



[www.ere.com.my](http://www.ere.com.my)

# Sex

*and biodiversity*

Dr G Balamurugan  
ERE Consulting Group





[www.ere.com.my](http://www.ere.com.my)

# Communicating Biodiversity Conservation

*being creative*

Dr G Balamurugan  
ERE Consulting Group





# Communicating biodiversity conservation .....

welcome to very competitive world

You are competing for people's time,  
attention & commitment

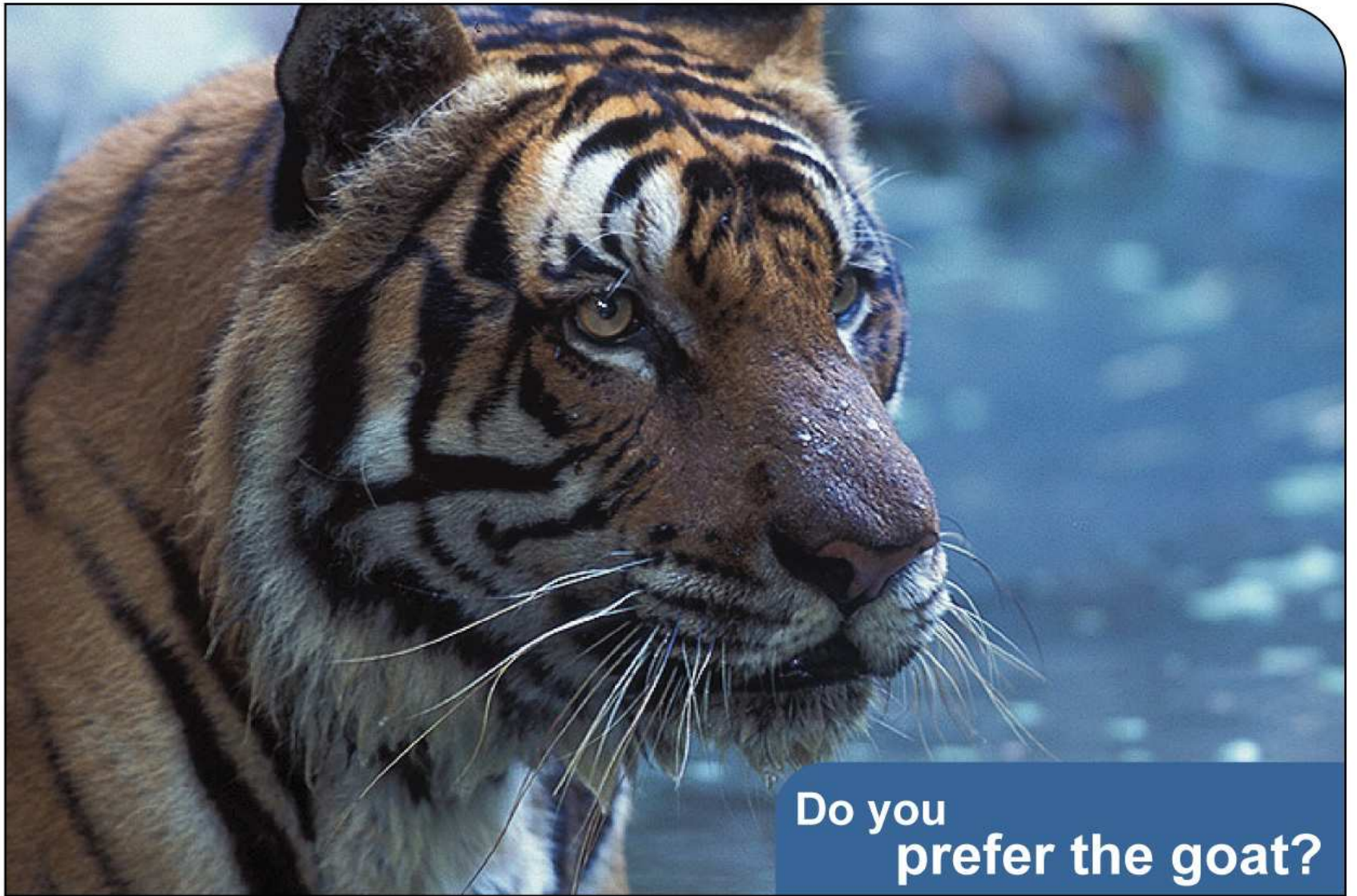




## tips

- Communicate when everyone else is not communicating
- Use “attention grabber”
- Connect the unconnected





Do you  
prefer the goat?



Since 1896, our nation has adopted the tiger in its coat-of-arms. The king of our jungle. The symbol of courage, strength, bravery, agility and beauty. So majestic that they grace the crests of many local councils, universities and private corporations. The national animal - without a doubt.

But, what have we done with our national animal? We have wiped out more than 80% of them. By clearing forests without proper planning, we have deprived them of their homes. Hunting has decimated many. There are less than 500 tigers left in the wild. And if the current rate of habitat destruction and loss of forests continue, the remaining tigers will also be wiped out pretty soon (maybe by the year 2020 when we can all be proud and call ourselves a developed nation).

We would look silly, having tigers gracing our crests and coat-of-arms, without any of them alive. A country that destroys its own chosen symbol surely cannot be called developed, can it?

We owe it to our children to protect our tigers in the wild. They are our national symbol. Much needs to be learnt and much more needs to be done to protect them. Unless, of course, you prefer to see the goat in our coat-of-arms.

**Selamat Hari Malaysia**

Another %\$^#(\*&^@# greeting card from  
**ERE Consulting Group**



**Do you have balls...**



or toys or books that you could do  
you have some time to help out at  
have some energy to care for sick  
guts to go out of your way and he  
than you?

You see.... doing service to the co  
a good cause requires guts. Becau  
our resources (even though for a s  
that is not our livelihood or our fa  
have the guts to do this.....and tha  
involved in charity or community s

Spending a small proportion of  
charitable causes would not harm  
make us poor. It will not harm o  
charitable causes will only enrich  
we help. It builds and strengthens

Let's start the new year by maki  
community and the environment.  
less fortunate, volunteer for a com  
your own group. For information  
in Malaysia, visit [www.hati.org.my](http://www.hati.org.my)

*Happy  
New Year*

2007

from all of us at **ERE Consulting Group**

bala . shikin . shan . sathya . boone . tariq . dennis . hwok lok  
shan min . regina . briony . kumar . azian . dylan . hafiza

*p.s. If you really have lots of money and wish to donate it  
away, we (ERE) are also quite happy to receive it. The office  
needs a new jacuzzi and our company trip to the Carribean is  
coming up soon.*





# tips

- Advertise when everyone else is not advertising
- Use attention grabber
- Connect the unconnected
- Work on the heart first, only then on the brains





# *Rafflesia*

The Mother of all Flowers

- ~ The largest flower in the world.
- ~ Grows up to 1.2m.
- ~ Found in Malaysia

### ***The Mother of all Natural Wonders***

The tropical rainforest. 100 million years. Home to 2 million species of living things. Found in Malaysia.

### ***The Mother of all Caves***

The Sarawak Chamber @ Mulu National Park. Can accommodate 40 Boeing 747 aircrafts. A World Heritage site. Found in Malaysia.

### ***The Mother of all Snakes***

The reticulated python. The largest python in the world. Grows up to 10m long. Found in Malaysia.

### ***The Mother of all Apes***

No.. it is not you. We think it is the orang utan. Intelligent and suave. Critically endangered. Found in Malaysia.

### ***The Mother of all Turtles***

The Leatherback Turtle. Grows up to 2.5m (8ft). One of the most ancient animals, having existed, almost unchanged, for 120 million years. Found in Malaysia.

### ***The Mother of all Consulting Firms***

ERE Consulting Group (well...perhaps, may be some time in the future. But you already know that we are the sexiest). Founded in Malaysia 1992.

Have you ever wondered why people use the term “Mother” to describe the number one or the best or the greatest. The answer is pretty obvious isn't it. Because she is the number one, she is the best and she is the greatest.

## **HAPPY MOTHER'S DAY**

Another %\$^#(\*&^@# greeting card from  
**ERE Consulting Group**



## How would a mother feel...

if her unborn children were taken away and sold  
or  
if they were killed on the day they were born

vides sensible  
nation on how  
:

1 Bhd  
sia City  
AYSIA  
088-232 286  
m.my



We are talking about marine turtles in Malaysia and why their numbers are fast dwindling. The leatherback turtle is now extinct in Malaysia. Do you know that the leatherback is one of the most ancient animals on earth, having remain unchanged for 120 million years. The "Malay bokeh" spirit, have succeeded in wiping out the leatherback in just 20 years.

It is estimated that in natural conditions, only 1% of hatchlings survives to see adulthood. The rest are eaten by predators. Yet we still collect, sell, and consume them with our fishing nets, and suffocate them with our fishing nets, and suffocate them with our fishing nets.

Leatherbacks have been our icon for generations. Let her lay her eggs in peace. Let her swim in the ocean safely. Stop eating turtle eggs. Don't buy turtle products. Responsible fishing. Help out with turtle conservation.

For further information on turtles and turtle conservation:  
<http://www.wwfmalaysia.org/>  
<http://madaerah-turtle-sanctuary.org/>  
<http://www.umt.edu.my/seatru/seatru.htm>

How would a mother feel ...



# Happy Mother's Day 2007

from all of us at **ERE Consulting Group**

bala . shikin . shan . sathya . boone . hwok lok . tariq  
shan min . briony . kumar . azian . dylan . hafiza . zaime . farah . chai yen



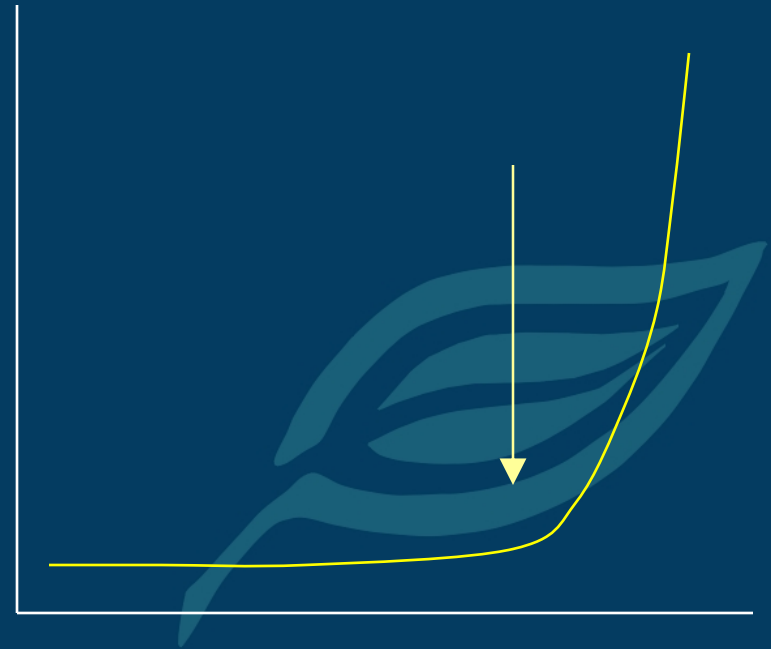
[www.ere.com.my](http://www.ere.com.my)

*targetting the heart*

Borneo Forest Initiative



Heart of Borneo





# tips

- Advertise when everyone else is not advertising
- Use attention grabber
- Connect the unconnected
- Work on the heart first, only then on the brains
- Use humour





**USE VIAGRA\***

**SAVE THE RHINOCEROS**



For centuries, men have hunted the rhinoceros for its horn on the false belief that it is an aphrodisiac – to such an extent that the poor animal is now on the verge of extinction. Men have hunted many other animals on the same false belief. Herds of wild animals from the rhinos to tigers, lions, leopards and bears have been wiped out throughout the world because some naughty old (sometimes young) men think that eating the animals' testicles will help them strengthen their own.

You and I know that all these are not true. Worldwide scientific testing has repeatedly shown that these animal parts are no aphrodisiac. Yet hunting continues in many parts of the world...including in Malaysia.

People need to be educated. Since you know the facts, teach others - especially those men who think that eating some strange animals parts will bring out the animal in them.

So this Valentine's Day, if you know people who need help to spice up their love life, suggest that they try modern medicine. Leave the rhino alone



PPY VALENTINE'S DAY  
**HAPPY VALENTINE'S DAY**

\* - Registered trademark of the Pfizer Inc.  
- Viagra is a prescription drug. Please consult your doctor.

from all of us at ERE Consulting Group  
sathya . boone . tariq . dennis . hwok lok . shan min . regina . bri...

RESOLUTIONS FOR  
**2006**

ORDER TOM YAM KUNG



This year why don't you do something to save the planet?  
Here are 5 simple things that you can try. You can do them all!

**Resolution No. 1**

Take public transport at least twice a month. Our public transport support could see government spending more money on it and also be less pollution.

**Resolution No. 2**

When you go to seafood restaurants, do not ask for shark fin soup. It threatens the survival of marine sharks and seriously contaminates the water. Instead, ask for fish and chips.

**Resolution No. 3**

Donate RM 25 to support turtle conservation. Send your donation to: WWF Malaysia, SS23/15, 47301 Petaling Jaya. All donations are tax-deductible. Visit [www.wwfmalaysia.org](http://www.wwfmalaysia.org)

**Resolution No. 4**

Visit the Mulu Caves or trek through Taman Negara. Enjoy Malaysia's rich natural heritage. The better our natural heritage, the better our chances that it will be protected. Besides, you could look for a new job.

**Resolution No. 5**

Engage ERE Consulting Group for all your environmental consulting needs. We are the friendliest and sexiest people in the country working for the environment. Visit [www.ere.com.my](http://www.ere.com.my)

**5 simple things.  
Give them a try.**

**Do your bit for the environment**

**HAPPY NEW YEAR 2006**

from all of us at ERE Consulting Group

bala . shikin . shan . sathya . boone . tariq . dennis . hwok lok . shan min . regina . briony



[www.ere.com.my](http://www.ere.com.my)

Catch phrase for promoting urban biodiversity ??

**biodiverCITY**





# tips

- Advertise when everyone else is not advertising
- Use attention grabber
- Connect the unconnected
- Work on the heart first, only then on the brains
- Use humour
- Target the influential but unconverted





[www.ere.com.my](http://www.ere.com.my)

Ⓛ

# Thank you

Metropolitan Y, Room 424

