

# China Environmental Awareness Programme (CEAP)

## The Challenge

China's rapid growth over the past decades, while drastically reducing levels of extreme poverty, has had a critical impact on the country's natural resources. The general public's lack of awareness and information, as well as indifference towards protecting the environment has further contributed to the degradation of land, water and air. In a 2002 Internet poll of Chinese citizens by the People's Daily, the environment ranked tenth as a concern behind other social issues. In a 2005 survey conducted by the State Environmental Protection Administration, less than 20% of the population was actively engaged in any environmental initiative.

## The Response

The primary objective of CEAP is to raise the public's awareness of the environmental challenges facing China and to convert that knowledge into a change in behavior, attitude and practice towards environmental protection. With 80% of the Chinese public learning about environment-related matters through the media, CEAP will support a series of visible and innovative national and local awareness campaigns targeting the youth, rural and urban residents and communities. The campaigns will consist of public service announcements, films, TV, print, radio, Internet and mobile telephones.

In conjunction with the campaign efforts, CEAP will also work at the policy level with government officials to support activities to strengthen decision-making processes and policy implementation on environmental matters. To this end, the programme will carry out a design of a national strategy on capacity development for access to information, participation and remedy in environmental decision-making.

UNDP's partners on this project include the State Environmental Protection Administration, the Center for Environmental Education & Communications, China International Centre for Economic & Technical Exchanges (CICETE), Government of Norway and ArcelorMittal.

## Achievements

- Project Management Office established and CEAP logo and slogan developed;
- 9 local campaign activities launched, featuring renewable energy photo competition and developing environmental protection posters
- CEAP Environmental Ambassadors confirmed – Mr. Lang Lang, pianist and Ms. Yang Lan, TV host and personality;
- 3 Climate Change public service announcements produced, featuring CEAP Environmental Ambassador Yang Lan; and
- Green Olympic public service announcements produced featuring the 5 Olympic mascots.

## At A Glance

Start Date: June 2006  
 End Date: June 2009  
 Implementing Partner(s): State Environmental Protection Administration and CICETE  
 Project ID: 00051418

UNDAF Goal: Outcome 1 – Social and economic policies are developed and improved  
 MDG: Target 9, Goal 7 – Ensure environmental sustainability  
 CPAP Outcome 3- Enabling environment for civil society participation and its effective engagement in Xiaokang priority issues supported.  
 Website: <http://www.chinaceap.org>

Total Budget:	US\$	3,500,000
UNDP:	US\$	500,000
Government:	US\$	500,000
ArcelorMittal:	US\$	2,000,000
Norway:	US\$	500,000

Project location(s): Beijing, Xinjiang, Sichuan, Liaoning, Guizhou, Yunnan, Hunan, Heilongjiang, Shandong

To contribute to this initiative or to request more information about any of our programmes please visit our website at [www.undp.org.cn](http://www.undp.org.cn). Alternatively you can contact us on + 86 (10) 8532 0800 or by email at [registry.cn@undp.org](mailto:registry.cn@undp.org).

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