

Final Report
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Progress Report

Project Title: Asian Conservation Awareness Program (ACAP) – China

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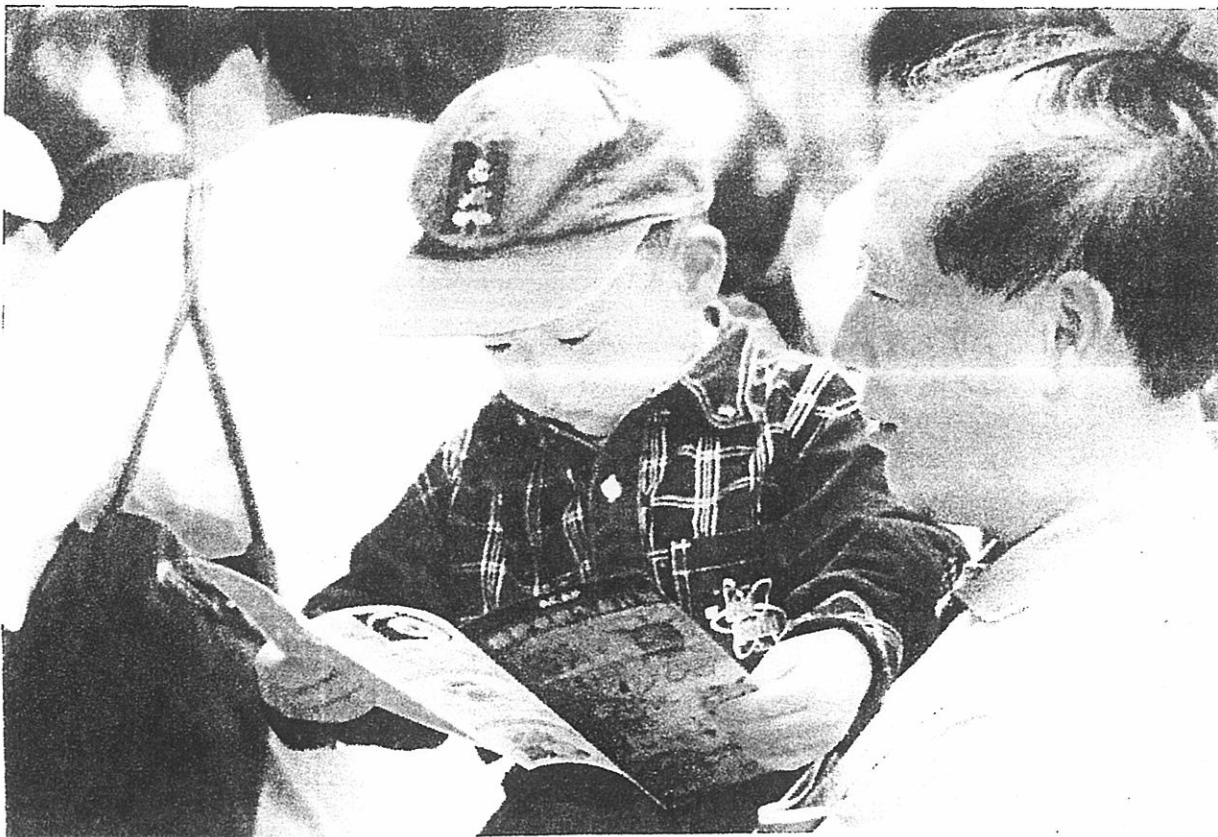
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Program Summary

The Problem: unsustainable consumption of wild animal parts and products in China.

General awareness of species conservation in China remains extremely limited and where it does exist, understanding of the issues often bears little resemblance to the reality of conservation of animals in their wild state.

Likewise, consumption of wild animal parts and products continues in the Peoples Republic of China with a corresponding negative impact on wild animal populations and efforts to ensure their effective conservation. The use of animal parts and product in Traditional Chinese Medicines (TCM) in the PRC continues, although anecdotal reports indicate that the use of several high profile species such as the tiger and rhino may have declined in recent years. However, a growing class of extremely wealthy Chinese are increasingly consuming wild species as luxury foods and tonics.

Without an integrated approach, addressing both enforcement and education and awareness it is apparent that trends in the consumption of many species will continue on an upward curve.

WildAid's response: a dynamic approach to raising awareness and support for wildlife conservation.

WildAid's ACAP program seeks to tackle demand-side issues to reduce the consumption – thereby trade – in endangered and threatened wildlife species in China. Targeting key audiences – specifically, media, government agencies and TCM practitioners – the ACAP program hopes to inform, educate and enlist individuals, organisations and agencies encouraging them to share a role as our educators for conservation.

ACAP is working with high-profile celebrities (such as Yiang LiPing, Fan Xi and our international ambassador, Jackie Chan. The program employs all media to develop and send out its message as well as building relationships with local organisations. Finally, the support of local, regional and national government for this initiative is being actively canvassed.

Project Goals: the reduction in the consumption / demand for endangered species parts and products.

ACAP's China Program seeks to achieve the following 6-point program within a 3 year period:

1. A reduction in the consumption of endangered species parts and products by building awareness of the plight of endangered species and the role of the consumer in their demise.
2. To assist local partners within the private sector (there are in effect no real NGOs in China), TCM communities, media and government agencies in building awareness of the need for species conservation and actions to achieve effective checks on demand for wild animals parts and products.
3. To engage the widest possible dissemination of ACAP materials by local and national media.
4. To develop new ACAP materials and mechanisms, specifically relevant to Chinese culture and society.
5. To make the ACAP China program self-sustaining, coordinated and executed by local organisations
6. To effectively monitor and communicate the activities of the Program, attitudinal changes achieved by the Program and the beneficial results for the conservation of endangered species.

Recent Outputs and Achievements

The ACAP China Program has undertaken a number of successful initiatives including a nationwide Children and Youth Painting Competition; the distribution of the ACAP 30 minute documentary and Jackie Chan ads; and the origination of new ACAP materials for China. 3 separate country visits have been conducted by ACAP's Director, Steve Trent and Country Program Coordinator, Zoe Chen.

Following is a list of some of the main outputs:

1. Recruitment of the China Program Coordinator, Zoe Chen. Zoe formerly worked on Chinese television, producing, directing and presenting her own widely televised weekly program.
2. Launch and coordination of a nationwide Children and Youth Painting Competition, (see photo) focussed on the theme of wildlife conservation and the natural environment, organised with sponsors and partners including the Xinmin Evening News, Shanghai and Oriental Television and the Shanghai Wild Animal Park. Events and prize ceremonies have been held in Shanghai and are planned for Beijing, Guangzhou and Hong Kong. The Competition and has been highlighted in the Xinmin Evening News and on television.
3. The distribution of the ACAP documentary to several major TV stations and via the Environmental Education Television Project for China (EETPC).
4. The establishment of a dialogue with Shanghai and Oriental TV station to produce a series of ACAP documentaries for broadcast in China. This has now achieved an informal agreement in principle to proceed to the next stage.

5. Finalised plans to host a conference with the China Environmental Protection Foundation in Beijing, inviting members of government (including CITES Management Authority, State Administration for Traditional Chinese Medicine, National Environmental Protection Agency, State Forestry Administration), Media and NGOs. The conference will be held early in 2001.

7. Produced new ACAP pamphlet, targeting younger audiences and a more sophisticated presentation pack. Translated ACAP documentary into Mandarin Chinese.

8. Filmed new messages for ACAP by Chinese celebrities including, Yiang LiPing – a poet, dancer and singer who performs regularly on CCTV and is very widely respected. This message is focussed on elephant conservation; Zhu Zhe Qin is a highly successful singer in China and internationally (her 1998 album winning best international album at the Grammy awards). This message is focussed on the need to use alternatives to endangered wildlife in TCM. Fan Xie, an internationally successful football player, currently playing in England, and formerly captain of the Chinese National Team.

9. ACAP stand and participation in an large scale event in Fu Xing Park in collaboration with the Chinese Youth Federation (see attached photo).

10. Agreement for ACAP Director to lecture at the Beijing University of TCM. Initial stages of discussion regarding similar cooperation with the Shanghai University of TCM.

Opportunities and problems encountered

Numerous opportunities have emerged, as have significant obstacles.

Probably most significant among the opportunities to have emerged is the possibility of producing ACAP television programs for regional and hopefully national broadcast in association with Shanghai and Oriental TV. However, this also raises significant problems in that it will require the establishment of an office and legal entity within China. This will undoubtedly prove time consuming and expensive.

Similarly, as the program has developed in China it has become increasingly apparent that in order to build on existing relationships and develop the full potential of ACAP there is a compelling need for a permanent presence in mainland China.

However, if ACAP is successful in establishing a fully functional office in China we can expect rich dividends in terms of expanding the conservation message, developing further productive relationships with Government, media and Chinese organisations. ACAP and WildAid are conducting an assessment of both costs and benefits.

The Next Steps

The next steps will follow logically from the developments highlighted above. We will continue to use existing media contacts to achieve successful conservation programming

and print coverage in China. ACAP plans to make good use of the new Chinese celebrity partners who have filmed messages endorsing the program and highlighting specific conservation concerns. Similarly, we shall work to firm up relationships with the TCM community and Chinese organisations working in conservation and commerce.

The conference with the China Environmental Protection Foundation (CEPF) will take place early in 2001. Two dates are currently under discussion for the final prize ceremony for the national Children and Youth Painting Competition will take place in Hong Kong – the earlier in November this year and failing that in January or February 2001.

Following the launch with CEPF and the first lecture at the Beijing University of TCM, ACAP plans to produce materials in collaboration with TCM practitioners specifically targeting TCM patients and trainee and qualified practitioners.

However, key to the next stage of development for the program over the next 3 years will be focus on our ability to establish a legal entity and office in China, probably in Shanghai. This will depend upon funding and a decision in this regard still has to made by the WildAid Board of Directors. The ACAP Director will advise the NFWF/Save the Tiger Fund as soon as a decision has been made.