

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional network: Shennongjia UNESCO Global Geopark (China, Asia-Pacific Geoparks Network)

Year of inscription/ Year of the last revalidation: 2013/2017



The New Geo-science Experience Center of Shennongjia UGGp

2. GEOPARK FIGURES

Number of Geopark staff members: 329 staff members including 3 geoscientists

Number of visitors: 1.91 million person-times

Number of Geopark events: More than 20 events, including the online promotion on the World Wetlands Day, World Earth Day, and the Chinese National Low Carbon Day; the popular science education campaign on campuses, in communities and villages; the 3rd Bird-watching Competition, the 11th Alpine Rhododendron Festival, the 8th National Ice & Snow Sports Season, the online ceremony to worship Emperor Yan, the Aerial Photo Contest, the Short Video Contest, etc.

Number of school classes realizing Geopark educational programmes: 40

Number of Geopark press release: More than 400

3. GEOPARK ACTIVITIES

Major achievements in 2021

1. Completing the construction of the Smart Popular Science Interpretation System (Phase 1) with an investment of CNY 15 million (about 2.36 million U.S. dollars). The main contents of the project include: building a cloud platform of the popular science education information system, developing supporting applications, realizing the transformation and upgrading of the contents and display forms of three exhibition centers (Guanmenshan Geo-science Experience Center, Dajiuhu Wetland Museum and Xiaolongtan Golden Snub-nosed Monkey Exhibition Center), producing digital popular science education materials. This project uses digitalization, VR, AR and other technical means to build a multi-angle and multi-content popular science education information system with the Geopark's unique content of typical geological landscape, rare plants and animals, and folk culture as the entry point to provide the public with rich popular science contents and various forms of experience, and to popularize scientific knowledge and show the characteristics of the Geopark in a vivid way.
2. Completing the transformation and upgrading of the Popular Science Trail of Dajiuhu Wetland, redesigning 25 existing interpretation panels and installing 69 new ones.
3. Hosting the 3rd Bird-watching Competition, in which 36 teams participated and 248 bird species were recorded, including 8 new species.
4. Winning the *Most Beautiful Geopark* and *Best Photographer* awards in the Most Beautiful Impressions of the Earth photo contest co-organized by the Chinese Academy of Geological Sciences, the Geological Museum of China, the Publicity & Education Center of the Ministry of Natural Resources, China Green Times, the Geological Society of China and Geoparker Nature Education Center.
5. Publishing the popular science book *Shennongjia in the Eyes of Children*, which was inscribed on the 2021 List of Best Popular Science Books recommended by the Ministry of Natural Resources, and the study-tour teaching material *Golden Snub-nosed Monkey and Eco-Conservation of Shennongjia*.

Contribution towards GGN - Networking and Participation

1. Participating in 2021 World Earth Day common publicity campaign of 24 geoparks from China, Japan, Thailand and Vietnam.
2. Receiving delegations from Dali Cangshan UGGp and Yimengshan UGGp and signing sister-park agreements with both geoparks, receiving a delegation from Alxa UGGp, making a video for the 10th Anniversary of Villuercas-Ibores-Jara UGGp, providing exhibition materials to the museum of Zhangye UGGp.
3. Attending the 2nd Digital Forum of GGN and the 7th International Conference on UNESCO Global Geoparks.
4. Attending online meetings of the Forum on Synergetic Management of Multiple UNESCO Designations and shared experience with Huangshan UGGp and Cilento UGGp, etc.
5. Participating in the 1st GGN Film Festival.
6. Publishing a news release in the 2021 1st Issue of the GGN Newsletter.

Management and financial status

Management organization: the Administration of Shennongjia National Park, with 329 staff members.

Financial status: The Geopark is in good financial status, in 2021 it received CNY 116 million (about 18.23 million U.S. dollars) of government grants, and CNY 87 million (about 13.67 million U.S. dollars) of ticket proceeds and sales income.

Geoconservation

1. Contracts were signed with 127 full-time rangers and 700 part-time rangers to clearly define their responsibilities, conservation objects, management measures, tasks and objectives.
2. 921 patrol routes were optimized, a Patrol Route Map was developed, and the *Technical Regulations on Field Patrol* was developed.
3. Field patrol of 1,482 man-days with a total distance of 10,451km was carried out in 2021 with 9,534 monitoring forms filled and 11,269 monitoring photos taken.

Sustainable tourism (Geotourism)

In 2021, Shennongjia UGGp received a total of 1.91 million tourists, with significant decrease comparing to 2020 due to the COVID-19 pandemic. The geotourism boosted the local economy by over 800 million Yuan. 65% of the townships and 75% of the population of Shennongjia directly benefited from the geotourism; 400 rural home inns, 20 star-rated hotels and over 7,000 people directly work on tourism services, and 20,000 people are indirectly involved in and benefit from tourism businesses.

New education programmes on geoconservation, sustainable development and disaster risk reduction

1. Online promotion on the World Wetlands Day, the World Earth Day and the Chinese National Low Carbon Day through official website and social media.
2. Common publicity campaign of 24 geoparks from China, Japan, Thailand and Vietnam on the World Earth Day, including online and offline promotion events such as photo and video exhibitions, geoscience quizzes, photo contest and etc.
3. Completing the transformation and upgrading of the Popular Science Trail of Dajiuhu Wetland, redesigning 25 existing interpretation panels and installing 69 new ones.
4. Developing 5 study-tour routes featured by the Golden-snub-nosed Monkey, plant diversity and bird-watching, installing over 4,000 popular science panels and plates.
5. Developing three popular science teaching materials, *Golden Snub-nosed Monkey and Eco-conservation of Shennongjia*, *Bio-diversity of Dajiuhu Wetland* and *Plant Diversity of Shennongjia* in cooperation with top study-tour research teams in China.

Strategic partnership

1. Research on the *Project of Genetic Resources Center of Central China* and the *Background Survey on the Biological Resources of Shennongjia* in cooperation with Chinese Academy of Sciences and Chinese Academy of Forestry.
2. Research projects on the *Bio-diversity Monitoring and Key Technologies for the Conservation of Endangered Animals of Shennongjia*, the *Ecosystem Service Function of Shennongjia Forest*, *Phytocoenosis and Habitat Conservation of Dajiuhu Wetland*, and *Albino Animals of Shennongjia* in cooperation with Chinese Academy of Forestry.
3. A science article *Ediacaran cap dolomite of Shennongjia, northern Yangtze Craton, South China* published on the *Precambrian Research* journal in cooperation with Chinese Academy of Geological Sciences.
4. National Training on Juvenile Nature Education in cooperation with the Botanical Society of China, and a training camp for mentors of study-tour on the Golden Snub-nosed Monkey in cooperation with Hubei University of Economics.
5. Providing field practice opportunities to a total of 1,481 students from 33 universities including Tsinghua University, Wuhan University, Sun Yat-sen University, Huazhong Agricultural University and etc.

Promotional activities

1. Wide media coverage including 126 news releases on mainstream media above provincial level, 277 releases on the Administration's Wechat account and 65 videos on Douyin.
2. Promotional documentaries were produced and broadcast on China Central TV and Hubei TV, and over a dozen of live broadcasts with online media.
3. A bilingual promotional video and an eco-conservation documentary were produced.
4. Internet direct sales by using new media.
5. Tourism promotion activities in cooperation with over 40 tourist agencies.

4. CONTACTS

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