



EU-China Biodiversity Programme
中国—欧盟生物多样性项目

EU-China Biodiversity Programme

Visibility Awareness Component

Cynthia SONG
May 30th, 2008





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Booth 125



EU-CHINA
EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The nature of China keeping balance on a fast-moving train



A partnership in conservation

The loss of biodiversity is one of the biggest challenges the planet is facing. It is caused by climate change, the destruction of natural habitats through intensive agriculture and construction, pollution and over-exploitation of forests, oceans, rivers, lakes and soils. China's rich biodiversity is under threat.

China's challenges and opportunities

- China: 20% of the world population, 6% of global area, 50% of all global construction.
- Low - but growing - public awareness about biodiversity.
- Extensive Protected Area system but weak management and law enforcement.
- New Ministry created for Environment.

The EU-China Biodiversity Programme's response

- 100 partners working together.
- Emphasizing economic importance of biodiversity.
- Linking biodiversity with climate change initiatives.
- Focusing on conservation beyond Protected Areas.
- Promoting ground-level conservation.
- Supporting national policy implementation at local levels.
- Revising National Biodiversity Strategy and Action Plan.

www.ecbp.cn

EU-China Biodiversity Programme
Room 302, Xingde Plaza
No. 118, Zhusanmiao Street
Haidian District
Beijing, 10044, P.R. China
Tel: (8610) 86277411
Email: info@ecbp.cn ecbp@ecbp.cn



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Booth 125

Protecting unique landscapes and biodiversity

THE PROJECTS ARE:

- Supporting landscape management in the Sichuan and Yunnan provinces
- Supporting the protection of the natural resources, including forests for sustainable consumption and production
- Helping local people and communities to develop and improve their livelihoods and protect their natural resources

www.ecbp.cn

EU-CHINA Biodiversity Programme
Room 1005, Zhongguo Hotel
No. 746 Zhongguo Road
Beijing, China
Phone: 010 6544 1111
Fax: 010 6544 1111
Email: info@ecbp.cn

Cooperating with
The Science Commission

Natural resource Management

THE PROJECTS ARE:

- Supporting the management of natural resources in the Sichuan and Yunnan provinces
- Supporting the protection of natural resources, including forests for sustainable consumption and production
- Helping local people and communities to develop and improve their livelihoods and protect their natural resources

www.ecbp.cn

EU-CHINA Biodiversity Programme
Room 1005, Zhongguo Hotel
No. 746 Zhongguo Road
Beijing, China
Phone: 010 6544 1111
Fax: 010 6544 1111
Email: info@ecbp.cn

Cooperating with
The Science Commission

Strengthening biodiversity conservation

THE PROJECTS ARE:

- Supporting the management of natural resources in the Sichuan and Yunnan provinces
- Supporting the protection of natural resources, including forests for sustainable consumption and production
- Helping local people and communities to develop and improve their livelihoods and protect their natural resources

www.ecbp.cn

EU-CHINA Biodiversity Programme
Room 1005, Zhongguo Hotel
No. 746 Zhongguo Road
Beijing, China
Phone: 010 6544 1111
Fax: 010 6544 1111
Email: info@ecbp.cn

Cooperating with
The Science Commission

The importance of China's biodiversity

THE PROJECTS ARE:

- Supporting the management of natural resources in the Sichuan and Yunnan provinces
- Supporting the protection of natural resources, including forests for sustainable consumption and production
- Helping local people and communities to develop and improve their livelihoods and protect their natural resources

www.ecbp.cn

EU-CHINA Biodiversity Programme
Room 1005, Zhongguo Hotel
No. 746 Zhongguo Road
Beijing, China
Phone: 010 6544 1111
Fax: 010 6544 1111
Email: info@ecbp.cn

Cooperating with
The Science Commission



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The Issue

- China's biodiversity is rich but highly threatened





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The Issue

- Laws, measures, investments and attitudes for its protection are inadequate
- A major cause is the widespread lack of awareness of biodiversities value and importance in China's socio-economic development



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The Challenge

- A relatively complex and technical message has to be delivered to:
 - Millions of civil servants;
 - More than 1 billion private public;
 - Over a vast territory of different ecological and ethnic character;





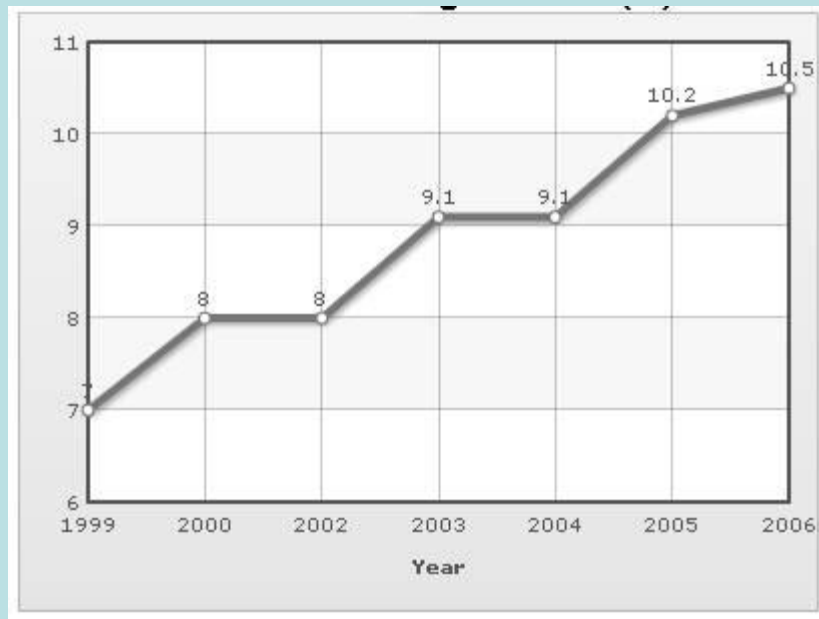
EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The Challenge

- Fast rate of economic development

China - GDP - real growth rate (%)





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Advantages

- China has in place the machinery for mass campaigns – TV, Radio, Newspapers, Public notice boards, schools at many levels
- China is getting rich in big cities. People can afford to pay attention to longer-term concerns





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Bad Attitude

- Get rich quick
- No money no talk
- Eat anything
- Rare animals good for health



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Bad Attitude

- Biodiversity is someone else's responsibility
- Protected Areas should pay their own way
- Wastefulness



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Good attitude

- Law abiding
- Strong nationalist spirit
- Sense of fair play
- Respect for balance
- Background of religious and cultural practices



EU-China Biodiversity Programme
中国—欧盟生物多样性项目

The solution of conservation problems depends on changes in the opinions, attitudes and behaviour of non-experts.



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目



千里之行 始于足下

**A journey of a thousand miles
begins with a single step**



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

EU-China Biodiversity Programme (ECBP)

- EUs' largest overseas biodiversity programme
- Implemented by Chinese Government & UNDP China
- € 52 million, including field project partnership contributions

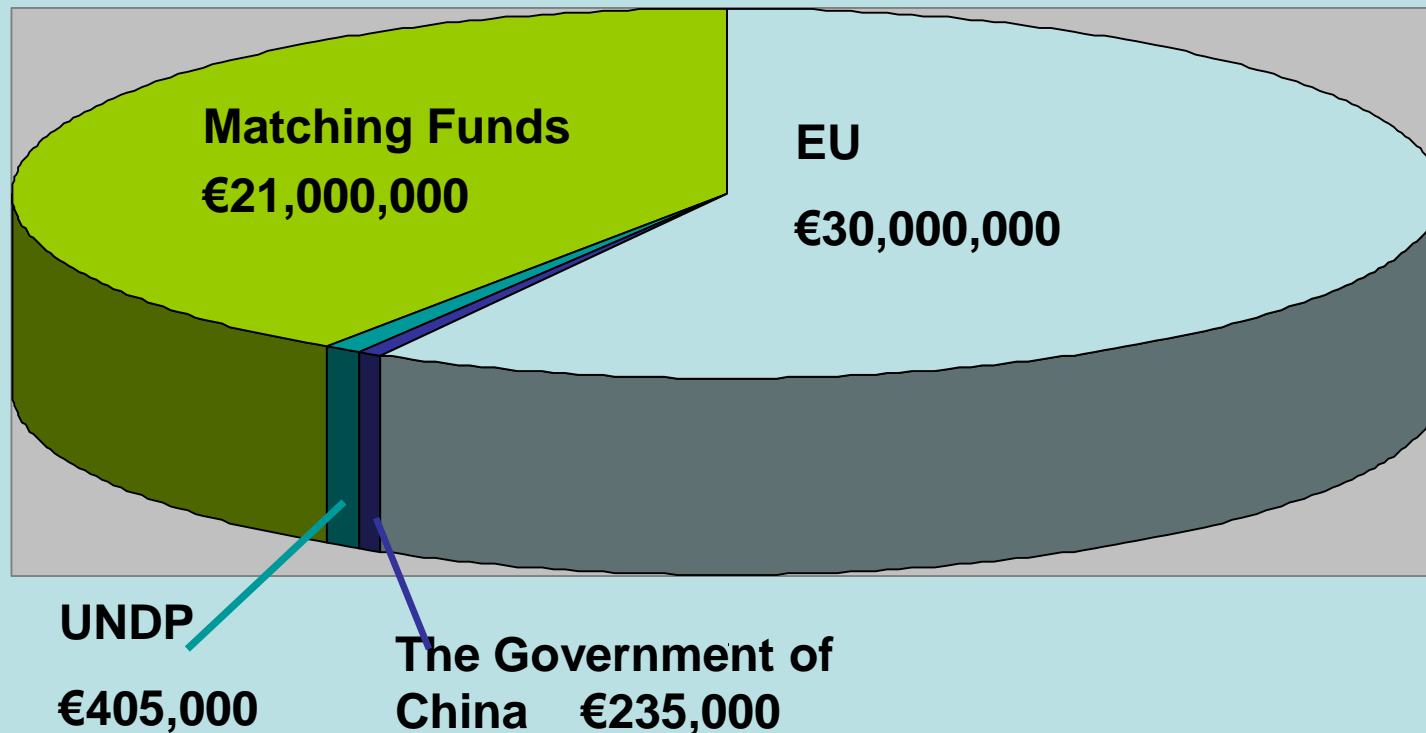


EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Programme Funds

€51,640,000





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Programme Objective

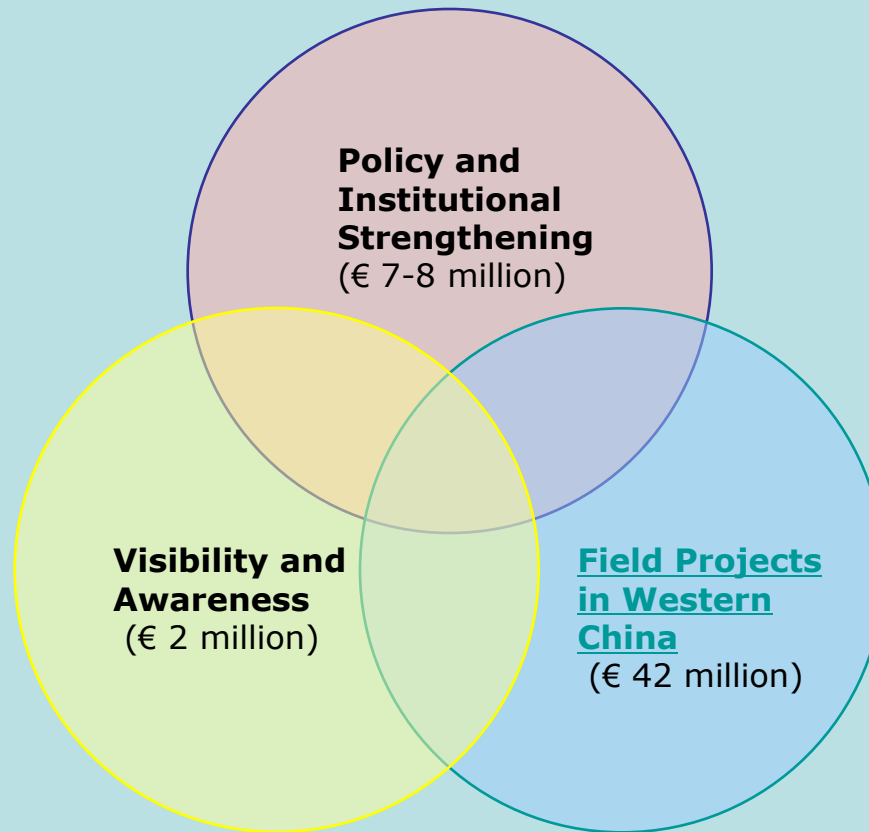
- ECBP is to enable China's national biodiversity programmes to manage its biodiversity sustainably



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

ECBP Components





EU-CHINA

EU-China Biodiversity Programme

中国—欧盟生物多样性项目

VAC outcome

- The desired outcome of VAC:
Awareness of biodiversity issues
and ECBP visibility is increased in
relevant socio-economic sectors



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

VAC targets

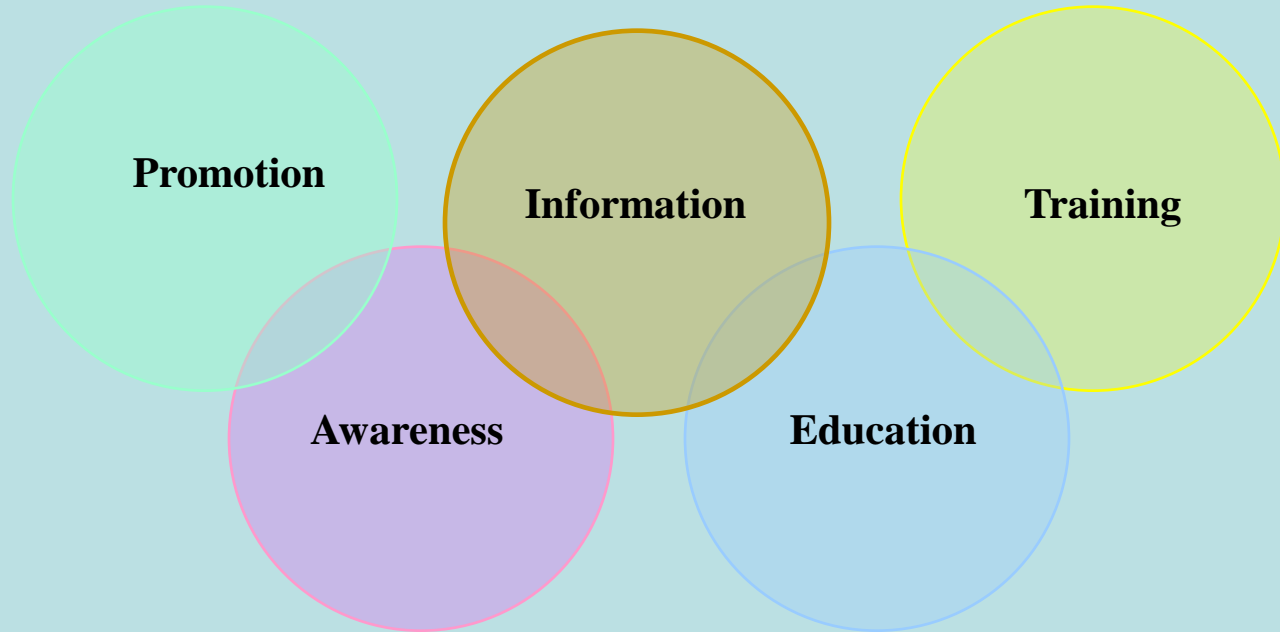
- Awareness of biodiversity's important role in development raised among government decision makers and planners.
- Public Awareness about importance of biodiversity and understanding raised and affecting practices.
- Key intermediaries (ECBP, MEP, field projects, media and trainers) have the necessary capacity to deliver campaign



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Five Elements of Communication Strategy





EU-CHINA

EU-China Biodiversity Programme

中国—欧盟生物多样性项目

Focus group

- Government Decision Makers
- General Public
 - Youth (including children)
 - Mass media (including new media)
 - Community
- Intermediaries and partners



EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Government Decision Makers

- Communication with stakeholders by dialogue, seminars, meetings and visits
- CPC and Admin school training
- Involved in NBSAP communication strategy and implementation



EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目



Public - Youth

- Students debates
- Educational campaign /activities
- Educate young people + their parents
- Introduce new ideas & Make a trend in their life
- School training curricula





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Public - Media

- Media training
- Events/activities reporting
- TV documentaries
- Biodiversity primer & premium book
- Publications (brochures, newsletters, leaflets, posters)
- New Media
- Campaigns
(May 22, Environment Day, etc)





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Public - Community

- 18 local field projects across central & western China
- [Awareness campaigns across China](#)





EU-CHINA

EU-China Biodiversity Programme
中国—欧盟生物多样性项目

Awareness Alliance Formed

- Partnership with IUCN Beijing and other major conservation organizations like, WWF, GTZ, TNC, WCS, FFI, TRAFFIC, Friends of Nature, etc.
- Share news, information and other resources and cooperate on some joint activities





EU-CHINA

EU-China Biodiversity Programme
中国-欧盟生物多样性项目

The importance of China's biodiversity

中国生物多样性的重要性

中国是世界上生物多样性最丰富的国家之一，拥有全球约10%的物种。然而，由于人类活动和气候变化，许多物种正面临灭绝的威胁。保护生物多样性对于维持生态系统的稳定性和提供自然资源至关重要。

中国-欧盟生物多样性项目旨在通过合作，提高对生物多样性的认识，并制定和实施有效的保护措施。项目将支持科学研究、政策制定、公众教育和能力建设，以促进生物多样性的可持续管理。

www.ecbp.org.cn

EU-CHINA Biodiversity Programme
中国-欧盟生物多样性项目
Project Lead: Hugh Platt
Project Manager: Peter Jones
Project Officer: Liang Chen
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan

Field programme

野外项目

野外项目旨在通过实地研究，提高对生物多样性的认识，并制定和实施有效的保护措施。项目将支持科学研究、政策制定、公众教育和能力建设，以促进生物多样性的可持续管理。

www.ecbp.org.cn

EU-CHINA Biodiversity Programme
中国-欧盟生物多样性项目
Project Lead: Hugh Platt
Project Manager: Peter Jones
Project Officer: Liang Chen
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan

Natural resource Management

自然资源管理

自然资源管理旨在通过制定和实施有效的保护措施，提高对生物多样性的认识，并制定和实施有效的保护措施。项目将支持科学研究、政策制定、公众教育和能力建设，以促进生物多样性的可持续管理。

www.ecbp.org.cn

EU-CHINA Biodiversity Programme
中国-欧盟生物多样性项目
Project Lead: Hugh Platt
Project Manager: Peter Jones
Project Officer: Liang Chen
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan

Raising awareness

提高认识

提高认识旨在通过制定和实施有效的保护措施，提高对生物多样性的认识，并制定和实施有效的保护措施。项目将支持科学研究、政策制定、公众教育和能力建设，以促进生物多样性的可持续管理。

www.ecbp.org.cn

EU-CHINA Biodiversity Programme
中国-欧盟生物多样性项目
Project Lead: Hugh Platt
Project Manager: Peter Jones
Project Officer: Liang Chen
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan
Project Officer: Wang Yanyan

Thank you