

China celebrated May 22 International Day for Biological Diversity

The Ministry of Environmental Protection of People's Republic of China (MEP) hosted a major event in Beijing to celebrate the International Day for Biological Diversity on May 22, 2013. Mr. LI Ganjie, the Secretary-general of China National Committee for Biodiversity Conservation and Vice Minister of MEP, inaugurated the event together with IUCN President, Mr. ZHANG Xinsheng, Country Coordinator of UNEP China Office, Mr. ZHANG Shigang, and Assistant of Country Coordinator of UNDP China, Mr. Carsten Germer. More than 200 invitees from governments, universities, NGOs and media participated in the event.

It has become a tradition for MEP to conduct public campaign on this special date every year, advocating for biodiversity conservation in China. Also, echoing with UN Decade on biodiversity 2011-2020, China has its National Biodiversity Strategy and Action Plan 2011-2030 (NBSAP) passed by the State Council in 2010, and established China National Committee for Biodiversity Protection (CNCBP) as a permanent mechanism in 2011. With these vigorous steps taken to reinforce biodiversity conservation, China witnessed a significant improvement of public awareness regarding biodiversity conservation.

This year's event achieved even greater influence than previous years. The renowned anchor of China's most watched news program *CCTV-1 News Broadcast*, Mr. LANG Yongchun, was invited to be the goodwill ambassador of the China Action for Biodiversity Conservation. Text messages were sent on his behalf to 210,000 citizens' cell phones, called for individual action to protect biodiversity and received zealous feedbacks. The QQ Messenger, Chinese synonym for MSN, used a designed graphic interface dedicated to International Day of Biodiversity, which was seen by 300 million Chinese citizens who logged on QQ on this day.

The event also kicked off a substantial campaign plan called *Six Ones*, which will be carried out by MEP in joint hands with various social sectors for the next eight years till 2020. The plan will involve activities such as community projects, book donation, film festival, academic and capacity-building seminars as well as documentation shooting in a series of schools and Nature Reserves in China.

'Biodiversity conservation is the common mission of the human race, and a national strategy of Chinese government,' addressed Vice Minister Li Ganjie of MEP at the event: 'beautiful China, a homeland of blue sky, green landscape and clean water, all these can never be achieved without biodiversity.'

Annex: Photos of the event



Mr. Li Ganjie, the Secretary-general of CNCBP and Vice Minister of MEP, present Miss Hua Yang, representative from student's society of Tsinghua University with the flag of 'China in Action for 2011-2020 UN Decade on Biodiversity'



The honored guests present popular biodiversity science books as gifts to representatives of students, citizens, NGOs, research institutes, etc.



The honored guests give the right part of *My Declaration of Biodiversity Conservation Actions* to the organizer after signed it. Meanwhile they can keep the left part as a bookmark.



The front of *My Declaration of Biodiversity Conservation Actions*



The back of *My Declaration of Biodiversity Conservation Actions*



QQ Messenger banner of the International Day for Biological Diversity on May 22.



The number of real-time concurrent users of QQ Messenger at 21:17 pm on May 22.

