

Experiences of volunteerism in environmental education and beach clean-up through establishing a network of the university

BlueRibbon Ocean Conservation Association
BROCA



2007成立



Introduction To BROCA



呵护蔚蓝·蓝丝带海洋保护协会

Blue Ribbon Ocean Conservation Association

Blue Ribbon Ocean Conservation Association (BROCA), founded in Sanya, Hainan Province on June 1, 2007, is a non-profit NGO dedicated to ocean education and awareness raising, marine debris clean-up, coastal ecosystem conservation and the promotion of developing a non-governmental ocean conservation network in China.



Our VISSION

Unite all stakeholders to protect the blue
ocean

Our VALUE

Protect the oceans and we protect ourselves

Introduction To BROCA



Blue Data

Survey of ocean-related issues



Call for Blue Ocean

Maine education and publicity



Blue Forces

Marine conservation actions



Blue Volunteers

Ocean conservation network



Blue Dialogue

Exchanges of Best Practices for Ocean Conservation

蓝丝带志愿服务工作的基本构想

The basic idea of the Blue volunteers

Create multiple universities
as volunteers in each city

在每个城市建立
数个高校志愿者
队伍

Assist
Universities volunteer
organizations transit to
marine conservation
society organizations

协助高校志愿者
组织转型为海洋
保护社会组织

Each city has its own
private coastal marine
conservation
organization

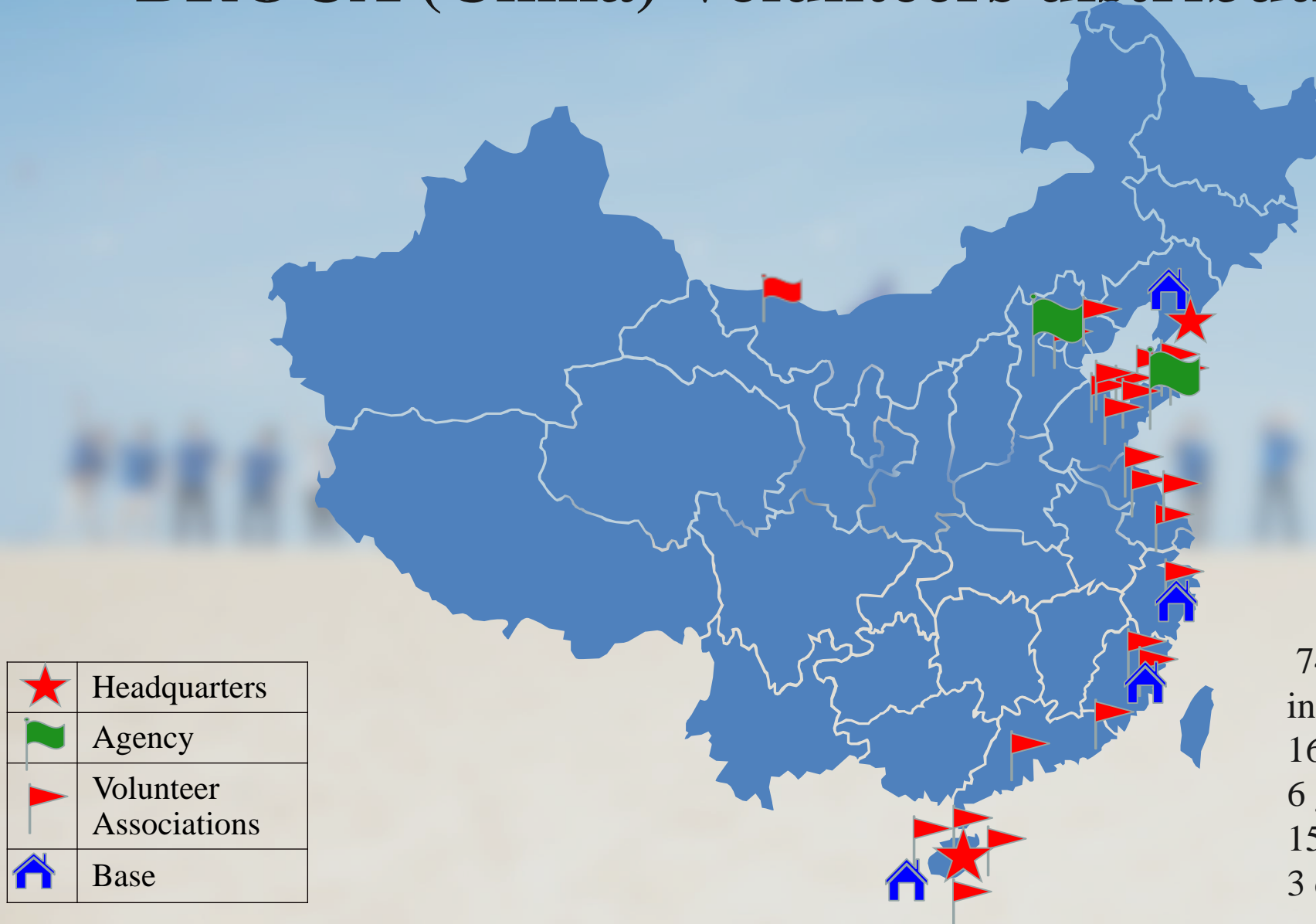
每一个沿海城市都有
自己的民间海洋保护
组织

Marine
transportation
personnel for the
national sector

为国家各部门输送
海洋人才

蓝丝带海洋保护协会（中国）志愿者网络分布

BROCA (China) Volunteers distribution network



	Headquarters
	Agency
	Volunteer Associations
	Base

74 volunteer teams in China, including 34 university ; 16 enterprises industry, 6 government, 15 primary and secondary school, 3 community and other volunteers teams

BlueR Ocean conservation groups covering China's coastal cities

	<u>Sanya</u> Univwersity		<u>Hainan</u> University		<u>Qingdao</u> Aguricultural University		China Agricultural University		<u>Environmental</u> <u>Manangement</u> College of China		Shanghai Ocean University
	<u>Tropical</u> Ocean University of China		<u>Haikou</u> college of Economics		<u>Qingdao</u> Huanghai University		<u>Shandong</u> University		<u>Renmin</u> Univwersity of China		<u>Zhejiang</u> Ocean University
	<u>Sanya</u> Aviation Tourism College		<u>Guangdong</u> Ocean university		Ocean University of China		Harbin Institute of Technology		<u>Hainan</u> Normal University		<u>Hainan</u> College of Vocation and Technique
	<u>Sanya</u> city vocational college		<u>HuaiHai</u> Institute of Technology		<u>Qindao</u> College		<u>Dalin</u> Maritime University		China University of <u>Geosciences</u>		
	<u>Sanya</u> Polythenic college		<u>Tsingtao</u> University of Science & Technology		China University of Petroleum		<u>Qingdao</u> <u>Binhai</u> University		<u>Hebei</u> University of Technology		

Blue Ribbon depth campus, organize series of public education and marine conservation practice.



Beach Clean



Promote cultural tourism



Natural education



Questionnaire

Blue Ribbon depth into campus, organize series of public education and marine conservation practice.



Lectures



Biological science



"Care blue" sign language dance



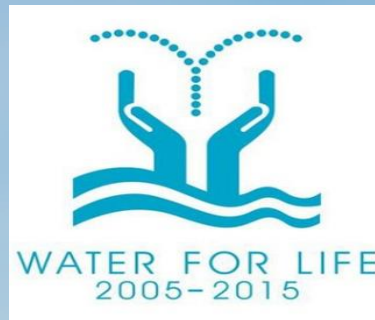
Cultural promotion

1月

2月

3月

4月



5月

6月

7月

8月



9月

10月

11月

12月



Explore life, looking for a miracle - Mangrove census



Lunch

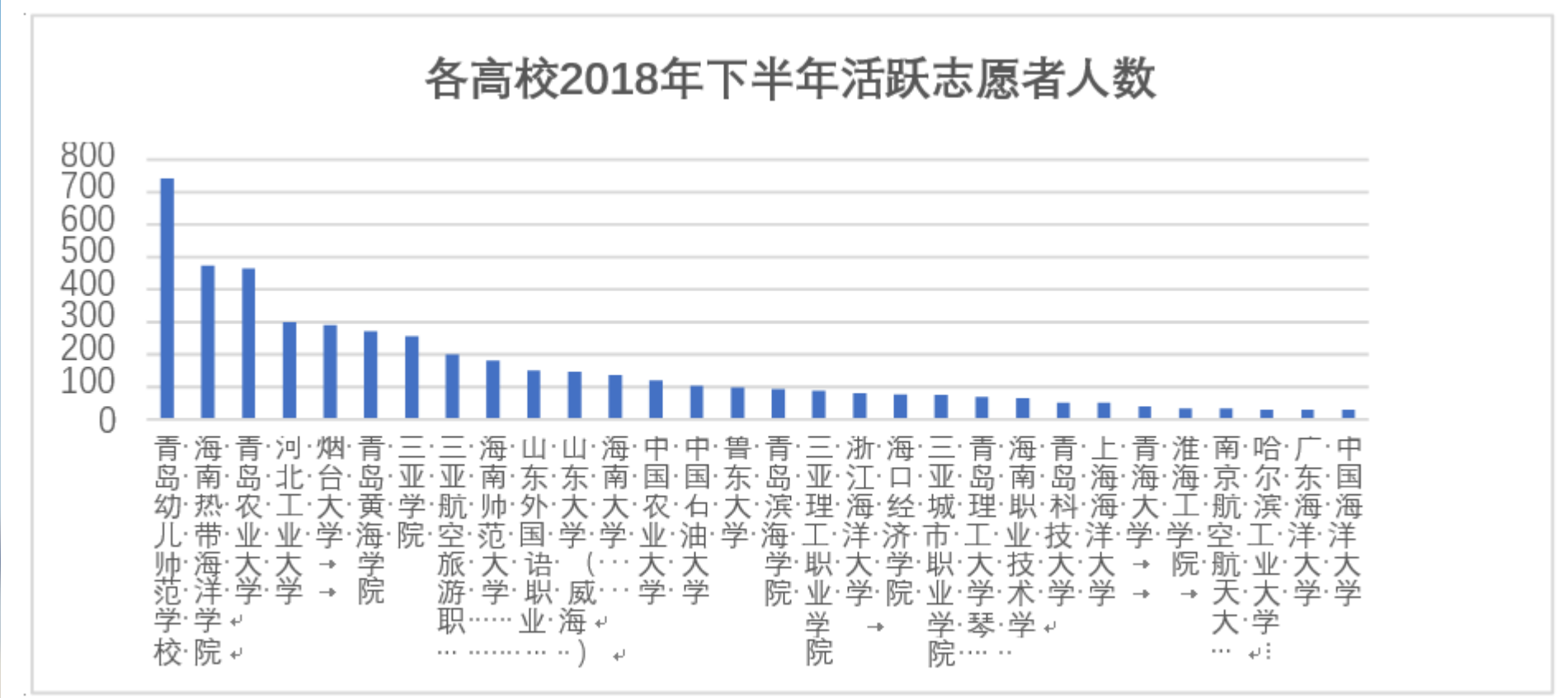
Census Species

Mangrove Linke Pu

Coastal Forest

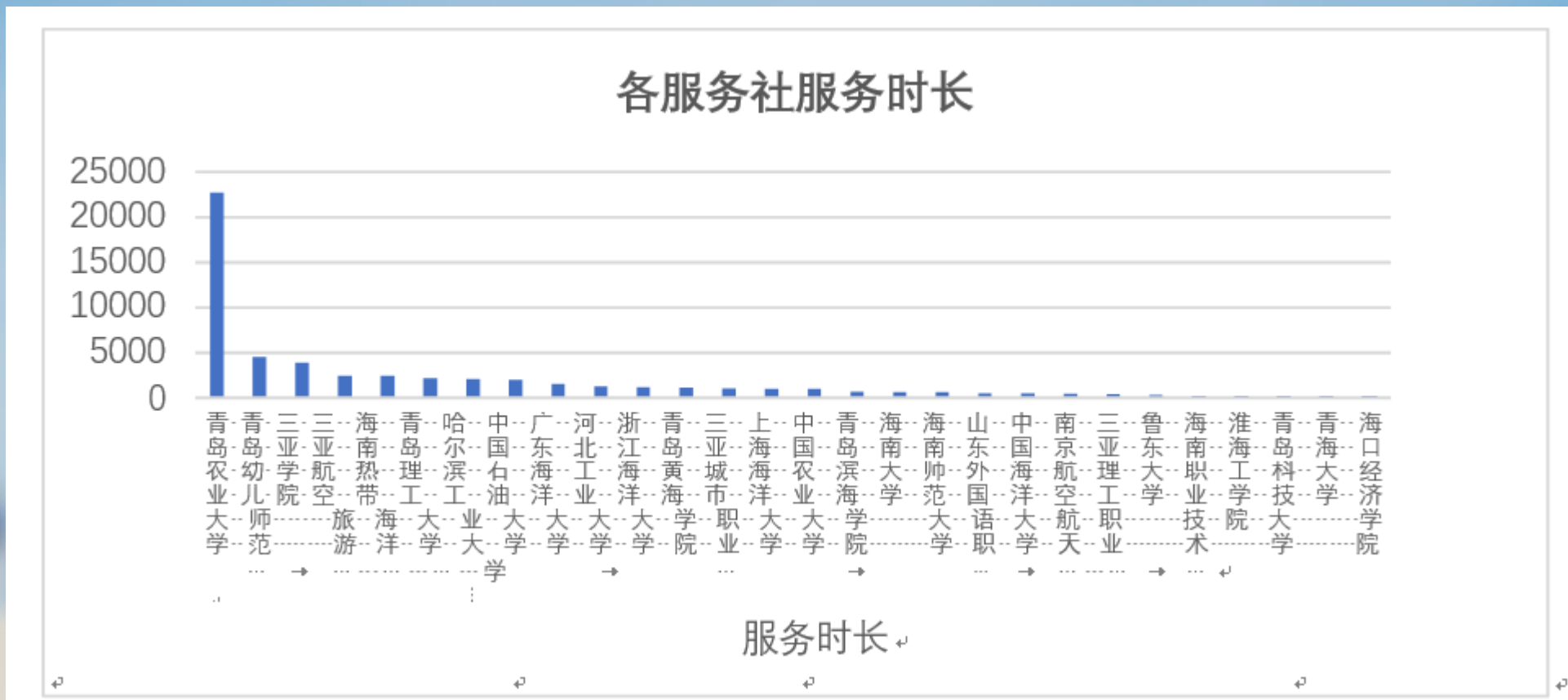
River Clean

For example: the second half of 2018



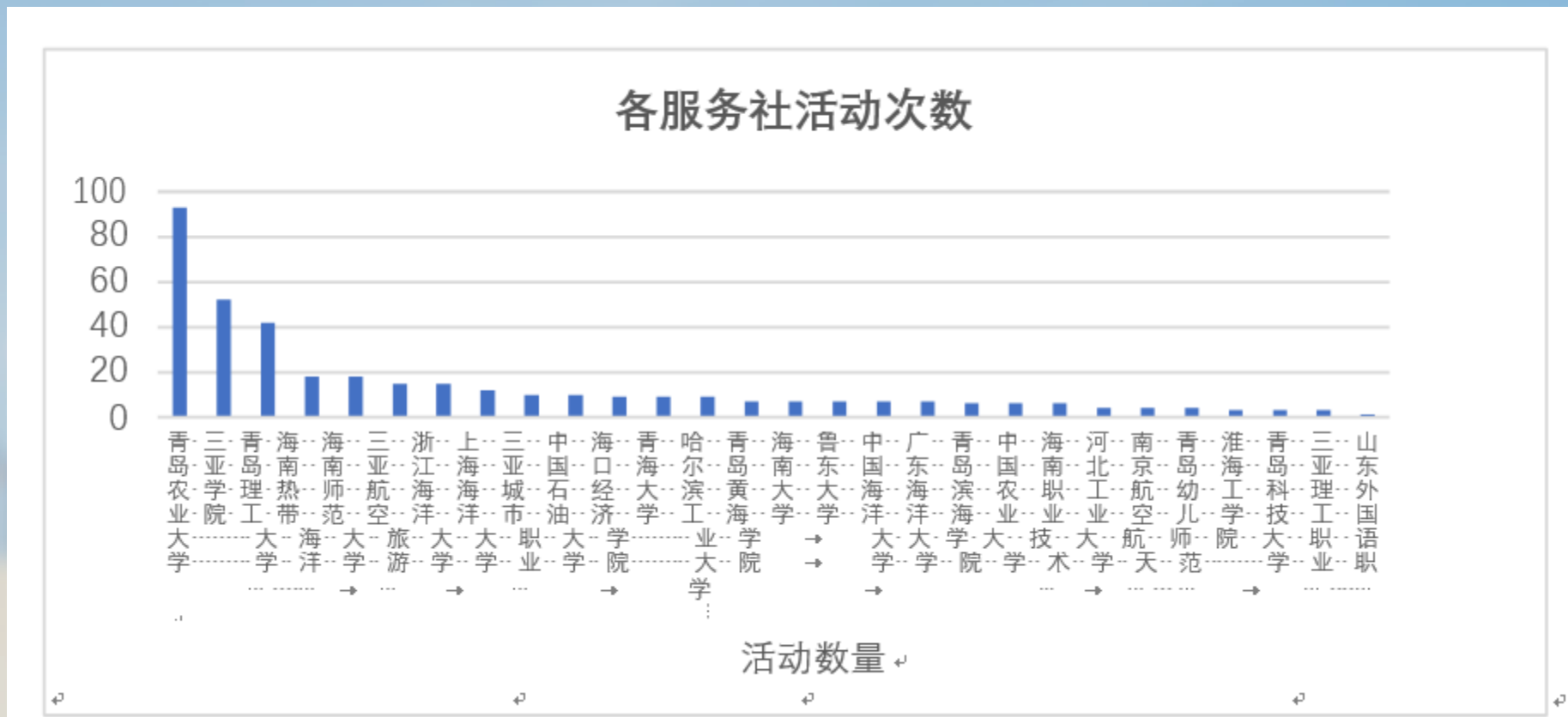
In the second half of 2018, the total number of new volunteers recruited by service clubs was 4,768.

For example: the second half of 2018



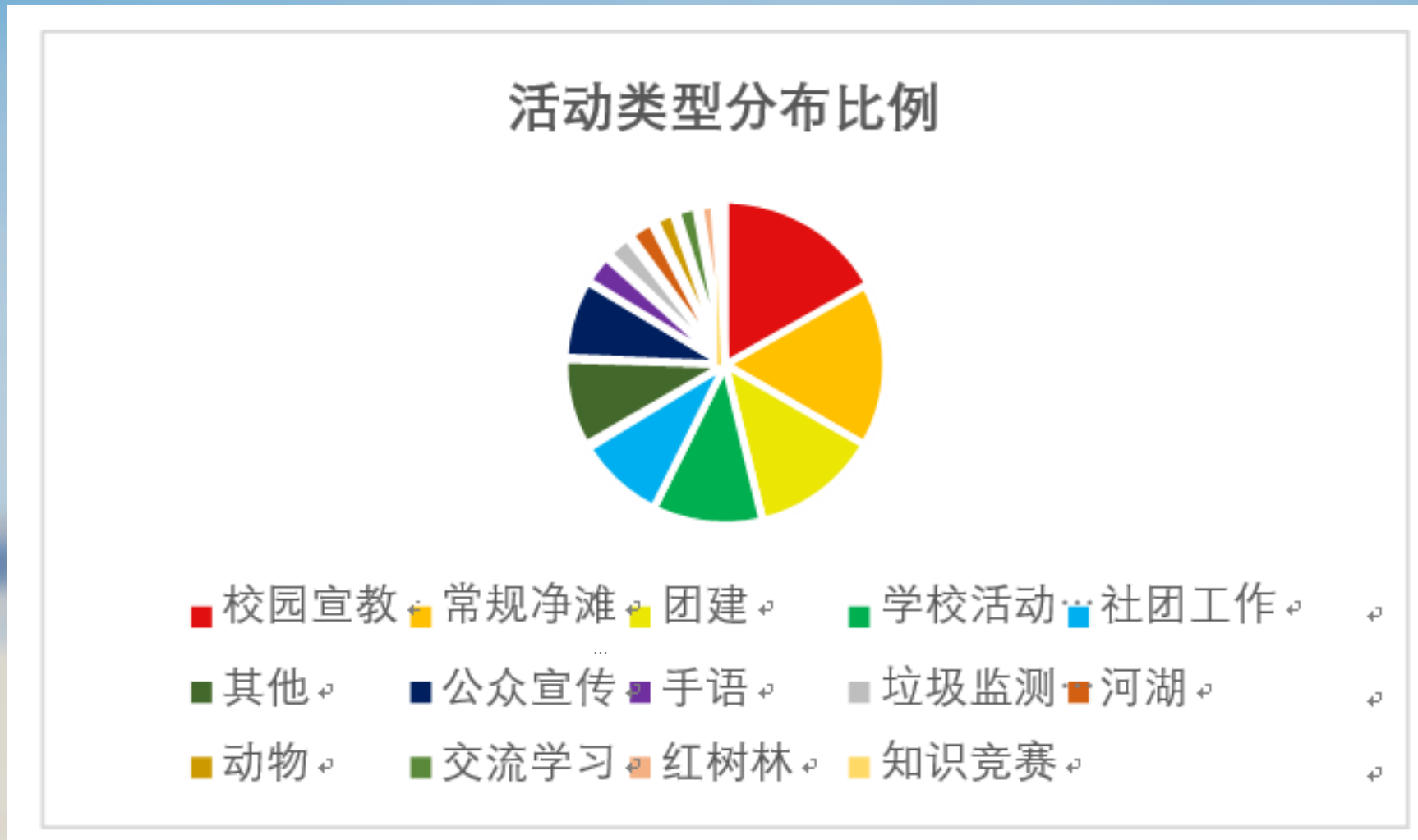
In the second half of 2018, the total service hours of university service clubs were 54,893 hours. (Data for five schools were missing)

For example: the second half of 2018



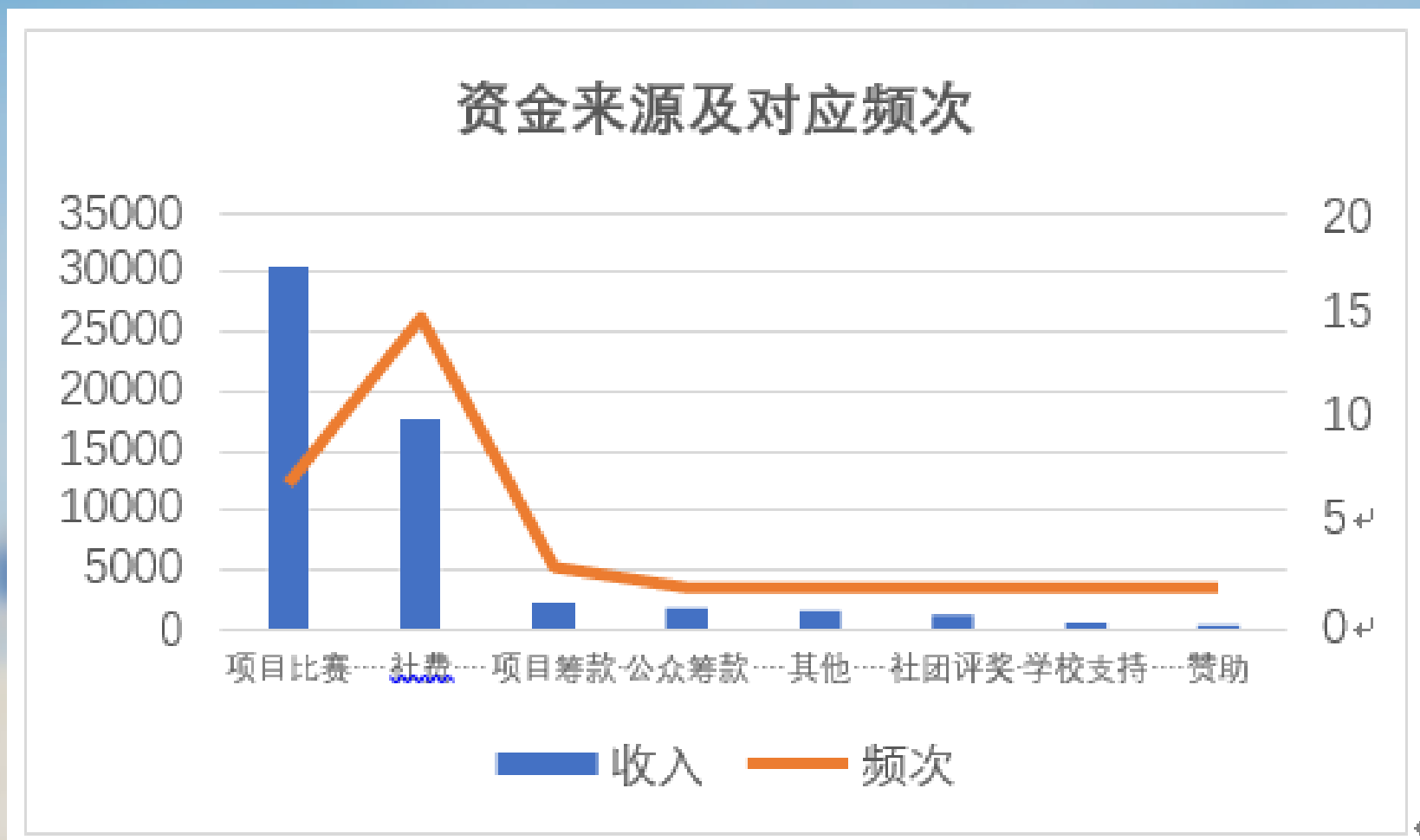
In the second half of 2018, there were 387 events.

For example, statistics for the second half of 2018



In the second half of 2018, the volunteer team organized 387 activities, 65 campus missions and 64 beaches cleaningup

For example: the second half of 2018

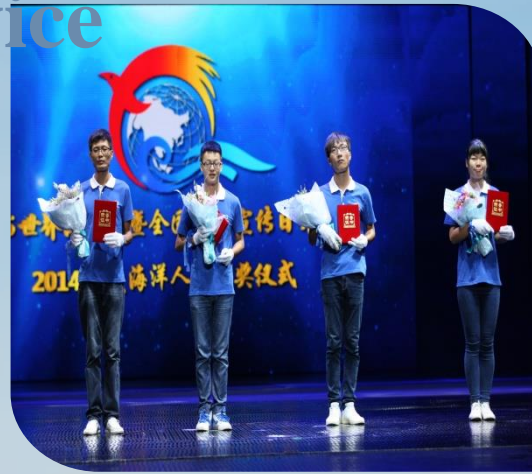


In the second half of 2018, service clubs received CNY30,401 through project competitions, followed by community clubs Fee, 3 times of project fundraising, public fundraising, others, club awards, school support, sponsorship, etc.

以活动成果为基础提升志愿服务理论研究水平

In results-based activities to enhance the level of theory volunteer service

Volunteer associations may have been designed and implemented their own applications for marine conservation projects with a cumulative from governments, corporations, foundations and other organizations received more than 500,000 marine protection fund.



Sanya university community volunteers in this year's National Oceans Day 6.8, awarded by the State Oceanic Administration and other four ministries jointly issued the "2014 Annual Marine figures" title.

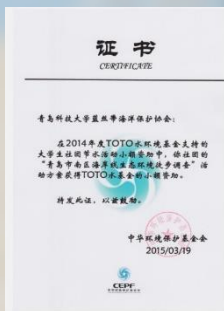
Volunteer community volunteer services to get the project in more than 50 categories, class papers published in various voluntary services at all levels of more than 60 articles.



Under the influence of volunteers, more and more people join the ranks of blue ribbon, along with beautiful ocean protection

志愿服务领域硕果累累

Volunteer services fruitful





Blue Ribbon Ocean Conservation Association

保护海洋就是保护我们自己

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Join us

Thank you for your attention