

TEACHING GUIDE

Episode 2: Can sustainability and Chinese traditions co-exist?

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Highlights & Recommended Questions

Fish Laundering (3:35 to 7:41)

- What is fish laundering? How do these fish enter Hong Kong illegally?
- What is one project/method currently used to stop fish laundering?
- [from before this clip] How does the Seafood Choice Initiative from WWF help consumers make better choices?

Other Solutions (8:05 to 14:50)

- How is CSR expanding in Asia? Why are groups like WWF and Blom targeting suppliers from the private sector (i.e. hotels)? How are they convincing them to change?
- What role does traditional Chinese medicine (TCM) play in driving demand for endangered marine species?
- How is science preventing the use of seafood species in TCM?

Increasing Awareness (16:57 to last 18:52)

- Why is it important that even the minority of consumers that don't typically care about seafood conservation change their habits?

General Discussion Prompts

- What other initiatives/measures can governments implement to stop fish laundering?
- How do we make sure that even the minority of consumers that don't typically care about seafood conservation change their habits?

Further Reading & Listening

- [Tackling the Trade in Endangered Species](#) (article; Eco-Business, 2019)
- [As China pushes traditional medicine globally, illegal wildlife trade flourishes](#) (article; Reuters, 2019)
- [Supporting Sustainable Seafood](#) (guide; WWF Hong Kong)

Organisations Taking Action

- [Bloom Association](#)
- [World Animal Protection China](#)
- [Hong Kong Shark Foundation](#)
- [World Wildlife Fund Hong Kong](#)

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