

The First Great Wall Culture and Tourism Integration Development Conference in 2025

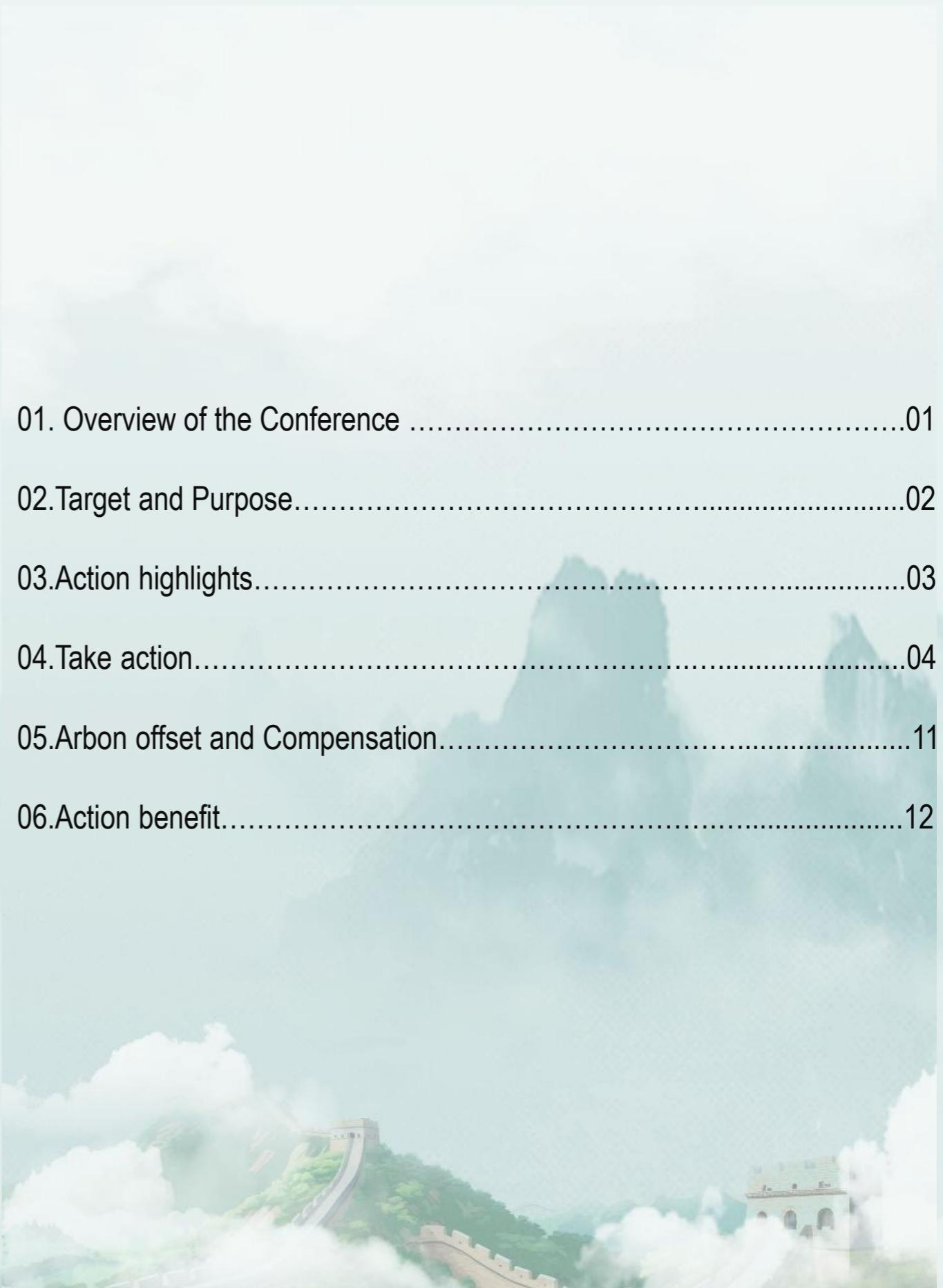
Carbon Neutrality Action Report



中国旅游协会长城分会
China Tourism Association Great Wall Subcommittee

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Message

The Great Wall Cultural Tourism Integration Conference practices carbon neutrality

Currently, the issue of global climate change is becoming increasingly severe, and achieving carbon neutrality has become a shared responsibility and mission for the international community. In his speech at the Leaders Summit on Climate and Just Transition, Xi Jinping emphasized that harmonious coexistence between man and nature is a distinctive feature of China's modernization. China is a firm doer and important contributor to green development in the world. Since I announced the goal of carbon peak and carbon neutrality five years ago, China has built the world's largest and fastest-growing renewable energy system, and established the world's largest and most complete new energy industry chain. China is also the country with the fastest and largest increase in greening, contributing one-quarter of the world's newly added green area.

Against this backdrop, the inaugural Great Wall Cultural and Tourism Integration Development Conference in 2025 actively responded to the national call, setting "carbon neutrality" as an important action goal for the conference. It aims to promote the green development of culture and tourism through practical actions and contribute to achieving the global carbon neutrality goal.

China Tourism Association Great Wall Subcommittee

01.Overview of the Conference

The First Great Wall Culture and Tourism Integration Development Conference in 2025

Carbon Neutrality Action

At the first Great Wall Culture and Tourism Integration Development Conference in 2025, the concepts of ecological protection and sustainable development were consistently emphasized.

Through an innovative measure of planting carbon sink forests, the conference successfully offset 43.65 tons of carbon dioxide emissions during the event, achieving the goal of carbon neutrality.

This practice not only demonstrated the organizers' sense of responsibility towards environmental protection but also set a benchmark for green event management in the cultural and tourism industry, providing a replicable ecological solution for similar events.

Core Focus on Ecological Protection and Sustainable Development: The conference placed ecological protection and sustainable development at its core. It closely aligned with the national strategy for the construction of cultural parks, using the Great Wall culture as a carrier to tell China's story, while promoting the integrated development of the cultural and tourism industries, driving rural revitalization along the Great Wall, and creating an innovative model of cultural empowerment for development.

Green Event Practices: The conference actively practiced the concept of green event management and adopted multiple green measures, such as using biodegradable materials, promoting electronic conference systems, and encouraging the use of public transportation, to reduce the event's carbon footprint. The carbon emissions of the conference were calculated by Beijing Zero Carbon Creative Technology Co., Ltd. Based on the scale of the conference activities, the "Love Green Travel" carbon footprint calculator was used to separately calculate the carbon dioxide emissions from transportation, accommodation, event electricity usage, event consumables, and event catering. The event organizers achieved carbon neutrality during the event by planting carbon sink forests through the China Green Carbon Foundation.

Empowering Development through Ecology: The conference took the path of empowering development through ecology. Qian'an, relying on the construction of the Great Wall National Cultural Park, built a 49.5-kilometer Great Wall Scenic Road, advanced the "Five Goods and Two Suitabilities" and Beautiful Villages pilot project, and explored a sustainable development path that integrates ecological protection and cultural tourism.

02.Target and Purpose



03.Action highlights

(1) Integration of culture and tourism is carbon neutral

By integrating the characteristics of the Great Wall culture and tourism, and through measures such as purchasing carbon sinks and afforestation, we actively offset carbon emissions and fulfill the commitment to carbon neutrality with concrete actions. This not only protects the ecological environment but also promotes the Great Wall culture.

(2) Comprehensively cover carbon emission sources

Conduct a comprehensive review of all aspects such as transportation, accommodation, catering and activity arrangements during the meeting to ensure full coverage and accurate calculation of carbon emission sources.

Multi-party participation in co-governance

The organizing committee of the conference, the China Green Carbon Foundation, scenic spots related to the Great Wall and enterprises, among others, participated together to form a joint force to promote the realization of the carbon neutrality goal.



04. Take action

(1) Green venue selection

The conference gives priority to choosing conference venues that have obtained green building certification or are equipped with energy conservation and emission reduction facilities. By adopting various green building technologies, such as high-efficiency energy-saving lamps, intelligent lighting control systems, and high-efficiency air conditioning systems, energy consumption and carbon emissions can be effectively reduced.

① High efficiency ENERGY-SAVING lamps and intelligent lighting control system

Use high-efficiency ENERGY-SAVING lighting. Replace traditional high-energy lighting fixtures with high-efficiency energy-saving lighting fixtures such as LED to reduce power consumption. Install an intelligent lighting control system to automatically adjust the lighting brightness based on the indoor light intensity and the activity of people, avoiding unnecessary energy waste.

② High efficiency air conditioning system

The venue uses an air conditioning system with a high energy efficiency ratio to reduce energy consumption during the cooling and heating processes. Set up an intelligent temperature control system to automatically adjust the operation status of the air conditioner according to the indoor and outdoor temperatures, maintaining a comfortable indoor temperature while reducing energy consumption.

③ Natural light is introduced into

The venue should be designed with large Windows or skylights to make full use of natural light for illumination and reduce the demand for artificial lighting. Install adjustable blackout curtains or blinds to adjust the indoor light intensity as needed, ensuring good lighting while avoiding glare.

④ Green plant arrangement

The interior of the venue is decorated with green plant walls or potted plants, which not only beautifies the environment but also purifies the air and improves the indoor air quality. Green landscapes such as lawns and flower beds are set up around the conference center to provide pleasant outdoor activity spaces for the participants.



04. Take action

(2) Green Transportation

The convenience of transportation for the conference venue: Choose a location that is accessible by public transportation or close to a low-carbon travel hub. By encouraging participants to choose low-carbon travel methods such as public transportation, cycling and walking, the environmental impact of the conference activities can be effectively reduced.

① Provide traffic information

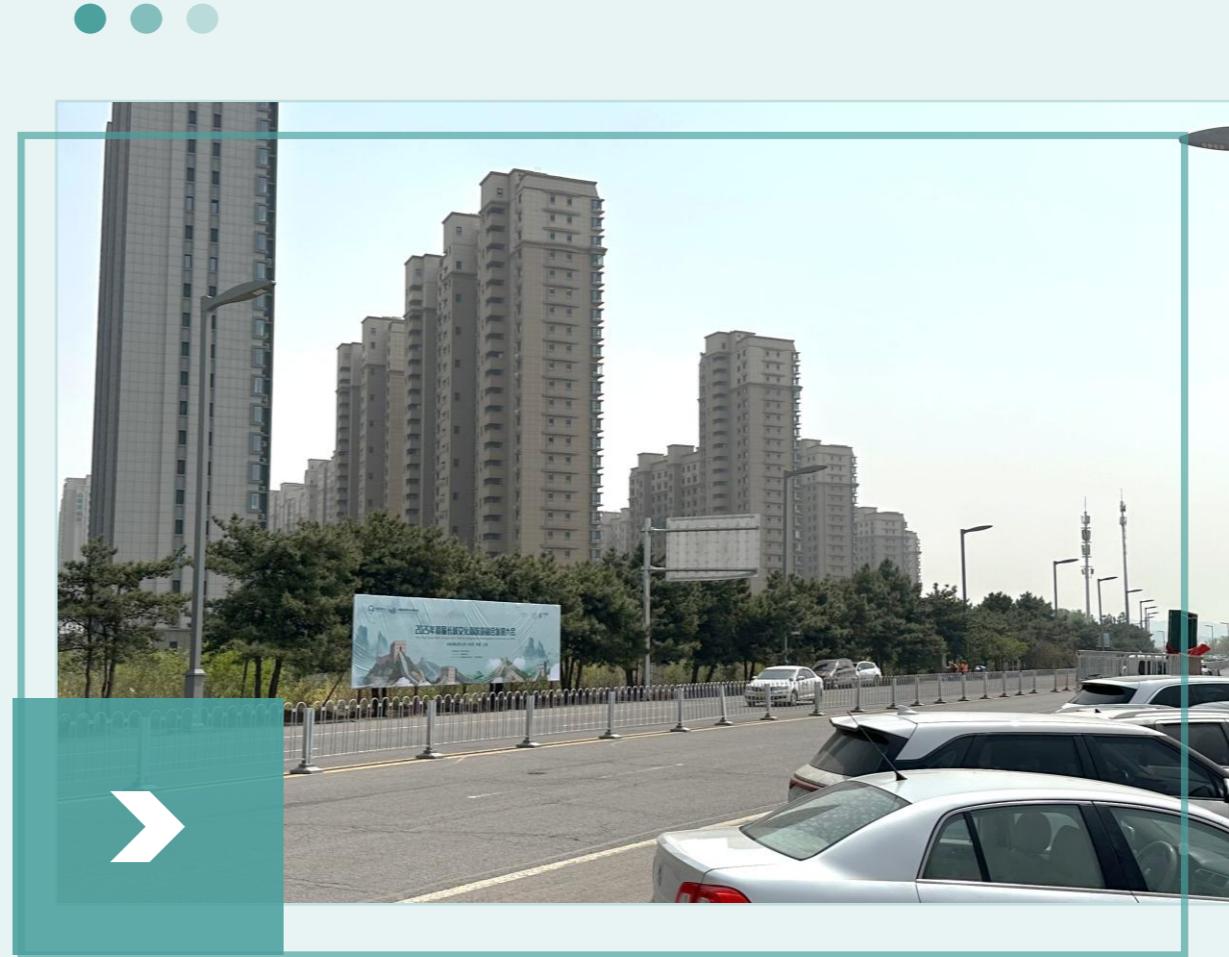
In materials such as meeting notices and invitations, clearly provide information on public transportation routes and stops around the venue, as well as the locations of low-carbon travel hubs. Produce transportation guides to help participants plan public and low-carbon travel routes.

② Set up a shuttle service

For venues far from public transportation stops, it is advisable to consider setting up shuttle bus services to transport participants from public transportation stops to the venue. Shuttle buses can adopt new energy vehicles to further reduce carbon emissions.

③ Offer parking discount

For participants who choose low-carbon transportation methods such as public transportation or new energy vehicles, parking discounts or free parking services can be provided.



04. Take action

(3) Conference Materials

When holding large-scale conferences, using environmentally friendly and sustainable conference materials can not only reduce the impact on the environment, but also enhance the overall image of the conference and convey the concept of green and low-carbon conferences. The following is about seed work certificates, green environmental protection bags and paperless meeting charters.

① Seed Work Certificate

Based on the concept of environmental protection and sustainability, the seed Conference work certificate is made of biodegradable material and contains plant seeds. After the conference, participants can bury the work certificate in the soil. After watering, the seeds will germinate and grow, symbolizing green and hope.

The work ID card can be printed with the name and date of the conference as well as the information of different participants. At the same time, it should be designed with unique patterns and colors to make it both practical and commemorative. At the time of registration for the conference, seed work certificates were distributed to the participants, and their environmental significance and planting methods were briefly explained.



04. Take action

② Green and environmentally friendly bag

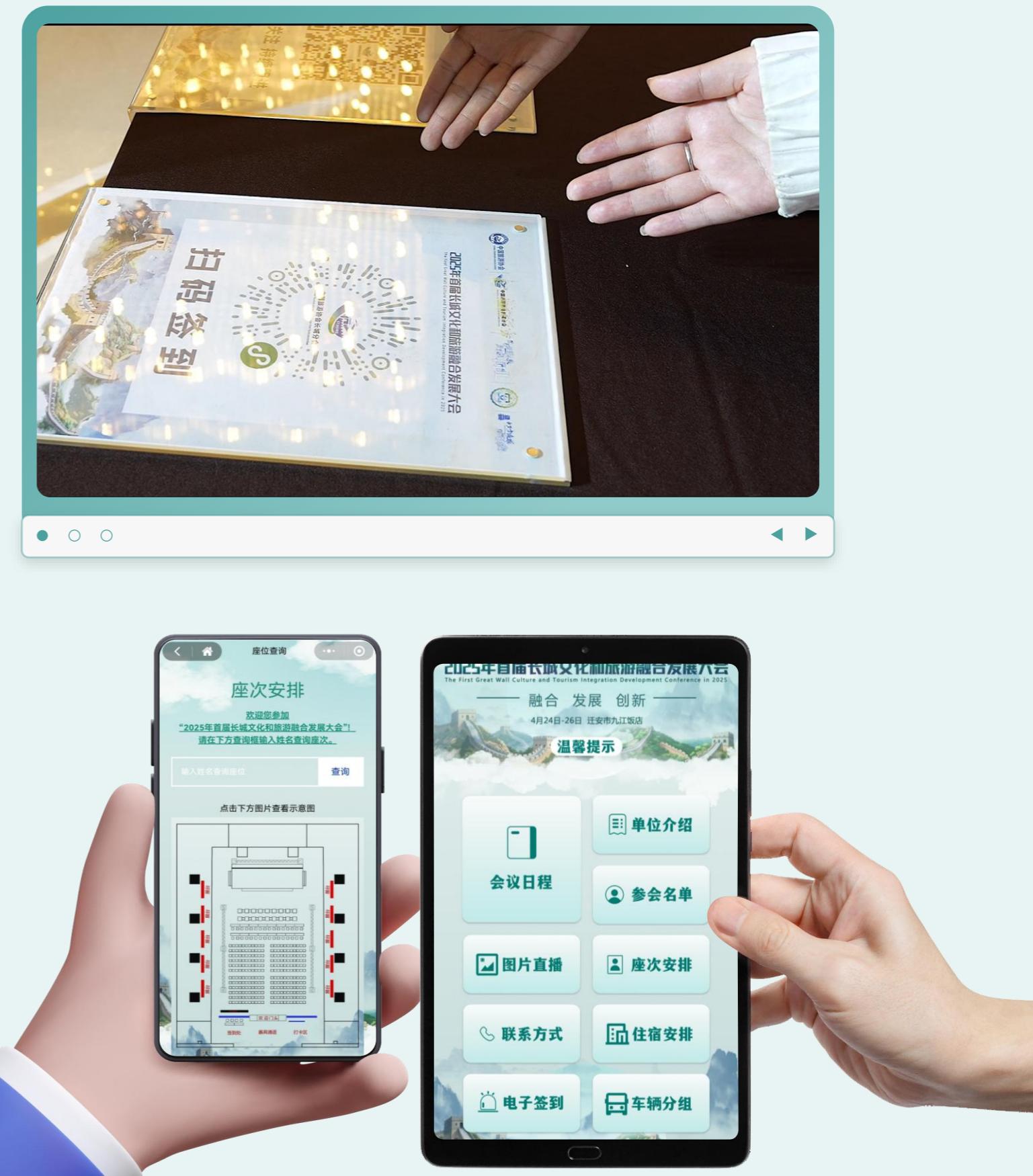
The conference provides reusable green and environmentally friendly bags to replace traditional disposable plastic bags and reduce garbage generation during the conference. Choose recyclable and degradable fabrics, such as cotton, linen, canvas, etc., as the materials for making eco-friendly bags. Printing with eco-friendly ink ensures that the eco-friendly bags meet environmental protection requirements throughout their entire life cycle. During the meeting, eco-friendly bags were distributed to the participants, encouraging them to use these bags to carry meeting materials and personal belongings, thereby enhancing the environmental awareness of the participants.



04. Take action

③ Paperless meeting charter

The conference provides the conference charter electronically to reduce the use and waste of paper. By using online meeting platforms or meeting apps, the meeting charter can be embedded in them for the convenience of participants to view at any time. The conference charter should be made into an electronic document, such as in PDF format, and provided to the participants through the conference's official website, email, and other means. QR codes will be set up at the conference site. Participants can scan the QR codes to obtain the electronic version of the conference charter. Participants can check the meeting charter at any time through electronic devices such as mobile phones and tablet computers, which can improve the efficiency of the meeting.



04. Take action

(4) Low-carbon publicity and mobilization

① Low-carbon promotional short videos

The conference, through low-carbon and environmental protection promotional videos, closely revolved around the two core themes of "Integrated development of Great Wall Culture and Tourism" and "low-carbon and green", showcasing the conference's proactive exploration and practice in promoting cultural tourism and low-carbon and environmental protection. At the same time, it mobilized all sectors of society to jointly participate in low-carbon actions, protect the cultural heritage of the Great Wall, and promote sustainable development.

Showcase the magnificent and splendid scene of the Great Wall, briefly introduce the background, purpose and significance of the conference, and emphasize the importance of the integrated development of Great Wall culture and tourism. Present the low-carbon and environmentally friendly measures adopted during the preparation and holding of the conference, such as the use of degradable materials, the promotion of paperless office, and the encouragement of low-carbon travel, etc. Showcase low-carbon dining during the conference, use biodegradable tableware, promote local organic ingredients, and reduce food waste. Showcase the participating leaders' efforts in afforestation around the Great Wall to achieve carbon neutrality.



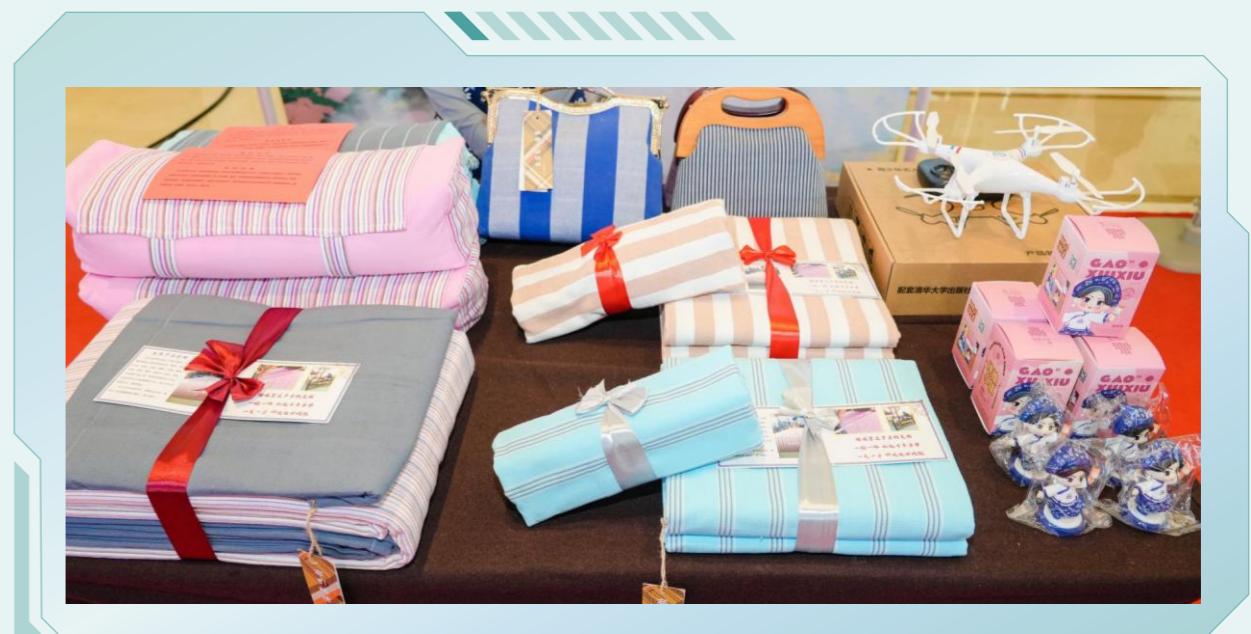
04. Take action

② Publicity and release

The conference launched the "Low-carbon Participation" initiative, making a clear mobilization call to the participants and the general public, encouraging them to take part in low-carbon actions and protect the cultural heritage of the Great Wall. Promote the concept of carbon neutrality through the conference's official website, social media and other channels to enhance the environmental awareness of the participants.

The First Great Wall Culture and Tourism Integrated Development Conference in 2025, low-carbon action Article 16

- The intelligent control system is used to monitor and optimize the energy consumption of the venue in real time.
- Use energy-saving equipment and technologies, such as LED lighting and high-efficiency air conditioning systems, to reduce energy waste.
- Provide reusable water cups, tableware, etc.
- Implement paperless sign-in, provide electronic materials and an online interactive platform.
- Implement garbage classification and recycling to enhance the recycling rate of waste.
- Provide public transportation guidelines and encourage participants to use low-carbon travel methods such as subways and buses.
- Set up shared bike/electric bike rental points to facilitate short-distance travel.
- For participants from a distance, it is recommended to choose low-carbon transportation such as direct flights or high-speed rail.
- Provide new energy shuttle buses and encourage participants to use public transportation or low-carbon travel methods such as cycling and walking.
- Offer parking fee discounts or carbon compensation fees to participants of new energy self-driving to guide them to choose low-carbon transportation methods.
- Provide reusable toiletries to reduce the consumption of disposable items.
- Encourage guests to bring their own toiletries to reduce the generation of plastic waste.
- Encourage participants to turn off unnecessary electrical appliances, use air conditioners and lighting reasonably, etc.
- Provide localized and organic ingredients to reduce carbon emissions during food transportation.
- Advocate the "Clean Plate Campaign" to reduce food waste.



05.Arbon offset and Compensation

Hire professional institutions to calculate the expected carbon emissions of the conference, and clarify the emissions and emission reduction potential of each link.

Deploy intelligent monitoring equipment to monitor carbon emissions in real time during the conference. Establish a carbon emission data management system to record and analyze emission data in a timely manner. Calculate the total amount of carbon emissions generated by the conference.

Based on the calculation results, purchase corresponding carbon credits or invest in carbon sink projects to achieve carbon offset and ensure that carbon emissions reach net zero during the conference. Implement pre-planned carbon offset measures, such as afforestation and ecological restoration. The implementation effect of carbon offset projects is monitored and evaluated. The Carbon Footprint Measurement and Carbon Neutrality Report issued by the China Green Carbon Foundation, and the relevant report is published on official platforms and mainstream media to ensure the sustainability and effectiveness of the project.



附件1《碳足迹计量及碳中和报告书》

迁安市文化和旅游局：

感谢贵单位对2025年首届长城文化和旅游融合发展大会活动碳中和的支持和公益捐赠。

本次活动通过种植碳汇林形式，用于抵消活动期间产生的43.65吨二氧化碳当量温室气体排放，实现活动举办期间的碳中和。

感谢贵单位为应对全球气候变化和中国生态文明建设做出贡献！

特发此证，以兹鼓励！

二〇二五年四月二十二日



06.Action benefit

(1) Realization of the carbon neutrality goal

The first Great Wall Culture and Tourism Integration Development Conference in 2025 successfully achieved the carbon neutrality goal through a scientific and rigorous carbon emission accounting system and diversified carbon offset mechanisms. The conference has established a carbon emission monitoring platform covering the entire process from transportation, accommodation, catering to venue operation, accurately quantifying the total amount of greenhouse gases generated by the event. Meanwhile, by purchasing corresponding carbon credits or investing in carbon sink projects and implementing forestry carbon sink projects, the remaining carbon emissions have been effectively neutralized. This practice not only demonstrates the organizer's sense of responsibility and commitment to addressing climate change, but also marks a crucial step for Great Wall Cultural and Tourism activities in the field of low-carbon transformation, setting a new benchmark for green development in the global cultural and tourism industry.

(2) Ecological environment improvement

Taking the carbon neutrality action as an opportunity, the conference deeply integrated into the ecological protection strategy of the Great Wall, vigorously promoted the dual-wheel drive model of "carbon sink forest construction + ecological restoration", and significantly improved the ecological quality of the areas along the Great Wall. Not only has it strengthened the function of the Great Wall as an ecological barrier, but it has also provided sustainable ecological dividends for the communities along the line, achieving a symbiotic and win-win situation of cultural protection and green development.

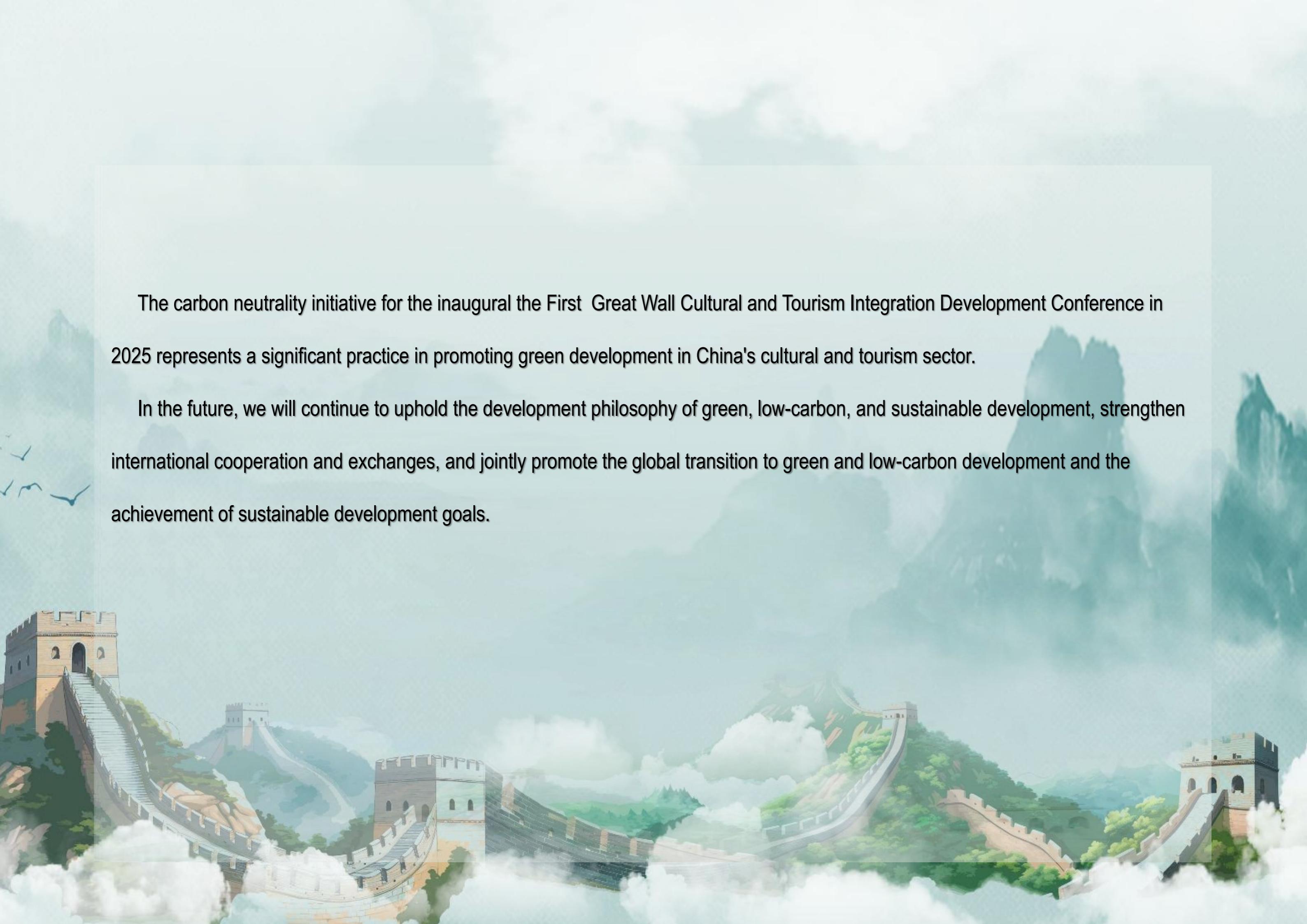
(3) The demonstration effect is remarkable

The carbon neutrality practice of the conference, due to its innovation, systematicness and replicability, has produced a wide demonstration effect both at home and abroad. The low-carbon conference model of "government guidance, enterprise subject, and social participation" it has established, along with the implementation of a carbon footprint visualization platform and a carbon benefit incentive mechanism, provides the public with intuitive tools to participate in low-carbon actions. This experience provides Chinese wisdom and the Great Wall solution for the low-carbon transformation of large-scale events.





Carbon neutrality video



The carbon neutrality initiative for the inaugural the First Great Wall Cultural and Tourism Integration Development Conference in 2025 represents a significant practice in promoting green development in China's cultural and tourism sector.

In the future, we will continue to uphold the development philosophy of green, low-carbon, and sustainable development, strengthen international cooperation and exchanges, and jointly promote the global transition to green and low-carbon development and the achievement of sustainable development goals.

**Inherit the Great Wall culture, promote the Great Wall spirit,
develop Great Wall tourism**



中国旅游协会长城分会

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