



# 关于武汉自然博物馆

## About the Wuhan Natural History Museum

长江文明馆（武汉自然博物馆）2019-06-10

The Changjiang Civilization Museum (Wuhan Natural History Museum)

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CHAPTER

01

# 武汉自然博物馆概况

Wuhan Natural History Museum

# -武汉自然博物馆概况-About the Museum

- ◆ 长江文明馆（武汉自然博物馆）位于武汉园博园内，由长江文明馆（3.1万平米）、贝林大河生命馆（2.9万平米）和武汉园博园自然景观（213.77公顷）三部分组成。其中，武汉园博园、长江文明馆已于2015年9月25日建成开放，贝林大河生命馆于2018年7月18日正式开馆。

The Changjiang Civilization Museum (Wuhan Natural History Museum) consists of three parts, including the Changjiang Civilization Museum (31,000 square meters), Behring River & Life Museum (29,000 square meters), and the natural landscape of The 10<sup>th</sup> China (Wuhan) International Garden Expo (213.77 hectares). Among which, the Garden Expo park and The Changjiang Civilization Museum had been completed and opened to public since September 25, 2015, and the Behring River & Life Museum was opened to public since July 18, 2018.

- ◆ 长江文明馆常设展览“长江之歌，文明之旅”，集中展示了长江的自然生态和历史文化。贝林大河生命馆常设展览“大河之旅，生命之歌”以大河为背景、以生命为主题、以长江对话世界大河为布展理念，展示世界大河的生物多样性、联系性与差异性，唤起人们大河、热爱大河、保护大河的意识。

The Changjiang Civilization Museum provides a permanent exhibition themed “a song of the Changjiang River, and a journey of Civilization“. it uses the typical cultural relics of the Changjiang River Basin to show the natural ecology and historical civilization of Changjiang. The Behring River & Life Museum provides a permanent exhibition themed “a journey to great rivers and a concerto of lives“. It takes rivers as the background, life as the theme, and dialogue between the Changjiang River and rivers in the World as the exhibition concept. It demonstrates the biodiversity, connection and differences of the world's main rivers to arouse people's awareness of paying more attention to, loving and protecting great rivers.

长江文明馆 The Changjiang Civilization Museum



贝林大河生命馆 Behring River & Life Museum



园博园 Garden Expo Park





# 武汉自然博物馆资质 Qualifications

**全球水博物馆网络成员单位**  
Global Network of Water  
Museums (or WAMU-NET)



**国家水情  
教育基地**  
National  
Water  
Education  
Base



**全国中小学生研学实践教育基地**  
National Middle and Primary School  
Study and Experience Base



**全国水利博物馆联盟  
成员单位**  
Member of the National Alliance  
of Water Museums

**爱国主义教育基地**  
Patriotic Education Base




**青年科普  
体验基地**  
Youngsters'  
Pop Science  
Center



# 减塑环保 野生动物保护项目

No Plastic & Wildlife Protection Project

A large, modern aquarium exhibit with blue lighting and marine life models. The scene is dominated by a large, curved structure that resembles a whale or a large fish, with many smaller fish models swimming around it. The lighting is a deep blue, creating a serene and underwater atmosphere. The floor is also lit with blue light, and there are some interactive displays or information panels visible in the background.

CHAPTER  
02

# 英国—武汉“少一点”行动&野生动物保护项目2019-2020

UK-Wuhan One Less & Wildlife Protection Project 2019-2020



## Background

塑料现已成为全球性环境问题，特别是解决其负面影响需要个人行为做出改变。考虑到其庞大的人口规模和巨大的塑料消费，中国可以在这场运动中发挥重要作用。ZSL明星计划“少一点”不断激发个人采取环境友好性行为。为了弥合塑料方面的知识差距并将英国的创新模式引入中国，ZSL和武汉自然博物馆热衷于促进跨境合作。

Plastic has now become an environmental concern globally and particularly, addressing its negative impact requires behavior change at individual level. China could play a vital role in this campaign considering its huge population size and associated plastic consumption. The Zoological Society of London (ZSL) has also committed to this campaign and its star programme One Less successfully encourages buy-ins across stakeholders in the UK and keeps inspiring environment-friendly behaviors from the individuals. To bridge the knowledge gaps on plastic and bring in innovative UK models to China, ZSL and the Wuhan Natural History Museum (WNHM) are keen to foster collaborations beyond the boundary.

# 中英合作减塑环保项目

Sino-British Plastic Reduction Environmental Protection Project

## Interactive Campaigns

- ◆ 武汉自然博物馆致力于生物多样性保护和环保事业发展，与ZSL联合开展“减塑捡塑”运动。让自然与生活相关，传递简单的信息，从可以做到的行动开始。使人们产生“归属感”和“贡献感”，让他们觉得日常生活中的小行动和小改变是可以对环境保护产生影响的。

Wuhan Natural History Museum is committed to biodiversity conservation and environmental protection. With ZSL, it jointly launched the “Reducing and De-littering of Plastics” campaign. The campaign delivers a simple message by connecting natural and people’s daily life to call on people to start taking actions that can be done. It gives people a sense of belonging and a sense of contribution, which makes them feel that small actions and small changes in daily life can have an impact on environmental protection.





# 中英合作减塑环保项目

Sino-British Plastic Reduction Environmental Protection Project



## Interactive Displays

- ◆ 引入ZSL明星项目 “One Less” 的理念，策划减塑环保公益展。通过展示塑料的生产工艺，降解时间，碳耗，塑料与物种栖息地和动物捕食方式的关系，让人们自己思考，并做出塑料产品的选择。

Introduce ZSL star programme One Less when designing public interaction exhibition to show visitors the production process, degradation time, and carbon consumption of plastics, and the impact of plastics on habitat of species and ways of animal predation, so as to make people think and make choice when using plastic productions.

## The Calling

- ◆ 呼吁在合作机构中替换一次性塑料产品，并发展经济激励机制以支持和实现新的方式（例如使用可再填充的水瓶和可重复使用的袋子）。建立具有象征意义的项目并予以长期或短期展示，并在公共空间开展行为改变活动。通过有影响力的媒体渠道记录和分享上述活动。

Calling for replacement of single-use plastic products in collaborative institutions and developing economic motivation mechanisms to champion and enable a new culture (e.g. using a refillable water bottle & reusable bags). Setting up symbolic project displays/exhibition both long term and short term and initiating behaviour-change campaigns in public space. Documenting and sharing of the activities above through influential media channels.

## Thinking

With regard to the transmission of environment protection, it is necessary to clarify different levels: which behaviours can be accomplished by the public, which need to be done with us, and which issues require more scientific research to help us find directions.

# 培训教师并在自然博物馆开发联合品牌课程

Train teachers and develop co-branding curriculums in Natural History Museums (NHMs)



- ◆介绍和本地化ZSL及其互动教学模式的成熟课程，即“少一点”和其他与野生动物相关的相关主题。

Introducing and localizing mature curriculums from ZSL and its interactive teaching model, i.e. One Less and other relevant topics related to wildlife.

- ◆组织包括公共沙龙和研讨会在内的保护活动，如塑料对野生动植物、海洋环境的威胁，微塑料及其与人类健康的关系，来自英国的创新解决方案。

Organizing public salons and workshops such as: threats of plastic to wildlife, marine pollution, ways of recycling, micro-plastics and its relations to human health, innovative solutions and cases from the UK.

- ◆探索其他公共导向主题，如提升IWT（伦敦打击野生动物非法贸易高级别会议”，英文简称IWT）和物种保护意识。计划于今年10月份，邀请ZSL代表参加为期一周的公共活动，包括大师课、媒体活动、展览和研讨会等。

Other public oriented topics such as IWT and species awareness-raising could be further explored. Invite ZSL representatives in this October to participate one-week public activities including master class, media event, exhibition and workshop etc.

# 联合研究和保护项目


Joint research and conservation projects

ZSL的研究项目具学术性，但是与政府和公众的接触有限。武汉自然博物馆·贝林大河生命馆基于大河文明研究中心，可以和ZSL探索联合项目，建立一个公共导向的东西方文化交流的桥梁，包括开展联合研究活动、户外实地考察和联合筹资。

ZSL's research projects are most academic oriented with limited engagement with the governments and the public. Collaborations with NHMs can promote brand building of the organization and enhance the dissemination of the outputs. For instance, Yangtze River is a significant distribution range for Yangtze Finless Porpoise and Chinese giant salamander where ZSL has been leading on research projects.

Wuhan Natural History Museum · Behring River & Life Museum is the first museum that takes great rivers as its background, life as its theme, and the dialogue between the Yangtze River and great rivers worldwide as its main connotation. Based on the Great Rivers Civilization Research Centre, the museum and ZSL can ideally explore joint programmes and build a public-oriented bridge for cultural exchanges between the East and the West, including joint research activities, outdoor field work and joint fund raising.



An aerial photograph of a river valley with a large teal arrow pointing right, overlaid on the image.

CHAPTER  
**03**

# 关于水情教育

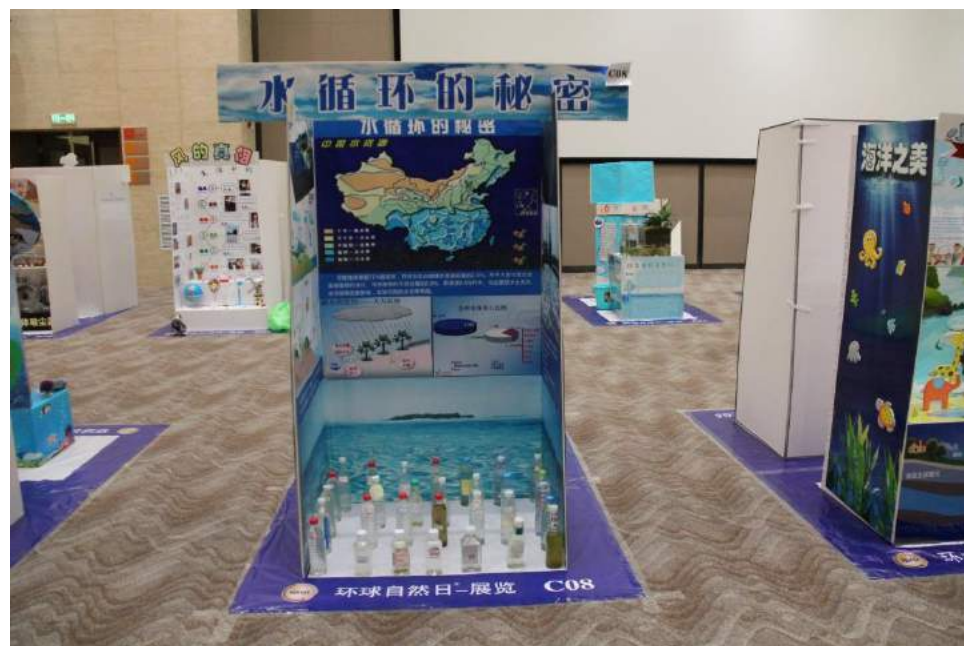
About Water Education

# 坚持开展公益活动，进行水情教育

Insist on carrying out welfare activities and water education

充分运用“大河讲堂”、展览实物模型、展板、多媒体演示系统、知识讲座及互动体验设施等，面向公众开展水情教育，包括水状况、水常识、水科技与水文化等积极组织广大中小小学生参加国内外科普比赛。比如，2017年环球自然日——青少年科学挑战赛湖北赛区活动中，在63项有关自然科学的作品中有相当一部分是反映水知识与水文化的作品。

Making full use of the "Great Rivers Lecture", physical models, exhibition boards, multimedia presentation system, lectures and interactive experience facilities, etc. to provide water education to the public, including water status, water common sense, water science and water culture, etc. and actively organize primary and middle school students to participate in domestic and foreign popular science competitions. For example, in the 2017 Global Natural History Day--Youth Science Challenge Hubei Division Activities, there were quite a few works among the total 63 related to natural science reflecting water knowledge and culture.



《水循环的秘密》  
The Secret of Water Circulation



《认知美丽海洋 探秘神奇生物》  
Explore Magic Creatures



《生命之水》  
Water of Life



《小水滴的奇妙旅行》  
Wonderful Adventure of Water Droplet

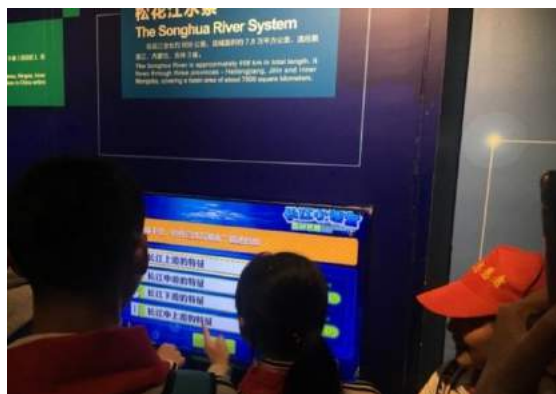
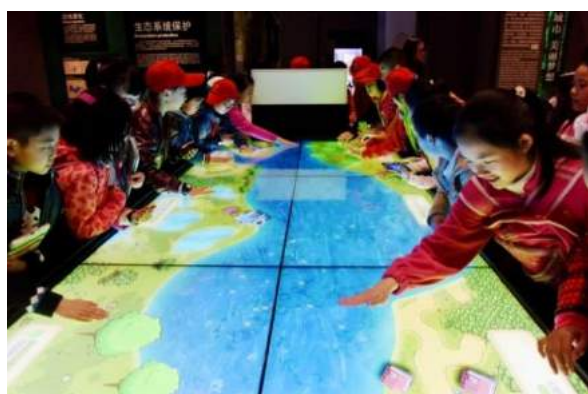
# 坚持“请进来”，开展水情教育

Insist on “bringing in” to carry out water education

我馆围绕水情教育，开展了一系列教育活动，如“世界水日”、“中国水周”等主题活动，与武汉电视台联合开展的“百万市民科普游”走进长江文明馆活动等，学校及家长进博物馆参与水情教育知识活动，编写水情教育读本等，为构建“人人参与、人人宣传、人人受益、人人带动”的现代水情教育做出了积极贡献。

The museum carried out a series of education activities about water education, such as thematic activities of World Water Day and China Water Week, “Popular Science Tour for Millions of Citizens” into the Changjiang Civilization Museum that jointly organized with Wuhan TV Station, schools and parents engaging in water education knowledge activities at the museum, and water education books compiling, which made great contribution to the construction of moder water education that involve, promote, benefit and stimulate everyone.

- ◆ 世界水日、中国水周主题活动
- ◆ 百万市民科普游走进长江文明馆活动
- ◆ 普及长江水知识
- ◆ 编撰了口袋书《水情教育读本》
- ◆ World Water Day, China Water Week
- ◆ Popular Science Tour for Millions of Citizens
- ◆ Spread water knowledge
- ◆ Compiled Water Education Pocket book



# 坚持“走出去”，开展水情教育

Insist on “going out” to carry out water education

- ◆ 将环球自然日全球总决赛中与水有关的优秀作品送到学校与社区巡展

Sent excellent works related to water from the finals of Global Natural History Day to schools and communities for exhibition.

- ◆ 与当地省级水情教育基地武汉市第二十三中学等单位合作开展水情教育活动

Carried out water education activities with local provincial water education bases such as Wuhan No. 23 Middle School.

- ◆ “童心亲水伴荷香”亲水护水志愿者在行动

Volunteers who love and protect water are engaging in activities.



# 关于大河对话

About The Great Rivers Forum

## CHAPTER 04





# 关于大河对话 About the Great Rivers Forum

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大河对话由武汉市人民政府和联合国教科文组织联合主办，联合国教科文组织驻华代表处、武汉市文化局、武汉市外办、长江文明馆承办，旨在以世界各大河流域为背景，为各学科领域的专家及管理者提供一个国际性的交流平台。目前已举办2016年及2018年共两届大河对话。

The Great Rivers Forum was hosted by the Wuhan Municipal People's Government and UNESCO, organized by UNESCO Beijing Office, Wuhan Municipal Bureau of Culture, Foreign Affairs Office of Wuhan Municipal Government, and the Changjiang Civilization Museum. This forum was aimed at providing an international platform to experts and regulators in various fields with great river basins as the background. So far, the Great Rivers Forums have been held twice already.



# 关于大河对话 About the Great Rivers Forum

全球数十个国家的政府、管委会、专家学者代表齐聚江城武汉，以大河为背景，以城市为主题，深入研究大河与城市的可持续发展，探索世界大河文明的21世纪走向，聚焦全球不同地域和民族关于大河文明传承发展的经验和智慧，推动全球大河流域生态和文化环境的高质量发展。对于弘扬大河文化、传承长江文明，推动长江经济带高质量发展具有积极意义。在“2018大河对话”上，长江文明馆与全球水博物馆网络达成协议，正式成为全球水博物馆网络成员，也是中国中部地区首座加入该网络的博物馆，双方将加强在水、文明和可持续发展领域等方面的合作。

Governments, management committees, specialists and scholars from dozens of countries worldwide gathered in Wuhan, with the background of great rivers and the theme of cities, explored the direction of world river civilizations in 21Century, focused on the experience and intelligence of different regions and nations in inheriting and developing river civilizations as well as promote high-quality development of the ecological and cultural environment in great river basins around the world. The forum is of positive significance to the promotion of river civilizations, the inheritance of Changjiang civilizations as well as the high-quality development of Changjiang River economic zone. At the 2018 Great Rivers Forum, the Changjiang Civilization Museum (Wuhan Natural History Museum) signed agreement to join the Global Network of Water Museums (or WAMU-NET), and became a full member of the network, the First WAMU-NET Member in Central China . The two parties will strengthen cooperation in fields such as water, civilization and sustainable developments.



# 水汇聚仪式 & 礼物赠送 Water Confluence Ceremony & Gift Giving



参会的河流代表将各自流域的水倒入同一个容器之中，象征2018大河对话的论坛精神——汇聚大河文明，以世界大河流域为背景，以对话为形式，将开放包容的中国精神融入构建人类命运共同体的伟大进程。

Representatives from different rivers pour water from their own river into a container, symbolizing the spirit of the 2018 Great Rivers Forum — making great river basins as the background, dialogue as the Chinese spirit of openness and inclusiveness into the great process of building a community with a shared future for mankind.



# 大河对话国际论坛成果

## Outcomes of GRF

- ◆ 举行了高级别圆桌会议和以“河流文化”“水博物馆”“城市发展”为主题的分论坛；  
A high-level roundtable, and three parallel sessions with themes focuses of "river cultures", "water museums", and "city development" respectively were held during the 2018 GRF.
- ◆ 发布了全体宣言和行动议程； Released a plenary declaration and an agenda for action.
- ◆ 出版了论坛发言摘要，收集完整文字集结出版； Having published a collection of abstracts of GRF, collected full version of articles for publication.
- ◆ 长江文明馆加入全球水博物馆网络，成为中部首个该网络成员； The Changjiang Civilization Museum joint the Global Network of Water Museums (or WAMU-NET), and became the First WAMU-NET Member in Central China.
- ◆ 明确大河文明研究中心将为各大河流域进一步的交流合作提供支持； Identified that the Great Rivers Civilization Research Center will provide further support for exchange and cooperation between different great river basins.





感谢您的聆听

THANK YOU!