

## Background

The persistent organic pollutants (POPS) did an extremely negative influence on the environment, organisms and the human body. As to the final settlement for POPS, relying on international cooperation, the government's attention and determination, the academic science and technology support, the more important thing is rely on the awareness and recognition of the whole society, base on which common concern and participation were take out for the elimination and reduction about POPS. Strengthening public awareness plays a vital role for human avoiding the POPS repeated tragedy.

In January, 2010, the "Persistent Organic Pollutants Public Awareness Improvement and Building Reporter's Capacity Project" Proposal submitted by China Forum of Environmental Journalists (CFEJ) was approved by the United Nations Development Programme (UNDP) and the United Nations Office of Project Services (UNOPS). This project is one of 22 projects which are from First Entry China Global Environment Facility Small Grants Programme and is the only one which focuses on persistent organic pollutants in China.

## Location of project

The project carries out mainly at Beijing Tiantongyuan community and Beijing Wal-Mart supermarket , and also in Tianjin, Liaoning, Heilongjiang, Shanghai, Shandong, Guangdong, Henan, Chongqing, Sichuan and Shanxi province.

## Objective of project

General objective of project: Improve the awareness and agreement on POPS for the whole society.

Specific objective of project: Promote public and media reporter's attention on POPS, Improve their awareness and agreement on POPS.

## Activities of project

1. Build the special website for POPS, which relying on the people's net and China forum environmental journalist.
2. carry out the knowledge competition activities about POPS on the website of the People's net environmental protection channel, Chinese environment newspaper and China environmental observing magazine.
3. Design and make POPS propaganda materials.
4. Conduct POPS propaganda activities in Tiantongyuan community, Beijing.
5. Host the phase I POPS media reporters training.
6. Cooperate with the education and communication center of the EPA of the Beijing, Tianjin, Liaoning, Heilongjiang, Shanghai, Shandong, Guangdong, Henan, Chongqing, Sichuan, Shanxi provinces and municipals to conduct the campaign to the peasant and fishermen.
7. Cooperate with wal-mart to hold "refuse pops" propaganda activities.

8. Hold China POPS information network opening ceremony and phase II POPS media training.
9. go to Shandong Dezhou, cooperate with Dezhou city environmental protection bureau about POPS propaganda activities.

## Results of project

1. Until December 31, 2010, special-subject website visitors nearly 100 million; the survey worded nearly 20 million, large scope to the public popularized the basic knowledge of POPS.
2. The knowledge competition last 3 months which from May 22, 2010 to August 22, 2010, there is 50 thousand people completes the questionnaire.
3. Design and produce POPS propaganda, including 1200 sets of chart, which include 5 pictures; 6000 environmental protection shopping bags; 11000 "O" shape fans; 4000 transport card covers.
4. During Tiantongyuan community propaganda activities, nearly 400 households joining in the prize to answer activity, and actively reading collaterals.
5. The training mainly focused on media reporters' ability construction, through special training to enhance media reporters' knowledge and understanding on POPS, and then give a good guidance to the public on POPS.
6. Through the publicity activities which conduct by the departments of education and communication of the 11 provinces to the peasant and fishermen, they were popularized and promoted of the basic POPS knowledge, and were know how to reduce and avoid POPS effect and harm.
7. We select face-to-face way to common people the popularization and promotion POPS basic knowledge. And let people know how through their actions to reduce and avoid POPS the effect and harm.
8. The opening of the China POPS information network for the public can build an information platform to comprehensive understanding POPS, to further promote the popularity and dynamic propaganda of Pops.
9. Mainly face to local grass-roots people, and popularization and promotion basic knowledge to farmers fishermen. Tell them how to reduce and avoid POPS effect and harm through their actions.

## Project organization

### UNDP

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

### GEF SGP

Established in 1992 as a corporate programme of the Global Environment Facility, the GEF Small Grants Programme is implemented by the United Nations Development Programme

(UNDP) on behalf of the GEF partnership, and is executed by the United Nations Office for Project Services (UNOPS). It has already directly supported more than 10,000 NGOs and CBOs for activities that conserve and restore the environment while enhancing people's well-being and livelihoods. GEF Small Grants Programme projects are being developed in 122 countries.

SGP supports activities of the GEF priorities - biodiversity conservation, abatement of climate change, protection of international waters, prevention of land degradation and reduction of the impact of persistent organic pollutants. SGP is rooted in the belief that global environmental problems can best be addressed if local people are involved and there are direct community benefits and ownership. SGP is convinced that with small amounts of funding, members of local communities can undertake activities that will make a significant difference in their lives and environments, with global benefits, in contrast with top-down, expert-reliant development interventions.

In November 2006, China was officially included as one of the 23 new country programmes. In 2008, Ministry of Finance (MOF) - the GEF Operational Focal Point (OFP) - sent the endorsement letter of the utilization of \$1 million under the GEF Resource Allocation Framework (RAF). \$150,000 from GEF core fund is also made available during the first year of SGP in China.

The SGP China programme started in July 2009, and announced its 'call for proposals' in November 2009. During one month, 156 proposals from local NGOs nationwide have been received. After carefully reviewing by the National Steering Committee (NSC) of China Small Grants Programme, 22 projects were approved, distributing in 14 provinces and municipals.

### CFEJ

China Environmental Journalists Association established in 1986, it is a voluntarily formed non-governmental organization which composed of media agencies such as journal, radio, television, wire service and environment journalist. It is a national social organization which has independent legal personality. It is also one of the vice-chairman of the Asia-Pacific Forum of Environmental Journalists.

The purpose of the community is to unite environmental journalists from the whole country, to promote publicity and education of environment protection. Committed to improving the

public's environmental awareness and promoting the development of China's environmental protection enterprise. Actively carried out academic exchanges and cooperation with non-governmental organizations and environmental journalists in other countries and in Hongkong, Macao and Taiwan regions.

China environmental journalists association is the first degree community, as the bridge and link to journalists of our country. It organized a series of influential environmental news and public service activities, resulting in a positive social impact.

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# 持久性有机污染物公众意识 提高和记者能力建设项目

Persistent Organic Pollutants Public Awareness

Improvement and Building Reporter's Capacity Project

联合国开发计划署

全球环境基金小额赠款项目

The United Nations Development Programme (UNDP)

The Global Environment Facility (GEF) / Small Grants Programme (SGP)

中国环境新闻工作者协会

China Forum of Environmental Journalists (CFEJ)





## 项目背景

持久性有机污染物对环境、生物体和人体造成了极为不利的影响，持久性有机污染物问题的最终解决，除了依靠国际社会的通力合作、依靠政府的重视和决心、依靠学术界的科技支撑；更重要的是，要依靠全社会对持久性有机污染物问题的认识和认同，在此基础上共同关注和参与持久性有机污染物的淘汰和削减，公众意识的加强对于人类避免持久性有机污染物悲剧的重演起着至关重要的作用。

2010年1月，中国环境新闻工作者协会递交的“持久性有机污染物公众意识提高和记者能力建设”项目建议书，获得了联合国开发计划署和联合国项目管理办公室的批准。该项目是全球环境基金小额赠款计划进入中国的首批22个项目之一，是重点支持领域——持久性有机污染物中全国唯一的项目。

## 项目地点

北京天通苑社区、北京沃尔玛超市为主要项目实施地点，同时选择天津、辽宁、黑龙江、上海、山东、广东、河南、重庆、四川、陕西十个省区和直辖市。



## 项目目标

**项目的总体目标：**提高全社会对持久性有机污染物问题的认识和认同。

**项目的特定目标：**推动公众和媒体记者对持久性有机污染物的关注，提高公众和媒体记者对持久性有机污染物问题的认识和认同。

## 项目活动

- 1、依托人民网和中国环境新闻网建设POPs专题网站。
- 2、在人民网环保频道、中国环境报和中国环境观察杂志开展POPs有奖知识竞赛活动。
- 3、设计、制作POPs宣传品。
- 4、在北京天通苑社区开展POPs宣传活动。
- 5、举办第一期POPs媒体记者培训会。
- 6、与北京、天津、辽宁、黑龙江、上海、山东、广东、河南、重庆、四川、陕西十一个省(市)的环保宣教中心联合开展面向农民渔民等群体的基层宣传活动。
- 7、与沃尔玛公司合作开展“拒绝持久性有机污染物”宣传活动。

- 8、举行中国POPs信息网开通仪式暨第二期POPs媒体培训会。
- 9、赴山东德州与德州市环保局联合开展POPs宣传活动。

## 项目成果

- 1、截止到2010年12月31日，专题网站的点击率近100万；调查问卷的回复率近20万，大范围向公众普及了POPs的基本知识。
- 2、POPs知识竞赛从2010年5月22日至2010年8月22日，历时三个月，近5万人次参与了完整答题。
- 3、设计、制作了POPs宣传品, 包括1200套宣传挂图，每套5张；6000个环保购物袋；11000个O型扇；4000个公交卡套。
- 4、在天通苑社区宣传活动中，近400户居民参与了现场有奖答题活动，并积极阅读活动相关宣传品。



在北京天通苑社区开展POPs宣传活动



天通苑居民仔细阅读POPs宣传品

- 5、培训会重点针对媒体记者的能力建设，通过专题培训增强了媒体记者对POPs的了解和认识，再通过媒体报道引导了公众对POPs的了解和认识。
- 6、通过十一个省(市)的环保宣教中心在基层开展面向农民渔民等群体的宣传活动，向基层的农民渔民等群体普及和宣传了POPs的基本知识，以及让他们了解如



第一期POPs媒体记者培训会



在广东汕头新农村开展的POPs宣传活动

何通过自身行为来减少和避免POPs的影响和危害。

- 7、以面对面的方式向老百姓普及和宣传了POPs的基本知识，并让老百姓了解了如何通过自身行为来减少和避免POPs的影响和危害。



在四川省雅安市宝兴县灵关小学开展POPs宣传活动



在北京沃尔玛举行“拒绝持久性有机污染物”宣传活动

- 8、中国POPs信息网的开通，为公众又打造了一个能够全面、系统了解POPs的信息平台，进一步推动了POPs相关知识的普及和动态的宣传。

- 9、面向地方基层群众，重点向农民渔民等群体普及和宣传POPs基本知识，以及让他们了解如何通过自身行为来减少和避免POPs的影响和危害。



中国POPs信息网正式开通



在山东省德州市开展POPs宣传活动

## 项目机构

### 联合国开发计划署

联合国开发计划署是联合国从事发展的全球网络。我们倡导变革并为各国提供知识、经验和资源，帮助人民创造更美好的生活。我们在166个国家开展发展援助，通过与这些国家的合作，帮助各国应对全球和各国国内面临的发展挑战。联合国开发计划署及其广泛的合作伙伴一起帮助各国进行自身的能力建设。

## 全球环境基金小额赠款项目

作为全球环境基金资助项目的组成部分之一，小额赠款计划成立于1992年，由联合国开发计划署负责实施，联合国项目管理办公室负责执行。这个计划已经直接资助了全球范围内1万多个非政府组织和社区组织开展项目，保护和恢复自然环境，同时提高人民的福祉和生活水平。目前，全球环境基金小额赠款项目（GEF SGP）已在全球122个国家实施。

小额赠款项目支持全球环境基金优先领域的活动——生物多样性保护、减轻气候变化、保护国际水域、防止土地退化和减少持久性有机污染物的影响。小额赠款项目深信，全球环境问题可以通过当地居民的广泛参与，直接提高社区利益和主人翁意识来解决。与自上而下、依赖于专家的发展项目不同，小额项目旨在通过使用有限的资金，支持当地社区成员开展对他们的生活和环境产生重要影响的活动，同时兼顾全球利益。

2006年，中国作为23个新的国别项目正式加入小额赠款计划。2008年，中国财政部作为GEF的窗口单位签署背书，将全球环境基金资源分配框架下的100万美元用于支持在中国开展小额赠款项目，该项目同时获得GEF核心资金15万美元。小额赠款计划中国项目成立后，于2009年11月正式展开了第一轮项目建议书征集活动。在为期30天的项目建议书征集期内，共收到了156份来自地方非政府组织的项目建议书。目前，经过小额赠款计划中国项目国家指导委员会的认真筛选，共有22个机构的项目获得首批赠款，内容涵盖全球环境基金的五个重点领域，地点分布在全国的14个省和直辖市。

## 中国环境新闻工作者协会

中国环境新闻工作者协会成立于1986年，是由全国报刊、广播、电视、通讯社等新闻单位和环境新闻工作者自愿组成的非政府组织，是具有独立法人资格的全国性社会团体，是亚太环境新闻工作者论坛的副主席成员。

协会宗旨是团结全国环境新闻工作者，推动环境保护的宣传和教育。致力于提高公众的环境意识，促进我国环境保护事业的发展。积极开展与国际及港、澳、台地区的非政府组织和环境新闻工作者的学术交流与合作。

中国环境新闻工作者协会作为全国性的一级社团，是联系全国环境新闻工作者的桥梁和纽带。多年来组织开展了一系列有影响的环保新闻和公益活动，产生了积极的社会影响。

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