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Comebacks on Earth Day: “Horizon of Nature” Awaits Your Presence

April 22, 2024 marks the 55th Earth Day, a monumental global event that unites nearly 200 countries and engages over a billion people annually. This unparalleled celebration aims to enhance ecological consciousness and underscore the symbiotic relationship between humanity and nature, rallying individuals worldwide to cherish and safeguard our shared planet.

2024年4月22日是第55个世界地球日。作为世界上最大的民间环保约定，地球日的庆祝活动已发展到全球近200个国家，每年有超过十亿人参与庆祝，旨在推广生态环保理念，强调人与自然和谐共生，呼吁民众共同守护地球家园。

In line with the theme of Earth Day, our bilingual column of “Horizon of Nature” ignites fervor for nature conservation and environmental stewardship.

双语栏目《自然视界》(Horizon of Nature)系列就是在激发人们爱护自然、保护环境、守护地球的热情。

Rolled out by *Ningbo Evening News*, “Horizon of Nature” has been a trail-blazer in highlighting the artistry of nature since 2019. With its distinctive immersive visuals, the series has garnered acclaim on prestigious national media outlets such as CCTV.com, People’s Daily, and Xinhua News Agency. Furthermore, its bilingual edition has captivated a global audience, accumulating an impressive viewership of over 12 million.

《自然视界》系列栏目由宁波晚报出品。2019年至今，栏目聚焦自然美学，凭借别出心裁的沉浸式影像，多次登上央视新闻、人民日报和新华社等客户端，还被译制成双语版本，进行海外传播，栏目短视频总浏览量超过1200万人次，在海内外强势出圈。

Turning the lens on the wild animals and plants in Ningbo, our bilingual column meticulously captures evocative yet often overlooked moments of natural wonder: resplendent azaleas adorning mountain peaks, wild roses gracefully lining pathways, gorgeous butterflies dancing in jubilation, cicadas undergoing their mystical overnight transformation, cormorants

skillfully fishing and devoted mother ducks guiding their ducklings on spring excursions. Through micro-documentaries, short videos, livestream, images and texts, among other multimedia presentations, the series showcases Ningbo’s prodigious biodiversity and pristine ecosystems, fostering a deep reverence and awe for the natural world.

从灿若云霞的山顶杜鹃到夹道而开的野蔷薇，从“开怀畅饮”的翩翩彩蝶到“连夜脱壳”的可爱金蝉，从“一口一条鱼”的越冬鸬鹚到“带娃春游”的野鸭妈妈，《自然视界》以宁波的各种野生动植物及其栖息环境为重点拍摄和记录对象，通过微纪录片、短视频、直播、图文等多种形式，捕捉自然中时刻发生，却又鲜为人知的动人瞬间，生动形象地展示了宁波丰富的生物多样性及良好的原生态环境，引导人们尊重自然、敬畏自然、保护自然。

“We are elated to engrave the majesty of nature in people’s minds through livestream and short videos,” shares Zhang Haihua — a distinguished journalist, nature photographer and natural history author with two decades of experience exploring Ningbo’s natural ecosystems. As a member of the production team, Zhang reflects on the creation of “Horizon of Nature” with enthusiasm, “Even after producing over 200 episodes, the inexhaustible diversity of nature continues to inspire us. We are committed to unveiling the beauty that transcends linguistic and cultural boundaries and thus resonates universally.”

“能通过直播、短视频等大家喜闻乐见的形式，让大自然从身边走进更多人的心里，我们非常开心。”资深媒体人、自然摄影师、博物作家“大山雀”张海华是主创团队人员之一，在宁波探秘自然生态圈已有20年，谈到创作《自然视界》的感想，他说：“虽然已经做了200多期，但是大自然的丰富多彩是无穷无尽的，今后我们还将继续发掘这种跨越语言、文化的相通之美，和大家一起分享。”

Thanks to the joint efforts of our dedicated production team and cherished audience, the overseas edition of “Horizon of



“Horizon of Nature” by *Ningbo Evening News*

Nature” is thrilled to announce its highly-anticipated return with a captivating new season, just in time for the 55th Earth Day!

因此，在第55个世界地球日来临之际，《自然视界》宣告全新升级！

As a prelude to the new season, *Ningbo Evening News* has launched the visionary global campaign “A Shared Planet, A Shared Future” in commemoration of Earth Day. As of April 20th, the campaign has garnered participation from over 20 esteemed domestic media outlets in Tianjin Municipality, Xinjiang Uygur Autonomous Region, Inner Mongolia Autonomous Region, Fujian Province, Guangdong Province, Heilongjiang Province, Jiangxi Province, Shandong Province, Yunnan Province, and Zhejiang Province. It has also witnessed a groundswell of enthusiastic contributions from overseas fans in countries such as Hungary, New Zealand, South Korea, the Netherlands, and the UK.

作为新上线的首发活动，宁波晚报面向全球发起的“A Shared Planet, A Shared Future 同一个地球，同一个未来”世界地球日联动正在火热进行中。截至4月20日，已有来自福建、广东、黑龙江、江西、内蒙古、山东、天津、新疆、云南、浙江等十个省、自治区、直辖市的二十余家媒体账号参与海外社交媒体联动，来自英国、荷兰、新西兰、匈牙利、韩国等多个国家的海外粉丝踊跃投稿。

This dynamic initiative has spotlighted harmonious moments between humans and nature, offering attractive scenes like the majestic egrets soaring over the verdant lakes of Ningbo’s Sinopec Zhenhai Refining & Chemical Company, the awe-

inspiring migration of wild elephants through Pu’er in Yunnan province, the enchanting Chinese white dolphins gracefully navigating Xiamen’s urban waters, and flocks of birds in harmonious flight over Guangzhou Tower. Furthermore, breathtaking visuals from across the globe, including the monumental cacti of Spain’s Canary Islands, the ethereal sunsets of South Korea’s Gyeonggi Province, and the resplendent floral displays of the Netherlands’ Keukenhof Park, have struck a chord worldwide through this global campaign.

活动带我们见证了宁波中国石化镇海炼化厂区内的“草长平湖白鹭飞”、迁徙途经云南普洱的野生群象、在厦门城市海域遨游的中华白海豚、飞掠过广州塔的群鸟等人与自然和谐相处的温馨瞬间，还有西班牙加那利群岛的巨型仙人掌、韩国京畿道的绝美日落、荷兰库肯霍夫公园的花团锦簇……这些相通又独特的画面从世界各地而来，又通过宁波引发全球共鸣。

We hereby sincerely invite all our readers to join this collaborative endeavor by sharing the beauty of nature through videos and pictures with fellow global villagers. Please send your submissions to 1872998393@qq.com by April 30, 2024.

在此，我们也真诚邀请广大读者朋友参与共创，通过视频、图片，与全地球村“村民”共享自然之美，投稿邮箱 1872998393@qq.com，截止日期为2024年4月30日。

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