

# GGN - Geopark Annual Report 2022

## 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



*Geo-science popularization on campus*

## 2. GEOPARK FIGURES

**Number of Geopark staff members:** 309 staff members including 3 geoscientists

**Number of visitors:** 2.77 million person-times

**Number of Geopark events:** 25 events, including the online promotion on the World Wetlands Day, World Earth Day, and the Chinese National Low Carbon Day, etc.; the popular science education campaign on campuses, in communities and villages; the 12<sup>th</sup> Alpine Rhododendron Festival, the 9<sup>th</sup> National Ice & Snow Sports Season, the ceremony to worship Emperor Yan, the Aerial Photo Contest, the Short Video Contest, etc.

**Number of school classes realizing Geopark educational programmes:** 20

**Number of Geopark press release:** More than 400

## 3. GEOPARK ACTIVITIES

### Major achievements in 2022

1. Winning the *Most Beautiful Protected Area* and *Best Photographer* awards in the 6<sup>th</sup> Most Beautiful Impressions of the Earth photo contest co-organized by the Chinese Academy of Geological Sciences, the Publicity & Education Center of the Ministry of Natural Resources, China Green Times, the Geological Society of China and Geoparker Nature Education Center.
2. Approved by China Association for Science and Technology as one of China's first national popular science education bases.

3. Completing the compilation of 4 *Dajiuhu Wetland Explorers* study-tour teaching textbooks for school students.
4. Co-organizing Online Workshop 2022 of the Forum for UNESCO Multi-designated Sites with Huangshan UGGp.

#### **Contribution towards GGN - Networking and Participation**

1. Having an online meeting with Grutas del Palacio UGGp, Uruguay on future exchange and cooperation; attending and addressing the *Geoparks: Objectives, Results, Situation Current and Challenges* online symposium held by Grutas del Palacio UGGp.
2. Attending the 7<sup>th</sup> APGN Symposium.
3. Participating in 2022 World Earth Day common publicity campaign of 22 geoparks in China.
4. Launching ticket discount campaign for study-tour groups of university and school students in the summer vacation in cooperation with 20 Chinese UGGps.
5. Donating rock samples and popular science books to Ningde UGGp and Qinling-Zhongnanshan UGGp.
6. Publishing 2 news releases in the 2022 1<sup>st</sup> and 2<sup>nd</sup> issues of the GGN Newsletter.

#### **Management and financial status**

Management organization: the Administration of Shennongjia National Park, with 309 staff members.

Financial status: The Geopark is in good financial status, in 2022 it received CNY 102 million (about 15 million U.S. dollars) of government grants, and CNY 130 million (about 19.12 million U.S. dollars) of ticket proceeds and sales income.

#### **Geoconservation**

1. Contracts were signed with 123 full-time rangers and 700 part-time rangers to clearly define their responsibilities, conservation objects, management measures, tasks and objectives.
2. Integrating the Patrol Route Map into the informationized monitoring platform.
3. Field patrol of 8,856 man-times with a total distance of 53,136km was carried out in 2022 with 5,400 monitoring forms filled, 10,120 monitoring photos taken and 1,130 flyers handed out.

#### **Sustainable tourism (Geotourism)**

In 2022, Shennongjia UGGp received a total of 2.77 million tourists, with 45% increase comparing to 2021. The geotourism boosted the local economy by over 1.2 billion Yuan. 70% of the townships and 75% of the population of Shennongjia directly benefited from the geotourism; 500 rural home inns, 30 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 22 Chinese geoparks on the World Earth Day, including online and offline promotion events such as photo and video exhibitions, geoscience quizzes, photo contest and etc.
3. Holding National Juvenile Nature Education Training Camp.
4. Organizing Sustainable Use of Natural Resources popular science lectures in schools, communities and villages.
5. Launching Nature Education website, App and Wechat applet.
6. Starting compilation of popular science teaching material *Shennongjia Plant Surveyors* for school students.

### **Strategic partnership**

1. Receiving research, survey and practice teams from Chinese Academy of Sciences, Chinese Academy of Geological Sciences, China University of Geosciences (Beijing), Hubei Institute of Geosciences, etc.
2. Selecting 60 top-level experts on bio-diversity conservation, wildlife protection, social economy, etc. from universities and research institutes for the Geopark's think tank.
3. Jointly conducted field research with Hubei Provincial Institute of Geological Sciences, and prepared a work program and funding budget for the application of Qingtian Geological and Cultural Village Project.
4. Cooperated with the Chinese Academy of Forestry to complete the "Shennongjia Biodiversity Monitoring and Endangered Animals Conservation Key Technology Research", published three monographs, obtained four invention patents, and published more than 10 papers.
5. Cooperated with the Institute of Zoology of the Chinese Academy of Sciences, the Kunming Institute of Botany of the Chinese Academy of Sciences, and the Northwest University of Agriculture and Forestry to jointly carry out biodiversity monitoring and research demonstrations, published three monographs, 20 papers, one technical specification, one white paper, and set up six sets of various types of monitoring systems and one resource monitoring and management platform.
6. Cooperated with Shennongjia Education Bureau, School of Geography and Information Engineering of the China University of Geosciences (Wuhan), Hubei Shennongjia Culture and Tourism Group Co., Ltd. and Youpinhui Youth Science Popularization Study and Practice Educational Service Platform to co-host Shennongjia Nature & Ecology Study and Practice Curriculum Instructor Training Course.

### **Promotional activities**

1. Released more than 100 pieces of news in the national mainstream media, more than 200 pieces of news in the mainstream media at the provincial level, 160 pieces of news in the Wechat public account, and 37 pieces of short videos on Douyin.
2. Strengthened cooperation with central mainstream media organizations such as People's Daily, Xinhua News Agency, China Central Television, Guangming Daily, Economic Daily, China Daily, Science and Technology Daily, etc., and deepen cooperation with provincial mainstream media such as Hubei Daily, Hubei TV Station and Hubei Jingchu Net.
3. Cooperated with CCTV, Xinhua Net, Hubei TV and other media to carry out livestream and film and broadcast a number of publicity documentaries.
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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