

# Young fish released into Dalian seas

Local companies and volunteers helping native species to proliferate

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Thirty employees of Dalian Ocean Fishing Co Ltd and more than 100 environmental volunteers released 100,000 young olive flounder on July 7 in Lyushunkou district of Dalian, Northeast China's Liaoning province.

Small boats carried the volunteers from the port to the area where they poured the fish into the sea.

"This species of flounder is commonly seen in the local seas. At about 7 centimeters long, these young fish can survive easily," said Ge Shuqing, deputy general manager of Dalian Ocean Fishing.

This was the fourth time that the company had sponsored Dalian's public participation in marine proliferation and environmental protection activities. Since 2015, the company has donated 100,000 yuan (\$15,000) each year for the event.

"Our company benefits from the ocean. We feel duty bound to give back to society and the sea, and so to maintain a sustainable marine environment for the next generation," Ge said.

Founded in 2000, Dalian Ocean Fishing was among the early entrants into the ultra-low temperature longline tuna fishing industry in China. Currently, it operates a fleet of 33 fishing vessels that catch more than 10,000 metric tons of premium tuna and similar species, common tuna and other fish every year in the Pacific, Atlantic and Indian oceans.

Ge said the company deploys more environmentally friendly fishing methods than the purse seine fishing method, which uses a large net to capture fish. Their approach minimizes the impact on fishery resources and other marine species.



A volunteer releases young olive flounder into the sea.

ZHANG WEI / PROVIDED TO CHINA DAILY

"We will continue to be an environmentally friendly company and will keep supporting these charity activities," Ge said.

According to Jin Ye, secretary general of the Dalian Environmental Protection Volunteers Association, the release of young fish into the sea is an effective method to increase the amount of biological resources and rebalance the sea's ecosystem.

During the annual four-month fishing moratorium in the Yellow Sea and the Bohai Sea, all fishing operations are prohibited. The summer break provides sufficient growth time for the released fish and increases their survival rate, Jin said.

"The activity sponsored by Dalian Ocean Fishing not only increases the number of marine organisms, but also raises public awareness of marine environmental protection, and has become an effective way for citizens to participate in the protection of marine resources and the ecological environment," Jin said.

In Dalian, more companies have been participating in the event in recent years.

This year, Dalian Deyou Aquatic Products Co Ltd provided with venues and boats. Dalian Tianzheng Industry Co Ltd provided the young fish at a below market price.

"It's very meaningful to be able to participate in such environmental charity activities," said Chen Deyou, general manager of Deyou Aquatic Products.

This year, 2.16 billion young fish, shrimps, and crabs have been released in Dalian, costing 32.53 million yuan, said Hu Xiaokun, an official with Dalian Oceanic and Fishery Administration.

"It is estimated that the output will increase by 2,400 tons and the output value by 260 million yuan, benefiting 30,000 fishermen," he said.



Women of the Miao ethnic group take part in a festival parade in Danzhai Wanda village. LI HANYI / CHINA DAILY

## Wanda to extend Danzhai village project

By YANG JUN in Guiyang  
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Dalian Wanda Group plans to donate 500 million yuan (\$74.83 million) to support the second phase of construction of the Danzhai Wanda village.

It is the anniversary of the launch of Dalian Wanda Group's poverty alleviation program Danzhai Wanda village in July, 2017.

Qi Jie, director of Wanda Group and president of Wanda Commercial Management Group, said the donation will fund the drama *Splendid Danzhai*, a traditional culture activity center, a visitor center and three spa hotels, to provide a better experience for visitors.

"Aiming to brand Danzhai as a national tourist resort, Wanda will attract investment to create an aquatic

amusement program and specialty inns," said Qi Jie at the launch conference for the second-phase of the Danzhai Wanda village poverty alleviation program.

Wanda has already donated 800 million yuan to build the Dong lake scenic spot, a business street, a folk culture experience center and other facilities in the village.

Danzhai is one of the most impoverished counties in China and the Danzhai Wanda village is a strategy to alleviate poverty by generating tourism income.

Danzhai is home to Miao and Dong ethnic groups and has a rich cultural heritage, including the creation of silver jewelry, handmade birdcages known as *Ka La* and batik as well as the traditional Miao golden pheasant dance.

Last year, 5.5 million tour-

ists visited the area, generating tourism income of 2.4 billion yuan, four times that of 2016. Thousands of local residents have generated income by starting their own businesses in the village, selling agricultural produce, handicrafts and food to tourists.

"Taking advantage of Wanda's technology, resources and management, Danzhai has effectively used its good environment and traditional culture to generate tourism revenue," said Wang Dayang, an official of the State Council Leading Group Office of Poverty Alleviation and Development. "Danzhai Wanda village has set a good example showing that enterprise can alleviate poverty by promoting local industry and also offer local residents a sustainable way to sell their products."

Wanda Group helped establish Guizhou Wanda Career Technical College in Danzhai, which offers professional training programs, such as nursing, accounting and tourism management. According to a company report, 405 students have attended the college and excellent graduates will be employed by Wanda Group.

Wanda's work in Danzhai is part of a national project in which companies help transform impoverished villages. By the end of 2017, 462,000 companies were involved in 336,000 villages and 6.2 million impoverished people had benefited from the project, according to a State Council Leading Group Office of Poverty Alleviation and Development report.

Li Hanyi contributed to the story.

## Samsung to invest \$22m in rural initiatives

By FAN FEIFEI  
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South Korean technology giant Samsung Electronics Co Ltd will invest 150 million yuan (\$22.5 million) in poverty alleviation, education and helping people with disabilities in rural areas of China.

In the next three years, Samsung said it will help build 10 tourism demonstration villages and agricultural production bases, as well as expand and rebuild 15 rural primary schools in Gansu province.

It will also pay for surgical operations for 5,000 children with congenital visual impairments in the Liangshan Yi autonomous prefecture of Sichuan province, Nujiang Lisu autonomous prefecture in Yunnan province and Linxia Hui autonomous prefecture in Gansu province.

"It is a crucial period for China to comprehensively push forward the fight against poverty. At the begin-

“At the beginning of this year, Samsung China adjusted its poverty alleviation strategy and centralized its resources to participate in the fight against poverty in China.”

Hwang Deuk-kyu, president of Samsung China

ning of this year, Samsung China adjusted its poverty alleviation strategy and centralized its resources to participate in the fight against poverty in China," said Hwang Deuk-kyu, president of Samsung China.

Hwang said about 100,000 employees in China will take part in a series of voluntary services, such as rebuilding schools, upgrading infrastructure facilities and developing the rural tourism industry.

Chen Zhigang, deputy director of the State Council Leading Group Office of Poverty Alleviation and Develop-

ment, said Samsung China is developing local industries to boost employment, in a bid to turn a poverty-stricken village into a thriving area.

Samsung will deepen its cooperation with the China Foundation for Poverty Alleviation to launch its third "sharing village" project in China, which is located at Baiyan, Leishan county, Guizhou province.

The investment involves repairing abandoned houses, building high-end homestay facilities and developing a rural tourism industry.

Samsung launched its sharing village project in China in

2015. The company's first sharing village was launched in Fuping county, Shaanxi province and the second in Nanyu, Laishui county, Hebei province, with a total investment of 30 million yuan.

These areas benefited from investment in education, medical facilities and drinking water. The program enabled Samsung to further deepen its relationship with the local area. China has pledged to eradicate extreme poverty domestically by the end of 2020.

The number of those in poverty, which stood at more than 98 million at the end of 2012, was cut by two-thirds in the most recent five-year period.

The State Council Leading Group Office of Poverty Alleviation and Development and the National Tourism Administration have launched a strategy of rural tourism, which involves lifting 17 percent of impoverished people out of poverty through developing tourism.

## GoalBlue sponsors seed planting program

By ZHENG YIRAN  
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Chinese public service organization GoalBlue (Shenzhen) Low Carbon Development & Promotion Centre has joined up with the French embassy to raise children's awareness of environmental protection by sponsoring a seed planting program in China.

The program, called Jardins d'Enfants, or Nurseries for Nurseries, is a friendly competition among primary schools and kindergartens in China to teach children how to plant seeds and take care of vegetable gardens, raising awareness of maintaining a healthy diet

as well as protecting the Earth's ecology.

"Through friendly competition, we hope to develop healthy eating habits and concepts for children to help them grow. Meanwhile, in a hands-on way, children establish healthy, environmentally friendly and sustainable awareness. They learn about the relationship between people and nature, while enjoying the process of planting and caring for plants," said May Mei, founder and executive director of GoalBlue.

The program covers 102 schools in 13 regions in China, including Beijing and Shanghai, and Sichuan, Gansu, Lia-

oning, and Henan provinces, with the direct participation of 2,800 children. A total of more than 100,000 children are affected, who in turn will influence their families.

Yael Blic Ripert, French ambassador to China, noted that: "Through this program, kids grow their own vegetable garden together with their teachers and parents. It is crucial to cultivate children's awareness of protecting the Earth, being responsible for our planet, eating healthily and respecting others."

"Both the presidents of China and France attach great importance to the protection of biodiversity. We only have

one Earth. As former UN General Secretary Ban Ki-moon said, "There is no plan B because there is no planet B. It is our responsibility to protect the environment and the planet that we live on," she said.

Official data show that about 100,000 square kilometers of cultivated land in China are polluted, and polluted water is used to irrigate 21,670 sq km of land. It is estimated that annually, 12 million metric tons of grain are contaminated by heavy metals.

A recent investigation demonstrated the severe situation of food waste in China: every year, 20 percent of grain, 20 to 30 percent of fruit and vegeta-



Students from Beijing Experimental School show off vegetables grown by them in their school garden. PROVIDED TO CHINA DAILY

bles, 5 to 15 percent of eggs, and 3 to 15 percent of meat are wasted, which also means the waste of water and land resources.

"Children are our future. Through the program, they

know where food comes from, and the shape of vegetables before being cooked. Planting vegetables themselves, they learn to treasure food. I hope the program can be carried out year after year," Mei said.

### Briefly

#### Ting Hsin funds needy students

Disadvantaged Chinese undergraduates can apply to the Ting Hsin Foundation for a scholarship of 4,000 yuan (\$596) from July 11, according to the foundation's website. This year, the foundation plans to provide scholarships for 300 outstanding but underprivileged undergraduates to help them complete their university education. The scholarship was initiated in 2007 and has supported roughly 3,100 undergraduates with more than 11.5 million yuan so far. The Ting Hsin Foundation was established by Ting Hsin International Group, a Taiwan-based company that owns several food and beverage brands well-known across China.

#### Dreams come true at academy

Luo Min, founder and CEO of online consumer credit provider Qudian Inc, donated 10 million yuan (\$1.5 million) to Jiangxi Normal University on July 5, to co-build a soccer academy named after Qudian. "Luo's donation is the highest among all individual donations that the university has received since its establishment in 1940," said Mei Guoping, president of JXNU. The Qudian School of Football will provide talented youngsters from needy families with systematic training and education, helping them to realize their sporting dreams and promoting fair education, according to Luo and JXNU.

#### 1+1 Project offers legal education

On July 5, 140 lawyers, together with 98 college students and employees from legal services across the country, gathered in Beijing to launch this year's 1+1 Project. It was initiated by the Ministry of Justice and the Central Committee of the Communist Youth League in 2009 to provide legal aid and education for rural residents. So far, more than 1,100 volunteers have participated in the project since its launch, helping residents in 390 counties with more than 600,000 cases, and giving 20,000 legal lectures in related areas.

#### Suishou gives financial lessons

Shenzhen-based online finance company Suishou Technology established a charity fund on June 23, to fuel its financial education and awareness efforts. Besides basic financial knowledge, the firm also plans to raise public awareness of how to keep accounts and manage their money via its targeted apps. "Financial quotient, or FQ, has become a significant quality that needs to be strengthened, just like IQ and EQ," said Jiao Yigang, co-founder of Suishou Tech.

#### Toutiao taps web to aid farmers

Jimri Toutiao recently launched a program to help alleviate poverty in rural areas by taking advantage of the internet. The program will recruit 30 users of its apps and provide them with numerous data packages to come up with solutions for farmers seeking a path to wealth. "Users always like the agricultural videos on Xigua Video, and they could potentially become the farmer's customers," said an employee with the program operating team. "The internet holds great potential for farmers and we are ramping up our efforts to help them tap it."