

## IUCN-CEC China Mission Report 4-10 December 2013

### Introduction

As part of the IUCN Commission on Education and Communication's mandate to strengthen its membership, especially in East Asia, three CEC members embarked upon a 7 day working visit to Beijing China. Upon the invitation of IUCN China office, the Center for Environmental Education & Communications of Ministry of Environmental Protection China and the Beijing Forest Society, the CEC aimed to advise, guide and develop working relationship with these organizations.

### Delegation

1. Frits Hesselink, CEC Chair Emeritus and Advisor to Current CEC Chair
2. Nelao Haimbodi, Communication Support to CEC Chair
3. Hanying Li, CEC Steering Committee Member

### Communication Campaign for Nature Based Solution Initiative

The delegation started off with the first meeting at IUCN China to offer guidelines as to the development of a Communication campaign for the Megacities and Watersheds Initiative.

In welcoming the team Dr Zhang Yan, the IUCN Programme Coordinator outlined the need to conceptualise a communications framework for the growing watershed management project and expressed his appreciation for CEC to support offer of valuable input. After the Programme Officer offered an overview of the project, Jing Lui, stated that there is high demand for drinking water in megacities. Due to Urbanisation there has been a reduction of drinkable water in these cities and the project has as its main aim to create a coalition of megacities embarking upon nature-based solutions for conserving crucial water resources.

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means and marketing conceptualisation were taken up. The IUCN team expressed its gratitude for the advice provided.

## **The Role of Nature Education and Best Practises**

Upon invitation from the Beijing Forester Society (BFS) in partnership with Friends of Nature, Frits Hesselink provided an overview of some of the best practices with regards to [Nature Education](#) and how psychology offers a deeper insight into the values which people attach to nature



Tour of the environmental education

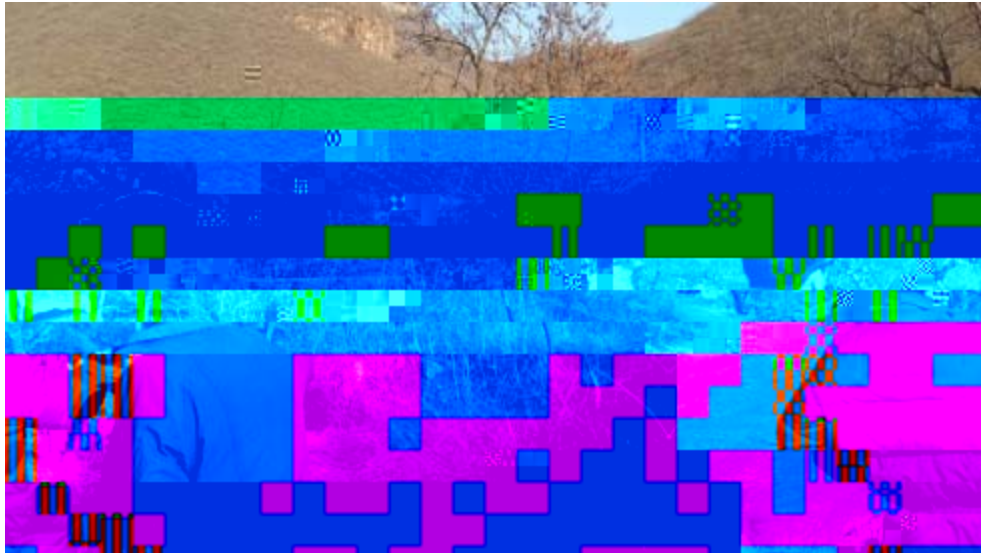


The group visit to the Ciu Wu Wetland Park

The second field trip was to the [Shi Chang Yu Hills](#) which is the demonstration site for which BFS seeks to develop into a fully fledged nature education centre and nature trails.

Located in vast undulating hills, part of a landscape that comprises low valleys, rich vegetation and meandering walking trails. Mixed with the remnants of ancient mud houses, the site not only offers a view into the type of livelihood that sustained previous inhabitants, but also brings into mind questions about co-existence with nature.

Under the guide of Li Hao, from the BFS Project Department, the delegation toured the area and could take time to assess the potential for nature education project and further development of the area to be conducive to any such initiative.



Site visit to the Western Hills

The delegation had the opportunity to pay a courtesy call to the governor of the township Dong Shao Qu, under which the village belongs. He expressed his gratitude at the assistance that CEC has been offering and expressed his hope that CEC would continue to further advise on the development of the BFS nature education project at Shi Chang Yu.

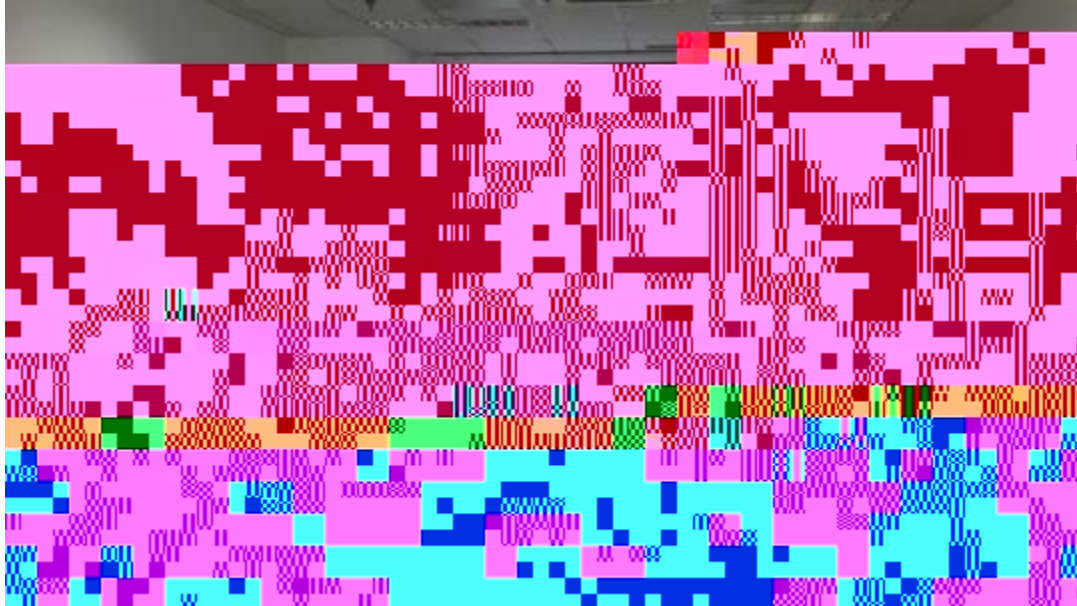


Courtesy visit to the Governor of Dong Shao Qu township

## Developing a Framework for the Implementation of Participatory Nature Education

As part of the consultative process, the CEC delegation was offered the opportunity to give feedback and further recommendations with regards to how BFS could look into expanding the nature education program. As part of the assessment and recommendation, Frits Hesselink suggested a participatory approach to nature education in

allowing people to experience nature for themselves and learn in the process, as opposed to bombarding them with facts and information to take in. He also provided a step by step roadmap for setting up a nature education program for a specific site that could be the basis for a construction program and business plan. These suggestions were part of a general overview for both sites and were presented to members of the BFS management team who had requested for such feedback.



Consultation with Beijing Forest Service

“Nature Education is very new in China, People have now more time and money to go to nature parks and there is not enough people to provide guided tours. BFS believes that its staff are key in involving the public in nature. Training is key to building capacity.”

BFS Deputy Director and Senior Engineer Zhou Caixan, expressed



The delegation with BFS management for lunch

### Resolutions and Actions

An MoU to be drafted outlining further collaboration on training for BFS nature interpreters/tour guides.

### Exploring Eco Civilisation and Behaviour Communication

IUCN President Minister Zhang received the CEC delegation for informal talks about further cooperation between CEC and the Eco Forum Global. A variety of suggestions were provided by the IUCN President, i.e. to have a CEC driven Deep Dive workshop during the 2014 Eco Forum Global; to integrate a Chinese component into the WPC stream Engaging the Next Generation, to introduce the concept of Ecological Civilization during

The meeting spoke on the key focus of awareness creation and the need to call for some tangible sort of action which can accentuate

The delegation then entered into a meeting session with CEEC management which comprised of five managers in various divisions pertaining to the organization's key roles.

Mr Jia Feng, the Director of CEEC shared with the delegation the various environmental education activities the organization is carrying out since its formation. It became apparent that CEEC has been spearheading capacity building initiatives which include training of government officials on environmental management system both in China and also extending it to the Middle East recently.

The organization also produces informative and environmental educational programmes from its audio-visual department and has a long standing relationship with Xinhua News Agency.

An interesting initiative Jia Feng pointed out is the 1000 Environmental Friendly Ambassador programme which also has a youth component to provide youth engagement through volunteer initiatives.



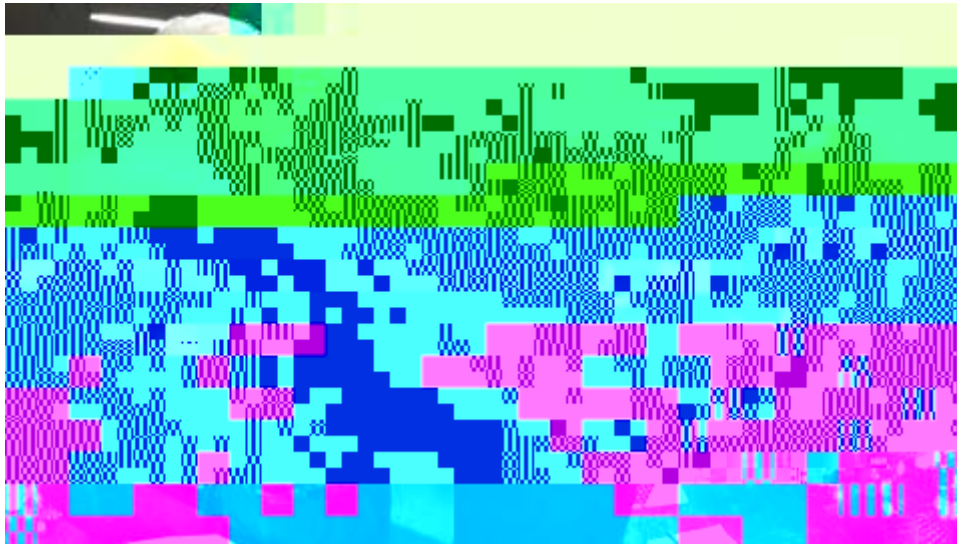
CEC delegation meeting with CEEC management

From the CEC side Frits Hesselink shared the scope of activities which are key to nurturing behaviour change in terms of how environmental information is communicated.

The two parties spoke on various entry points for collaboration including the possibility of CEC offering training to CEEC staff on the NBSAP Toolkit, for next year, participation at the World Parks Congress and the hosting of a session at the 2014 Eco Forum Global conference.



The discussions ended on a high note with agreements to further work on a Memorandum of Understanding, which would be the framework for all planned collaboration.



Frits Hesselink presenting a token of appreciation to Jia Feng

#### Action Points and Resolutions

- CEC to look into the possibility of offering CEPA Toolkit training to CEEC staff by January next year, with Hanying to coordinate the dates and confirm availability of key expert
- CEC informational material to be forwarded to the CEEC Resource Centre for display at the corner designated for CEC information, for use of staff members
- Ying Ying (CEEC) and Nelao (CEC) to compare notes on the minutes of the meeting and finalise for distribution and circulation
- Further discussions on how CEEC can cover local costs for CEC to provide CEPA trainer for January 2014 and for the latter to fundraise for international travel costs
- CEEC to receive information brochures and material from CEC to be displayed in the designated area within the Information Resource Centre
- A MoU between CEC and CEEC to be drafted outlining all areas for collaboration
- Look at organisation of a special event at 2014 WPC with the 1000 Environmental Friendly Ambassadors

## **Conclusion**

The Commission's 2013-2016 Strategic Plan looks into growing the CEC membership and further developing a globally active CEC