

Hu Huizhe, W.Chad FUTRELL
Friends of Nature

Preface

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1. Background on Environmental Education

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1993 , ‘ ,
(The Syllabus for Environmental Education in Primary and
Secondary Schools) ’ 가
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2. Various Tactic Regarding Curriculum and Public Activities

1) Media and Public Awareness

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Environment events which involved with heated debating in public space and media.

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● Yuanmingyuan Lakebed Anti - seepage Project

(Yuanmingyuan Park) 가
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B. NGO Campaigns by NGO ' s Networking

I● 26 (26 Degree Campaign)

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 The 26 Degrees Campaign) ' 26
 (26 Degree (78 F) Air -Conditioning Energy Saving Campaign) '

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26 (Friends of Nature) NGO
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● 20 20 (20 to 20 Campaign)
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2) NGO

● Friends of Nature
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● Beijing Global Village

NGO 가 1996 Global Village of
Beijing(GVB) ,
GVB 가
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● Roots and Shoots

Roots & Shoots 가 가 2000
1991 , R&S
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The Roots & Shoots

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● National College Student Green Camp

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● Wild China

2004 , Wild China 1 (1st China Wildlife
photography Training Camp) .

3. Friends of Nature

1) Green Communications

- (Nature Appreciation Activities)

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Mountain Hiking Club

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Fragrant Mountain .

Birdwatching Club

Friends of Nature ' 1996
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(Yuanmingyuan
Park and Temple of Heaven)

Botany Club

The Friends of Nature Botany Club 2002

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● Green Choice

Friends of Nature Beijing Global Village China Environment and Sustainable Development Research Center ,
(www.greenchoice.cn)

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● Green Cover Book

2006 2 , Friends of Nature Green Book of Environment: Crisis and Breakthrough of China ' s Environment (2005)

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Green Book 가
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● Newsletters

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2) Subject - specific Environmental Educations

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Green Hope Initiative 2000~:

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of Nature Project Hope (called Hope Schools)

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The Antelope Van for Environmental Education Van 2000~:

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2001
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Beijing Brooks Education Center

Animation Summer Camp on Environmental Protection 2005~

"Animation Camp 2005"

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Animation Workshop

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2006 , Friends of Nature

Green Map (Beijing) 2006~

2005 , Green Map System of New York City 가 , Friends of Nature
Nature Green Map .
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NYC Green Map System

(Rural Teacher Training 2002~2003)

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(Children ' s Drama Program on Environmental Protection 2003)

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UN 가 (China Council on the
UN Decade of Education for Sustainable Development)

(ESD - C) 2006~

Friends of Nature 78 NGO , UN

Decade of Education for Sustainable Development (ESD - C)

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Green Public Lectures:

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Environmental Education in China by Civil Society

Hu Huizhe, W.Chad FUTRELL
Friends of Nature

Preface

After 1990s, China began to experience an environmental awakening phase. This social change can be attributed to the expansion of environmental education efforts made by the public schools, and to a lesser extent, initiatives undertaken by Chinese non-governmental organizations (NGOs). Chinese NGOs continue to play a lesser role in environmental education in spite of the great energy, original ideas, and fresh insights offered through their programs. Recently, Chinese environmental education entered a new phase of development, since 2005 the Chinese government added its voice to the chorus calling for heightened environmental awareness. At the same time, international NGOs have entered China more actively; their actions both challenge and inspire the native NGOs.

1. Background on Environmental Education

In the past, Chinese school education had no specific courses on environmental education, so most courses concerning environmental protection were carried out in biology lessons and field trails. Recently this situation changed significantly. In 1993, the Ministry of Education in China officially released *The Syllabus for Environmental Education in Primary and Secondary Schools* and the first national instructional document on environmental education, *Guide for Implementing Environmental Education in Primary and Secondary Schools* (draft version), which includes regulations on environmental education and tends to cultivate a culture of environmental awareness within educational institutions. Such efforts demonstrate the expanded role of environmental education in Chinese public education.

Environmental education was formally brought into national core courses in 1994. Some government sectors or organizations with government support also undertook environmental education, such as the "Green School" established by the State Environmental Protection Administration (SEPA) and the Ministry of Education, as well as those schools setup by the Environment, Population, and Sustainable Development program of UNESCO. Although teachers in environmental education are not required to do so, many keep in close touch with NGOS, which keeps materials and discussions more up-to-date. Some of these efforts have great potential, but area currently too disorganized. Teaching universities and research institutes lay comparatively greater stress on theoretical research while other educational organizations, such as science and research centers, mainly engage students in scientific experiments and research competitions. Each type of organization pursues environmental education in its own ways.

The effort in environmental education civil society in China comes from both overseas and domestic NGOs, student organizations, and other environment protection entities. International and domestic NGOs are the main force of popular environmental education. Local environmental NGOs and educational entities are important local factors in China. College organizations and their networks in many places are a vital force in environmental education, and were greatly influenced by earlier environmental protection NGOs.

2. Various Tactic Regarding Curriculum and Public Activities

1) Media and Public Awareness

Media, including newspapers, radio, TV and the Internet, produce a large and unique influence on public environmental education. Elevating the stature of environmental awareness in the media will certainly result in greater public environmental awareness.

A. Environment events which involved with heated debating in public space and media.

● Nujiang River Project

Since 2003, hydropower development in southwest China has raised concerns across the social spectrum and drawn global attention as well. Nearly all rivers in the region are due to be dammed. Nujiang River, so called the last unchained river or the last original river, were planned to build a two-reservoir and 13-dam cascade project in 2005. And decisions on such enormous development were made in a hasty manner. Many heated debates have been carried into public space by media over the Nujiang River development, including some significant issues, such as how we can balance the struck among different stakeholders, how we can achieve a more "scientific" decision-making system, how we can considerate the overall costs and a long-term perspective, and whether we should let the relevant information be made public.

● Yuanmingyuan Lakebed Anti-seepage Project

Yuanmingyuan Park, located in northwest Beijing, is one of the most important historic and cultural sites in the country. In 2005 the park administration laid down sheets of plastic on lake beds to conserve water. But some experts saw eco-disaster - irreversible damage on the waterways and birds and plants dependent on them. Very soon the media made this topic a heated public debate. Many environmental NGOs asked to halt this seepage project. Later SEPA announced a public hearing on the environmental impact of the project. After the second Environmental Impact Assessment, SEPA made a ruling on the Yuanmingyuan Project and took a firm and clear position. This issue continued for half a year. We can see remarkable progress in environmental protection from both media and government levels.

B. Campaigns by NGO's Networking

● 26 Degree Campaign

In 2004, six NGOs in China met the energy shortage crisis by initiating the 26 Degree (78 F) Air-Conditioning Energy Saving Campaign, also known as The 26 Degrees Campaign. The main goal of this campaign was to encourage government policymakers to create

legislation requiring enterprises to set thermostats to 26 degrees. In 2005, this goal was achieved when the government laid down a statute that air-conditioning should be set at or above 26 degrees Celsius in public building during summer time.

The 26 Degree Campaign was jointly initiated in 2004 by several NGOs including Friends of Nature. Later, over 50 NGOs around the country joined the effort to help rollout the campaign. Though these organizations have different backgrounds, they worked cooperatively by sending their staff members to form an energy conservation action group. This campaign is seen as a model for inter-organizational cooperation among NGOs in China.

● 20 to 20 Campaign

In 2007, WWF China office called for a networking from NGOs, government, academic institutions, and local communities to response the Climate Change crises by initiating the 20 to 20 Campaign. The main focus of this campaign is calling for various kinds of energy saving methods in communities, business and government sectors to achieve the goal of reduce 20% of energy consumption per capital GDP growth set by China government. This campaign seems an updated version of 26 Degree Campaign but works on wider scale.

2) Some Environmental Education NGOs and Their Activities

● Friends of Nature

Friends of Nature (FON) is the oldest environmental NGO in China. We have been working for over a decade to promote environmental awareness about China's most pressing environmental problems. In particular, we have focused on protecting endangered species such as the Tibetan antelope and the snub-nosed monkey; environmental education through camps, field trips, and most importantly, teacher-training; and awareness-raising campaigns such as photo exhibitions and publications. Though we have achieved some important victories for nature, possibly FON's greatest achievement is helping to foster a

growing network of grassroots environmental NGOs throughout China. We firmly believe that environmental education increases awareness, and awareness increases citizen participation. It is through the participation of all Chinese citizens that China can achieve the dream of an environmentally harmonious society.

● **Beijing Global Village**

Founded in 1996 as one of the first NGOs in China, Global Village of Beijing (GVB) is a non-government, non-profit organization dedicated to environmental education and civil society strengthening. GVB's environmental campaigns focus on the promotion of sustainable development and a green life-style. Its main functions include the production of environmental television programs and other publications, the organization of journalist trainings, the development of green communities, the organization of public events and forums and several other projects in the field of sustainable development and consumption.

● **Roots and Shoots**

Roots & Shoots is the largest of Jane Goodall Institute (JGI) China's programs, and has been active in local schools and universities since 2000. Started in 1991, R&S is now a growing global program based on the principle that everyone has the ability to bring about change. The Roots & Shoots Program has been widely successful in China providing a platform for young people to organize activities outside of the school curriculum and participate in environmental, humanitarian and animal protection activities in their local communities. There are now over 300 R&S groups around China; and all of them are based on a spirit of volunteerism, demonstrating that individuals can make a difference through active participation. Since its inception, R&S has made a long-term impact on many young people, teaching them that they have a role to play in this world and instilling in them a new interest in protecting the environment and animals.

National College Student Green Camp

Since its first camp in 1996, the National College Student Green Camp has successfully held for ten years. It has cultivated a great number of college volunteers, activists, lecturers, and team leaders for green groups in colleges. It 's called the West Point of Chinese NGOs.

Wild China

In 2004, Wild China launched the 1st China Wildlife photography Training Camp. The camp helped to promote wildlife photography, while using photography to enhance protection of wildlife.

3. Diverse Approaches to Environmental Education by Friends of Nature

1) Green Communications

● Nature Appreciation Activities

Along with the activities and programs of our staff, FON supports several clubs related to nature and environmental protection. Though FON staff regularly participates in these clubs, they are organized by the members rather than the staff.

Mountain Hiking Club

The core group includes more than 60 people, with many expert climbers. Dozens of others participate on a given weekend. Along with biweekly hikes, more serious expeditions to mountains over 1,000 meters above sea level are also common. We also conduct regular "practical conservation activities" including sessions where we pick up litter on the Fragrant Mountain on the west end of Beijing along with improving fire roads.

Birdwatching Club

Friends of Nature 's Birdwatching Club was established in 1996,making it the first birdwatching group in China. Over the last decade this club has visited numerous birding sites and helped promote birdwatching and wetland conservation throughout China. Still

very active, this club organizes weekend trips to good sites within Beijing (such as the Yuanmingyuan Park and Temple of Heaven) as well as in the surrounding suburbs. This club also works with other birdwatching groups to conduct research projects on bird diversity, breeding and feeding conditions.

Botany Club

The Friends of Nature Botany Club was established in 2002 for members who are interested in the close examination of plants. Since then they have organized various activities to disseminate botanical and ecological knowledge, and to promote the harmonious coexistence of man and nature.

● **Green Choice**

Friends of Nature, cooperating with Beijing Global Village and China Environment and Sustainable Development Research Center, set up a website (www.greenchoice.cn) to promote green life and green consumption. Managed by volunteers, this website offers all kinds of information related to green life and green consumption. Green Choice also organizes related activities, trying to influence the public on choosing environmentally -friendly ways of consumption, especially in terms of daily life.

● **Green Cover Book**

In February 2006, Friends of Nature compiled essays for and published the Green Book of Environment: Crisis and Breakthrough of China 's Environment (2005), later arranging for its translation into English and subsequent publication in November 2006. The Green Book was the first annual report of China 's environmental protection compiled by a non-governmental organization. Environmental activists, experts, scholars, and journalists contributed articles to the Green Book, making it the only book that reflects the views and observations of people working on the front line of environmental protection in China. Written in a relatively easy and non-academic manner, the authors base their opinions on facts and statistics with the hope of helping readers from all walks of life better understand the important environmental issues, challenges, trends and lessons concerning

environmental protection in China in 2005. This book is published by China Social Sciences Press. The project is supported by Delta Environmental and Educational Foundation.

● Newsletters

Friends of Nature Newsletter is a non-commercial publication which aims at strengthening communication among FON members, and between Friends of Nature and its partners in the field of environmental protection. The readership is gradually enlarging as the newsletter is widely regarded as a successful publication containing rich information on China's environmental protection. Prominent environmental activists and scholars contribute articles, as well as activists and students from all over China. While paying attention to China's environmental issues and reporting FON activities, the newsletter also makes the public's voice heard. FON currently publishes the Chinese version of the newsletter bimonthly, distributing it in both print and electronic form. The former has a circulation of 3,500, and the latter 10,000. The electronic Newsletter is available on the website of Friends of Nature: <http://www.fon.org.cn/channal.php?cid=51>. FON also publishes a quarterly English Edition of the newsletter, which has a circulation of 500. The English Edition is comprised of articles deemed important for international audiences, and contains some of the most current information available on China's environmental situation. At present, the publication of the newsletter (both in Chinese and English) is supported by Delta Environmental and Educational Foundation. If you are interested in receiving either of the newsletters, please refer to information on how to become a member.

2) Subject-specific Environmental Educations

We at Friends of Nature believe that educating young generations about the importance of environmental protection is one of the most effective ways to protect nature. Indeed, studies in other countries have shown that it is often children who make their parents more interested in the environment rather than the other way around. To this end we have dedicated much of our time and resources to holding children's camps, fieldtrips, and public and school lectures aimed at raising elementary, middle, and high school

students' environmental awareness. These efforts have already begun to bear fruit as these students have graduated from high school and have started student groups at their universities. Some have even gone on to work at or start their own environmental NGOs. Recognizing that our ability to directly speak to students is limited by human and financial resources, we have emphasized creating environmental education curriculum materials and have trained teachers from all over China. We also translated and arranged for the publication of the *Sharing Nature with Children*, which introduced nature teaching methods to China. These materials and teachers can then reach a much larger segment of the student population.

FON's education campaigns have always been marked by their innovative approaches to environmental education. Emphasizing participation and experiential learning, FON adopted the concept of mobile environmental education from Germany with the founding of the Antelope Van. Also, more recently FON has teamed up with Denmark's Animation Workshop to teach children about the environment while making cartoons. This innovative program thus stimulates student interest while creating materials aimed at raising the public's environmental awareness.

Green Hope Initiative 2000~:

From 2000, with support from the China Youth Development Foundation (CYDF), volunteers from Friends of Nature began to visit schools funded by Project Hope (called Hope Schools), developing a program on environmental protection. Focusing on environmental education in rural areas, the program aims at raising the environmental awareness among rural school children and their teachers. Every year groups of FON volunteers are sent to various rural areas in China to implement the Green Hope Initiative. It also organizes training to help rural teachers incorporate environmental issues into their curriculum while raising their own understanding of environmental issues. At the same time, this program has also trained a large number of local volunteers who are familiar with the local conditions and therefore can do a better job in protecting the local natural environment. Up to 2005, altogether 400 volunteers have participated in the program, and they have brought environment education to more than 300 Hope Schools in over 20

provinces and municipalities.

The Antelope Van for Environmental Education Van 2000~:

In 2000, Friends of Nature adapted the concept of Mobile Environmental Education from Germany 's Friends of Nature to launch the first educational van in China, the Antelope Van. As a mobile classroom, the Antelope Van has taken the lead in promoting innovative teaching methods which emphasize interaction, participation, and experiential learning. Over the past few years, this educational van has visited more than 400 primary schools all over the country, and has reached more than 50,000 students and teachers. It has also spread the concept of mobile environmental education to educators in other parts of China. In 2001, the Antelope Van program won the Ford Motor Environmental Conservation Award. Now, with financial support from Oxfam, this program is collaborating with Green Web and Beijing Brooks Education Center in trying to combine the development of education and environmental education.

Animation Summer Camp on Environmental Protection 2005~

"Animation Camp 2005" was an original educational program that deepened children 's understanding of environmental problems through making animation. In July 2005, Friends of Nature, in cooperation with the Animation Workshop, a Denmark cartoon school, opened an animation workshop for environmental protection in some primary schools in Beijing. This program combined animation making with environmental education. The process of making animated cartoons helped children to observe and think about environmental problems more keenly. At the same time, their cartoons served as materials that promoted environmental protection. The children 's unique perspectives impressed the audience deeply. In 2006, Friends of Nature initiated teacher training sessions on this new teaching method.

Green Map (Beijing) 2006~

In 2005, authorized by the Green Map System of New York City, Friends of Nature began to draw a Green Map of Beijing. This program aims at encouraging Beijing citizens to participate in environmental protection activities and establish green communities. As an effective way of attracting volunteers, Green Map encourages them to look at life with a green view, and care for their communities. In 2006, the Green Map of Shichahai (a lake area in the inner city of Beijing) was completed by volunteers from Friends of Nature. This is the first green map even made in mainland China under the Green Map System of NYC.

Rural Teacher Training 2002~2003

By means of training courses, lectures, voluntary work, and workshops, this program helped rural teachers to strengthen their ability to teach about environmental issues and protection. From November 2002 to September 2003, Friends of Nature held seven training courses in seven provinces and trained 571 elementary, middle, and high school teachers.

Children ' s Drama Program on Environmental Protection 2003~

This program applies drama to environmental education, greatly stimulating children ' s passion for independent thinking and lively discussion on human behavior ' s impact on the environment. Through a combination of learning and fun, children ' s awareness of environmental protection is raised. This program is carried out at various times throughout the year, such as through summer camps, winter camps or parent - children interactive activities. Any cooperation is warmly welcomed.

China Council on the UN Decade of Education for Sustainable Development (ESD - C) 2006~

Friends of Nature, together with 78 domestic NGOs, educational institutions, and

individuals, set up the China Council on the UN Decade of Education for Sustainable Development (ESD-C) in June 2006. The mission of this council includes the forming of an information platform, capacity building, training, annual theme activities, seminars, policy advising, international communication, and cooperation. Friends of Nature, as the China representative of ESD in East Asia, organized a conference in November 2006 through which Chinese and Japanese groups could exchange experiences and set up possibilities for future collaboration.

Green Public Lectures:

Throughout the year professionals in the fields of environmental protection and sustainable development are invited by Friends of Nature to give public lectures and thus spread a green culture.