

Report on Activities in China to Celebrate 2006 International Biodiversity Day

During the period for memorizing the May 22 International Biodiversity Day, State Environmental Protection Administration (SEPA) developed the "Publicity Plan for Celebrating May 22, 2006 International Biodiversity Day" centered on the theme "Protecting biodiversity in dry lands" identified by the Secretariat of the Convention on Biodiversity. It has organized relevant departments of China's Coordination Group on the Implementation of the Convention on Biodiversity, environmental protection bureau of each province, autonomous region and municipality as well as relevant news media to carry out rich and diversified celebration and publicity activities. Both the scale and influence of the celebration activities of this year are bigger than that of the previous years with relatively good social influence. The main activities are as the followings:

1. Hold Celebration Activities for the International Biodiversity Day

SEPA, EU and UNDP jointly held the "Launching Ceremony on Celebrating the International Biodiversity Day and China-EU Biodiversity Program and the initiation ceremony for the PDF of China Biodiversity Partnership Framework Project were held on May 22, 2006 in the Great Hall of the People. The activity was chaired by Mr. Wan Bentai, Director General of the Department of Nature and Ecology Conservation. Vice Minister Wu Xiaoqing of SEPA made a keynote speech. Mr. Deputy Head of Delegation of the European Commission to China, representative from UNDP, leaders of the Ministry of Finance and Ministry of Commerce attended the ceremony and made their remarks. The meeting introduced the contents and relevant information about China-EU Biodiversity Program and China Biodiversity Partnership Framework Project and carried out the Forum on Biodiversity. More than 180 people including the representatives from UN institutions such as WB, FAO, UNEP and some EU members, representatives from the embassies and cooperation agencies of Great Britain, France, Finland and Norway, NGOs, private sectors, the members of the Coordination Group for the Implementation of Biodiversity Convention in China, as well as the representatives from the Ministry of Land and Resources, Ministry of Water Resources, some provinces (municipalities and autonomous regions), research institutions also took part in this activity

Reporters from over 20 major domestic and international news agencies such as the People's Daily, Xinhua News Agency, Guangming Daily, Legal Daily, China Daily, China Environmental News, CCTV, Hong Kong Wenhui Daily and the Lianhezaobao of Singapore covered stories about the meeting in time with good promotion effects.

2. Media and Expert Seminar Celebrating the International Biodiversity Day

May 22 International Biodiversity Day Media and Expert Seminar, organized by the Biodiversity Conservation Office of SEPA and undertook by China Forum of Environmental Journalists, was held in Beijing on May 13, 2006. Journalists of more than 20 central and Beijing news media such as the People's Daily, Xinhua News Agency, Guangming Daily, Legal Daily and China Environmental News attended the seminar. At the meeting, many experts and scholars on biodiversity presented splendid presentations centering on the theme of International Biodiversity Day "Protecting biodiversity in dry lands". Professor Wang Xianfu introduced the development of biodiversity conservation in dry lands of China. Researcher Xue Dayuan of Nanning Environmental Science Institute of SEPA introduced the latest developments in the conservation of biological species resources. Professor Zhang Zhongning of Animal Institute of Chinese Academy of Sciences gave a brief introduction on the prevention and control of invasive species. Assistant inspector Wang Jie of Biosafety Office of SEPA introduced to the participants of the Eighth Conference of Parties on Biodiversity. Assistant inspector Wang Yexu and Dr. Zhao Haijun introduced relevant situation on China Biodiversity Partnership Framework Project and China-EU Biodiversity Program.

Journalists at the meeting raised questions of their concern and carried out heated discussion with the experts. Through face-to-face communications with experts, those journalists have obtained deeper understanding about biodiversity conservation. After careful preparations, they published relevant reports at their own news media, forming a wave of publicity on the conservation of biodiversity.

3. 2006 Ecological Films Week for University Students

Supported by Biodiversity Conservation Office of SEPA, the "2006 Ecological Films Week for University Students" co-organized by China Forum of Environmental Journalists and the university environmental website "Green Space" was launched at Beijing Forestry University on May 18, 2006. Representatives from the Biodiversity Conservation Office of SEPA, China Forum of Environmental Journalists, Beijing Forestry University and No.1 Automobile Manufacturer—Toyota Automobile Marketing Co., Ltd. delivered their speeches on the opening ceremony. Representatives of the "Green Space" website and 55 representatives from the environmental organizations of 20 universities in Beijing attended the opening ceremony.

At the opening ceremony, the organizer presented 7 VCD of the films on ecological conservation to the representatives of university students and played them on site. The films included "Understanding Nature", "Micro World" and "Kekexili". During the week of May 20-26, the organizer had organized the projecting of many films on ecological science and education in 20 universities in Beijing. About 3,000 students and faculty staff watched the films and received vivid education on the conservation of biodiversity. Nine news media in Beijing reported the activity and some websites

pasted relevant reports.

4. The First Competition of Digital Photography on the Conservation and Utilization of Biodiversity

The First Competition of Digital Photography on the Conservation and Utilization of Biodiversity, co-organized by the Biodiversity Conservation Office of SEPA and China Biodiversity Conservation Fund and lasted for two months, received more than 3,000 candidate photographs. After serious selection by more than 10 experts from the Photography Competition Organizing Committee composed of 12 cooperative organizations, 1 special award, 2 second awards, 8 third awards were finally identified and the results made public in time through media. The winners were awarded at the Summer Palace of Beijing on May 22, 2006. At the same time, the winning photographs were exhibited on board. The digital photography competition has stimulated public interests in the conservation of biodiversity, raised public initiatives in caring the nature and attained good social promotion results in terms of biodiversity conservation.

5. May 22 International Biodiversity Day Celebration Activities Held at the Summer Palace, Beijing

May 22 International Biodiversity Day celebration activities, which were co-organized by the Biodiversity Conservation Office of SEPA and China Biodiversity Conservation Fund and other organizations, were held at the Summer Palace, Beijing. Representatives from SEPA, China Biodiversity Conservation Fund, Beijing Science Association, Beijing Botanical Garden, International Botanical Garden Association and WWF Beijing Office made remarks at the meeting. Over 200 people including some international participants of the International Workshop on High and New Technology for Biodiversity Conservation, student representatives of middle and primary schools of Beijing as well as the journalists from 10 central and local media agencies attended the activity. The authority awarded a plate to the Summer Palace on demonstration site for biodiversity conservation and announced the commencement of the "*Chusaiqu* (A Song of Northern Frontier)", a documentary on the environmental protection in dry lands and desertified areas.

6. Developing and Showing Special TV Programs Celebrating May 22, 2006 International Biodiversity Day

In order to celebrate May 22 International Biodiversity Day, the Department of Nature and Ecology Conservation of SEPA organized the Publicity and Education Center of Sino-Japan Friendship Center for Environmental Protection and CCTV to shoot 5 special TV programs on biodiversity conservation including "Killing Milc-a-Minute Weed", "Beetles at the Horrifying Coconut Island", "Resurging *Thuja Sutchuenensis Franch*", "S.O.S. from Desert" and "Exciting Discovery", and they were played on CCTV Channel 10 during May 22-26. At the same time, the video-on-demand column of SEPA comprehensive platform broadcasted the program live. This is the first time that CCTV broadcasts special TV programs to celebrate International Biodiversity

Day, which obtained in very good publicity outcome.

7. Promoting Biodiversity Conservation through Internet

May 22 International Biodiversity Day topic columns including news release, workshop, expert and media seminar, media coverage, background introduction and brief report on the implementation of the Convention on Biodiversity have been established on SEPA Government website and China Biodiversity Information Exchange website. Centering on the theme of International Biodiversity Day of 2006, it has published over 40 articles introducing such issues as biological species resources, current status on biodiversity conservation and hot topics in the field of biodiversity. A dozen of big websites including Sina, Sohu, People (People's Daily), TOM, Xinhua and Beijing Youth Daily also reported the activities of May 22 International Biodiversity Day.

8. Issuing the Circular on Enhancing Publicity Activities for International Biodiversity Day

Compared with the previous years, SEPA clearly requires that provincial environmental protection bureaus should focus on the theme of International Biodiversity Day this year, organize relevant departments and biodiversity experts in the province to carry out International Biodiversity Day forums based on the characteristics of the biodiversity conservation of each province. With the help of provincial television stations and broadcasting programs, they should report relevant stories on these activities. For example, Yunnan Provincial Environmental Protection Bureau organized a biodiversity forum in Yunnan University, which made an appeal to the public to protect endangered species and prevent the invasion of external species in view of rapid increase of endangered species and the invasion of exotic species. In Chongqing, the authority carried out an exhibition tour on environmental warnings, which included the publicity on the conservation of biodiversity and the distribution of such publicity discs. Xinjiang Environmental Protection Bureau organized the "Topic Lecture on the Conservation and Management of Wildlife Species in Xinjiang". More than 300 people including university students and environmental workers attended the lecture and posters were used for publicity. Apart from a biodiversity forum held in Heilongjiang Province, Yichun Municipal Government established a poster publicity street for May 22 International Biodiversity Day with over 10 big promotional posters hanging over the street. And more than 10,000 leaflets were distributed to passers-by. In Daqing City, the local authority sent publicity information about International Biodiversity Day to 140,000 mobile phone users within the city after coordination with China Unicom and China Mobile with good social outcomes.

Focal Point of China for the Convention on Biodiversity
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