



Three-year Action Plan
for Yancheng Yellow Sea Natural Heritage
Conservation, Management and Sustainable Development
(2019-2021)

December, 2019

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During the 43rd session of the World Heritage Committee (Baku, 2019) , *China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf (Phase I)* was successfully inscribed on the World Heritage List as a natural site, which became China's first coastal wetland type world natural heritage site and the only one in the Yangtze River Delta City Group, and marks that China world heritage from land to ocean.

The success of *China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf (Phase I)* indicates that Xi Jinping thought on ecological civilization has aroused highly resonance in the international community, and reflects the high recognition of China's eco-civilization practice by the international community, and starts up a new realm of opening up and cooperation with the outside world on ecology.

China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf is a series of heritage nomination. Phase I is located in Yancheng city and phase II is in Shanghai, Tianjin, Hebei, Shandong, Liaoning, Jiangsu etc. To effectively cherish this honor, take the responsibility , amplify the effects of world heritage and improve Yancheng wetland natural heritage conservation, management and the sustainable development, meanwhile to support the phase II application, we make this five-year action plan, which based on *Convention Concerning the Protection of the World Cultural and Natural Heritage*.

I.GUIDING PRINCIPLE

Guided by Xi Jinping's thought on socialism with Chinese characteristics for a new era, deeply implementing the spirit of the 19th CPC National Congress, closely revolving around *the Five in One Strategy* (promoting economic, political, cultural, social, and eco-civilization progress in a coordinated way) and coordinated implementing *the Four-pronged Strategy*, firmly establishing and practicing the development concept of *lucid waters and lush mountains are invaluable assets*, actively integrating into global ecosystem governance, we will continuously improve the value of World Heritage site with international standards, world vision and scientific spirit.

We will comprehensively strengthen the ecological protection and restoration of wetlands, fully integrate wetland elements in space planning and construction, and create a batch of fine landscape with different wetland types. Taking strict protection and sustainable utilization, highlighting the excavation of ecological, humanistic and leisure functions, demonstrating the primitive beauty, the smart beauty and the fresh beauty of the Yancheng Yellow Sea wetland heritage, promoting the transformation of the world heritage's advantages into ecological and competitive advantages, makes Yancheng become a model for harmonious coexistence of human beings and nature.

II.WORK OBJECTIVES

The Yancheng Yellow Sea Wetland, as China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf (Phase I), has been declared a world heritage site successfully. In accordance with the commitment made to the international community, we will support Phase II application. The relevant protected sites in Shanghai, Tianjin, Liaoning, Hebei, Jiangsu and Shandong should complete the preliminary examination in 2021 and the application will be formally submitted to the World Heritage Centre in 2022.

By 2021, the Yancheng Yellow Sea Wetland Heritage will be protected in an all-round way, the system of management, monitoring, research and capacity building will be formed initially, the public education of the heritage sites will be carried out in general, and Yancheng will play a prominent pivotal role in the EAAF, the Yellow Sea-Bohai Wetland International Conference will become an internationally recognized platform for wetland heritage communication and cooperation. The EAAF migratory route city alliance which lead by Yancheng will be established, the cooperation framework of the ecological & economic circle around the Yellow Sea will be initially formed, and the international wetland city will be successfully established. Heritage site's eco-tourism infrastructure and public service security capacity will be effectively improved. A number of Yancheng world heritage boutique routes and a unified brand of Yancheng yellow sea wetland heritage will be basically formed. The popularity of heritage tourism is constantly enhanced, and the number of tourists will continue to increase every year. Remarkable progress will be made in building a global eco-tourism destination.

By 2025, the Yancheng Yellow Sea Wetland Heritage will be protected scientifically, inherited in a living manner and utilized rationally, and it will gather excellent domestic and foreign research institutions, professional talents, with great many heritage ecological restoration highlights, and a

leading level on protection and management in the world. The international influence of the EAAF city alliance will be emerged. The cooperation framework of the ecological economic circle around the Yellow Sea will become a platform of mutual benefit and mutual trust among regions. Communication and cooperation about heritage will become the normal.

The ecology of heritage sites and the influence of global ecotourism destinations will significantly enhance. The Yellow Sea natural heritage site in Yancheng will be protected systematically, and a modern display and experiential system will be established, and the value of heritage will be thoroughly explored and passed down. The brand of unified China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf is more perfect and it's social and economic benefits are organically unified.

Looking ahead to 2035, the west coast of the Pacific, the largest vast tidal flats, radiate sand ridges in Asia, the inhabit of millions migratory birds and all kinds of plants and animals will be presented in front of the world with the new attitude. Good vision will come true. The brand of China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf (Phase I) will become world-famous. The cooperation pattern of the Yellow Sea Ecological-Economic Circle will become a model for regional cooperation. Yancheng Yellow Sea Natural Heritage site has high popularity and attraction in the Yellow Sea ecological area and even the whole world.

III.MAIN TASKS

1. Strengthening the systematic protection of heritage

(1) Building consensus on protection

World heritage represents a rare and irreplaceable treasure in the process of human development and is the *crown jewel* in the field of global ecological protection. We should firmly establish the concept of respecting nature, conforming to nature and protecting nature as an ecological civilization and adhere to strict protection and pass it on from generation to generation. In accordance with the requirements of the UN 2030 agenda for sustainable development and relevant international conventions, we will protect natural heritage, conserve natural heritage, protect biodiversity, maintain the health and stability of natural ecosystems, improve ecosystem services, and maintain the harmonious coexistence and sustainable development of man and nature.

(2) Strengthening inspections of law enforcement

We will strengthen the supervision and management of environmental law enforcement, deepen environmental administrative law enforcement and the coordination mechanism of justice, organize and carry out special actions for *Green Shield* nature reserves, and resolutely investigate and punish illegal acts that damage the ecological environment of heritage sites. We will give full play to the role of the court of environmental resources of the Yellow Sea wetland, and encourage competent department and other relevant departments, such as Ecological Environment Bureau, Water Conservancy Bureau, Agriculture and Rural Bureau, Housing and Urban-Rural Development Bureau, Public Security, to establish a law enforcement cooperation mechanism for Yellow Sea wetland protection, to deal with illegal acts such as encroachment and destruction of the Yellow Sea wetland.

(3) Strengthening red line control

We should firmly establish the concept that *mountains, rivers, forests, farmlands, lakes and grassland is a community of shared future*. Focusing on *main functional zone planning, '1+3' key functional zone planning, ecological red line* management and control. We should implement and push forward *the three lines and one list system*, strictly control project approval process of heritage sites, in order to control and prevent environmental pollution from the source. All relevant areas should scientifically define wetland ecology red line, to keep the function, area and the nature of wetland ecosystem in Yellow sea in a good status.

(4) Strengthening planning guidance

A protection planning of the Yellow Sea wetlands should be worked out. It contains Yellow Sea wetland protected area, objective and task, overall layout, protection focus, protection measures, protection input and utilization mode, etc. The planning must consistence with the main body function area planning, general land use planning, marine functional zone planning, urban and rural planning, ecological environment protection planning, ecological red line planning, and water resources planning, etc.

2.Improving the management of heritage

(5) Strengthening management and protection

The Yellow Sea wetland monitoring and management system, based on modern information technology such as Big Data and Internet, should be established to realize the exchange and sharing of monitoring information, carry out daily monitoring, and regularly release the monitoring results of the

Yellow Sea wetland area, geographical location, water and soil quality, biological population, etc. We should set up a professional management team, a supervision mechanism, a boundary mark for heritage site protection, and a monitoring system within the scope of the heritage site, in order to improve the real-time monitoring capacity of the heritage site.

(6) Carrying out scientific research on wetland heritage

We will promote to set up the people-run non-enterprise national Yellow and Bohai Sea Wetland Institute, to deepen the cooperation with universities, such as Beijing Forestry University, Fudan University, Nanjing University, Yancheng Normal University and Qingdao Institute of marine geology of China Geological Survey, and research institutes. This institute will cooperate with international colleges (e.g. Kyungpook National University) and hire a batch of experts who are familiar with heritage convention and wetland research at home and abroad. Focusing on the threat factors of heritage sites proposed by IUCN, we will conduct in-depth scientific research and actively take countermeasures.

(7) Carrying out ecological restoration actively

With reference to the relevant experience, such as Mai Po Nature Reserve in Hong Kong, guided by the restoration and enhancement of wetland ecological functions and the two-year action plan for the protection and restoration of Yellow Sea wetland as the main line, we will promote the ecological restoration work in a refined way, create a number of influential and demonstrable ecological restoration highlights and Bird Habitat, in order to restore and protect the ecological authenticity and biodiversity of wetland system. We will vigorously implement afforestation projects and build a barrier for the ecological isolation forest on the seawall, which will become a green barrier for heritage sites.

3. Enhancing the vitality of heritage inheritance

(8) Fully cooperating with world heritage application phase II

Under the leadership of the National Forestry and Grassland Administration, we should actively take conservation alliance secretariat's responsibility of China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf. And we sum up the experiences of Yancheng successful application, help the regional city to proceed protection, restoration and management of natural reserve, assist in the application for China Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf (Phase II), and work together to promote the realization of the second phase subject.

(9) Strengthening Heritage sites' drumbeating and display

We will unify external image identification of heritage site, set up Yancheng World Heritage site portal website, and create heritage site WeChat public account. Yancheng wetland heritage museum will be built, and urban wetland park will be built in the surrounding areas to form an urban ecological complex integrating exhibition of protection, public education, and ecological tourism distribution. The exhibition halls were built around the themes of rare birds, elk, spoon-billed sandpiper, and Yellow Sea radiating sand ridge group. Yancheng wetland heritage is embodied in literature and art works, popular science books, local school-based curriculum materials for primary and secondary schools, tourist guides and professional reference books, so as to further expand the brand awareness and reputation of Yancheng world natural heritage.

(10) Strengthening international cooperation and exchanges

The Yellow Sea-Bohai Wetland International Conference is held every year, striving to become an annual wetland conservation event with international influence.

We will strengthen cooperation and exchanges with *the Convention on Wetlands, Wetlands International* and other international organizations, and establish the cities alliance along the EAAF to promote the protection of wetlands and migratory birds in cities along the routes.

Yancheng international bird-watching festival and bird-watching equipment exhibition are held every year, which will be international festivals of *bird-loving, bird-watching and bird-protecting* organizations and people to communicate and share. Actively organize the World Wetland Ecotourism Conference and tell the story of Yancheng in international language.

4. Promoting sustainable development of heritage

(11) Developing eco-tourism vigorously

Standing at the height of integrated development of Yangtze River Delta and centring on the new economy model of *heritage +*, we will make heritage sites ecotourism plan, with the key focus on leading, representative, functional tourism projects, to promote Yellow Sea wetland ecological tourism development in high standard.

We will focus on the reconstruction and upgrading of the Red Crowned Crane wetland ecotourism area and the Chinese David's Deer Park, build a new Yancheng wildlife park and Yuanjiajian holiday island, accelerate the reconstruction and upgrading of the old Xinyanggang street and the fishing port characteristic town of Huangsha port, plan and build the world heritage town of Jianggang, improve and upgrade the characteristic Ecotourism of Yeludang, scientifically implement the ecological restoration of Dunmen Area, coordinate the spatial connection between the scenic spots.

We will build expressway from Ningjingyan highway eastly extends to G228, and improve the landscape of the old seawall. Environmental rehabilitation should be arranged on both sides of Xinyang port coastline.

(12) Promoting the construction of the Yellow Sea Ecological-Economic Circle

We will carry out theoretical research on marine ecosystem and improve the mechanism for international cooperation on ecology of the Yellow Sea.

We will deepen openness and cooperation in the energy sector and build a green energy system in the Yellow Sea region. We will break the regional administrative division, and integrate the innovation resources around the Yellow Sea, and jointly promote industrial technology innovation. We will promote the establishment of a joint conference of mayors of EAAF cities to strengthen exchanges and cooperation in the Yellow Sea region. We will promote the development of open platforms such as the China-Korea (Yancheng) Industrial Park and further expand investment and trade facilitation. Based on the platforms of the Yellow Sea Research Institute, New Energy Institute of Yancheng Institute of Technology etc., scientific research cooperation with institutes around the Yellow Sea should be strengthened.

(13) Accelerating international wetland city construction

We should strengthen the construction of declaration carriers such as Yanlong Lake, Chuanchang River Scenic Belt and Yandu Park, increase capital input, strengthen public opinion propaganda and guidance, further improve the wetland protection system, comprehensively improve the level of wetland management, and strive to become an international wetland city.

(14) Focusing on ensuring people's livelihood

We will actively explore effective ways to promote green development and ecological enrichment of the people, promote the integration, linkage and common development of heritage sites and surrounding counties (cities and districts), encourage the development of supporting services to

improve the living standards of local residents, and support private capital in developing high-end supporting services in accordance with the law, so as to create conditions for the development of different business types.

A joint community meeting mechanism involving the management organization of the heritage site, the units and individuals of surrounding villages and salt field shall be established to allow the surrounding communities and residents of the heritage site to participate in the management. Combined with the implementation of the city's rural housing improvement project, we will guide and encourage residents of heritage sites to live together and further improve their living and production conditions.

5. Strengthening element guarantee

(15) Working harder to attract talents

We will attract domestic and foreign renowned universities and research institutes of wetland and heritage into the Research institute of Yancheng, and set up research institutions, which are engaged in wetland heritage protection management and sustainable development, coastal wetland ecosystem and other fields of research work.

We will encourage and support cooperation between universities such as Beijing Forestry University and local universities such as Yancheng Normal University to jointly establish specialty programs and train professionals, and further enrich the contingent of talents for heritage site protection.

(16) Providing policy funding support

We will improve the investment mechanism for the sustainable development of heritage guided by the government and participated by the society, and amplify the effect of heritage brands. All relevant regions should make the protection and management of natural heritage sites a priority of public financial expenditure and actively seek the support of special funds from higher authorities. Encourage and guide individuals, enterprises, social groups and NGOs to carry out targeted donations for heritage protection.

IV. ORGANIZATIONAL GUARANTEE

1. Strengthening coordination at the municipal level

Set up municipal heritage conservation management committee. The committee is chaired by the main city leader and deputy director by the municipal government. The committee member units are as follows: the Municipal Development and Reform Commission, the Municipal Science and Technology Bureau, the Municipal Public Security Bureau, the Municipal Finance Bureau, the Municipal Natural Resources and Planning Bureau, the Municipal Ecological Environment Bureau, the Municipal Transportation Bureau, Water Resources Bureau, Municipal Agricultural and Rural Bureau, Municipal Culture, Radio, Television and Tourism Bureau, Municipal Foreign Affairs Office, Municipal Heritage Authority, Municipal Meteorological Bureau, Dongtai City, Sheyang County, Binhai County, Xiangshui County, Dafeng District, Tinghu District Government, The Rare Bird Reserve Management Office and the Elk Reserve Management Office. The main responsibilities are to: make overall arrangements for the conservation, management and sustainable development of the city's heritage sites formulate protection and management plans for heritage sites; integrate and reorganize relevant resources; study and issue supporting policies; coordinate and deal with key and difficult issues; ensure the orderly progress of the overall work.

2. Establishment of a management organization

The municipal office of wetland and heritage management shall be set up, in accordance with international conventions and relevant national requirements, to be responsible for docking with relevant national competent authorities, receiving business guidance and work arrangements; To formulate strategic plans for the protection and management of heritage sites, and implement the protection, management and monitoring of heritage sites in accordance with the plans and relevant laws and regulations; To formulate the master plan for eco-tourism of heritage sites and promote the sustainable development of heritage sites;

This organization will be responsible for the external propaganda and public education of the heritage site, and the establishment and operation of Yancheng Wetland Heritage Museum; It also undertakes the work of The Migratory Bird Sanctuaries along the Coast of the Yellow Sea-Bohai Gulf of China Regional Conservation Alliance Secretariat and fully cooperates with phase II application. And communication and cooperation with international organizations, NGOs and media are also included.

At the same time, as the daily office of the municipal heritage protection and management committee, the office specifically implements the municipal heritage protection, management and sustainable development work.

3. Fulfill work responsibilities.

Counties (cities and districts) involved in heritage sites are the responsible subjects for the protection, management and sustainable development of heritage sites. Special agencies and personnel should be identified to do a good job in the protection, management and sustainable development of heritage sites. We will carefully break down the specific targets and tasks of the outline for action, formulate practical plans for implementation, and ensure completion on time.

The management office of rare birds and elk nature reserve should base on its main responsibility, focus on protection and management, and strengthen scientific research and monitoring. All relevant municipal departments shall formulate implementation plans in accordance with their duties and work requirements, and actively cooperate with all localities to do a good job in providing services, so as to jointly promote the management of heritage protection and sustainable development.

4. Establishing a system of Government-Business-Education-Research

Speeding up to build *Government-Business-Education-Research* politics organization guarantee system, which raised by the the municipal office of wetland and heritage management, to strengthen the scientific research and to promote the heritage sites protection management and sustainable development. Yellow and Bohai Sea Wetland Institute will be established to conduct research on coastal wetland and heritage protection management, providing experience for global coastal wetland ecological protection and management. Jiangsu Yellow Sea wetland institute co., LTD will be established to carry out investment cooperation in the field of ecological protection and restoration.

We should actively conduct academic exchanges with other countries, set up a professional platform based on the Yellow Sea-Bohai Wetland International Conference, establish an international dialogue mechanism for ecological protection in the Yellow Sea, actively build a cooperation framework of the Yellow Sea Ecological Economic Circle, and strive for the right of discourse and initiative in the Yellow Sea eco-zone.

Through the integration of *Government-Business-Education-Research*, the level of heritage conservation and management should be constantly improved, and the historical mission of protecting the world heritage should be earnestly undertaken to protect this precious natural heritage.

5. Strengthening legal safeguards

Court, procuratorate, public security organs and judicial administrative organs should give full play to the function and close cooperation, in strict accordance with Yancheng Yellow Sea Wetland Protection Ordinance, determined to combat the illegal behaviour of destruction of wetland resources in accordance with the solid foundation to promote the further development of judicial protection of wetland heritage, and provide a strong legal guarantee for the sustainable development of heritage site .

6. Encouraging public participation

Fully mobilize social forces, encourage social teams such as the Communist Youth League, women's Federation, academic union, young pioneers, primary and secondary school students, NGOs and relevant people at home and abroad to participate in heritage protection and management, migratory bird protection, international conference services, etc., and establish and improve volunteer system, implement service time integral management, and promote their aspirations by issuing certificates to outstanding volunteers' willing to serve the social influence and volunteer's sense of honor.

We will establish and improve a public reporting and exposure system for violations of laws and regulations, open a telephone system for the supervision and reporting of heritage protection, encourage the public, media and social organizations to participate in the supervision and protection of heritage sites, and ensure the public's right to know, participate and supervise.

7. Strengthening supervision and inspection

All relevant counties (cities, districts), departments and units at the municipal level shall earnestly fulfil their main responsibilities, organize strong and powerful teams, and steadily push forward the implementation of tasks in accordance with the timing requirements of the plan. The inspection office of the municipal government, together with the competent department of heritage sites, will conduct regular supervision and inspection on the implementation of the program, timely understand the work schedule, grasp the problems encountered in the process of progress, and report the supervision and inspection.