

International
**FORESTRY
STUDENTS'**
ASSOCIATION



DISCUSSION





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?

*Dokter Muda Kita Pengabdian Dalam
12 Agustus - 12 Oktober 2018*





Different focus?





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

**“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:: (alvarosizavieira.com)



Source : (www.blogsmonitor.com)

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