



A VOTE TO CAPTURE SINGAPORE'S NATIONAL BUTTERFLY



BACKGORUND

What natural heritage does our small island nation boast of?

Being a tropical nation, Singapore is bound to be rich in biodiversity which in simple words means that it is very high in the variety of plant and animal species that are found here. Even then, one may question what the urban city would have managed to preserve of its original natural landscape. We have lost 99% of our forest cover. The remaining 1% of our forests comprise of 52 species of mammals, 364 species of birds and 98 species of reptiles. This could soon disappear if there is further need of clearance for land use.

What are flagship species and how do they help in conserving forests?

To preserve forests around the world, flagship species are used as an instrument due to their charismatic nature. For example the Sumatran tiger of Indonesia, the Bald eagle of the United States of America, Hornbills in Singapore, elephants in Africa and so on are flagship species. Their conservation demands conserving the habitat where they are found. This in turn benefits all the species of that forest. Hence flagship species act as an umbrella. There is a need to create these flagships even in the insect world.

Why are insects a vital part of our eco-systems?

Of all the known species to Science, insects make up 58% of the total. Insects are vital for our eco-systems even though they may appear to be little, unglamorous or insignificant. They help in pollination of cash crops, decomposition of the soil and they are a major food source for the survival of other wild animals.

So are there flagship species among insects?

Yes, butterflies are a flagship species because of their appearance- beauty, colours and pattern. They do not sting or appear to be harmful as other insects are often perceived to be. Singapore boasts of 300 over species of butterflies.

Why do we want to select a national butterfly?

By getting Singaporeans to choose our national butterfly, close attention can be brought to preserving its habitat. Not only do we want to generate awareness but also, the more popular the campaign, the more funding will go into protecting the national pride and in turn a hope to conserve the last wild shelter for our flora and fauna.

Have we had such campaigns in the past?

In 2002, there was a small public poll to select Singapore's National bird. The crimson sunbird was declared as the national bird but it never became official because the campaign did not gain popularity.

OBJECTIVES:

1. Polling

To get the people of Singapore to vote for the national butterfly

2. This can't be just another Panda campaign

We need to shift focus from the existing "non-existent" flagship species in Singapore for example - the pandas or orang utans to smaller things like the local butterflies.

3. Sustain the public interest

Relevant and interesting content is as important as the evolution of the visual language for this campaign

We want to create a campaign that continues to interest Singaporeans even after the poll for the national butterfly is over

4. Ultimate goal

Getting a great deal of attention from the public which can eventually lead to funding from government to protect our forests

DESIGN CONCEPT:

1. Stir the excitement of the people by creating a "mystery" butterfly before the polling.
2. This mystery butterfly and the national butterfly once selected, should both be representatives of Singapore's forests and the importance of their conservation.