Mount Qingcheng, dominating the Chengdu plains to the south of the Dujiangyan Irrigation System, is a mountain famous in Chinese history as the place where in 142 CE the philosopher Zhang Ling founded the doctrine of Chinese Taoism. Most of the essential elements of Taoism culture are embodied in the teachings of Taoism that emanated from the temples that were subsequently built on the mountain during the Jin and Tang dynasties. The mountain resumed its role as the intellectual and spiritual centre of Taoism in the 17th century. The eleven important Taoist temples on the mountain reflect the traditional architecture of western Sichuan and include the Erwang Temple, the Fulong Temple, the Changdao Temple built over the place where Zhang Ling preached his doctrines, and the Jianfu Palace (formerly the Zhangren Temple).

Project objectives: The project, organized for the first time at this property, aims at raising the awareness of tourists, local residents, and community about the importance of conservation and preservation of the surrounding World Heritage; it also targets the improvement of safety education and conditions for the tourists visiting the site.

Project activities: The volunteers will cooperate with the site management in order to research and analyse the current problems affecting tourists’ safety, and to gradually improve the protection measures as well as to find ways to address the undergoing ecological damage. The volunteers will secure and repair paths and sign boards and also clean different areas of the site to promote public awareness. The volunteers will also translate the signboards into different languages, and will conduct educational work at the local middle school in order to share with the students their knowledge of World Heritage conservation, demonstrate the value of
non-formal education and encourage the local youth to join in the volunteer work for World Heritage preservation and sustainable development.

**Partners:** Mount Qingcheng and Dujiangyan Scenic Area Administration Bureau, UNESCO Beijing Office, and LLYX Culture Exchange Center.