

“清洁空气 为美丽北京加油”

“Clean Air · Cheer for the Beautiful Beijing”

大气污染治理公众参与实践

Public participation in air pollution control

北京市环境保护局副局长 王瑞贤

Deputy director general of BJEPB: Ms. Wang Ruixian



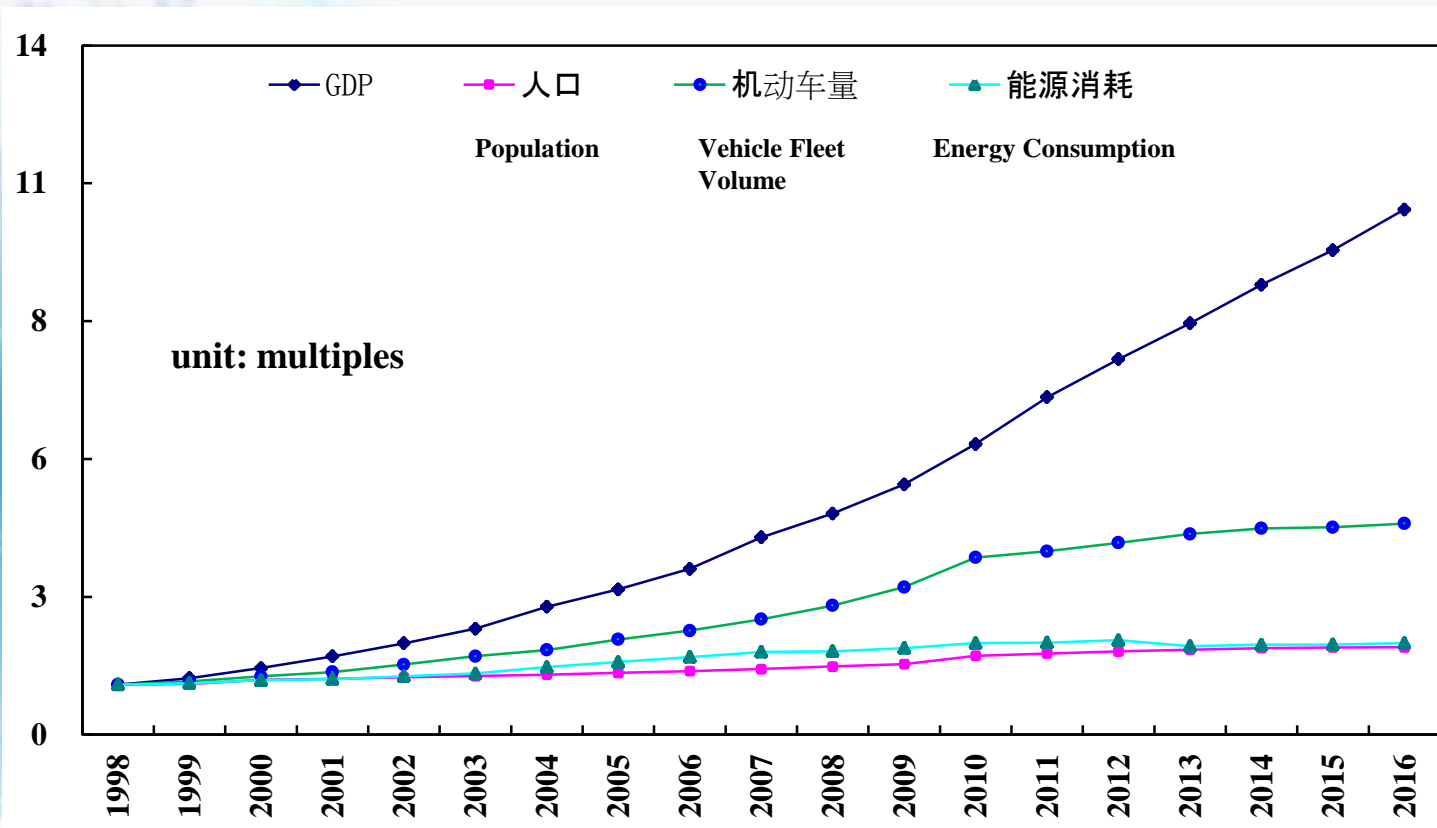
人口社会经济持续高速增长(1998-2016) Rapid Population and Socio-Economic Growth

GDP: increased more than tenfold / by **10.79 times** (RMB 2800 billion)

Population: grew by **74%** (**21.707 million**)

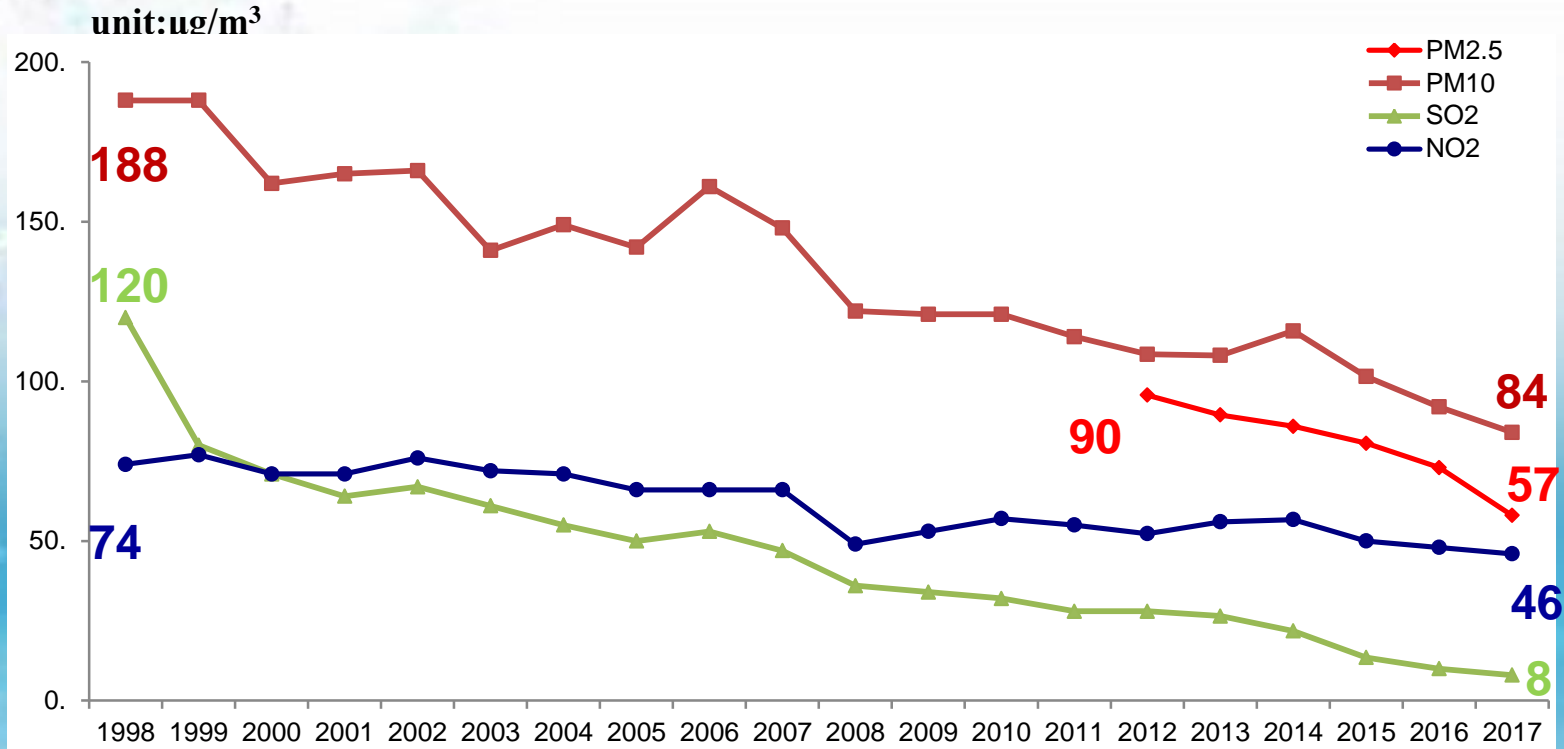
Vehicle Fleet Volume: increased by **3.38 times** (**5.909 million**)

Energy Consumption): rose by **83%** (**69.62 million tons of coal equivalent**)



空气质量情况持续改善(1998-2017) Continued Improvement of Air Quality

PM2.5: 34.8% ↓ PM10: 55.3% ↓ SO2: 93.3% ↓ NO2: 37.8% ↓



16 stages' air pollution control measures

Beijing Clean Air Action Plan

北京市把推动公众参与作为大气污染防治的重要支撑

Promoting public participation is taken as the important support for air pollution control in Beijing.



法律层面 Legislation

国家《环境保护法》 National Level-“Environmental Protection Act”

- “Environmental protection is the duty of each and every entity and individual”
- “All levels of government should take measures to increase public awareness of environmental protection, and encourage the participation of organizations at grassroots level, social groups and volunteers in the publicity of environmental legislation and knowledge.” (2014 amendment)

《北京市大气污染防治条例》 Local Level-“Beijing Air Pollution Prevention and Control Regulation”

- A special chapter “Joint Prevention and Control” is included, to promote public participation and social supervision in the actions.



政策层面 Policy

Three major public campaigns were advocated by the “Beijing Clean Air Action Plan (2013-2017)”

- Mandatory pollution control by the industry
- Active switch to green lifestyle by the public
- Supervision and prevention of polluting activities by the society



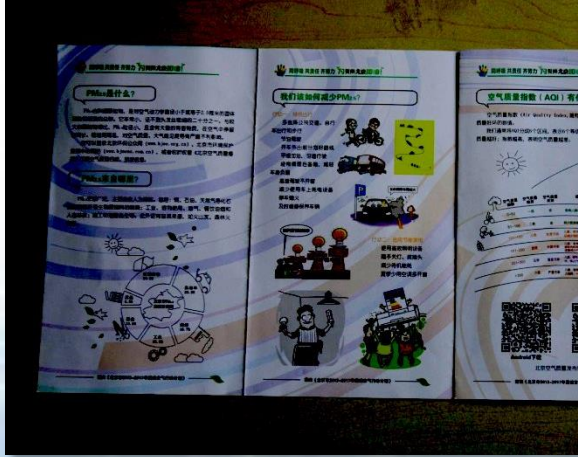
宣传引导 Educational Propaganda and Guidance

营造同呼吸、共责任、齐努力的社会氛围

To reach the social consensus of "Breathing Together, Common Responsibility, Endeavor for All"

- Interpret government policy
- Improve public access to Environmental Information
- Popularize environmental knowledge

· 解读政策 Interpret government policy



·公开环境信息

Improve public access to environmental information

北京市废弃电器电子产品处理企业名单

来源：污防处 时间：2013-12-30 点击量：[52]

根据《废弃电器电子产品处理资格许可管理办法》及《废弃电器电子产品处理企业资格审查和许可指南》规定的条件和程序，现将符合北京市处理规划并获得废弃电器电子产品处理资格证书的企业名单公告如下：

序号	企业名称	处理设施地址	处理废弃电器电子产品类别	处理能力（万台/年）	联系方式
1	华新绿源环保产业发展有限公司	北京市通州区中关村科技园通州园金桥科技产业基地	电视机 电冰箱	120	姚智 10-51186406；13511028084； 4000525010



普及环保知识 Popularize environmental knowledge

暑期环保夏令营 垃圾分类游戏普及环保常识(图)

<http://www.qianlong.com/> 2013-08-14 02:42:51 来源: 北京日报



13日,“小小环境观察员”暑期环保夏令营在北京751厂场举行,来自北京、上海、广东、湖北、江苏、云南、浙江七省市的50名学生代表,在京参与全国环保绘画大赛、青少年环境微博达人评选。图为营员们身着垃圾分类道具,宣传垃圾再利用和环境保护常识。记者 戴冰摄





为美丽北京加油
Clean Air · Cheer for Beautiful Beijing

“清洁空气·为美丽北京加油”全民行动！

21 million Beijingers to join hands for the public campaign of “*Clean Air · Cheer for the Beautiful Beijing*”



为美丽北京加油
Clean Air for Beautiful Beijing

- 在行动上不断有新的突破
Action
- 在传播上不断有新的成效
Spread
- 在凝聚上不断有新的力量
Cohesion



为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

- **Action**
- 清洁空气·建言献策
- **Call for ideas for Cleaner Air**

- **More than 800,000 participants**
- **Nearly 6,000 suggestions were proposed**





为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

- **Action**
- 清洁空气·建言献策
- **Call for ideas for Cleaner Air**

- The Vice Mayor posted the first Eco-driving mark
- More than 1.2 million participants





为美丽北京加油
Cheer For Beautiful Beijing
清洁空气

- **Action**
- 清洁空气·首都高校文化季
- **Environmental Season in Beijing's Universities**

- More than 200 activities
- 60 universities
- 70 environmental associations
- Nearly 40,000 college students





为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

• Action

- “我爱地球妈妈” 演讲比赛
- Speech Contest on the topic of “I Love Earth Mother”

• 20,000 primary and middle school students participated





为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

• Action

- “牵手蓝天”摄影大赛
- Photography Contest with the topic of “Hold Hands with Blue Sky”

- More than 10,000 works





- **Action**
- **清洁空气·蓝天行动**
- **Blue sky campaign**

- **More than 40,000 people promise to realize the actions of “Car-free day, no break of rules in driving, taking bus in order, and traveling with courtesy.”**



- **The “3510 Campaign”**

- **< 3km On foot**
- **< 5km By bike**
- **<10km or in downtown, public transport**
- **For long distance, eco-driving, car-sharing, and shut-down the engine for long pauses**



为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

- **Action**
- **清洁空气·志愿服务**
- **Volunteers**
- **1. for Environmental management**

• By 2017, the “1 Million *mu* (1 *mu* = 0.0667 hectare) Forestation Project in Plain Areas” (starting from 2012) has turned 117 *mu* of land into forest.

• The forest coverage rate in plain areas has reached 27.81% in Beijing.





- **Action**
- **清洁空气·志愿服务**
- **Volunteers**
- **2. for Supervision and Report**

• Since the formulation of “Beijing Air Pollution Prevention and Control regulation” on March 1st, 2014, the workload of Beijing Environmental Complaints and Consulting Center has doubled (Hotline 12369).





为美丽北京加油
Clean Air, Fresh Spring Festival
Cheer For Beautiful Beijing

- Action
- 清洁空气·志愿服务
- Volunteers
- 3. for Typical Activities

• The quick flash activity in the topic of “Clean Air, Fresh Spring Festival” was organized by volunteers spontaneously





为美丽北京加油
Clean Air
Cheer For Beautiful Beijing

• Car-sharing initiative during 2014 Spring Festival



分享 · 带来温暖

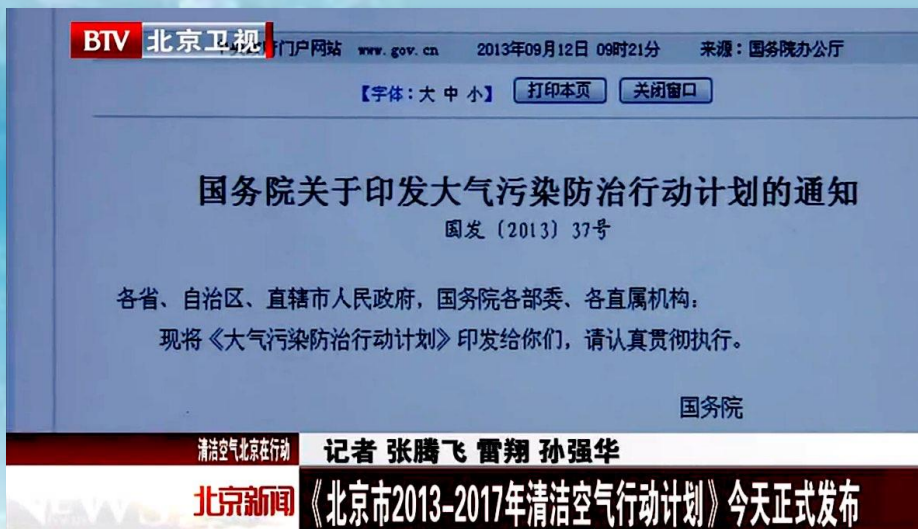
- Action
- 清洁空气·志愿服务
- Volunteers
- 3. for Typical Activities





为美丽北京加油
Clean Air for Beautiful Beijing

- 在行动上不断有新的突破
Action
- 在传播上不断有新的成效
Spread
- 在凝聚上不断有新的力量
Cohesion





广大网民高度关注“清洁空气”话题 Most netizens pay much attention to the topic of “Clean Air”

- 2 million microblogs related to “Clean Air” were released.
- The microblog @环保北京 (Environmental Beijing) was read by more than 300 million person-time.
- The microblog@北京环境监测 (Beijing Environmental monitoring) was read by 50 million person-time.
 - The fans of the microblog @京环之声 (Voice of Beijing Environment) boomed to more than 2.6 million.





为美丽北京加油
Clean Air for Beautiful Beijing

- 在行动上不断有新的突破
Action
- 在传播上不断有新的成效
Spread
- 在凝聚上不断有新的力量
Cohesion



• 凝聚 Cohesion

- experts and scholars
- news media
- Enterprises
- NGOs
- Volunteers

**2.09 million registered volunteers ----
powerful strength for environmental
protection**

• 凝聚 Cohesion



@环保北京

- **凝聚 Cohesion**

- **共识 Consensus**

- **行动 Action**





为美丽北京加油
Clean Air · Cheer For Beautiful Beijing

同呼吸 共责任 齐努力

清洁空气 为美丽北京加油!

"Breathing Together, Common Responsibility, Endeavor for All"

"Clean Air · Cheer for the Beautiful Beijing"

请关注我们，谢谢！

Please pay close attention for us,
thank you!



@环保北京微博



京环之声微信

Address: No. 14 West Chegongzhuang Road, Haidian District, Beijing

Postal Code: 100048

Tel: 86-10-68717243

Website: www.bjepb.gov.cn Beijing Municipal Environmental Protection Bureau

www.bjee.org.cn Beijing Municipal Environmental Publicity Center