

## GIZ in China

### German partner for sustainable development



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### Good experiences of GIZ in engaging with the public

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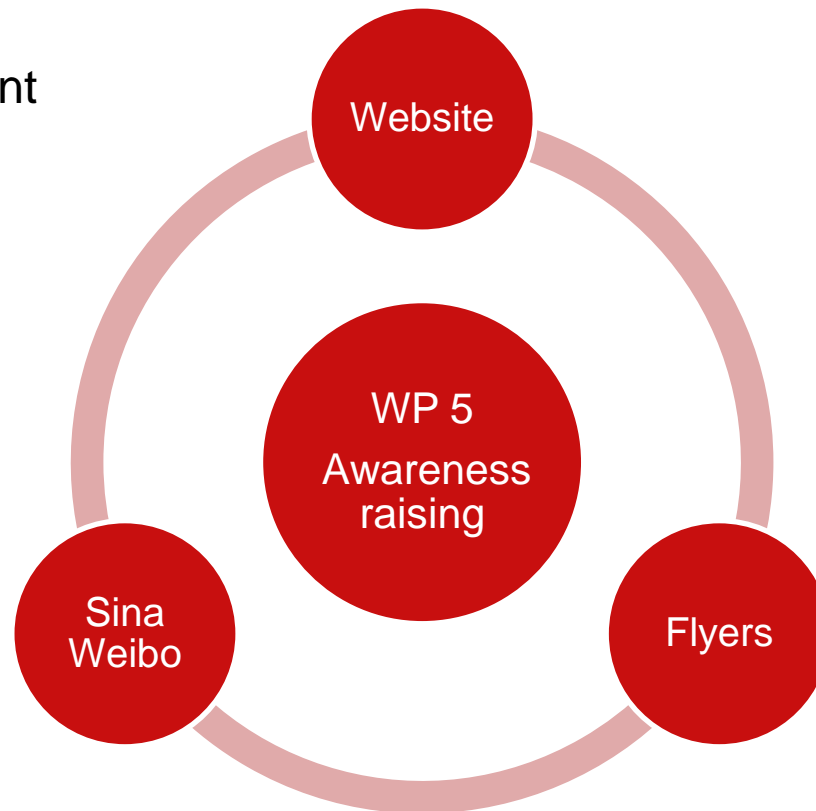
## Topics

1. Awareness raising at EU EGP PP „Training of judges in Environmental law“
2. General remarks on awareness raising
3. Example of good practice from GIZ work and key success factors
4. Common obstacles for a well functioning dialogue between official organizations and the public
5. What are potential positive results for officials in raising their awareness and engaging with the public?



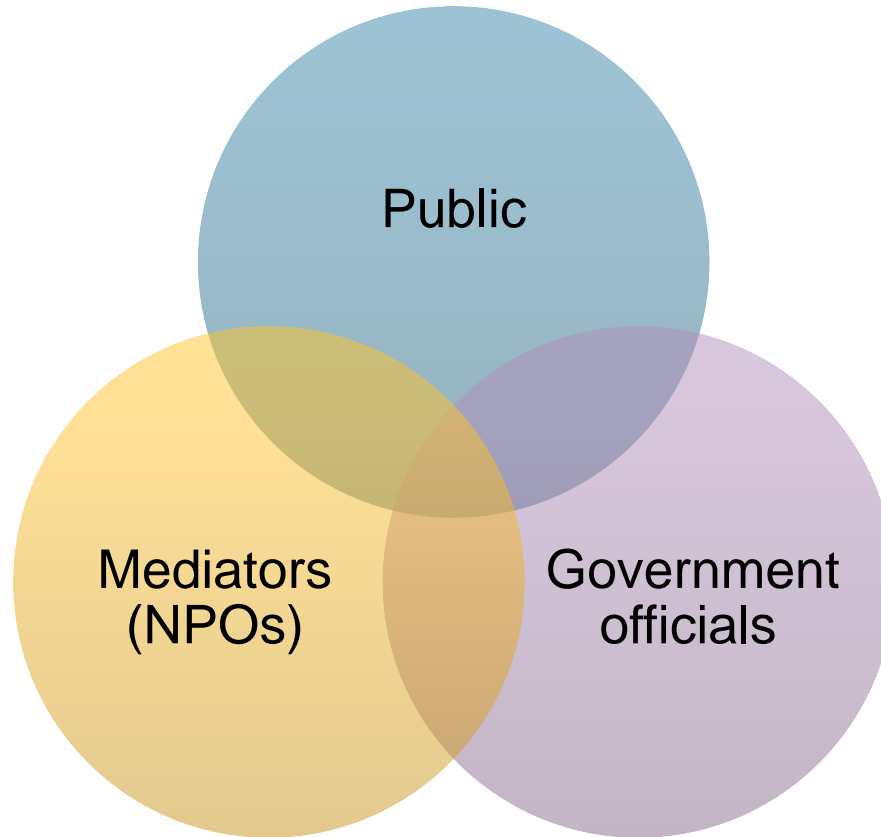
# 1. EU EGP PP Working package 5 – awareness rising

- Focus on the development of training material and training of judges in environmental law
- Awareness raising of the public only a small WP
- Main source of information: website
- Sina Weibo and Flyers promote website





## 2. General remarks on awareness raising – determine target groups





## 2. General remarks on awareness raising motivations of target groups to engage with each other (examples)

### Government officials

- Peaceful settlement of disputes (stability)
- Fulfill the objectives of the five-year plan
- Promote sustainable economic growth
- Gain full public support for government decisions

### Public

- Participate in important decisions
- Protect own health and economic interests

### Both

- Solve environmental problems
- Reduce environmental pollution



### 3. Example of good practice

## Booklet for protection of Intellectual Property on exhibitions for German and Chinese companies

- 2008 Complaint of the Chinese MofCom
- 2009 German Ministry of Economy asks GIZ to develop a solution
  - Idea: Provide a leaflet with information on German IP law for Chinese companies attending German exhibitions
- 2009 GIZ suggests idea to MofCom
- 2009 MofCom suggests to also provide information for German companies
- 2010 leaflet is presented and distributed at the Expo in Shanghai and exhibitions in Germany





### 3. Handbook for protection of Intellectual Property on exhibitions for German and Chinese companies

- 2010 GIZ and MofCom agree to develop a German-Chinese handbook with more detailed explanation
- 2011 Handbook is developed by GIZ with support from the German Ministry of Justice
- 2012 Handbook is published and distributed in Germany and on the Nanhu IP forum





### 3. Key success factors for booklet and handbook

- Very important topic for China at that moment
- Strong ownership of Chinese official organizations from the beginning
- Full high-ranking official support from German and Chinese side
- Large public event involving stakeholders and target groups (EXPO Shanghai)
- Involvement of many different groups (lawyers, companies, universities, ministries)

Challenge -> coordination





#### 4. Common obstacles for a well functioning dialogue between official organisations and the public

- **Different communication channels**
- **Procedures for interaction**
- **Different expectations**

##### Official organizations

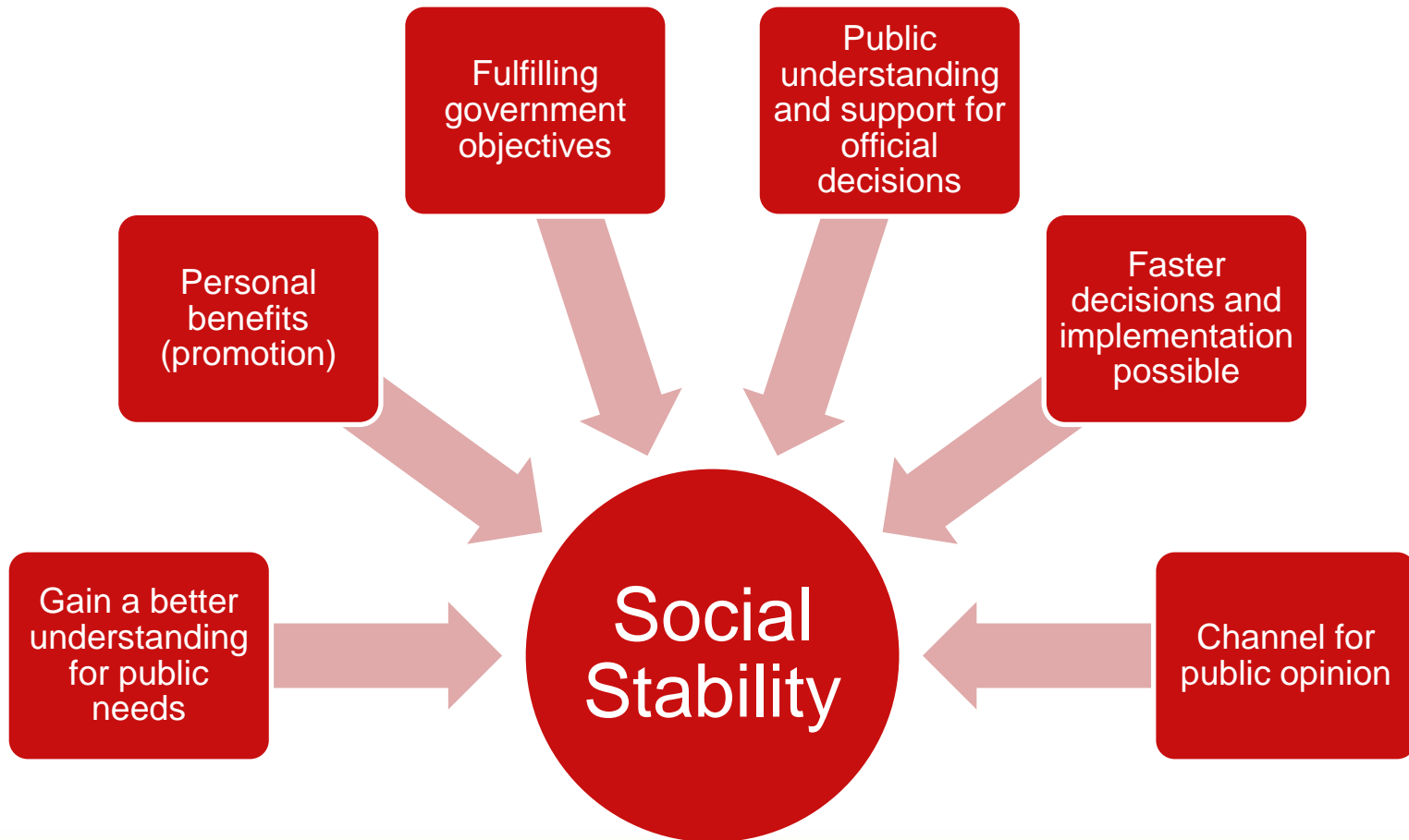
- Websites and hotlines
- Scope of action limited by law
- Have to consider long term objectives and public interest

##### Public

- Sina Weibo
- Procedures are unknown
- High expectation on fast individual improvements

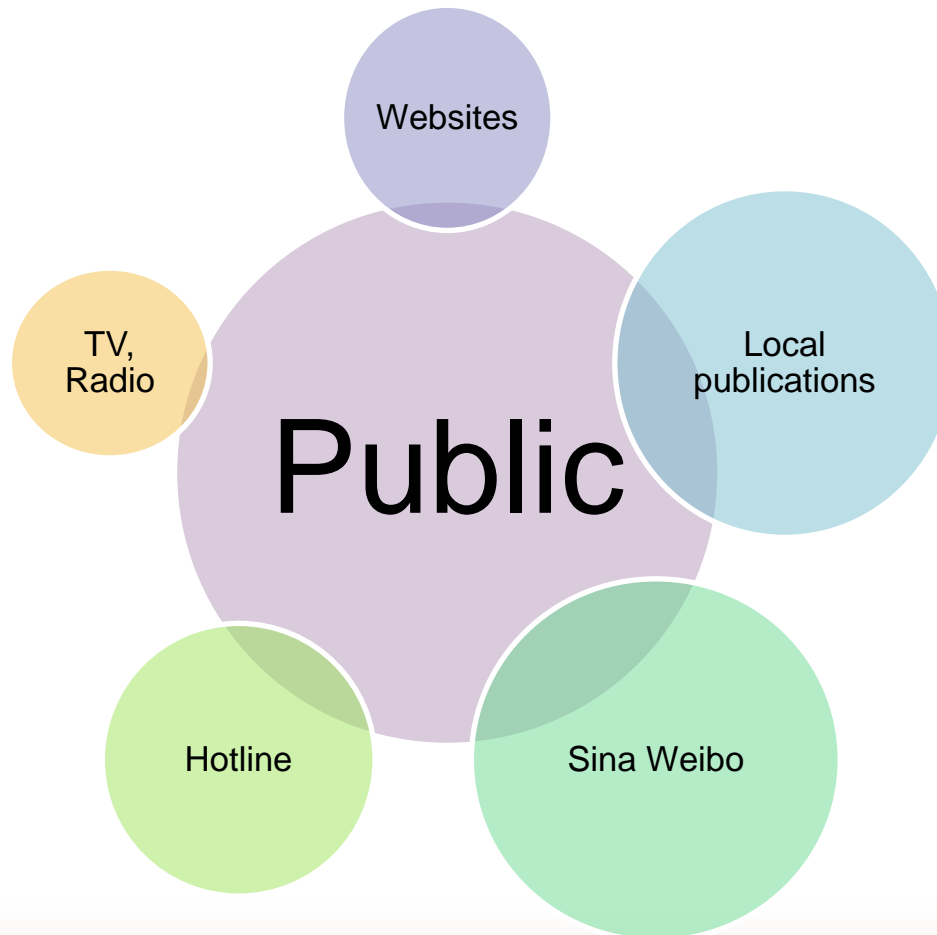


## What are potential positive results for officials in raising their awareness and engaging with the public?





## Ways in engaging with the public



# Thank you for your attention!



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