



Proposal for Zero Mercury Campaign in China

— Phase Two: *Nation-wide NGO Networking and Mercury Hotspot Investigation*

By



Global Village of Beijing

Proposal title	Proposal for Zero Mercury Campaign in China—Phase Two: Nation-wide NGO Networking and Mercury Hotspot Investigation
Proposed duration	Starting date: April 1, 2006; ending date: October 31, 2006
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1 Review of Phase One

1) Basic research and capacity building

Implementing the project should be based on good understanding of mercury issues. The project started with basic research and information collecting. As the output of this activity, the Mercury Fact Book was successfully compiled, printed and distributed to NGO partners. During this process, the project team members, as well as other GVB staff, have been trained and educated first.

2) Campaign material design and production

Materials like brochure, poster and exhibition boards have been well designed and produced. These materials will be basically used throughout the following phases of GVB's mercury campaign. Some of the message might be changed or improved in the following phases.

3) NGO mercury website

An NGO mercury website (Chinese) has been set up, with basic information about mercury, its harmfulness, mercury elimination policies and methods and the progress and news of GVB's Zero Mercury Campaign. The drawback of the website is that it lacked prompt update, and discussion or interaction page. In phase two, this problem will be overcome.

4) A successful launch event for GVB's Zero Mercury Campaign

On January 10 2006, the campaign was formally launched in Dongsu Olympic Community, Beijing. The event attracted around 200 audience including students, community residents and journalists. Project team arranged sufficient content for the event, including project introduction, educational film showing, simultaneous mercury test, and interaction between experts and the audience. After the event, we collected many reports from the media, including Beijing TV, China Radio International and newspapers. Mercury issue had since begun to be popularized.

5) Exhibition tour in five Beijing schools

Right after the launch, the project team organized volunteers and exhibited the display boards in four universities in Beijing and one primary school where there was an NGO end-of-year celebration. During the exhibition, we also played the education film and distributed mercury brochures. Since the exhibitions were held in end-of-semester time, viewers were estimated not as many as normal. In order to pursue better effect, the project team will redo the exhibition in some of the universities and last each one for long time.

6) NGO networking and information sharing

In March 15, GVB successfully invited 18 representatives from 16 NGOs in Beijing to a mercury workshop. During the workshop, the representatives were well briefed with mercury knowledge, and global and China's situation. This event, along with previous contact with mercury experts and NGOs in other places, marks that the China's NGO network for mercury has been preliminarily established. During the workshop, how NGOs can influence Chinese government's and EU/US/UNEP's policies was also raised.



One goal in the proposal for Phase One that has not been achieved is “sending a letter to EU or other international entities”. The main reason for this is that the campaign has been postponed, and hence, without necessary public activities and NGO networking, a letter from only GVB may be not effective enough. In phase two, this goal is projected to be achieved.

2 Proposal for Phase Two

The major goals of Phase Two are to finalize some objectives set up for phase one such as fact book mass printing, expand the campaign to broader places in China via mission trips, NGO meetings and joint promotional activities, and become more in-depth involvement of domestic and international mercury issues. These goals can be further broken-down into 7 objectives as following.

To accomplish these objectives, tangible actions are listed in the following form of **Major Activities and Key Deliverables**, in which, related objectives and evaluating indicators are clearly stated. Among these activities, NGO networking (mission trips) and hotspot investigation by journalists will be prioritized. As a result, we envision that China’s NGOs will be able to identify their focuses of work on mercury and form consensus of national and international strategy on mercury problems.

Objectives

1. Maintain and expand the Chinese NGO mercury network that was preliminarily established in Phase One
2. Gather more information about mercury in China and share them within the NGO mercury network globally and nationally
3. Improve NGOs’ capacity on mercury
4. Let knowledge and information about mercury be disseminated to broader areas in China
5. Tangible involvement in a specific field about mercury pollution or its mitigation
6. Inform Chinese people and Administrations about the decisions and developments on mercury at European and Global level.
7. Contribute to the European/international campaign and influence EU/US/UNEP decision-making whenever needed by for example sending letters to European Governments.

Targeted Issues/Problems

- **VCM industry**
- Mercury mining and artisanal gold mining
- Mercury containing domestic items especially **mercury containing button cell battery**
- UNEP 2007 meeting on mercury

**Targeted Groups**

- NGOs in the mercury network
- Non-Beijing based NGOs related to mercury issues (potential network members)
- Schools and communities in Beijing and other cities
- Journalists

Major Activities and Key Deliverables

	Activities	Related Objectives	Expected results (deliverables/dates)
1	Mission trips to 6 Chinese major/mercury hotspot cities other than Beijing (Shanghai/Nanjing, Xi'an, Wuhan, Guiyang, Guangzhou, Taiyuan)	1,2,3,4	
A	NGO training/workshop comprised of local mercury experts, and representatives of NGOs and student green groups	1,2,3	D1a: One half-day training/workshop in each city
B	GVB project officers work with local NGOs or university green groups on mercury exhibition	3,4	D1b: One-day joint event (including both GVB and local NGOs or university green groups)
2	Select local partner NGO/student green group (can be more than one) to independently conduct the mercury exhibition and educational activities in those cities, after necessary training by GVB	4	D2: Exhibit at ≥ 5 universities, communities or public sites in each city by the end of year 2006
3	One more NGO workshop in Beijing to discuss mercury strategy at UNEP 2007	1,6,7	D3 An NGO joint statement on global mercury strategy for UNEP meeting or other international entities
4	Establish a name list for Chinese NGO Mercury Network for information exchange. The list will also be shared with EEB and other relevant international organizations	1	D4 A contact and mailing list sent to EEB , and updated monthly
5	Extend exhibition to communities and public buildings in Beijing	4	D5a: Exhibit at ≥ 5 universities by end-October 2006; D5b: Exhibit at ≥ 2 communities by end-October 2006
6	Mercury hotspot investigation by	2,5	D6a: Pre-investigation



	journalist members of GVB Journalist Club; the target place is Guizhou Province and the target issue is mercury mining and low quality coal combustion, and their environmental impacts		training D6b: GVB project officer and Journalists go to Guizhou Province for mercury investigation D6c: Paper reports of the investigation
7	New materials production: produce new exhibition boards for cities other than Beijing; Research on practical ways to deal with mercury leakage, write articles and send them to newspaper or other media to educate the public	4	D7a: 2 sets (22 exhibition boards) D7b: ≥1 mainstream newspaper publishes these articles
8	Identify one or two mercury hotspot issues that GVB is able to handle and try to find and promote solution on that (at present the target issues are and button cell battery, and PVC industry)	5	
9	Maintain the website better, and increase the inter-links with other organizations and websites; create BBS to promote interaction and collecting opinion and information from the public	1,2,3,4	

3 Budget

Currency: Chinese Yuan (CNY/) Exchange Rate: 1 EUR=9.68CNY

Summary Budget A: CNY76,800 = EUR7,900

Item	Description	Amount (CNY)
1	Staff salary and allowance	27,000
2	New promotional materials and methods	5,000
3	Website costs	3,000
4	Mission trips to 6 Chinese major cities other than Beijing	27,800
5	Exhibition circuit in 6 Chinese major cities other than Beijing	9,000
6	Overhead	5,000
Total		76,800



Summary Budget B (carried over from Phase One): CNY14,550 = EUR 1,500

Item	Description	Amount (CNY)
1	Fact Book (paper and CD-ROM)	6,000
2	Beijing exhibition circuit	2,050
3	Follow-up Beijing Workshop	500
4	Mercury investigation	6,000
Total		14,550

4 Implementation Team

Name	Position	Responsibility
Li Li	Executive Director	Overall Monitoring
Mao Da	Project Manager	Project reporter and project management
Bai Yuting	Project coordinator	Implementation
Wang Xiaogeng	Website Officer	Update and maintenance of the working website
Sui Dongmei	Accountant	Accounting and auditing



5 Implementation Schedule

Code	Event	Time
E1	NGO (Beijing) workshop for UNEP mercury strategy	October
C1~C6	Mission trips to six cities other than Beijing (combine D1a and D1b)	Each month from May to October
I1	Journalist investigation in Shanxi	April or May
I2	Journalist investigation in Guizhou	TBA

Activities	April			May			June			July			August			September			October					
1 Mission trips							C1		C2										C3		C4	C5		C6
2 Exhibition in cities other than Beijing																						Until Dec/D2		
3 NGO Workshop in Beijing															E1/ D3									
4 NGO name list establishment	D4																							
5 Exhibition in Beijing																		D5b						D5 a
6 Journalist investigation	D6a			I1/D6b		D6c																		
7 New exhibition boards production	D7a		D7b																					