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UNIDO Project No: EG/CPR/99/G31  
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# Final Report

**Submitted to**

**United Nations Industrial Development Organization (UNIDO)**

For Provision of

**Services Relating to the Development and Distribution of Project  
Publicizing Materials**

Project:

Energy Conservation and Greenhouse Gas Emissions Reduction in Chinese TVEs  
(Phase II)

By

**Central Agricultural Broadcasting and Television School**

**29 August 2007**

# **Final Report**

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**For provision of**

**Development and Distribution of Project Publicizing Materials**

**Of**

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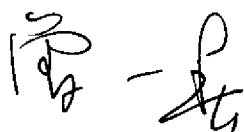
**Phase II**

**Project No: EG/CPR/99/G31**

**Submitted by:**

**Central Agricultural Broadcasting and Television School (CABTS)**

Signature of the authorized representative



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## 1. Foreword

This document is the final report submitted by the Central Agricultural Broadcasting and Television School (hereafter the CABTS) for “Energy Conservation and GHG Emissions Reduction in Chinese TVEs-Phase II - Development and Distribution of Project Publicizing Materials” ( GE/CPR/99/G31 ) awarded by United Nations Industrial Development Organization (hereafter the UNIDO) pursuant to our proposal dated 27 June 2006 and the Revised Terms of Reference dated on 9 June 2006. During project implementation, CABTS has enjoyed great support and assistance of PMO. With untiring efforts of all task members, all planned activities have been accomplished in line with the work plan and the Terms of Reference (TOR), and the project has achieved great success.

## 2. Project tasks and Output

In Accordance with the contract and Terms of Reference (TOR) between UNIDO and CABTS, the scope of the subcontracting service involves:

- Development of a brochure (in both Chinese and English)
- Production and distribution of a project program
- Production and distribution of an EE brick program

By making great effort, CABTS achieved the following outputs in line with the project requirements.

<b>Task</b>	<b>Direct Output:</b>	<b>Impacts generated</b>
Development a brochure	4000 copies of a 81-pages brochure (in both English and Chinese)	Reflect the project contribution and impact on economics, environment, and social issues in Chinese TVEs and rural areas, in particular for energy efficiency;
Production and distribution of a project video program	4000 copies of the project program (VCD, Chinese version with English subtitles, and with 40 minutes); broadcasted at CCTV-7 4 times	Reflect the project contribution and impact on economics, environment, and social issues in Chinese TVEs and rural areas, in particular for energy efficiency;
Production and distribution of an EE brick program	4000 copies of the program (VCD, with 54 minutes) and distribution of the program to TV station at country level nationwide and the Agricultural Broadcasting and Television Education Network	Facilitate raising the awareness of energy conservation in the construction industry, and in promoting the marketing progress of this new type EE brick in most part of China.

Up to now, over 400 copies of the brochure, more than 2000 copies of the project video program, and about 2000 copies of EE brick video program have been distributed to related TVEs and Environmental Protection Administrative government at various levels in China. According to incomplete statistics, more than 30,000 people across vast area of China including 31 province (including autonomous regions and municipalities directly under the Central Government), have watched the EE brick program and project video program which was broadcasted in CCTV-7, agriculture channel. The audience includes farmers and workers employed in brick making sub-sector and enterprisers of Chinese TVEs with brick making experience.

After the transmission of EE brick science popularization video program in CCTV-7, the phones at the CABTS hot line for the column were ringing off the hook those days, with calls from people desperately in need of detailed information about EE brick and from people who desperately want to buy the VCD. Those enthusiastic audiences include people who want to use EE brick and those who are willing to invest in EE brick making areas. Up to now, nearby 800 copies of the EE brick video program have been sold by retail.

After the draft final report was submitted to the HQs of UNIDO, the project team invites officers of PMO and experts with professional background again to review and revise the project video program in order to further strengthen the effectiveness of the program to reflect fully the project contribution and impact on economics, environment, and social issues in Chinese TVEs and rural areas. In line with the suggestion and comments, some amendments were made in the video program including adding some scenes of "Regional Forum on Energy Efficiency in Small and Medium Enterprises and Facilitation of a Media Tour" at Hangzhou in May 2007, removing and replacing some scenes which are with the feature of business or too prolix and further checking and optimizing the subtitles.

Below are the quick overviews of the project.

### **3. Project implementation and achievements**

A briefing was conducted by the CABTS to the PMO immediately after the awarding of the contract on 30 August 2006. At brief meeting, Mr. Wu Guoqiang, the vice president of the CABTS, reconfirmed the acceptance of the contract, designated all contract works to the team members and finalized with the PMO a detailed work plan. The overall scope of work involves three Tasks. The CABTS committed himself to accomplish the tasks through 11 activities.

As the objective of development a brochure and video program is to summarize and publicize project result and best practice, and the comparability of the contents of brochure and video program, the contractor integrated Task One and Task Two into Mission One, and took Task Three as Mission Two.

#### **3.1 Task One and Two: Development of a brochure and a video program (involving six activities)**

##### **3.1.1 Activity One: Planning for brochure and publicizing video program**

Mr. Wu Guoqiang, the project team leader, and project team members including

Ms. Zheng Jianying, Ms. Zhou Xiao, and Mr. Feng Jian, grouped together to draft the plan of the brochure. Project technical executives including Mr. You Weihua, Mr. Lin Hongru, and Ms. Cai Xiaonan, as another group, were responsible for the plan of the video program for publicizing.

Based on lots of groundwork including understanding the detailed and systematic information about the project and referring related document, the draft plan was made. Afterwards, all the project members further evaluated the draft of plan, discussed and integrated all the information and opinions that can be referred to. Finally, the team members wrote up the final plan for brochure and video program and then submitted to PMO.

The plan of the project brochure fully covered and included the requirements in the TOR and includes a) introduction of identified pilot/replication TVEs, b) project background, c) establishment and operations of project mechanisms, d) construction of the project mechanisms and summary of their achievements e) sustainable development of the project mechanisms.

Time: from 1<sup>st</sup> September to 8<sup>th</sup> September, less than two weeks.

Output: Complete plan of the brochure and the video program for publicizing

Refer to the First Interim Report for further details

### **3.1.2 Activity Two: Collecting information for brochure and writing the publicizing video program script**

The project team went deep into Chinese TVEs and rural areas of Shichuan Province in the southwest of China and Henan province in the middle of China to collect the materials including photo, newspaper etc., which could reflect fully the project contribution and impact on economics, environment, and social issues.

A project team meeting was hold to, firstly, breakdown the content of project brochure, then assign it to team members respectively; secondly, compile the video program. A sub-work group drafted the script based on the plan of video programe for publicizing. The script presented the originality, wide coverage and updated results, including project background introduction, implementing process, method and mechanism, and results and expected benefits.

Time: from 8<sup>th</sup> September to 29<sup>th</sup> September, for three two weeks.

Output: Brochure information and cases, first draft of video script

Refer to the First Interim Report for further details

### **3.1.3 Activity Three: Compiling brochure and finalizing the publicizing video program script**

Ms. Cai Xiaonan and Mr. Feng Jian were responsible for processing and cleaning up the material for compiling the brochure, meanwhile, contacting the pilot TVEs in the four industries and going visiting to collect selected cases, and then beginning to compile the first draft.

Mr. Wu Guoqiang and Mr. Lin Hongru were taking charge of collecting and cleaning up related information and data for the video program, collecting necessary image materials and determining shooting frames based on the plan, visiting administrative department, determining the companies and final users and discussing with three technical consultants. At last, the work team asked for final examination and approval form PMO to determine the script ultimately.

TV program frames cover the following:

➤ Typical companies: a) Images of companies completed technology updating. b) Frames of companies producing efficiently by using energy conservation technology. c) Frames of companies that are introducing energy conservation technology. d) Frames covering managers and employees in typical project TVEs. e) General information of project implementing companies and technology introducing companies.

➤ Project background: a) Frames of unchanged companies. b) Frames of TVEs not adopting energy conservation technology. c) Site shooting especially for energy conservation and environment protection. d) Frames for project administrators in Ministry of Agriculture. e) Frames of managers in TVEs. f) Frames of local farmers.

➤ Constitution and operation of project mechanisms: a) Real frames of PIC, LPIC, RCF, Hongyuan. b) Real frames of working environment and status of PIC, LPIC, RCF, Hongyuan employees. c) Frames of meeting, negotiation, contract signing from different institutions and organizations. d) Real frames of review and inspection of relevant responsible persons. e) frames of responsible persons in PIC, LPIC, RCF, and Hongyuan. g) frames of experts in cement, brick, metal casting and coking sectors.

➤ Fulfillment and achievements of the mechanism: a) frames of changed companies. b) Frames of companies working efficiently. c) frames of managers in companies implementing energy conservation and technology updating. d) Covering feelings of company employees. e) frames of local residents on local environment changes after the technical updates of the companies. f) Covering experts concerned.

➤ Sustainable development of the mechanisms: a) Site shooting frames of energy conservation and technical training. b) Site shooting real materials about the energy conservation and environment protection in four industries. c) Frames of covering managers in PIC, LPIC, RCF, and Hongyuan. d) Frames of managers in pilot companies and popularized companies.

Time: from 29<sup>th</sup> September to 20<sup>th</sup> October, for three two weeks.

Output: first draft of brochure, finalize the script

Refer to the First Interim Report for further details

#### **3.1.4 Activity Four: Finalize brochure and sample of the video program**

Ms. Cai Xiaonan and Mr. Feng Jian's group was in charge of revising brochure in detail. After reiterative discussion and communication with PMO, including replacing photos, smoothing language, brochure typeset and etc. to achieve the main objective



of brochure. Finally, the manuscript of brochure was finalized and submitted to PMO on time.

After the script of publicizing video program was confirmed by PMO, Mr. Wu Guoqiang, Mr. You Weihua, Mr. Lin Hongru, Mr. Liu Shuang, and Mr. Liu Song regrouped into two, and went to 17 TVEs in 9 provinces respectively in a short time to carry out the prophase shooting.

Ms. Zheng Jianying, Ms. Zhao Xinru, and Ms. Zhou Xiao grouped together to enter a period of anaphase editing and composing, record explication in Chinese, and prepared to put up captions in English.

Time: from 20 October to November 24, for 5 weeks

Output: Finalized manuscript of brochure, produce sample of video program

Refer to the Second Interim Report for further details

### **3.1.5 Activity Five: Print brochure, check and revise the video program**

After many times revision on the content and language, the brochure was finalized by the team members, and entered a crucial stage of printing. Mr. Feng Jian took charge of printing. In order to secure the quality of printing, Mr. Feng Jian stayed in the designated printing corporation during the whole process of printing.

In the meantime, Mr. You Weihua, Mr. Wu Guoqiang, Mr. Lin, Hongru, Mr. Zhao Xinru, Mr. Sun Xingyuan, Mr. Li Chenghui, Mr. Wang Jinming were responsible for the final checking of the master set. When the sample film for the publicizing video program was produced, it was jointly reviewed and revised by the officers of PMO and experts with professional background, so as to ensure the content reflect fully the project contribution and impact on economics, environment, and social issues in Chinese TVEs and rural areas.

Time: 20 November to 7 December, for two weeks

Output: 4000 copies of the printed brochures, a master set of the project publicizing TV program finalized

### **3.1.6 Activity Six: Issue Brochure, identity broadcasting television stations and time for program playing (3 times on CCTV), producing 4,000 VCD of the program**

In order to ensure a timely broadcasting of the project program in China Central Television Station (CCTV), Mr. Liu Yongquan and Mr. Wu Guoqiang went to CCTV and China Agricultural Film & Television Center several times for contacting and discussing the detail of broadcasting issue. Finally, the program was broadcasted in agricultural channel CCTV-7 on December 21, 2006, and January 5, 2007, and was replayed in the same day's afternoon. At the meantime time, the program was broadcasted by the provincial/city based television stations where implementing Energy Conservation and GHG Emissions Reduction in Chinese TVEs project.

In this period, Ms. Zhou Xiao worked to contact with General Administration of

Press and Publication of the P.R.C and Agricultural Audio-visual Material Education Press to obtain the publishing and issuing license, the bar code and anti-counterfeit mark for the video program. She was also in charge of the distribution of 4,000 brochures in rural area that implementing Energy Conservation and GHG Emissions Reduction in Chinese TVEs project through issuing network of CABTS, named "Farmer's Science and Technology Library" in each provinces and cities, currently over 300 county-level cities and 2000 villages.

Time: 7 December to 29 December, for three weeks

Output: 4000 copies of the project program VCD.

### **3.2 Task Three: Production and distribution of a popular science video program for EE brick (including six activities)**

Task Three was conducted synchronously with the Task One and Two.

#### **3.2.1 Activity Seven: Planning of EE brick program**

Through reiterative discussion and argumentation, the design of shooting and collectivity layout of this program was determined. In order to maintain the characteristic of science and popularization, the energy efficiency and construction material experts was entered into the topic to decide the major content of this program. Moreover, by dint of the television of language, present the production and application situation of new type wall materials in Chinese TVEs. This scheme comprised five aspects.

➤The development of application of new type wall materials on residential buildings is a must passing road of energy conservation that contributes to environment protection.

➤Introduce types and properties of new type wall materials.

➤Introduce producing techniques of new type wall materials.

➤Introduce the application methods of new type wall materials.

➤Introduce the prospect of new type wall materials unitizations.

Time: from 30<sup>th</sup> August to 8<sup>th</sup> September, less than two weeks

Output: the scheme of EE brick popular science video program

Refer to the Second Interim Report for further details

#### **3.2.2 Activity Eight: Writing script of EE brick program**

During this period, the project member got together to compile the script based on the idea of scheme, five aspects in Activity seven, and content, present methods and objective. The project team continually Contacted experts in EE brick industrial after finishing the draft of script and consulted them about the collectivity design and major content to polish the script, and then finally determined a manuscript. As far as the former experiences of science popularization shooting are concerned, major pictures of EE brick science popularization video program consist of four parts: a) on

site operation demo. b) Instructions and lessons from experts. c) Illumination by cartoons. d) Live interviews.

Time: from 8<sup>th</sup> September to 22<sup>nd</sup> September, two weeks

Output: Script of science popularization video program of EE brick

Refer to the Second Interim Report for further details

### **3.2.3 Activity Nine: Prophase materials shooting of EE brick program**

According to the job and tasks breakdown, Mr. Liu Yongquan, Mr. You Weihua, Mr. Lin Hongru, Mr. Liu Shuang and Mr. Liu Song grouped together and conducted fields visit to implement the prophase material pictures of EE brick science popularization video program.

The course of prophase shooting and program materials collecting of EE brick production is long. The shooting group went to Shanxi and Sichuan province to shoot on the EE brick manufacturing sites in September, and visited some factories or EE brick-manufacturing site in Liaoning and Hebei province to investigate the manufacture status and shoot EE brick producing technique in October.

Time: from 22<sup>nd</sup> September to 3<sup>rd</sup> November, for 6 weeks

Output: prophase materials of EE brick science popularization video program

Refer to the Second Interim Report for further details

### **3.2.4 Activity Ten: Anaphase producing of EE brick science popularization video program**

About 600 minute's prophase material pictures and information of EE brick have been loaded into the computer. Mr. Liu Yongquan and Mr. You Weihua as the technical executives, and Ms. Zheng Jianying, Ms. Zhao Xinru, and Ms. Zhou Xiao, as the work group members were responsible for processing, editing and synthesizing the prophase materials to produce sample film with 54 minutes which included Chinese and English commentary caption.

The sample film was finalized and submitted to PMO for suggestion and comments.

Time: from 3<sup>rd</sup> November to 1<sup>st</sup> December, for 4 weeks

Output: Sample film

### **3.2.5 Activity Eleven: Examining, inspecting and revising science popularization, making VCD**

The work group organized a meeting to inspect the science popularization video program. Mr. Zhou Xuan, who is experts in this filed and Ms. Meng Zhaoli with specialized background were invited to the meeting to modify the program, and then finalize it.

The team also applied from the General Administration of Press and Publication of the P.R.C to obtain the publishing and issuing license, bar code and anti-counterfeit

mark for publicizing the EE brick program. The 4,000 pieces of VCD were made and issued through the network of CCABTS.

Mr. Liu Yongquan was responsible for contacting CCTV and China Agricultural Film & Television Center for broadcasting issue, and the program was broadcasted to rural China via CCTV-7 Agriculture Channel. The program was broadcasted and replayed six times in a period of three months from to July 2007.

CCABTS guaranteed that all requirements and regulations from the General Administration of Press and Publication of P.R.C, National Copyright Administration, National Library were reached and fulfilled. The qualifications of all the publications including publishing and issuing license, bar code, and anti-counterfeit mark were ensured that all the copyrights belong to MOA.

Time: from 1<sup>st</sup> December to 29<sup>th</sup> December, for 4 weeks.

Output: Finalized the science popularization video program; made 4,000 pieces of the VCD, and broadcasted the VCD on television station.

Within the whole period of contract implementation, the CABTS works closely with the PMO of the MOA in a timely manner to gain support and help to ensure achieving all project outputs stipulated in the project TOR.