

Headline	Getting Malaysians to go green		
MediaTitle	The Star (Metro South and East)		
Date	11 Sep 2015	Color	Full Color
Section	News	Circulation	250,667
Page No	3	Readership	752,000
Language	English	ArticleSize	362 cm <sup>2</sup>
Journalist	N/A	AdValue	RM 4,093
Frequency	Daily	PR Value	RM 12,279



# Getting Malaysians to go green

FRIM: More educational efforts to protect the environment needed

**SANDAKAN:** Environmental education needs to be stepped up so that Malaysians can champion the cause of conservation, said Forest Research Institute Malaysia (FRIM) forest and environment division head Dr Ismail Harun.

“Knowledgeable and committed citizens will help us protect our natural resources,” he said at the Best Of Both Worlds Conference 2015 at the Rainforest Discovery Centre (RDC) in Sepilok here.

“Environmental education should be effective and reach as many people as possible.

“Well supported conservation centres and nature parks will also serve to attract foreign tourists,” he said.

Dr Ismail Harun noted there is still a great need to manage green areas in a sustainable manner.

“We need to act quickly and effectively to protect and conserve our natural heritage,” he added

The conference theme, “Ensuring Effective Delivery for a Sustainable Future” was timely as it would help to ensure the money, effort and time spent on environmental education programmes would be more effective.

Sabah Forestry Department director Datuk Sam Mannan said its Sustainable Forestry Management (SFM) and Environmental Education (EE) programmes are aimed at sustainable forest management.

“It is a daunting task to educate stakeholders on the concept of sustainability as it will take some time to see positive results”, he said when opening the conference.

He added that the department started SFM in 1989 with assistance from the German Agency for Technical Aid.

“Besides, the herculean task of getting the industry to change its mindset on what constitutes ‘sustainability’, we also had to inform the state government of Sabah that revenue from the forestry sector would decline after SFM is implemented.

“SFM was officially adopted in 1997 following the success of our SFM model forest, Deramakot Forest Reserve,” he said, adding that income from forestry peaked at RM1.1bil in 1979 and dropped to RM175mil in 2014.

About 100 participants are attending the international conference from Malaysia as well as South Africa, Brazil, Australia, United States and Nepal.

Headline	Getting Malaysians to go green		
MediaTitle	The Star (Metro South and East)		
Date	11 Sep 2015	Color	Full Color
Section	News	Circulation	250,667
Page No	3	Readership	752,000
Language	English	ArticleSize	362 cm <sup>2</sup>
Journalist	N/A	AdValue	RM 4,093
Frequency	Daily	PR Value	RM 12,279



**Creating awareness:** Well-preserved conservation centres and parks like Sepilok attract more tourists. — Filepic