EE & ESD Development & Re-contextualisation at Yunnan Province

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Main content

A. What we have done
B. What problems we have
C. What and how we will do
Background of Yunnan

• Location
• Geographical features
• Racial diversity.
Biodiversity & eco system
A great treasure:
- Plant kingdom
- Animal Kingdom
- Bio resources Gene data base.
Part One

What we have done---Public Propaganda & Education

Public Education
Colorful Yunnan Protection Action

- Started in: Feb. 2007
- Theme: Coloful Yunnan, My hometown.
- Participation/Support
1 "Three Public Choices"

A theme song: “The Protection of Colorful Yunnan"

A Slogan: Colorful Yunnan, My hometown

- A logo
2 Ceremony to Start the Colourful Yunnan Protection Action on Spot

Representatives from MEP, UNEP China, Yunnan Government, and etc, attended the ceremony.
3 Environmental Protection Speech Competition in Pan-Pearl River Delta Region

- Contestants from Macou, Guangdong, Hunan, Sichuan, and other Pan-Pearl River cities took part in the speech finale after fierce competition.
4 "Colorful Yunnan, My Home“ Composition Competition

- 4700+ Essays
- Professional judge panels
- 37 published in Chuncheng Evening News, 57 broadcast in Yunnan Renmin Radio
5 Major Theme Activity- Biodiversity Conservation in Northwest Yunnan

Provincial Governor authorized Biodiversity protection Flags to 5 cities: Lijiang, Dali, Nujiang, Diqing, and Baoshan.

Commencement of *Lijiang Declaration* dedicated to Northwestern Biodiversity
6 Let’s talk- Ecological Civilization

- Seminar on “Colorful Yunnan Protection Action”
- Essays published in major press
- A book released
The Use of All Forms of Media, Effectively Promote Environmental Protection

• A series of environmental protection documentaries filmed

Constructing harmonious Yunnan, The heaven of Black-necked Cranes, Marshes of Eryuan, Sino-Britain Environmental Protection Program, Exhibit of Statues Made from Wastes, Big River Flowing South- a Documentary of Protecting Melong River.

• Special column in Yunnan Daily
8 Sino-USA Exchange of Teachers in Environmental Education

One-on-one communication with Wisconsin State University.
Community Education

• Community environmental protection round table meeting in Dali and Qujing
10 A Variety of Trainings

• Ever since year 2001, two rounds of workshop has taken place annually to train County Party leaders and Environmental Protection County Commissioners.

• 500 commissioners and 300 party leaders
Primary and Secondary Teacher Training

• Training Primary and Secondary Teachers against the backdrop of reform of Yunnan EE and ESD
• 3000 teachers are expected to be influenced。
Cooperation Education Projects

Project of Public Education on the Awareness of Biodiversity and Environment Protection: UNDP funded environmental education activity conducted in the areas of Wuliang Mountain (a national nature reserve in Nanjian County, Dali Prefecture) and Qinshan Watershed (in Houqing Township, Yun County, Lincang City), for which the preliminary teaching material for biodiversity protection entitled as “15 Dos and 15 Don’ts” has been compiled for the local residents.
China Environmental Awareness Project—“Renewable World in my eyes ” Photo Contest

Conducted in Pu’er and Xundian, 452 photos collected from over 200 farmers participating in the activity, in which 14 photos have won the first, second and third prizes respectively.

The Little Soldier of Energy Saving (First Prize)  
Bathing (Second Prize)
China environmental awareness project—corporate environmental responsibility training in nine plateau lakes basin

- Funded by China Environmental Awareness Project for training of the managers from key enterprises located in Nine Plateau Lakes Basin. The training course was held in Kunming on August ~27, 2009, including the contents of corporate social responsibility and competitiveness, the preparation of the report on corporate social responsibility, case study of corporate violations and pollution incidents, emissions reduction and aggregate control, practice and case study of cross-border corporate social responsibility, environmental economic policies and environmental risks prevention, etc.
Laojunshan integrated ecosystem management demonstration projects---Public environmental education project Funded by GEF

- Implemented in Lijiang with the fund provided by GEF and UNEP, comprising the publicity of the concept of comprehensive ecosystem management and the improvement of public environmental awareness. Three series of teaching materials and brochures, named as “Safeguarding Our Homeland” have been compiled for publicizing the Project achievements and educating the managers, villager and students in the Project area.
Training workshop for corporate environmental responsibility in Yunnan

• Funded by WWF EFN Project, a program provided for 60 trainees from the state/province-controlled enterprises, large-scale hydropower plants, the media and college students groups.
To Protect Colorful Yunnan—Forum of public participation in environmental protection

Sponsored by Amway Company, with the discussions on the topic of “Public Participation in Environmental Protection” conducted by several groups:

- **Corporate Group**: The meaning of corporate environmental responsibility and how to fulfill the challenging task of reducing greenhouse gases emission as committed by Chinese Government.

- **NGO (College Students Group)**: NGOs’ responsibilities for public environmental education as of Copenhagen Conference.

- **Media Group**: How to guide the public and conduct an effective publicity of environmental protection.

- **Community Group**: How to educate the residents to adopt a low-carbon lifestyle.
Two programs in focus

TV program-Green Online

Exhibit of Biodiversity in Northwestern of Yunnan
**EE TV show – Green Online, Green Construction**

- Since 2000, the construction of
- *Green Online*, targeting at primary and secondary school students to promote EE
- Samples of works *Environmental Protection in Campuses, Environmental Protection through the Eyes of Movie Makers, Spring No Longer Silent, Warning and Promises of 2010*
• A signature program of Yunan TV after 4 years.
• EP Dictionary - 2007 Science Education Program 1st Prize
• Green Online – 2008 Broadcast and Communication General Bureau Special Prize; Government Second Prize
• 100 episodes published and circulating in countryside
Environmental Classroom in the Community
Environmental Education For University Students ——Green Forum

- Green Forum on campus in Yunnan.
- About: public awareness, protecting water resources—cherishing the 9 Highland Lakes, Reduction on emission.
Green Online and Green construction – Building up theme activities among primary and secondary students.

• Survey done in: Flower market, Modern production line, Biological fertilizer, Pollution In Dian Chi.
Exhibit of Art Works Made of Wastes
Recyclable bags production procedure/ works on display
Protecting Ozone – painting competition in elementary schools
100-meter-long-canvas Painting Competition
Protection of Red-peaked Seagulls

A willingness of protecting red-peaked seagulls is expressed every December through painting brushes.
Exhibit of Northwestern Yunnan Biodiversity

- Location: a transition area between Qingzang Highland and Yungui Highland
- Altitudes: comparative altitude of 6000m
  - highest 6470m
  - lowest 760
- Climate zones: 7 types
  - A collection of almost all climate zones from south to north
- 0.7% of national territory, 1/3 of advanced plant and animal species.
- Coexistence of primitive species, muted species, and newly differentiated species.
- One of the 3 special species centers, the Chinese native ecosystems that retains the most complete series of vertical ecological and global temperate ecosystems, one of the 25 prioritized key biodiversified hotspots.
• Period: 26/10/2010 – 16/11/2010

• To showcase the biodiversity, to turn the vacant into concrete, to raise public awareness, and to elicit actions by showing the biodiversity of northwestern Yunnan.
• 615 selected from 5000 pictures.
• Experts from China Science Institute invited to instruct on tours.
Exhibit of Northwestern Yunnan Biodiversity

• Exhibition Period: 22 days extended from 7 days.
• 2000 received daily on weekdays, 4000+ at weekends, 100,000 people all together during the exhibition period.
• Incredibly popular, most well-received since the establishment of the gallery
• On tour nationwide, currently in Hongkong
“Environmental education should be provided for all ages, at all levels and in both formal and non-formal education.”

(The Tbilisi Declaration Intergovernmental Conference on Environmental Education, October 14-26, 1977)
THANK YOU!