

GGN - Geopark Annual Report 2023

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: 296 staff members including 3 geoscientists

Number of visitors: 3.99 million person-times

Number of Geopark events: 18 events, including the online promotion on World Wetland Day, World Wildlife Day, World Earth Day, and National Low Carbon Day, etc.; the popular science education campaign on campuses, in communities and villages; the 5th bird-watching competition, the 8th Shennongjia Bicycle Race for young college students from China's Mainland and Taiwan, UTSS Shennongjia Forest Cross Country Race, 2023 Roof of Central China Bicycle Climbing Challenge, the First Shennongjia Alpine Motorcycle Rock Music Festival, the award ceremony of the 25th National Art Photography Competition and the theme photography activity of Photographers Entering Shennongjia, and the finals of College Students Singing Competition on the Top of Central China.

Number of school classes realizing Geopark educational programmes: 30

Number of Geopark press release: More than 900

3. GEOPARK ACTIVITIES

Major achievements in 2023

1. Winning the *Outstanding Work*, *Best Photographer* and *Annual Contribution Awards* in the 7th 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 the Ministry of Ecology and Environment and the Ministry of Science and Technology as national ecological environment popular science base.
3. Approved by the Ministry of Ecology and Environment and the Ministry of Science and Technology as national environmental protection popular science base.
4. Compilation of the *Manual for Appreciation of Shennongjia Rare and Endangered Animals and Plants*, including 90 plant species and 138 animal species; Jointly compiling 4 sets of *Plant Explorer in Shennongjia* study-tour textbooks with the Hubei University of Economics; jointly compiling and publishing two popular science articles with the Illustrated Children Magazine, namely *Monkey's Story* and *Following Monkey Around the Mountain*.
5. Launching a comprehensive survey on local resources; Conducting research projects at ministerial and provincial levels.
6. Having the first offline meeting with Grutas del Palacio UGGp, Uruguay on substantive cooperation of two sister parks and sister cities in the future.
7. Qingtian glacier geo-cultural village successfully passed the evaluation organized by the Geological Society of China and was listed into the Geo-cultural Village List.

Contribution towards GGN - Networking and Participation

1. Receiving the visit by the Consulate General of Uruguay in Shanghai, actively contacting the Uruguay International Cooperation Agency, the Flores Provincial Government and the management of the Grutas del Palacio UGGp, and holding video conferences on the twinning of the two cities; holding the online signing ceremony of the letter of intent for the twinning between Shennongjia and Trinidad. During the 10th International Conference on UNESCO Global Geoparks, delegates from Shennongjia and Grutas del Palacio had the first offline meeting and discussed the substantive cooperation between the two sister parks and sister cities.
2. Participating in common publicity activity and the 4th APGN Week publicity campaign of 29 geoparks on 2023 World Earth Day in various ways like photo exhibition, geoscience quiz, photography competition and etc.
3. Providing exhibition materials to Qinling Zhongnanshan UGGp, popular science books and publicity materials to Zhijindong UGGp and Shilin UGGp.
4. Holding publicity activity for the 10th anniversary of Shennongjia Global Geopark, collecting 22 videos of blessing from sister parks, editing them into a film and publishing it on the Administration's WeChat public account and websites.
5. Giving a presentation on synergic management of UNESCO designations at the conference in Huangshan; delivering a presentation on synergic management of UNESCO designations of Shennongjia at the opening ceremony of an international conference in Malaysia, and discussing on future cooperation with the Sabah Parks.
6. Attending the 10th International Conference on UNESCO Global Geoparks in Morocco.
7. Launching ticket discount campaign for study-tour groups of university and school students in the summer vacation in cooperation with 28 UGGps in China.
8. Publishing one article on the Issue 1 of Geoparks Going Green and contributing one article to Issue 2.

Management and financial status

Management organization: the Administration of Shennongjia National Park, with 296 staff members in 2023.

Financial status: The Geopark is in good financial status, in 2023 the Administration received CNY 84 million (about 11.56 million U.S. dollars) of government grants, and the ticket proceeds and sales income of 2023 is CNY 194 million (about 26.71 million U.S. dollars).

Geoconservation

1. Contracts were signed with 121 full-time rangers, 700 part-time rangers and 51 ecological security messengers to clearly define their responsibilities, conservation objects, management measures, tasks and objectives.
2. Amendment and improvement of the *Employment Program for Part-time Rangers for 2023-2024*; compilation and issuance of the *Employment Program for Ecological Security Messengers*; several guidelines and implementation plans for conservation protection and staff management implemented to employ outstanding youth for resource protection in Shennongjia geopark.
3. Formulating 9 technical standards for field patrol and monitoring; carrying out the normalization of ecological protection and daily management for patrols.
4. Integrating the Patrol Route Map into the informationized monitoring platform.
5. Field patrol of 16,552 man-times with a total distance of 92,750km was carried out in 2023 with 6,500 monitoring forms filled, 12,000 monitoring photos taken and 1,800 flyers handed out.
6. 198 understory fire detectors were installed to guarantee the safety of geological relics and ecological environment within the geopark.

Sustainable tourism (Geotourism)

In 2023, Shennongjia UGGp received a total of 3.99 million tourists, with 44% increase comparing to 2022. The geotourism boosted the local economy by over 1.25 billion yuan. 70% of the townships and 75% of the population of Shennongjia directly benefited from the geotourism; 600 rural home inns, 40 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, the National Low Carbon Day and National Ecology Day through official website and social media.
2. Participating in common publicity activity of 29 geoparks on 2023 World Earth Day in various ways like photo exhibition, geoscience quiz, photography competition and etc.
3. The Geopark's popular science volunteers gave lectures, donated popular science books in Wuchang Shouyi Middle School, Jiangxia Canglong No.2 Primary School, Foreign Language School, and Guanggu No.27 Primary School in Wuhan.
4. Updating Nature Education website, APP and Wechat applet. Publishing 21 popular science articles and integrating the Nature Education website into Shennongjia National Park website.
5. Carrying out the renewal of signage system of international designations, including 95 signs along highways, 6 landscape stone monuments, 2 large billboards, and 1 steel structure guide board.

Strategic partnership

1. Jointly conducted field research on the geology of Shennongjia with the Chinese Academy of Geological Sciences.
2. Cooperated with the Wuhan Botanical Garden of the Chinese Academy of Sciences to build two standard quadrats and more than 300 small quadrats for plant monitoring.
3. Jointly conducted research on acoustic characteristics of golden snub-nosed monkey calls with the University of Chinese Academy of Sciences, the Central South University of Forestry & Technology, and the Institute of Zoology of the Chinese Academy of Sciences, etc.,.
4. Receiving 853 interns from more than 33 universities to participate in social practice; the science research bases hosted over 20 postgraduates and received a total of 0.7 million visitors for study-tour.
5. Cooperating with the Chinese Academy of Forestry, the Chinese Academy of Sciences, the Northwest University of Agriculture & Forestry, the China University of Geosciences (Wuhan), the Hubei University of Economics, the Seventh Geological Brigade of Hubei Geological Bureau, and the Wuhan University to carry out local resources survey, and jointly drafted over 20 papers and 8 research reports.
6. Selecting 60 top-level experts on biodiversity conservation, wildlife protection, social economy, etc. from universities and research institutes for the Geopark's think tank.
7. Cooperation agreement was signed with the Shaoguan Danxiashan Investment Group Co., Ltd., and the School of Geography & Information Engineering, China University of Geosciences to boost the study-tour development.

Promotional activities

1. Released 377 pieces of news in the mainstream media throughout the year, including 246 pieces of news at national and provincial level; 258 pieces of news in the Wechat public account, and 39 pieces of short videos on Douyin; 41 pieces of news on the Chinese and English websites of the Shennongjia Geopark.
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 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; Ticket-Free Campaign for tourists; tourism promotion campaigns around the country.
5. Signed strategic cooperation agreement with Guangdong Road Trip Association; jointly conducted training course for outdoor sports referee with Chinese Mountaineering Association and Hubei Outdoor Sports Association.
6. Tourism promotion activities in cooperation with tourist agencies.

4. CONTACTS

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