

**OUTCOME-IMPACT SURVEY ON THE
PUBLIC AWARENESS & APPRECIATION
PROGRAMME AND TRADITIONAL
KNOWLEDGE DOCUMENTATION
PROGRAMME OF SARAWAK
BIODIVERSITY CENTRE**

PREPARED BY:

**VOON BOO HO
JAMIL HAMALI
MARGARET CHAN KIT YOK
SERAH JAYA**

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30th January 2014

Dr. Rita Manurung
Chief Executive Officer
Sarawak Biodiversity Centre
Jalan Borneo Heights, Semenggoh
93990 Kuching, Sarawak


Dear Dr.,

REPORT FOR “OUTCOME-IMPACT SURVEY ON THE PUBLIC AWARENESS & APPRECIATION PROGRAMME AND TRADITIONAL KNOWLEDGE DOCUMENTATION PROGRAMME OF SARAWAK BIODIVERSITY CENTRE”

With reference to the above, enclosed herewith a copy of the final report for the consultancy research entitled “Outcome-impact Survey on the Public Awareness & Appreciation Programme and Traditional Knowledge Documentation Programme of Sarawak Biodiversity Centre” by the consultancy research team from Universiti Teknologi MARA Sarawak for your kind perusal.

Thank you.

Yours sincerely,



Associate Professor Dr. Voon Boo Ho
Project Leader

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EXECUTIVE SUMMARY

Outcome and impact evaluations for important service organisations such as Sarawak Biodiversity Centre is crucial in ensuring high quality policymaking and effective service operations management. A continuous and consistent emphasis on serving the targeted customer groups as well as the general public will always be necessary for excellent and sustainable biodiversity conservation and development in Sarawak. It is great to note that Sarawak Biodiversity Centre's core functions are generally well-regarded and respected towards Sarawak's biodiversity excellence. This six-month state-wide questionnaire survey which focuses on evaluating the Awareness & Appreciation Programme and Traditional Knowledge Documentation Programme of the Centre has found numerous favourable outcomes and impacts of the two programmes. Besides, there are also useful insights for further improvement.

Sarawak Biodiversity Centre has been very actively involved in promoting Sarawak's biodiversity and educating the general public on the importance of Sarawak's biodiversity and the Traditional Knowledge related to Sarawak's biodiversity. The strategic programmes are developed and implemented accordingly. Specifically, the Awareness and Appreciation Programme helps to: i) provide opportunities for the general public to participate in the Centre's Awareness and Appreciation programme and enhance appreciation for the State's rich biodiversity and her biotechnology initiatives, ii) organize seminars and forums that focus on biodiversity-biotechnology topics, targeted at policy makers, key government officials, members of the academia, researchers and scientists, industry representatives and the media, and iii) collate and disseminate accurate and factual information on biodiversity-biotechnology to the

CHAPTER 1

INTRODUCTION

1.1 Background Information

Malaysia has been recognised as one of the world's top biodiversity-rich countries (Megabiodiversity country). According to Mittermeier et al. (1997) the Megabiodiversity country concept is based on four premises, namely: i) The biodiversity of each and every nation is critically important to that nation's survival, and must be a fundamental component of any national or regional development strategy; ii) Biodiversity is by no means evenly distributed on our planet, and some countries, especially in the tropics, harbour far greater concentrations of biodiversity than others; iii) Some of the richest and most diverse nations also have ecosystems that are under the most severe threat; and iv) To achieve maximum impact with limited resources, we must concentrate heavily (but not exclusively) on those countries richest in diversity and endemism and most severely threatened; investment in them should be roughly proportional to their overall contribution to global biodiversity.

Hunter and Brehm (2003) reviewed three areas of biodiversity knowledge concerns. Firstly, they stated that public understanding of the issues surrounding diversity within the ecological world represents an interesting indicator of the increasing sophistication with regard to understanding natural processes, the impacts of humans upon ecological well-being, and the implications of human-induced environmental changes. Second and more directly related to policy, they mentioned that when seeking public involvement in land management decisions, it is useful to have insight into public understanding of the