“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 BJEPA: Ms. Wang Ruixian
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**)

![Graph showing population, vehicle fleet volume, and energy consumption growth from 1998 to 2016 with unit: multiples](image)

Continued Improvement of Air Quality

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

unit:μg/m³

16 stages’ air pollution control measures
Beijing Clean Air Action Plan
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.
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：污染处 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计划并获得废弃电器电子产品处理资格证书的企业名单公布如下：

<table>
<thead>
<tr>
<th>序号</th>
<th>企业名称</th>
<th>处理设施地址</th>
<th>处理废弃电子产品类别</th>
<th>处理能力（万台/年）</th>
<th>联系方式</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>华新绿源绿色环保产业发展有限公司</td>
<td>北京市通州区中关村科技园通州区金桥科技产业基地</td>
<td>电视机、电冰箱</td>
<td>120</td>
<td>姚理：010-51168408；13511028084；变废热线：4000525010</td>
</tr>
</tbody>
</table>
普及环保知识

Popularize environmental knowledge
“清洁空气·为美丽北京加油”全民行动！

21 million Beijingners to join hands for the public campaign of “Clean Air · Cheer for the 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
• 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
The Vice Mayor posted the first Eco-driving mark
More than 1.2 million participants

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

Call for ideas for Cleaner Air
• 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
• 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
• 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


• **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.
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).
• 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
- Car-sharing initiative during 2014 Spring Festival
- Action
- 清洁空气·志愿服务
- Volunteers
- 3. for Typical Activities
• 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
国务院关于印发大气污染防治行动计划的通知
国发（2013）37号

各省、自治区、直辖市人民政府，国务院各部委，各直属机构：

现将《大气污染防治行动计划》印发给你们，请认真贯彻执行。

国务院

记者 张鹏飞 雷翔 孙强华

《北京市2013-2017年清洁空气行动计划》今天正式发布
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.
• 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
• Cohesion
• Cohesion
  • Consensus
  • Action
"Breathing Together, Common Responsibility, Endeavor for All"

“Clean Air · Cheer for the Beautiful Beijing”
Please pay close attention for us, thank you!

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