biodiversity

Valuing the biodiversity towards their needs









Source: (www.blogsmonitor.com)

How can we (youth) make biodiversity more attractive to the whole society?