

CEPA

ARTICLE 13 OF CBD

CEPA

- Communicate the scientific and technical work of the Convention in a language that is accessible to many different groups;
- Integrate biodiversity into Education systems in all parties to the Convention;
- Raise public awareness of the importance of biodiversity to our lives, as well as its intrinsic value.

China with respect to CEPA



- The CEPA Fair provides a unique opportunity for Parties and organizations to highlight their work and their contribution to the implementation of the three objectives of CBD.
- CEPA encourages and supports collaboration among countries, international organizations and the media for developing public awareness programs about conservation and sustainable use of biodiversity.

Current status of CEPA conservation in China

- ▣ China acceded to the Ramsar convention on wetlands in 1992, it has been enhancing publicity and education efforts on wetland conservation.
- ▣ In particular, the government authorities on wetland management at various levels, the scientific and educational institutions, media and NGOs have conducted extensive publicity campaigns on the concepts, functions and benefits of wetland through different sources.
- ▣ The term of wetland has been gradually understood by the general public

Action plan of CEPA

- ▣ The traditional ideas and understanding formed over the past long period of time are extremely detrimental to wetlands conservation and sustainable use
- ▣ In order to further conserve wetlands well and realize sustainable use of wetland resources in China, an action plan of CEPA on wetland conservation must be formulated and implemented in a scientific way so as to do a good job in publicity and education and in improvement of the public's awareness on wetland conservation.

The key conclusions for best practice on CEPA in China

- ▣ Identify appropriate audiences and objectives
- ▣ Promote community involvement-trusting two-way, positive, communications
- ▣ Develop effective partnerships to broaden impact

- ▣ Develop appropriate term structures
- ▣ Use appropriate language and style
- ▣ Ensure awareness facilities are sustainable
- ▣ CEPA as a long-term process

- ▣ Use appropriate Media
- ▣ Mainstream conservation into education
- ▣ Plan , monitor and evaluate for change in attitudes and behavior