



On 17 June, Ms Liu Fang Fei, UNCCD Dryland Ambassador attended and spoke in an event “Combating desertification, civil society organizations are in action – commemorating the World Day to Combat Desertification” organized by China Green Foundation in Beijing.

Twenty two years ago, the United Nations Assembly had marked 17 June as the World Day to Combat Desertification to remind the world and raise the awareness of people on the importance of combating desertification and land degradation. And today, Ms Liu together with the former Korea Ambassador Mr Byong Hyon Kwon (also a UNCCD Dryland Ambassador), UNCCD Executive Secretary, Ms Monique Barbut, the Chairman of China Green Foundation Mr Wang Zhibao and other respective guests have marked the World Day by sharing their thoughts and experiences addressing the theme of the World Day: “Protect Earth. Restore Land. Engage People.”

At the event, Ms Liu has introduced her campaign on “Fangfei Green Handkerchief Initiative”, its aims and concepts, how the campaign had mobilized people and had successfully raised the awareness of people on the importance of protecting earth resources by reducing the use of tissue papers. Ms Liu also reflected the steps taken from the beginning of the initiative and progress made including the beautifully designed handkerchief and the hard work of every successful event.

During the sharing, Ms Liu extended her appreciation for each volunteer that had contributed to the project. “The volunteers came to fight a battle, won the battle but leave without asking for any reward. Such wonderful selfless act is the key element to the success story of this campaign”, she added. Her appraisal for volunteers’ hard work has won applause from the floor.

The exquisitely designed handkerchief was also presented to UNCCD Executive Secretary, Ms Monique Barbut. Mrs Barbut was delighted and also shared the view of Ms Liu’s campaign promoting the reuse of handkerchief. Ms Barbut added that the design of the handkerchief reflected the Chinese tradition and culture. Ms Liu hopes that the handkerchief initiative could reach more people. She also hopes the initiative concept of protecting earth

resources by reducing tissue papers could be extended globally, and more people would start using and reusing handkerchief.

To conclude her sharing, Ms Liu added: "Handkerchief is a small thing, but it has an important role and meaning. It changes our way of life, reflecting ones will and action. I hope we could start reusing handkerchief, so that it adds greens to our world. Let's combat desertification and land degradation together!"

Every little effort counts! The path to the green world is waiting for you!