

# Final Report

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

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**Grantor: National Fish and Wildlife Foundation / Save the Tiger Fund**

**Grantee: WildAid**  
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NB. This report builds on the previous progress report for the ACAP China initiative (10.10.2000), updating information on activities, achievements and obstacles and reflecting the total expenditure of \$30,000 represented by the NFWF/STF grant.

Substantial further work is underway or planned for WildAid's ACAP China program – supported by the most recent grant provision from NFWF / STF for \$50,000.



## **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.

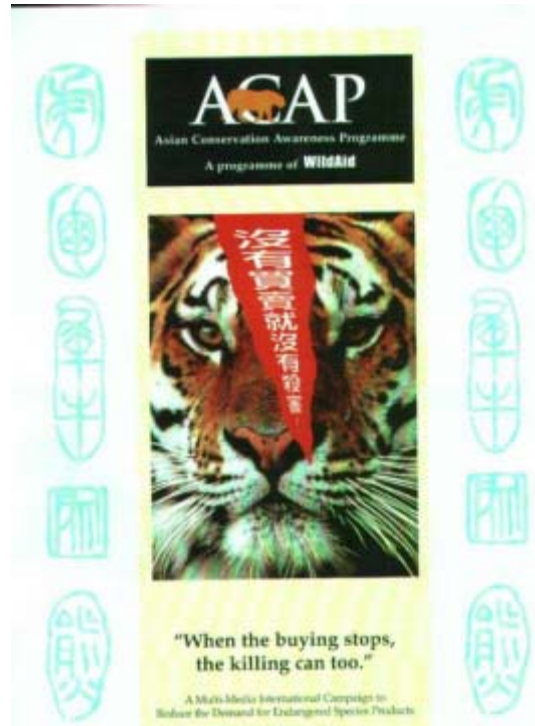
Likewise, consumption of wild animal parts and products continues in the Peoples Republic of China with a corresponding negative impact on wild animal populations and efforts to ensure their effective conservation. The use of animal parts and products in Traditional Chinese Medicines (TCM) in the PRC 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 decision makers and opinion formers – 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 conservation educators.

ACAP is working with high-profile celebrities such as Academy Award winning film director, Ang Lee, Yiang LiPing (award winning dancer), Fan Zhi Yi (former Captain of Chinese national football team) 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:

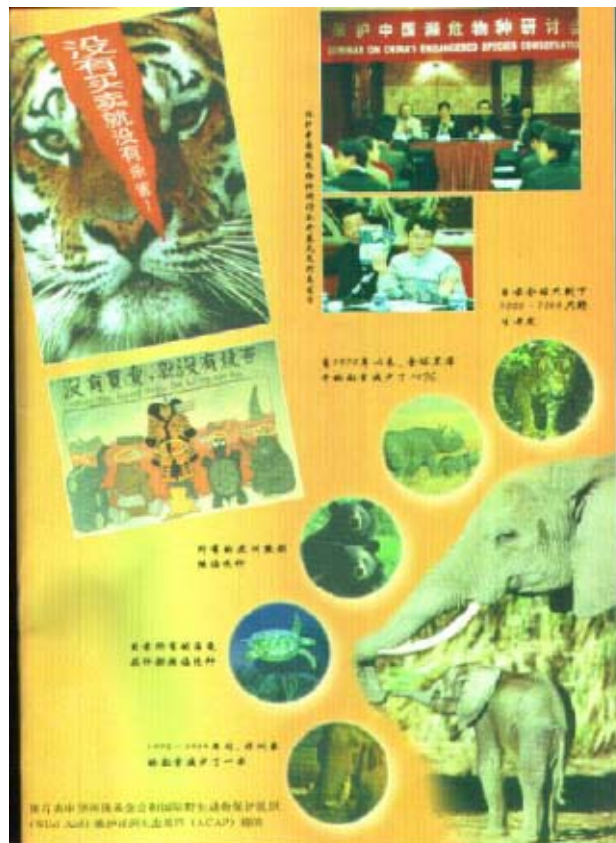
1. A reduction in the consumption of endangered species parts and products by building awareness of the plight of endangered species and the role of the consumer in their demise.
2. To assist local partners within the private sector / civil society, TCM communities, media and government agencies in building 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 major conference on wildlife conservation, a lecture at the Beijing University of TCM on the impact of TCM on species conservation, Production of 25 radio programs highlighting ACAP's conservation messages. Examples of previous initiatives assisted by the grant include 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. 7 separate country visits have been conducted by ACAP's Director, Steve Trent and Country Program Coordinator, Zoe Chen.

Following is a list of the main outputs:

1. Production of a series of 25 Radio Programs highlighting ACAP's conservation messages
2. Successful organisation of a major conference on China's Endangered Species Conservation in collaboration with the China Environmental Protection Foundation (CEPF). (CEPF was established by Qu Ge Ping, the first head of the National – now State – Environmental Protection Agency, with Wan Li, former Chair of the Standing Committee of the National People's Conference and Huang Hua, former vice-Premier as Honorary Chairmen of the Board of Directors). The conference was reported on Beijing TV and CCTV



3. Production of new “show-reel” to highlight ACAP’s work to potential sponsors and collaborators.
4. Widespread distribution of ACAP television advertisements and materials on television and print media including CCTV, Beijing TV, Shanghai and Oriental TV station, Xinmin Evening News and the following in collaboration with the Environmental Education Television Project for China:
  - i) 12 times Beijing TV (BTV), during “Impressions” program
  - ii) 6 times Guangzhou Cable TV, “Earth Report” program
  - iii) 8 times Liaoning Cable TV, “Earth Report” program
  - iv) 6 times Yichang Three Gorges TV, “Earth Report” program
  - v) 12 times Beihai Cable TV, “Earth Report” program
  - vi) 6 times Quanzhou Cable TV, “Earth Report” program
  - vii) 6 times Hebei Shiyuan TV, “Earth Report” program
  - viii) 6 times Guiyang Cable TV, “Earth Report” program
  - ix) 6 times Huangshan Cable TV, “Earth Report” program



5. Lecture at Beijing University of TCM and agreement with Shanghai University of TCM to jointly write and produce educational materials for practitioners and consumers.

Previous recent outputs included:

1. Launch and coordination of a nationwide Children and Youth Painting Competition, 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.
2. Produced new ACAP pamphlet, targeting younger audiences and a more sophisticated presentation pack. Translated ACAP documentary into Mandarin Chinese.
3. Filmed new messages for ACAP by Chinese celebrities including, Yang 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 Zhi Yi, an internationally successful football player, currently playing in England, and formerly captain of the Chinese National Team.
4. ACAP stand and participation in a large scale event in Fu Xing Park in collaboration with the Chinese Youth Federation.



### **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.

A fundamental recurring obstacle to developing the program in China is the apparent lack of standard practice and transparency in contractual agreements and achieving commitments that are legally binding and can be enforced. This significantly increases the element of risk where expenditures are required in advance of the provision of service or materials

### **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 continue developing its portfolio of Chinese celebrity partners, filming new messages endorsing the program and highlighting specific conservation concerns. ACAP will make an extra effort to focus on well-known sports personalities, as we believe these individuals will have a growing status and attraction following the decision to award Beijing the next Olympic games.

Similarly, we shall work to firm up relationships with the TCM community and specifically the further development of our relationship with the universities.

ACAP is actively hoping to develop partnerships with commercial enterprises, either in China or looking to the Chinese market.

Still 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 and the development of a TV series. Sufficient funding will be crucial to these elements.

