

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

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

Year of inscription: 2013 **Year of last revalidation:** 2017

Representative photo



The 2nd Bird-watching Competition

2. GEOPARK FIGURES

Number of Geopark staff members: 383 staff members including 3 geoscientists

Number of visitors: 2.702 million person-time

Number of Geopark events: More than 20 events, including the online promotion on the World Earth Day, the World Wildlife Day and the Chinese Cultural and Natural Heritage Day; the popular science education campaign on campuses and in communities; the 2nd Bird-watching Competition, the 10th Alpine Rhododendron Festival, the 15th Shennongjia Ice & Snow Festival, the 4th Ice & Snow Games, the online ceremony to worship Emperor Yan, the Han Chinese Costume Festival, etc.

Number of school classes realizing Geopark educational programmes: 40

Number of Geopark press release: More than 400

3. GEOPARK ACTIVITIES

Major achievements in 2020

1. Initiating the construction of the Smart Popular Science Interpretation System with an investment of CNY 14 million (about 2.14 million U.S. dollars).
2. Formulating the Technical Regulations on the Design of Bio-corridor.
3. Holding the popular science education campaign on 31 campuses over China and in 6 local communities.
4. Holding the 2nd Bird-watching Competition, in which 34 teams from 16 provinces participated and 7 new species were found.
5. Finishing the modification works of the geo-museum.
6. The popular science books *the Golden Snub-nosed Monkey of Shennongjia*, the *100 Species of Shennongjia* and the *1st Bird-watching Competition* won the second prize, the third prize and the Outstanding Popular Science Activity prize respectively in the 9th Liangxi National Popular Science Awards.

Contribution towards GGN - Networking and Participation

1. Participated in the 2020 Annual Conference of Chinese UGGps and Geoparks Exhibition in Guangwushan-Nuoshuihe UGGp.
2. Participated in the Unveiling Ceremony of Zhangye UGGp.
3. Attending the online CC Meeting of APGN and the 1st Digital Forum of GGN.
4. Attending the 1st Forum on Synergetic Management of Multiple UNESCO Designations in Huangshan UGGp and shared experience with Huangshan UGGp and Jeju UGGp with oral presentation.
5. Sharing experience on fighting the COVID-19 pandemic through GGN News Feed and the official Tweeter of APGN.
6. Sharing promotional video on the official Tweeter of APGN.
7. Cooperating with CGN in compilation of the photo album of Chinese UGGps.

Management and financial status

Management organization: the Administration of Shennongjia National Park, with 383 staff members, including 151 administrators and 3 geologists.

Financial status: The Geopark is in good financial status, in 2020 it received CNY 150 million (about 22.95 million U.S. dollars) of government grants, and CNY 16.90 million (about 2.59 million U.S. dollars) of ticket proceeds. The significant decrease in ticket proceeds comparing to the previous year is due to the COVID-19 pandemic and the free entry policy since August.

Geoconservation

1. Distributing promotional cartoon brochures of the *Conservation Regulations* and signing *Letter of Commitment on Protecting Geoheritage and Natural Resources* with residents of 6 local communities.
2. *The Management Regulations on Resource Conservation* was formulated, and contracts were signed with 127 rangers to clearly define their responsibilities, conservation objects, management measures, tasks and objectives.
3. Existing 1,057 patrol routes were optimized, a Patrol Route Map was developed, and the Technical Regulations on Field Patrol was developed for standardization of field patrol and comprehensive management of natural resources.
4. A total of 398 long-distance patrols (1,482 days, 3,155.61km) were carried out in 2020 with 4,267 monitoring forms filled and 5,135 monitoring photos taken.

Sustainable tourism (Geotourism)

In 2020, Shennongjia UGGp received a total of 2.702 million tourists, with significant decrease comparing to 2019 due to the COVID-19 pandemic. The geotourism boosted the local economy by over 1.2 billion 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 Earth Day, the World Wildlife Day and the Chinese Cultural and Natural Heritage Day through official website and social media.
2. The popular science education campaign in 6 local communities and on 31 campuses over China.
3. A popular science education programme, *Golden Snub-nosed Monkey and Eco-conservation of Shennongjia*, was developed for primary and junior high school students.

Strategic partnership

1. Assessment study was carried out in cooperation with Chinese Academy of Forestry on the ecological and social benefits of the Eco-migration Project of Dajiuwu Wetland and the conservation effectiveness of the eco-system, the biodiversity and the flagship species the Golden Snub-nosed Monkey.
2. The Special Plan for Science Research and Popular Science Education and the Special Plan for Conservation and Eco-restoration of Dajiuwu Wetland were formulated in cooperation with Chinese Academy of Forestry and Hubei University respectively.
3. A popular science article *Stories Recorded by the Rocks in Shennongjia* were published on the *Journal of Litho geochemistry* in cooperation with the Institute of Geology, Chinese Academy of Geological Sciences.
4. Geo-heritage survey and study on construction on geo-culture village were carried out in cooperation with the Geoscience Institute of Hubei Province.
5. Popular science activities have been carried out in cooperation with Shennongjia Golden Snub-nosed Monkey Conservation Foundation.

Promotional activities

1. Wide media coverage of major events, including 37 news releases by major websites with a total of 300 thousand views, 2 special editions on Hubei Daily, 13 news releases on China Central TV with a total length of 40 minutes, 16 news releases on Hubei TV and etc.
2. Promotional documentaries were produced and broadcast on China Central TV and Hubei TV.
3. 4 promotional billboards were installed along highways.
4. Cooperation agreements were signed with 38 travel agencies to strengthen marketing in neighboring cities and Wuhan;
5. Tourism promotion conferences were held in neighboring cities and Wuhan.

4. CONTACTS

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