

中国海洋公益论坛

CHINA NONPROFIT FORUM FOR OCEANS



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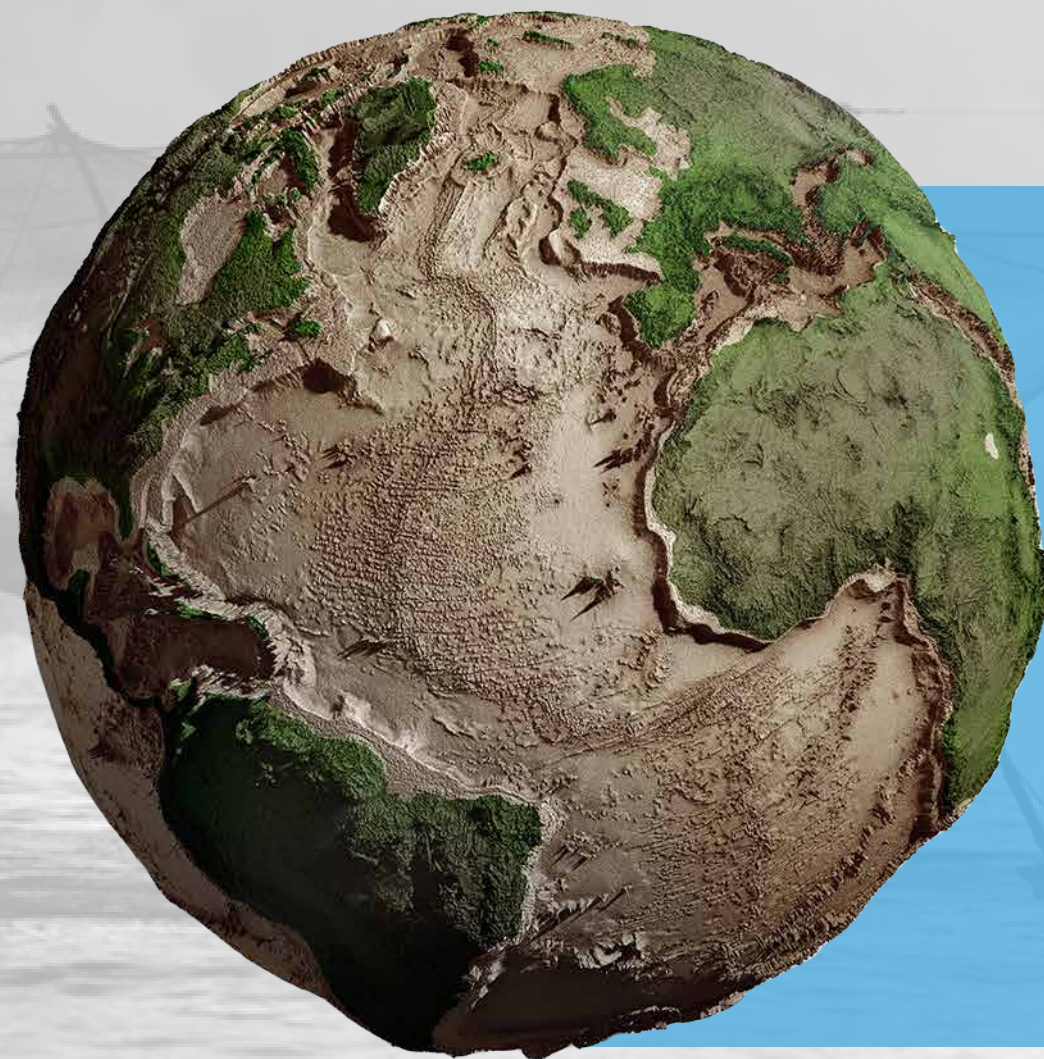
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人类 海洋 可持续发展

 CHINA NONPROFIT
FORUM FOR OCEANS
中国海洋公益论坛

中国首个聚焦海洋的公益论坛
China's First Nonprofit Forum
Focusing on Oceans

Human
Ocean
Sustainability



没有了海洋的地球会是什么样子?

What would the earth without oceans look like?

海洋，覆盖超过三分之二的地球表面，是人类生命活动的摇篮
它调节着全球的气候和降水
储蓄了全球四分之一的基因资源和一半的油气资源
通过渔业和水产养殖，海洋养活了三十亿人口

Oceans, covering over 2/3 of the earth's surface, are the cradle of life

Oceans adjust the global climate and precipitation

Oceans store at least a quarter of the world's genetic resources and half of the world's oil and gas

Through fishery and aquaculture, oceans support 3 billion people's living

为什么关注海洋 WHY OCEANS

我国拥有一万八千多公里的海岸线和三百万平方公里海域，但人均海岸线长度和人均海域面积处于世界较低水平，海洋资源弥足珍贵。而在过去几十年的高速经济发展中，我们不幸丧失了一半以上的滨海湿地，近海污染逐年加重，海洋生态安全前景堪忧。

China has over 18,000 km of coastline and over 3 million square km of maritime territories. But both figures per capita rank low in the world, which reminds how precious ocean resources are to us Chinese.

Unfortunately we have lost over half of the coastal wetlands and polluted most of coastal waters as in the past decades of rapid economic development.



为什么立足公益 WHY NONPROFIT

上世纪 90 年代以来，随着中国公众对环境保护的认识深度和参与度不断提高，公益组织与政府携手合作推进社会可持续发展已成为我国环境保护领域一个重要特点和趋势。

Since late 1990s, Chinese public awareness and involvement in environmental issues have risen up. Nonprofit organizations, governments and business sectors collaborating in sustainable development have therefore become a common approach and trend for environmental movement in China.

2015 年 7 月，国家海洋局印发《国家海洋局海洋生态文明建设实施方案》（2015-2020年）标志着我国对海洋环境的重视已经提升到国家战略层面。树立全民海洋生态安全意识被认为是建设海洋生态文明的重要举措，而这单靠政府主管部门和科研机构显然是不够的，民间公益组织必将成为我国海洋环境管理中举足轻重的力量。

In July of 2015, the State Oceanic Administration issued the Action Plan for Marine Eco-civilization Development (2015-2020), which highlights the strategic importance of marine environment in the state policy. Enhancing the overall public awareness of oceans is an essential approach identified in the Action Plan. This obviously can not be achieved only within government agencies and academic institutes. Participation and contribution from nonprofit sectors will play a critical role in developing China's marine eco-civilization.

为什么需要论坛 WHY FORUM

成长中的中国公益力量正越来越多地关注海洋，但往往因为缺少海洋相关领域的专业知识和实践经验，以及同类组织行动分散、缺少交流协作，而难以有效整合社会资源，尚不能充分发挥其应有的作用。

因此，中国急需一个平台，将志同道合的兄弟公益机构以及各利益相关方代表聚合起来——

The growing Chinese nonprofit organizations are turning their eyes to oceans. However, often their members lack sufficient ocean-related knowledge and practical experiences on ocean projects. In addition, similar organizations have not built up effective mechanisms of information sharing and collaboration. Thus, they remain scattered, isolated and have not effectively mobilize all sorts of resources and power to make the change.

Therefore, China, as we believe, needs a platform that brings together all NPOs and stakeholders who are concerned with oceans, to:

增进关注海洋的中国公益组织相互了解与认识
Enhance the understanding of each other

加强其信息共享、交流协作、能力建设
Facilitate information sharing, coordinated actions and capacity building

提升社会各界对海洋环境问题的关注
Increase public awareness and attention to ocean environmental issues

推动社会资源与公益组织对接
Promote the connection between NPOs and other social investors

联合多元社会力量共同推进中国海洋经济与环境的和谐发展
Engage with multi-stakeholders to jointly find a balance between ocean economy and environment

认识 海洋环境问题 Understanding Ocean Environmental Issues

培养 海洋公益 战略思维 Cultivating Chinese Nonprofit Strategies For Oceans

论坛于2015年9月由海南智渔可持续科技发展研究中心联合上海仁渡海洋公益发展中心发起筹备，并先后得到国家海洋局、环保部、团中央等政府部门的关注和指导，以及国内外公益基金会和民间组织的积极响应。首届论坛在近100家机构和200名代表的热情参与下，于2015年12月初在海南省海口市成功召开。

The Forum was proposed by China Blue Sustainability Institute and Shanghai Rendu Ocean NPO Development Center. It soon received the attention and advisory from the State Oceanic Administration and the Ministry of Environmental Protection, warmly welcome by many domestic and international charity foundations and NGOs. The first Forum was then successful held in Haikou, Hainan Island, on early December of 2015 with nearly 200 participations from 100 organizations.





首届论坛掠影 2015 China Nonprofit Forum for Oceans

来自全国16个省（包括香港、台湾）、99家机构逾150名代表参与了首届论坛，二十多位专家和一线的民间组织行动者通过4个专题版块、9组圆桌讨论、5场同期活动，为中国公益界献上了为期一场前所未有的蓝色思想盛宴。

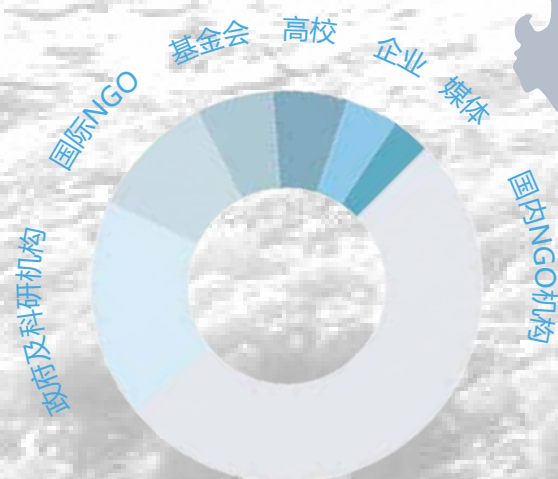
More than 150 people from over 16 provinces (including Hong Kong and Taiwan) and 99 organizations attended the Forum in 2015. The Forum offered a feast of idea exchange through thirty renowned scientists and NGO practitioners on themed panels, roundtable discussions and various side-events such as salon, coastal cleanups, and innovative trainings.

以全球视野思考
以本土方式行动
中国海洋公益
战略与行动初探

Think Globally
Act Locally
Strategy and Action
for China Ocean

参会机构 遍布海岸线

*More than 150 attendees
across 18,000 km of coastline*



论坛资助了25名代表一线海洋公益草根机构的小伙伴差旅费用，支持他们参与行业交流，促进了海洋公益从业人员专业水平的提升。

The Forum sponsored 25 grassroots NGO staffs by covering their travel expense and waiving their registration fees. All sponsored participants felt grateful to the opportunity that significantly enriched their experience and capacity to understand ocean environmental issues.

特邀嘉宾 Keynote Speakers

"进入新世纪以来，越来越多的国家把发展海洋经济作为国家发展战略，一场“蓝色革命”正在全球范围蓬勃兴起。他强调，首届海洋公益论坛不仅为海洋领域及公益界提供了宝贵的学习机会，创造了难得的交流平台，同时也为中国进一步发挥海洋优势、挖掘海洋潜力，全面推进“一带一路”海洋经济战略，加快沿海经济区建设，起到了重要的推动作用"

China has entered a new era while more countries are making ocean economy as a state development priority. The Forum has not only brought fellows from marine academia and nonprofit sector for the best learning opportunity, it has also significantly facilitated the progress of China's blue revolution aligned with the Belt and Road policy.



李伟
中华环境保护基金会副理事长
Mr. LI Wei, Vice President and
Secretary-General of China Environmental
Protection Foundation



苏纪兰
中国科学院院士
Prof. SU Jilan, Academician of Chinese
Academy of Sciences

当今高速而缺乏规划的经济开发已迫使近海生态系统遭受严重破坏，围填海严重削弱了海洋和海岸带生态服务功能，大规模养殖缺乏可持续发展规划造成富营养污染，过度捕捞加剧了海洋生态系统退化。中国民众需要更广泛地认识海洋生态危机，我们要加大对海岸带开发模式的反思和应对策略研究。

The current rapid economic development has degraded coastal ecosystem severely. Land reclamation significantly diminished coastal ecosystem services and functions. Unsustainable aquaculture has led to eutrophication of bays and wetlands Chinese public needs to learn more about ocean environmental crisis. We shall reflect on our development model and strategy.

近十年来国家海洋局倡导和组织了各类海洋意识宣传和教育活动，强调海洋生态文明建设应该教育先行，坚持以青少年为重点服务对象。我们欢迎各路公益组织与国家海洋局合作，共同策划国家海洋日活动，更有效地宣传海洋生态文明，普及海洋科学知识，提升全民海洋意识

Government has made a lot of efforts in organizing public education programs to strengthen public awareness on oceans, especially for children and youth. We welcome all NPOs to work with us, for example, jointly carrying out public campaigns on the Ocean Days.



盖广生
国家海洋局宣传教育中心主任
Mr. GAI Guangsheng, Director of
Publicity and Education Centre of the State
Oceanic Administration

让我们像关注雾霾一样关注海洋环境
—— 苏纪兰

We shall be concerned about the ocean environment as much as the smog
—— Su Jilan



专题报告 4 Panels



海洋污染治理与公众参与
Public participation in coastal pollution mitigation

可持续渔业
Sustainable Fisheries

海岸带生态修复与生物多样性保护
Ecological Remediation of Coastal Zone and Biodiversity Conservation

中国海洋公益组织建设与发展
Organizational Development for China Ocean NPOs

19位来自科研院校、政府部门和民间组织的专家、从事海洋公益事业多年的朋友，分别从“公众参与、负责任消费、生物多样性保护、以及资助方和媒体角度如何看待本土NPO的成长之路”等角度跟与会者探讨符合中国国情与文化的海洋可持续发展规划。

Nineteen scientists, government officials and NPO pioneers shared their stories on public participation in coastal cleanups, responsible seafood consumption for sustainable fishery, marine biodiversity conservation and NPO development from donors' and media's perspectives.

论坛最受欢迎、且最期待在未来继续探讨的话题是“公益组织建设与发展的探索”，即对如何提升公益组织的能力建设、动员当地利益相关方的资源和力量、建立公益组织与社区的长期伙伴关系等问题的探讨。

The most popular and expected topics were around 'NPOs development', at which questions regarding how to enhance NPO capacity of engaging and mobilizing local stakeholders and their resources, as well as how to build a long-term partnership with local communities, were raised.

随着“净滩”成为眼下公众参与海洋保护最知名、最普遍的一个选项，首届海洋公益论坛的召开将海滩清洁行动在全国各地培养的志愿者力量和关爱海洋的社会舆论逐步导向海洋生物多样性保护和海洋生态系统修复，让民间保护海洋的力量更加多角度发挥作用。

While coastal cleanups have become a popular option for citizens contributing in ocean environmental protection, the Forum has raised their attention to ecosystem approaches for marine conservation at which NPOs can also play essential roles.

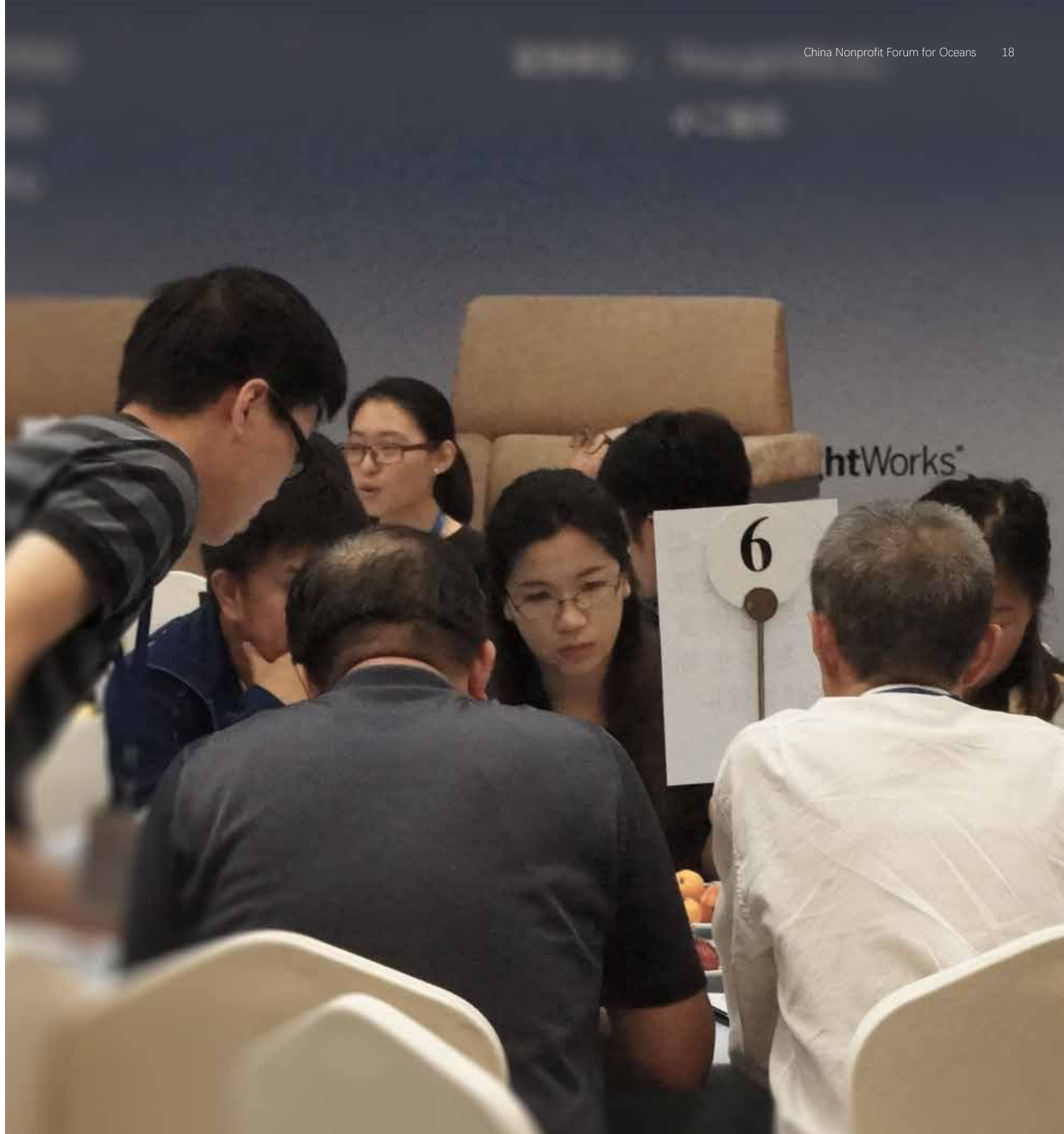
圆桌讨论 9 Roundtables

为了鼓励来自社会各界关心海洋公益的朋友打破传统行业界限而充分交流，首届海洋公益论坛特设了十人一组的圆桌讨论环节。十个主题供大家自由选择组合，每组组长和记录员在会前接受了倍能公益组织能力建设与评估中心的培训，遵循“轮流阐述观点——投票选出优先议题——综合各方意见”的流程，保障每个参与人员有均等的机会发表意见。

To encourage all participants to freely express their opinions, the Forum organized roundtable discussion for every ten participants. There were ten topics for people to choose. Each group moderator and note-taker were trained by the Pact China beforehand to ensure a standard process of ‘individual commenting one by one, group voting to select priority questions, followed by a summary of all comments’, which guaranteed an equal opportunity for every participant to be heard.

倍能中心主任张菊芳老师在总结点评中指出，通过这次论坛我们可以发现，我国现阶段海洋公益组织普遍面临的同行交流与协作薄弱、专业认识不足、资源支持不够等困难，号召大家思考如何加强同类领域组织建设学习网络、梳理知识空白点、联合行动强化社会影响等举措。

Mrs Zhang Jufang, Director of Pact China, an expert in NPO capacity building, summarized the roundtable discussions by highlighting the insufficient capacity of the Chinese NPOs working on ocean. She urged all participants to take actions in building regional learning networks, jointly identifying the knowledge gaps and enhancing coordinated projects among different organizations.



同期活动 5 Side Events

以描绘大海著称的油画家谢耀庭先生（图左）在沙龙现场接受了生态保护专家蒙秉波老师（图右），携手华盖（Getty Images）签约摄影师、联合国教科文组织MAB水下摄影师张帆等六人，从淡水、潟湖到近海地带人文风貌，以视觉感知为切入点，深入浅出地向公众普及海洋环保知识，促进公众和公益圈人士对海洋的认识，这场影音沙龙吸引了近百名听众。

An artist, Mr. Xie Yaoting (Left), a famous oil painter known for drawing oceans, interviewed by the conservationist, Mr. Meng Bingbo (Right) along with underwater photographer and coral reef divers offered a feast of visual and audio experience of ocean beauty to an audience of 100. Their stories covered freshwater, lagoons, rocky beach and the Underwater world.



首届海洋公益论坛还组织了一系列丰富多彩的同期活动，包括海洋影音沙龙、净滩、公益机构展示、能力建设培训和田野考察。活动凭借其内容之充实、学习实践兼顾的特点，加之室内户外的转换使人在紧张的议程中仍能保持身心舒畅，因而获得了参与者的一致好评。

Highly positive feedbacks were given to a series of side events, from Blue Vision Salon, to a training of Design Thinking, from beach cleanup to field trip around rocky coast and fish farms. The side-events colored the Forum with arts, field observation, innovative thinking and candid communications.



集体净滩 Beach Cleanup

一场配备专业净滩知识讲解和示范，对收集的垃圾进行标准化分类、称重和记录的‘净滩’，众人在200米范围的海滩上半小时内清理了近30公斤垃圾。

A well organized beach cleanup with clear instruction and standardized protocol of picking, classifying and recording litter then quickly removed away over 300 kg of wastes.

田野调查 Field Trip

三十多位参会人员前往海南文昌考察多种海岸带生境，考察了典型的礁岩海岸地貌、沿岸水产养殖、红树林生态旅游三个场景。大家饶有兴致地观察和探讨海南现行发展模式下海洋生态系统面临的挑战。

Over thirty people joined the post-conference field trip to Wenchang where rocky shores, mariculture farms and mangrove forests gave us typical images of ocean sustainability challenges in Hainan. The trip provoked thoughts on how NPOs can best work with governments and business sectors to stop the coastal degradation.

能力培训 Capacity

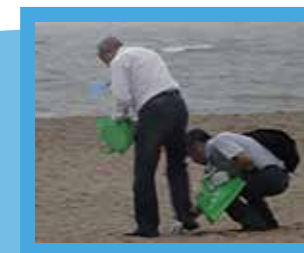
全球软件设计与定制服务领袖ThoughtWorks公司为海洋公益小伙伴量身定制了一场利用设计思维完善海洋公益项目设计的培训。参与培训的公益朋友纷纷表示极富启发的思维训练不仅有益于他们工作中的项目策划，甚至巧妙地拓展了个人思维方式与深度。

The leading global IT solution provider, ThoughtWorks, customized a training program for the Forum to help ocean NPO fellows use Design Thinking to prepare and execute projects. Furthermore, such training was highly recommended by the participants afterwards for the inspiration to widen and deepen their thinking.

梦想沙龙 Blue Sharing

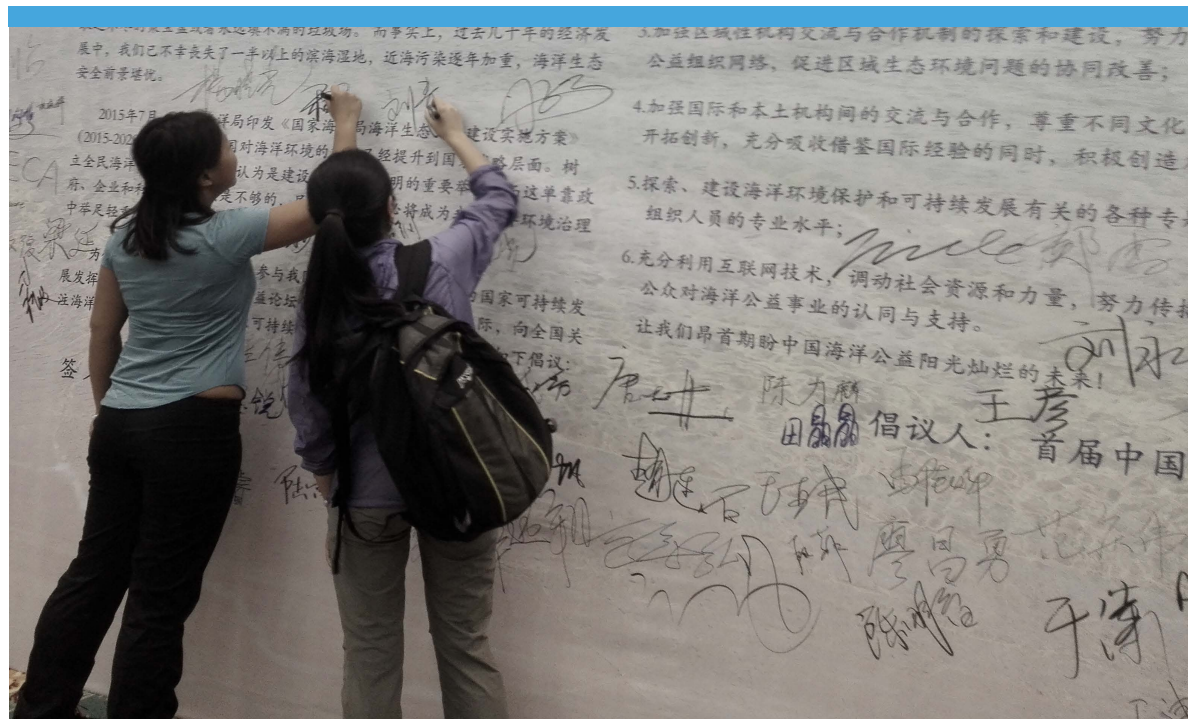
伴着吉他乐声，怀揣着公益梦想的同伴们一边分享美食，一边在轻松愉悦的氛围中讲述、倾听彼此的公益故事和人生体验。面对面的交流弥补了往日微信和qq群不曾相见的遗憾，来自五湖四海的公益伙伴增进了相互认识与友情。

With the music from guitar and tasty drinks and foods, the Forum participants shared their blue dreams and NPO experience.



论坛产出 Outputs

在论坛闭幕式上国内首份海洋环保组织名录获得发布。该名录收录了目前活跃在我国海洋公益领域的111 家海洋环保组织，首次全面梳理了在中国开展海洋环保公益活动的民间机构信息、其负责人和机构联系方式，籍此促进海洋环保组织间交流，推动海洋环保圈的形成。During the closing remarks, China’s first List of Ocean NGOs was announced to the public through the Forum. The list summarized 111 ocean-related organizations in China with all verified contacts and recent updates on projects. This will become a useful database to track the growing NGOs for oceans.	行业调查报告发布 2015 Survey Report of China Ocean NGOs	近百位参会者联名签署了《海洋公益组织协作倡议书》，该倡议书倡议海洋公益组织及从业人员应以平等、开放、友好的态度积极交流和沟通，突破行业壁垒，促进资源共享，加强区域性机构交流与合作机制的探索和建设，努力形成有区域特色的海洋公益组织网络，促进区域生态环境问题的协同改善。A letter urging Coordination and Collaboration among China ocean NPOs was jointly signed by nearly 100 people at the Forum. This urged people to keep active communication across sectors while valuing equal opportunity, open-mind, and cultural variability. It is believed that regional learning networks shall be developed soon to enhance NPOs’ local capacity.	行业交流网络建立 Communication Network	在中华环境保护基金会副理事长李伟的召集下，论坛主办方领导成员、来自基金会和NGO能力支持机构的专家成立了“海洋公益论坛协调委员会”，作为制定论坛发展策略、具体规划和协调联络合作方的阶段性工作小组，以便后续共同谋划海洋公益论坛的发展。Suggested by Mr. Li Wei, the Vice-President of China Environmental Protection Foundation, a group of leaders from host organizations and supportive institutes came together and established a Coordination Committee for the China Nonprofit Forum for Oceans. The Coordination Committee consisting of 11 members will lead the strategy development and planning for future forums.	公益资源与社会资源对接 Integration of Nonprofit and Social Resources
1	2	3	4	5	6
机构名录发布 List of China Ocean NGOs	《中国民间海洋环保组织发展调查报告(2015)》由合一绿学院通过论坛发布。该研究通过对民间环保组织基本信息、服务内容、人员结构、资金状况、组织制度、工作模式和组织发展七个方面的分析，使关注海洋环境保护、关注环保组织的业内同行以及公众对海洋环保组织有更直观和全面认识。The 2015 Survey Report of China Ocean NGOs was published by He Yi Institute after an in-depth interviews with 29 ocean NGOs. The report investigated the organization structures, services and projects, team development and others.	倡议书联名签署 Collaboration Initiative	论坛为参会者建立了通讯录，并分享了大量文字、图表和影音材料。论坛官方网站和微信公众号成为海洋公益信息传播的新渠道。许多与会者纷纷表示，这是他们近年来参加过的众多会议中难得一见的高质量、高效率的盛会，信息量大，涉及人群广，行业跨界多，提供了丰富的资源和机会。The Forum developed a contact book for all the participants and shared a large number of slides, figures, photos and video clips afterwards. The Forum website and WeChat account become new messaging channels for non-profit activities on oceans. Over 90% participants rated highly positive about the Forum. Many of them praised this was one of the best, informative, and educational conferences they have ever attended.	论坛协调委员会成立 Coordination Committee	论坛引起了不少涉海商业机构的关注，一些从事游艇、帆船、潜水、水族馆行业的机构纷纷通过论坛与各海洋公益组织接洽，表达了期待未来合作支持海洋公益事业的愿望。另有不少国内外基金会，通过亲身参与论坛或间接由网络资料跟踪论坛动态，也表达了对中国海洋公益领域发展的密切关注。The new of the Forum attracted many corporates whose business are related to yacht, sailing, diving and aquarium. They approached ocean NPOs through the Forum to look for potential collaboration. International and domestic charity foundations also stay updated with the Forum, expecting to know China ocean NPOs' development.



媒体宣传 Media Coverage

本届论坛在筹备期间即得到了各主流媒体、行业媒体的关注，论坛先后在中国发展简报、NGOCN、新浪、搜狐等网络媒体上得到宣传。在论坛正式举办期间，论坛活动也得到了公益时报、中国新闻网（海南）、天涯社区、南国都市报、三沙卫视等媒体的广泛报道以及现场连线采访，另有十几家公益机构通过微信、微博等渠道转发了论坛实时盛况。

The Forum has drawn a lot of attention from mainstream and industry media. The news were spread out by the China Development Brief, NGOCN, Sina.com, Sohu.com, etc. During the Forum, a dozen of influential media, such as China Philanthropy Times, China News, Tianya.cn, etc. Many organizations' WeChat and Weibo also published the live posts about the Forum.

中国新闻网
WWW.CHINANEWS.COM

公益时报
CHINA PHILANTHROPY TIMES

中国环境报

天涯社区
www.tianya.cn

中发简报
CHINA DEVELOPMENT BRIEF

www.ngocn.net
NGO发展交流网

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首届论坛的成功举行为中国海洋公益论坛长期稳定发展奠定了良好开局。论坛协调委员会在各位热心委员的支持下，不断完善论坛发展规划，集思广益，努力建设和维护供关注海洋的中国公益机构展示、交流和相互学习的平台。

The success of the first Forum built a solid foundation for the Forum to grow in a long run. Members of the Coordination Committee have continued supporting the development of the Forum by offering a lot of ideas and resources. They are committed in strengthening a platform that encourages information exchange and sharing for all China NPOs interested in ocean sustainability.

论坛将每两年举行一届，论坛协调委员会届时将邀请各地海洋环保机构和公益同行共同策划每届主题和内容。在两届论坛之间，协调委员会将调动各种资源，通过举办区域性分论坛、培训班或研讨会等形式，积极为各专题领域的公益伙伴创造共同学习、交流成长的机会。

The Forum will be held biennially. The Coordination Committee will invite all NPOs to submit proposals of Forum planning. In between the two years, small-scale and regional conferences, workshops and trainings to promote NPO capacity building on specific subjects will be organized.

2016年4月29日，应国家海洋局之邀，由海洋公益论坛承办的“海洋环境教育论坛”作为珠海国际海洋高新科技论坛的分论坛同期举行，更体现了政府对海洋公益论坛的认可与支持。

On April 29, 2016, invited by the State Oceanic Administration, the Forum hosted a Workshop on Ocean Environmental Education as a sub-forum of the Zhuhai International High-Tech Ocean Forum. This suggests the recognition and support from governments to the Forum.

如果您热爱海洋
如果您追求可持续发展
如果您致力于实现中国蓝色梦想

来吧，朋友
加入我们
一起打造属于我们的论坛！

If you love oceans
if you pursue sustainability
if you have a Blue Dream for China

COME & JOIN US
Dear Friends
Let's build up our Forum together !

中国海洋公益论坛期待您的参与和贡献
China Nonprofit Forum for Oceans
looking forward
to your participation and contribution

