

PERSONAL
INFORMATION



Situ Xiaochun

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Sex **Male** | Date of birth 17/02/1973 | Nationality P.R.China

WORK EXPERIENCE

(from 02/1998 – to now)

Editor, Reporter and Graphic Designer
BEIJING YOUTH DAILY,

Building A, Baijiazhuang Dongli 23, Chaoyang District Beijing China,
100026

The Beijing Youth Daily is an important public newspaper edited in Beijing with a very large coverage both in the Capital and in other important cities of the People's Republic of China. At the Beijing Youth Daily, Situ Xiaochun is involved in reportage activities and also manages the team responsible for Page design, Page Edit and Art page Edit.

As part of his daily professional activity at the Beijing Youth Daily, Situ Xiaochun has developed a thorough knowledge of scientific and cultural media in China, including knowledge about online magazines and social media initiatives which emerged in the last years on the Internet.

He has wide experience on the theme of the environmental protection and collaborated to several studies and journalistic investigations whose results were eventually exploited into different communication and awareness campaigns of the newspaper.

The study of the forest cover and the examination of biodiversity indicators, have been a rather important subject addressed by Chinese newspapers, particularly in the frame of the achievement of the objectives of the Convention of Biological Diversity to which China adhered in 2002. Situ Xiaochun contributed to journalistic investigations in the past years on these themes and followed the development of the research conducted by the Institute of Environmental Studies of Nanjing. He is currently following the development of the Strategic Plan for Biodiversity 2011-2020 that was adopted at the 10th meeting of the Conference of the Parties, held from 18 to 29 October 2010, in Nagoya, Aichi Prefecture, Japan.

Considering that China is among the 12 mega-biodiverse countries in the world and that its accelerated urbanization and industrialization is bringing threats to such public richness, the journalistic investigations in this domain are very active. Situ Xiaochun, as employed at the Beijing Youth Daily newspaper is constantly in contact with updated information and relevant research results.

In particular he has followed from a journalistic point of view the process that brought to the Biodiversity Conservation Action Plan, officially released by the State Council in June 1994 and more recently updated for the next two decades (2011-2030), whose principles are: "conservation being a first priority, sustainable use, public participation and benefit-sharing". With such a central role for the "public participation", it is clear that the contribution of newspapers, and namely also the Beijing Youth Daily where Situ Xiaochun works in a managerial and senior journalist position is very relevant.

Situ Xiaochun also collaborated to collect information about the establishment of Chinese natural reserved areas (at the end of 2011, China had established 2,640 nature reserves at different levels), about the launch of several projects for the preservation of ecosystems and about the recent establishment of an Office of Biosafety Management to address the risks arising from the cultivation of GMOs.

The most effective way to strengthen the ecological improvement and environmental protection is to raise the consciousness of the entire people. By his employment at the Beijing Daily Youth newspaper, Situ Xiaochun has developed a sound knowledge and expertise on the processes of information and awareness raising of the citizens.

EDUCATION AND TRAINING

(from 09/1988
to 07/1992)

Graduated

Attached high school of Central Academy of Fine Arts, Beijing, China

(from 09/1992
to 07/1997)

Bachelor's degree

Attached high school of Central Academy of Fine Arts, Beijing, China

PERSONAL SKILLS

Mother tongue(s) Chinese

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B1	B2	B1	B1	B2
	Replace with name of language certificate. Enter level if known.				
Italian	A1	A2	A1	A1	A1
	Replace with name of language certificate. Enter level if known.				

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills Good communication skills gained through the experience as Designer and Editor and Journalist.

Computer skills Expert of Graphic Software; Expert of Multimedia Software; Expert of Operation System and Network; Advanced of Hardware; Beginner of Script and Language

Driving licence B (Chinese)

ADDITIONAL INFORMATION

Honours and awards

- Chinese National Journalism Awards (2002)
- Beijing Journalism Awards (2003)
- Beijing Journalism Awards (2005)

Memberships The Chinese association of journalists