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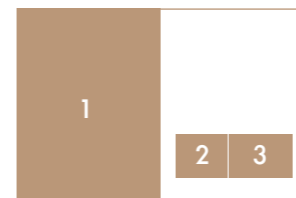
Before the Mission Begins: Prelude to the Yushan Ambassador Mission

玉山上的非凡任務

玉山宣傳大使的啟動章程

他揮著汗爬上泥濘的山路，幾乎要忘記不久前差點入手的延畢通知單；他頂著微碩的肚子，與保育志工談笑著並肩行走，心中高興著又可回到家與孩子共同分享著今天學到的新見識；而她，就像是個剛學起步的小孩兒，總不停忙地探索認識這片真正屬於自己島國的美景之地。

Sweatily climbing up the muddy mountain paths, one of them nearly forgot his threatened graduation. Happily chatting with conservation volunteers, another of them couldn't wait to share what he learned today with his kids. Curious as a toddler, still another of them was exploring this beautiful landscape of her own country.



1. 玉山是東北亞第一高峰，其險峻陡峭的山形，更成為代表台灣向世界行銷的識別圖像之一 / Peng-guang Chen 攝
Mt. Jade is the tallest mountain in Northeast Asia, and its steep terrain is one of Taiwan's images known to the world. As Taiwan's national treasure. / by Peng-guang Chen
2. 玉山有豐富的植物。圖為玉山沙參 / 陳志明攝
Adenophora morrisonensis Hayata / by Zhi-ming Chen
3. 台灣特有種植物—玉山假沙梨 / 陳志明攝
Photinia nitakayamensis Hayata / by Zhi-ming Chen



研究生、藝術創作家、媒體工作者、旅行業導遊領隊，大學生、生態攝影愛好者、及剛歸國的新加坡華僑，7位來自不同領域背景、有著不同專業技能看似毫無關聯的陌生人，或許受登山時的壯闊美景而感動，或許因單車環島沿路的風景民情而沉醉，或許是要達成自我的夢想與實踐……，偶然的牽引他們彼此相遇，只因他們都熱愛著大自然。

身為大愛氣象團隊之一的林偉文，是個專業的氣象主播，習慣對著鏡頭及各種分析數據的他，將一樣的熱情投入玉山宣傳大使的工作；臉上總帶著甜美笑容有著清新氣質的黃莉鈞是新加坡的歸國華僑，她積極地爭取這份重責大任，只因這是可好好瞭解祖國美麗之景的良好契機；擁有生態攝影及教學專長的張皓宗，則帶著滿身的活力，兼任山林上與山腳下家庭的甜蜜負荷；徐慈憶、林亦軒、談致銓、張榮奇等則擺脫網路約束，齊同上山拉近年輕人與山林間的距離，讓大家看到年輕一代更不同的另外一面。

於是，他們齊聚來到了玉山。

任務 超乎想像

宣誓儀式結束後，真正的挑戰大任才要開始。7位大使們所要學習接觸的，不再只是圖文上的默背與分數檢測，透過玉管處一系列的訓練與安排，他們需能確實了解玉山的獨特性，不論是多元的植物林相分布、特有的生物多樣性、特殊的地理位置以及豐富的人文資產等，不單單只是規劃出具有創意之票選玉山進入世界新七大自然奇景的推廣方法，更要透過各種管道方式，宣傳玉山、行銷玉山，讓國人更了解台灣的生態資源，進一步的接觸野地、愛上大自然。

A graduate student, an artist, a media worker, a tour guide, an undergraduate, an ecological photographer, and an overseas Chinese from Singapore, the seven nature lovers with different backgrounds and skills were strangers to one another but met accidentally out of the shared zeal and dreams for nature.

Wei-wen Lin is a professional weather anchor accustomed to speaking to a camera and analyzing various data and has devoted himself to the Yushan ambassador mission with the same passion. Always smiling and gracious, Li-jun Huang is an overseas Chinese from Singapore who fought for this great opportunity to know her home country. Hao-zong Zhang is an ecological photographer and a teacher enjoying the great nature. Ci-yi Xu, Yi-xuan Lin, Zhi-quan Tan, and Ying-qi Zhang has turned away from the Internet to show a different side of the young generation.

Here they are on Yushan.

A Tougher Mission than Imagined

After being sworn in, the challenge begins. The seven ambassadors must know exact uniqueness, e.g. diversified forestry, exclusive biodiversity, special geography, and rich humanity legacy, of Yushan with a series of trainings and arrangements by the Yushan National Park Headquarters (YSNPH). They must come up with an innovative plan to make Yushan one of the new 7 wonders of nature and promote and market Yushan, familiarizing Taiwanese with local ecological resources.

「說實在的，起初我以為頂多只是體能痛苦像飢餓三十、意志力煎熬像戒菸，但做起來後，真的比我想像中困難多了。」其中一位大使打趣的說。

課程初期，大使們先是接觸到黃美秀老師推廣台灣黑熊的保育工作，「經過這樣的接觸後，往後我在動物園看到團團圓圓滾來滾去的身影，雖然會依舊覺得牠們可愛，可是也會多了份擔憂。台灣也有著值得讓大家珍愛的特有種，還有更多不求回報的人在默默付出努力著，但是這些生態保育的觀念只能說真的還不夠普及。」

大使們第一次的團體行動，則是前往位於新中橫公路上的塔塔加遊憩區。從水里玉山國家公園管理處出發，到位於海拔2600公尺的塔塔加，沿途重疊的山巒優美壯麗，林相繁複，路途上不時巧遇的台灣獼猴、鳥類、蝶類、昆蟲等，就已經讓大家驚喜連連，看到久仰大名的大鐵杉和鹿林神木，更是令大家大開眼界！看見眼前巨大的神木，想像著是從一顆小小的種子，發芽、茁壯、歷經風吹雨打日曬，才成長成眼前這巨大挺拔的大樹，深深打動了現場每個人的內心。

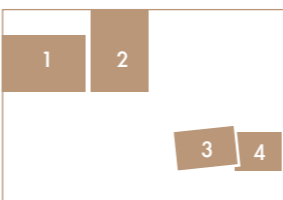
玉管處也安排保育志工，帶領大使們了解玉山工作環節的不同層面。從走入高山撿拾垃圾，到對山林付出的深深真情，或是關於玉山獨特的地質環境等，讓大使們更深化認識玉山國家公園，也了解這塊土地的故事，讓他們經由這些課程去推廣玉山之美，並充實自我生態保育觀念的重要內涵。

“To be honest, I thought it would be much easier than it is,” said one ambassador half jokingly.

The ambassadors first learned conservation of Formosan Black Bears from Prof. Mei-Hsiu Hwang. “This class gives me a new perspective toward the two pandas in the zoo, with not just adoration but worries. There are many precious species in Taiwan, too. Although many people devote themselves to conservation, the idea of conservation is not popular enough.”

The first group trip by the ambassadors visit was to Tataka Recreation Area, 2,600 meters above sea level. Along the way were amazing beautiful landscapes and various species, such as Formosan Macacues, birds, butterflies, and insects. The famous Gigantic Hemlock and Lulin Sacred Tree were astonishing and touched the hearts of the ambassadors who visualized the trees' growing process from a seedling that went through sprouting and finally became a tall tree.

Conservation volunteers explained the different aspects of work on Yushan, from picking up trash in the mountains, to devoting to the forestry to exploring Yushan's unique ecology. The ambassadors learned about YSNP and its stories to help them promote the beauty of Yushan and enrich their idea of ecological conservation.



- 1-2. 宣傳大使們的熱情，讓民眾與立委踴躍參與世界新七大自然奇景的票選活動，使世界都能看見玉山之美。圖一（中）為廖了以部長。
Passionate ambassadors encouraged ordinary people and legislators to vote for Yushan in the new 7 wonders of nature. Photo1: the middle is Minister Liou-yi Liao.
3. 宣傳大使們在埤口巧遇來自澳大利亞的訪客。
Ambassadors ran into visitors from Australia.
4. 宣傳大使們身負重任，要讓世界看見台灣之美。
Ambassadors have the great responsibility of making Taiwan visible to the world.

玉山之美 不能沒有你

「能力越大，責任越重。」

這話不僅僅是蜘蛛人裡主角叔叔語重心長的名句，對於這群已身懷絕長的大使們而言，更是推廣玉山之美重責的心境寫照。

巍峨的山嶺、珍稀的物種、絕遺的美景，「推廣」可不只是嘴上說說的兩個字，到底要怎麼去做到最好呢？

有人運用其資深的媒體經驗，希望藉由媒體的影響力，推廣當紅的氣候變遷的環境議題及生態保育概念，以理性、感性、趣味性的角度出發，讓全球、全台灣的民衆，能真正以實際的行動去正視氣候變遷的環境問題，為大自然貢獻一份自己的心力。

或是利用當紅的網路及部落格，記錄玉山宣傳大使們的學習成長過程、分享生活心情，以及結合像是背包客、壯遊（此指胸懷壯志的遊歷。時間長、挑戰性高與自然人文互動深，用雙腳來體驗世界之大）或公益旅遊的概念，鼓勵年輕人走出戶外、接觸大自然，勇敢追夢。或透過藝術創作當作媒介，用藝術創作者對於生命、人文自然、感性的角度，讓心靈乏味的現代人，重新省思大自然與人之間的關係，以及用實際運用五官去感受生活中所有美好的細節。

未來，玉山宣傳大使的部落格亦會嘗試以不同國家的語言，將這三個月來的點點滴滴以及環境的重要性、大自然的美、探索時內心的悸動等的公園行腳經歷，分享給更多人，分享給全世界，以玉山的美，推廣自然生態；以玉山的美，讓世界看見台灣！

You Make Yushan Beautiful

“With Great power comes great responsibility” not only is a famous line from The Spiderman but also describes the daunting mission entrusted upon the ambassadors.

Upright mountains, precious species, and unique landscapes are only possible with action taken.

The senior professional would take advantage of the media to promote hotly-debated issues like climate change and ecological conservation in a sensible, sensitive, and fun way and motivate people in Taiwan and around the world to work for the nature.

Popular resources like the Internet and blogs could also be used to record the ambassadors' experiences, share feedback, and combine ideas from backpackers, ambitious travelers (who travel on foot over a long period of time for a challenge and to get to know the nature and humanity) or charity travelers to encourage young people to visit the outdoor nature. Artists could enrich deprived modern people with creative and sensitive arts that deal with life, humanity, and nature.

The Yushan Ambassador Blog will be presented in three languages to record details in these three months and to share the importance and beauty of the nature and the heartfelt touch felt by the ambassadors, and, through the beauty of Yushan, to make eco-conservation and Taiwan known to the world.

玉山宣傳大使官方網站

<http://www.wretch.cc/blog/loveysnp>

以玉山為中心的玉山國家公園，轄區內山峰遍布 / 莊明景攝
the numerous number of mountains in Yushan National Park (referred to “YNP” hereafter) make this place a typical mountain national park. / by Ming-jing Zhuang

