

# 中华人民共和国国家环境保护总局 [传真]

STATEMENT ENVIRONMENTAL PROTECTION ADMINISTRATION  
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## FACSIMILE TRANSMISSION COVER FORM

TO: Secretariat of the Convention on Biodiversity

ATTENTION: Mr. Hamdallah Zedan  
Executive Secretary

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CITY AND COUNTRY: Montreal, Canada

FROM: Mr. Tu Ruihe  
Division Director  
National Focal Point to CBD

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DATE: May 12, 2005

NO. OF PAGES: 3 (including this page)

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**Subject: International Biodiversity Day Activities in Beijing**

Dear Mr. Zedan,

In order to commemorate the International Biodiversity Day on May 22 this year Chinese government plans to organize wide-ranged publicity activities to raise the public awareness of the biodiversity. For your information attached please find the Plan for Publicity Activities for the 2005 International Biodiversity Day on May 22 in Beijing.

Sincerely Yours,



Tu Ruihe  
Director, Division of  
International Organizations  
Dept. of International Cooperation, SEPA  
National Focal Point to CBD

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## **Plan for Publicity Activities for the 2005 International Biodiversity Day on May 22**

In order to commemorate the International Biodiversity Day on May 22 this year, China plans to launch wide-ranging publicity activities to raise the awareness of the general public in biological diversity by taking advantages of mass media including TV, radio and newspapers and magazines. On May 22, we will give wide publicity to the theme of 2005 International Biodiversity Day advanced by the Secretariat of the Convention on Biological Diversity (hereinafter refers to as Convention), *Biodiversity: life guarantee in the changing world* and further enhance the implementation of the Convention and biodiversity conservation work in China.

**1. Issue Circular on Enhancing Publicity Activities on International Biodiversity Day to all provinces across China**

**Major contents:** based on the theme of the International Biodiversity Day this year, each province and city should focus their attention on the promotion of the conservation of species resources, the prevention and control of alien invasive species and bio-safety management while taking into account the characteristics of local biodiversity conservation work.

**2. Organize a forum attended by 20 major news media and special reports on the event**

**Major contents:** news media shall make a full coverage on the introduction of species resources of China, biodiversity conservation status, international hot issues during the implementation of the Convention, the relation between biodiversity and society and economy in the light of this year's theme of International Bio-diversity Day.

**3. Arrange special features on biodiversity in some CCTV programs including *Topics in Focus* or expert talk-shows**

**Major contents:** the program shall emphasize the conservation of species resources and center on the theme of 2005 International Biodiversity Day.

**4. Hold a biodiversity news conference attended by 50 major news media in Beijing**

**Major contents:**

- (1) Introduction of present situation of biodiversity conservation in China.
- (2) Issue Chinese version of Millennium Ecosystem Assessment -- Biodiversity Summary Report (Chinese version).
- (3) The Chinese Government already ratified the Cartagena Protocol on Bio-safety on April 27 this year.

5. **High level officials of the State Environmental Protection Administration of China is going to publish a special article to commemorate the International Biodiversity Day in leading Chinese newspapers. Group members of the Coordinating Work Group for the Implementation of the Convention will carry out commemoration activities.**
6. **Hold a public lecture on biodiversity given by well-known experts on May 22<sup>nd</sup> in Beijing Forestry University.**  
**Major contents:**
  - (1) Review and project China's implementation of the Convention including the achievements having made in the domain of biodiversity conservation, existing problems and projection of future development in biodiversity conservation.
  - (2) Analyze the status of biodiversity conservation of international community including their ideas, cruxes, actions taken, etc.
  - (3) Apply the latest theory and concepts in natural ecological conservation to guide Chinese implementation of the Convention so as to do the work well.
7. **Publicize biodiversity conservation on the Internet**  
**Major contents:** we will conduct commemoration activities of International Biodiversity Day on leading Internet portals such as *sohu*, *sina* as well as on the official website of SEPA to introduce current status of species resources in China and biodiversity conservation and hot topics in the field of biodiversity.
8. **Issue a set of commemorative stamps for 2005 International Biodiversity Day.**
9. **Release a photo album titled "The Wild is Calling" commemorating the 2005 International Biodiversity Day.**