

# Week 7 Progress Report - Mangrove Trees Outreach & Exhibition Tesco Alma in-conjunction with Earth Hour 2015

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**Abstract—** This week activities are carried out to raise the awareness of the community & public to know more about the importance of the mangrove trees and also the products of the mangrove trees. Besides, our exhibition programme also held on 28 – 29 Mac 2015, in conjunction with the Earth Hour 2015.

**Index Terms—**Exhibition, Earth Hour,

## I. INTRODUCTION

Earth Hour is a worldwide movement for the planet organized by the World Wide Fund for Nature (WWF). The event is held worldwide annually encouraging individuals, communities, households and businesses to turn off their non-essential lights for one hour, from 8:30 to 9:30 p.m. on the last Saturday in March, as a symbol for their commitment to the planet. It was famously started as a lights-off event in Sydney, Australia in 2007. Since then it has grown to engage more than 7000 cities and towns worldwide. Today, Earth Hour engages a massive mainstream community on a broad range of environmental issues. The one-hour event continues to remain the key driver of the now larger movement.

Earth Hour 2015 was on Saturday, March 28, from 8:30 pm to 9:30 pm in a location's local time. Earth Hour 2016 will be on Saturday, March 19, from 8:30 p.m. to 9:30 p.m. during participants' local time.

### A. Objective of Activities

1. To raise the awareness of the importance of mangrove forest.
2. To Promote the Mangrove trees products.
3. To conduct a memorable Earth Hour celebration.

### B. Task of Activities

#### Saturday (28 Mac 2015)

All the team members had gather at Tesco Alma Bukit Mertajam on 2.00 pm noon for our exhibition preparation activities. The project manager had distributed the tasks to all the members so that everyone know their role in the exhibition.

During the preparation, some of the members setting up the counter, small games and exhibition. Around 5.00 pm, our co-partner, members of PIFWA Association had arrived and assist us prepare the exhibition materials.



Figure 1: Preparation of Exhibition

We started our exhibition at 6.00pm. At the beginning, the response was not encouraging as expected. This is because it was dining time and most of the family having their dinner in the restaurants. But after that, there are a lot of public starting to come over to our exhibition side. We had Word Hunt, Mini Games, Sales Selling and many more.



Figure 2 : Celebration of Earth Hour 2015

On the 8.30pm, in conjunction with the Earth Hour, the administration of TESCO Alma decided to turn off some of their lights to show their role as a global citizen. At the same time, we also have a photograph session together with the publics.



Figure 3: Earth Hour 2015 photograph with PIFWA and publics

At 10.00pm we starting to close our exhibition session and decided to continue on tomorrow morning at 9.00 pm. Today result was good. We had recruited 20 volunteers from the publics decided to join us in the S.O.S event in future. They say the exhibition was nice and hope us can organize more in future.

### Sunday (29Mac 2015)

On the 29 Mac 2015, we continue our exhibition at 9.00 am in the morning. We had do some Q & A session to get some feedback from the publics, photo frame photograph session, Sales selling and also the puzzle games.



Figure 4:Public playing puzzle games



Figure 5:Photo Frame Photograph

The exhibition last for 5 hours. During the exhibition, many public had come to visit our exhibition counter. At 2.00 pm, we had our closing ceremony with our special VIP, Penang State Commissioner, Tuan Haji Zulkafli bin Kamaruddin, Chairman of PIFWA Association, and the manager of Tesco Alma. In the ceremony, Tuan Haji Zulkafli had mention that this is a good and nice exhibition and hope we can organize again in future.



Figure 6: Photograph session with all the organizer and VIP

## II. THEORY

The primary goals of the exhibition is to raise the awareness of the publics regarding the important of the mangrove forest. The purpose we have it in shopping mall because it is a suitable venue because of its population. In this exhibition, we had partnership with PIFWA in mangrove forest knowledge consultant, and the TESCO Alma for the venue supplier and the promotion. This exhibition had held for 2 days, from the morning till the evening.

## III. ACTIVITIES RESULT

### A. *Data of Activities*

#### Event

- Total 30 publics had join us had become the volunteer of our S.O.S programme.
- Over 200 publics had visit our exhibition.
- 50 sets of product had been sold on the exhibition.

#### **IV. ANALYSIS**

##### ***Discussion***

1. Education to young on sustaining the environment is important.
2. Every participants of trees planting gave a good feedback on the events.

#### **V. CONCLUSION**

1. Total 30 publics had join us had become the volunteer of our S.O.S programme.
2. 50 sets of product had been sold on the exhibition.