



WWF

年报

中国

2010

**世界自然基金会**

**中国项目年报 2010**

**WWF CHINA PROGRAMME**

**ANNUAL REPORT 2010**

# 目录 CONTENTS

---

首席执行官寄语	Chief Executive Officer's Message	01
与自然共生	One With Nature	03
WWF 在中国的主要工作区域	WWF's Work Areas	05
中国生态足迹分布图	China's Ecological Footprint Map	07
图片故事：世博会上的 WWF	Photo Story: WWF In Expo	09

---

## 物种项目 SPECIES PROGRAMME

图片故事：下一个虎年，老虎数量翻番	Photo Story: Doubling The Number Of Wild Tigers	11
点亮东北虎回家之路	Welcoming The Tiger Home	13
保卫中国的绿色心脏	Defending The Green Heart Of China	14
了解野生熊猫的行踪	Towards A Better Understanding Of Pandas	14
发展社区可持续经济	Sustainable Community Development	15
震后绿色重建初现成效	Post-earthquake Restoration Success	16
高原上的生物多样性	Biodiversity On The Tibetan Plateau	16
还江豚生活的家园	Protecting The Home Of The Freshwater Dolphin	18
生生不息的期待	The Cycle Of Life	18

---

## 淡水项目 FRESHWATER PROGRAMME

图片故事：生命长江 健康湖泊	Photo Story: Yangtze For Healthy Rivers And Lakes	19
安全饮水	Drinking Water Safety	21
长江湿地保护网络形成	Formation Of The Protected Areas Network Along The Yangtze	23
推广环境流理念	Environmental Flows	23
有效水管理	Water Governance	24
适应气候变化	Climate Change Adaptation	25
为了长江河口的美好愿景	A Vision For A Better Yangtze Estuary	27

---

## 气候与能源项目 CLIMATE AND ENERGY PROGRAMME

图片故事：推动低碳城市发展	Photo Story: Promote Low Carbon City Development	29
深入开展气候变化研究	In-depth Study On Climate Change	31
低碳城市的发展	Low Carbon City Development	31
推动工商业减排	Promoting Low-carbon Business	32
倡导低碳生活	Promoting Low-carbon Lifestyle	33
图片故事：地球一小时 2010	Photo Story: Earth Hour China 2010	35

## 中国领跑世界革新 CHINA FOR A GLOBAL SHIFT

---

生态足迹	Ecological Footprint	37
可持续金融和贸易	Sustainable Finance And Trade	38
中国与非洲	China In Africa	38
图片故事：城镇化	Photo Story: Urbanization	39

---

## 森林项目 FOREST PROGRAMME

制定森林管理指南	Forest Management	41
推动 FSC 森林认证	Forest Stewardship Council Certification Promotion	41
可持续森林管理与气候变化	Sustainable Forest Management And Climate Change	42
绿色木业倡议	China Green Wood Initiative	43
为采购可持续木材建立市场链接	Market Link For Sourcing Sustainable Timber	43
可持续棕榈油	Sustainable Palm Oil	44
森林教育	Forest Education	44

---

## 海洋项目 MARINE PROGRAMME

提高黄海生态区生物多样性	Enhancing Biodiversity In The Yellow Sea Ecoregion	46
--------------	--	----

---

## 企业支持 CORPORATE SUPPORT

投资一个可持续的未来	Investing In A Sustainable Future	47
喜迎新生力量	In With The New...	50

---

## 绿色办公室 GREEN OFFICE

---

WWF 中国项目财务报表	WWF China Program Office Financial Statements	53
合作伙伴	Partners	54

# 首席执行官 寄语

## CHIEF EXECUTIVE OFFICER'S MESSAGE



“在未来几年，WWF 将进一步加强同中国政府在长江流域生态保护、野生虎种群恢复、气候与能源以及绿色经济可持续发展等更多方面的合作，实现人与自然的和谐共处。”

*“In the coming years, WWF will continue to reinforce its cooperation with the Chinese government in a number of areas including the Yangtze River Basin Eco-region conservation, tiger recovery, climate change, green financing and sustainability.”*

关德辉  
Jim Gradoville

中国有句话叫“三十而立”。2010年是WWF来华30周年。1980年，受中国政府之邀，WWF成为第一个来华开展自然环境保护工作的国际非政府组织。在这30年间，中国经历了经济的高速发展，但工业化也给自然环境保护带来了各种挑战。因此，WWF在中国不断进取，与合作伙伴携手应对这些挑战。

在2010年上海世博会的WWF展馆里，我们以“保护地球，有我一个”为主题和大家分享了三十年间WWF参与中国环境与自然保护的历程。从保护长江流域的丰富资源，到打造“低碳城市”上海、保定，WWF一路与中国的环境与自然保护同行。世博会期间，WWF展馆访问量高达160万人次，平均每天9000人次。

这份年报详细叙述了过去一年我们所取得的众多成就，其中有不少值得强调的亮点：

2010年是中国的虎年，然而这一“森林之王”在亚洲的生存却岌岌可危。所幸希望尚存，2010年，通过与合作伙伴的共同努力，WWF编纂了首部《中国长白山区东北虎潜在栖息地研究》报告，并在此基础上，成立了东北虎保护专家委员会，向国家林业局提出了《中国野生东北虎保护规划建议》。该报告和建议成为中国政府在十一月圣彼得堡虎保护峰会上所提交文件的重要依据，并呼吁大家一起努力，以实现在2022年全球野生虎的数量翻倍的目标。

2010年，33个中国城市数百万人参加了由WWF发起的“地球一小时”活动，展示了大家遏制全球气候变化的决心。这是一个双赢，因为它不仅提高了人们对气候问题的重视，也让更多的人直接参与应对气候变化的行动。

去年，WWF与水利部共同编写出版了首部《中国农村饮水安全工程管理实践与探索》，为进一步推动农村饮水安全政策制定奠定了基础研究。同时，WWF还与中国长江三峡集团公司签署五年合作备忘录，提高可持续水电标准。

随着中国的国际影响力不断提高，其在全球气候变化谈判中的立场越来越成为最终达成全球协议的关键性因素。我们长期支持中国发展可再生能源，并致力于提高中国企业、公众和政府的意识。我们正与上海和保定加强合作，帮助它们成为真正的低碳城市。

2011年，中国政府出台了未来5年的发展蓝图——十二五规划。我们很高兴地看到，中国政府将在经济转型的过程中走资源节约、环境友好的发展路线，我们希望中国的绿色经济转型的努力也可以衍射到整个国家的走出去战略。这标志着中国政府将在生态保护和资源使用方面将做出进一步的改变，也为WWF同中国政府就更多的环保问题进行合作提供了绝佳的机会。

根据WWF与中国环境与发展国际合作委员会共同发布的《中国生态足迹报告》，如果全球按照中国人2007年资源消费和排放二氧化碳的平均水平生活的话，那么全人类需要1.2个地球，而这一数据在2003年仅为0.8个。

最后，我要对所有在过去30年间支持我们的合作伙伴们表达诚挚的谢意。同时，我还要感谢WWF的全体员工，是他们的辛勤工作使我们在中国的环境保护目标得以实现。

2011年，WWF将庆祝其全球成立50周年，回顾过去的工作和成绩。但我们也知道，有更多的事情需要我们继续努力。在未来几年，WWF将进一步加强同中国政府在长江流域生态保护、野生虎种群恢复、气候与能源以及绿色经济可持续发展等更多方面的合作，实现人与自然的和谐共处。在此，我希望大家能够一如既往地支持WWF中国乃至全球的各项工

30  
2010年  
是WWF来华  
工作30周年

30  
WWF HAS WORKED IN  
CHINA FOR 30 YEARS  
SINCE 1980

Thirty years ago the Chinese government invited WWF to be the first international conservation organization to operate in China. During this time, China has risen to become a major player on the global stage. But tremendous change has come at a cost and the country has been faced with many environmental and conservation challenges. Over the past 30 years it has been WWF's commitment to respond to the “downsides of industrialization” by using our ever-increasing resources and dedicated talents to make a meaningful impact to the country.

Our efforts were best highlighted at our “The Future of the Planet is up to Me” exhibit at the Shanghai World Expo, which highlighted WWF-China's conservation efforts over the past 30 years. From the protection of the Yangtze River's rich resources, to our “Low Carbon City Initiative” in Shanghai and Baoding, our exhibit drew the attention of over 1.6 million people—an average of 9,000 visitors a day.

This annual report details our numerous accomplishments over the past year, some of which I would like to highlight:

2010 was the Year of the Tiger, but the lifespan of the Asian “king of the jungle” is becoming endangered. However, there's hope. Working with our partners and other conservation organizations, we released the first ever report on potential habitat expansion for the Amur tiger of Chang Bai Mountain, one of the most endangered species. Our Recommendation Report on Wild Amur Tiger Conservation of China was put forward to the government and served as important support for the Chinese government's submission to the Tiger Summit held in St Petersburg in November, and called for actions to double the population of tigers by the next Year of the Tiger in 2022.

Earth Hour—the WWF initiated global campaign for action on climate change—saw 33 Chinese cities and millions of citizens join the campaign in 2010, showing a win-win for WWF and China as it not only raised awareness of climate issues, but also greatly encouraged more people to act on climate change.

We worked with many communities over the course of the year and in conjunction with China's Ministry of Water Resources, released the first-ever nationwide study of rural drinking water safety. WWF also signed a five-year memorandum of understanding with the China Three Gorges Corporation (CTGPC) with the aim to further cooperate on sustainable hydropower protocol and environmental flows.

As China's global influence continues to steadily increase, the position China takes in international climate negotiations is a key deciding factor for securing a meaningful global climate deal. That's why we continue to support China's policy positions to develop alternative and renewable energy solutions as well as raise awareness about climate change issues with business, the public and the government. Our cooperation with Baoding and Shanghai has strengthened them to become truly low-carbon cities.

In 2011, the Chinese Government released its 12th Five-Year Plan—a blueprint for China's development over the next five years. We are pleased and encouraged that this version of the plan contains much more emphasis on protecting the environment and promoting a green and sustainable society by adopting resource-conserving and environmentally friendly policies. This marks a shift away from current practice and policies, and also provides a great opportunity for WWF to engage the Chinese government on bio-diversity and eco-footprint conservation issues.

This is a timely development. The China Ecological Footprint report, which we released in November 2010 with the China Council for International Cooperation on Environment and Development (CCICED), shows that a world consuming resources and producing waste at China's levels for 2007 would need the equivalent of 1.2 planets to support its activities, compared to 0.8 of a planet in 2003.

Finally, I would like to express my appreciation to all government officials, partners and other stakeholders who have worked tirelessly over the past three decades to protect the environment and promote harmony with nature—a hallmark of Chinese civilization. I would also like to acknowledge and thank the dedication and hard work of WWF's employees who have worked so diligently to protect China and the world's natural habitat.

With WWF's 50th anniversary being celebrated in 2011 we are reflecting on our proud heritage, our past work, and our many accomplishments. But we also know that there's still work to be done. In the coming years, WWF will continue to reinforce its cooperation with the Chinese government in a number of areas including the Yangtze River Basin Eco-region conservation, tiger recovery, climate change, green financing and sustainability. So we hope you can continue to support us in our conservation work not only in China but also around the world.





# 与自然 共生

来到中国的三十年里，  
我们致力于自然资源的  
可持续利用。  
与我们同行，请登录  
[www.wwfchina.org](http://www.wwfchina.org)

世界自然  
基金会



# One with nature

WWF has spent the last  
30 years helping to  
balance urban growth  
with sustainable  
development. To learn  
more, please visit  
[www.wwfchina.org](http://www.wwfchina.org)

世界自然  
基金会





# WWF 在中国的主要工作区域

## WWF'S WORK AREAS

### 西藏地区:

西藏以其突出的高海拔、极其脆弱的生态系统、独特的民族文化以及丰富的淡水和生物资源，称为世界上最具特色的地区之一。

### Tibet:

Its high altitudes, unique culture, wealth of fresh water and extremely fragile and rich ecosystems makes the Tibetan plateau one of the most unique places on the planet.

### 长江流域:

长江，中华民族的母亲河，居住着中国三分之一的人口，该流域里生活着世界上仅存的野生大熊猫和江豚。

### The Yangtze River:

As the "mother river" of China, the Yangtze River provides water to one-third of the Chinese population and supports the home of the finless dolphin and the giant panda.

### 黑龙江流域（黑龙江、松花江、乌苏里江）:

这是北半球自然状态保持最良好，拥有最丰富生物多样性的温带地区，在茂密的森林里，生活着仅存的野生东北虎和远东豹。

### Heilong River Basin (Heilongjiang, Songhua, Ussuri River):

With some of the best-protected nature in the northern hemisphere, this temperate region is rich in biodiversity. The planet's last remaining wild Amur tigers and Amur leopards can be found in its dense forests.

### 黄海生态区:

这是全球最优先保护的200个生态区中43个海洋生态区之一，包含了从极地海洋到热带珊瑚礁的5个主要海洋生境类型中的绝大多数类型。

### Yellow Sea Ecoregion:

One of 43 marine ecoregions in the Global 200, the Yellow Sea includes examples of the five major marine habitat types, from polar seas to tropical coral reefs.

### 湄公河上游地区:

这条源自青藏高原生物多样性最丰富的国际河流滋养着6000多万人口和100多个少数民族。

### Upper Mekong Region:

From the reaches of the Tibetan plateau, this rich biodiverse region provides living bases to over 60 million people and nearly 100 distinct ethnic groups in six countries.



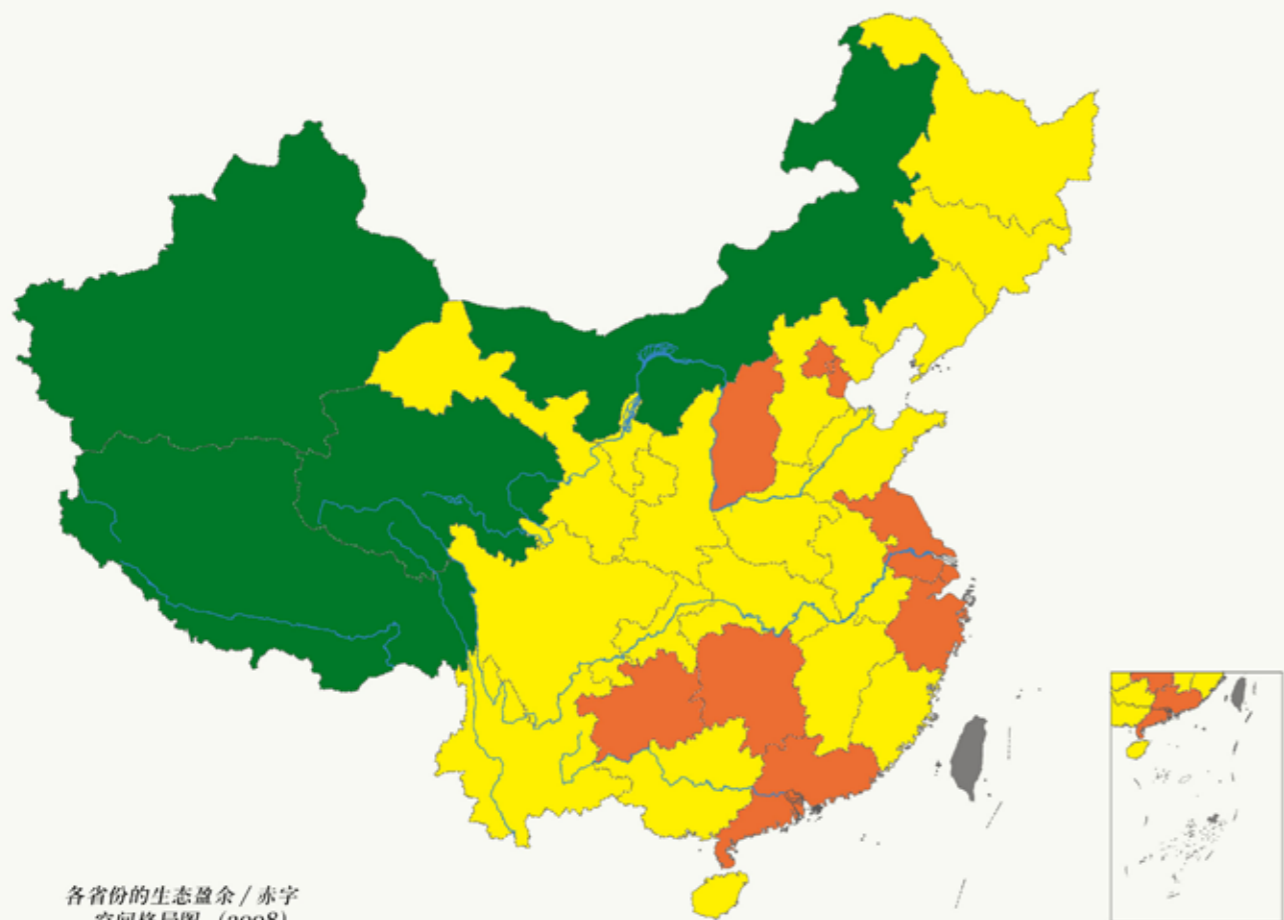


# 中国生态足迹分布图

## CHINA'S ECOLOGICAL FOOTPRINT MAP

中国的生态足迹与生物承载力的分布不均衡。根据《中国生态足迹报告 2010》，中国有 4 个省份为生态盈余（生态承载力大于生态足迹）；在生态赤字省份中，30% 的省份为生态硬赤字，另 70% 为生态软赤字（即缺少碳吸收用地，其他类型用地并不短缺）。

China's ecological footprint and biological capacity is unevenly distributed. According to the China Ecological Footprint Report 2010, there are four provinces with ecological surpluses. In these provinces, the natural resources and land required to absorb waste (biocapacity) exceeds human demand on its ecosystems (ecological footprint). Among other provinces, 30% have an ecological deficit, with human demand exceeding the available biocapacity; and 70% have no deficit in land use but lack sufficient carbon absorption areas.



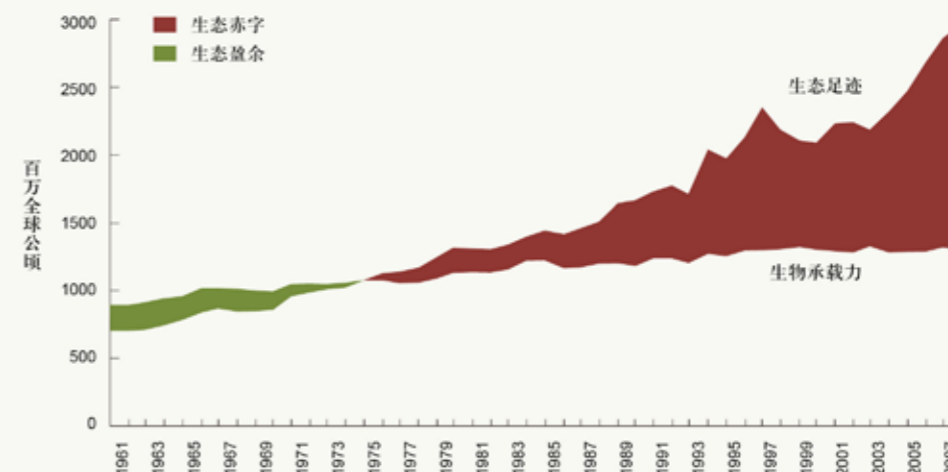
各省份的生态盈余 / 赤字  
空间格局图 (2008)  
China's Ecological Footprint  
surplus/deficit (2008)

数据来源 (Data source):  
中科院地理科学与资源研究  
所 (IGSNRR), 2010

- 生态盈余 Biocapacity deficit
- 生态软赤字 Biocapacity surplus(excluding carbon)
- 生态硬赤字 Biocapacity deficit
- 无数据 No data

中国的生物承载力与生态足迹的变化 (1961-2007)  
Changes in China's  
Biocapacity and Ecological  
Footprint (1961-2007)

数据来源 (Data source):  
全球足迹网络 (GFN), 2010  
Global Footprint Network, 2010



中国需要 2.2 倍于中国的生物生产性土地利用面积来供给资源和吸收排放的二氧化碳。中国的人均生态足迹为全球平均水平的 81%。如果全球人口都采用中国的人均消费模式，全球需要 1.2 个地球来支持消费。

China needs 2.2 times the country's own biologically productive land area to meet its resource requirements and to absorb CO<sub>2</sub> emissions. A world consuming resources and producing waste at China's 2007 level would need the equivalent of 1.2 planets to support its activities.



# 世博会上的 WWF

## WWF IN EXPO

WWF 在 2010 年上海世博会的展馆以“保护地球，有我一个！”为主题，体现了“阴阳平衡”的中国古代哲学思想，阐述了 WWF 在“保护生物多样性”和“减少人类生态足迹”两大领域的全球保护理念，以及追求人与自然和谐和使命。

作为唯一参展世博会的国际环境保护组织，WWF 通过世界上最大的球形水族系统、环保游戏、碳足迹计算器、电子拍照、3D 网上世博馆以及 200 多场不同主题的互动环保活动，吸引了 160 多万观众。

6 月 5 日世博会 WWF 荣誉日上，WWF 与国家林业局共同主办了“与绿色中国共成长”论坛，这些活动展示了 WWF 与合作伙伴在过去的三十年开展保护工作取得的丰硕成绩，也激励着更多人加入保护环境的行动。晚上，一场“每时每刻为地球”环保音乐会，让所有关注绿色的人一起沸腾。

Inspired by the traditional Chinese philosophy of Yin and Yang, the WWF pavilion at the 2010 Shanghai Expo promoted harmony between human and nature under the theme “The Future Of Our Planet Is Up To Me.” The pavilion was divided into two main areas that reflected WWF’s work around the world: conserving biodiversity and reducing humanity’s impact on nature.

As the only international non-governmental environmental organization to have presence, WWF-China’s exhibition attracted approximately 1.6 million visitors over the course of the Expo. Informative exhibits, animated games, carbon emission calculators, the world’s largest sphere-shaped aquarium containing the Chinese Sturgeon and other species found in the Yangtze River, were just some of the features visitors enjoyed at the pavilion.

On the WWF Honour Day at the Expo, a “Growing with Green China” forum co-organized with the State Forestry Administration celebrated the 30th anniversary of WWF in China. 5000 fans joined the “Green Now!” concert held that evening featuring some of China’s top musicians.





# 下一个虎年， 老虎数量翻番

## DOUBLING THE NUMBER OF WILD TIGERS

2010 年是中国农历的虎年。

东北虎是地球上最大的猫科动物，它在保持森林生态系统的健康和功能上起着不可替代的作用。然而，中国境内的东北虎却一直处在灭绝的边缘徘徊，面临着栖息地被破坏、盗猎、食物不足等威胁。WWF 希望通过多方共同努力，实现下一个虎年野生虎数量翻番的目标。

2010 was the Year of the Tiger.

As one of the biggest species, the Amur tiger is a large predator and plays a key role in maintaining healthy ecosystems. But the struggle for the Amur tiger's survival in China is one of the greatest challenges facing wildlife conservation today. Poaching, lack of prey, and the rapid, extensive destruction of the forests where tigers and their prey live are just some of the threats they face. WWF's Tiger Initiative aims to change that by putting in place the necessary conditions to double the wild tiger population by the next Year of the Tiger in 2022.





# 点亮东北虎回家之路

## WELCOMING THE TIGER HOME

过去的一年里，WWF 与合作伙伴共同编辑出版了《中国长白山区东北虎潜在栖息地研究》一书，成立了跨学科跨部门的中国东北虎保护专家委员会，并为政府提供了《中国野生东北虎保护规划建议》。在 WWF 支持和推动下，国家林业局和吉林省将东北虎保护列入了吉林省第十二个“五年规划”，黑龙江省也开始起草东北虎保护规划。

WWF 与当地林业部门合作，在中国东北中俄边境地区建立了三个东北虎保护野外示范点，成立了 5 个巡护队伍，并开展了 6 个月的反盗猎巡护活动。通过社会经济调查，WWF 收集了当地社区经济状况、东北虎及有蹄类资源现状等信息，并在珲春自然保护区开展无套村示范项目，组织农民自愿成立反盗猎巡护队伍，并资助农民养蜂以改善生计。

中俄双方保护经验的交流与合作也得到了加强。经几年的努力，中俄东北虎及有蹄类调查方法起草完成，并在中国东北四个项目点进行了试验。2010 年 4 月，吉林林业技术职工到俄罗斯进行培训考察，交流了东北虎及远东豹保护和管理经验。

在这个虎年， “欢迎东北虎回家” 等系列公众宣传活动深入人心。冬天里的老虎雪雕传递着人们对虎的热爱，而绿色使者乘坐着中国第一辆“老虎巴士”，把保护虎的理念播种到各个地方。

2X



WWF 希望通过多方共同努力，实现下一个虎年野生虎数量翻番的目标。

WWF China is now working with partners on an ambitious Tiger Initiative, aiming to double the wild tiger population by the next Year of the Tiger in 2022.

In the past year, WWF and its key partners jointly developed the Study on the Potential Tiger Habitat in the Changbaishan Area; and the Recommendation Report on Wild Amur Tiger Conservation in China was also put forward to the government. With the support of WWF, the Jilin Amur Tiger Conservation Strategic Action Plan will be mainstreamed into the State Forestry Administration and Jinlin's 12<sup>th</sup> Five Year Plan. The Heilongjiang Forestry Department and Forestry Industrial Group will follow up on these steps in the coming year.

WWF and local forestry bureaus in northeast China have established three tiger conservation pilot sites along the Sino-Russia border. The five teams that have been patrolling the area since January 2010 have already made some important findings. In addition to collecting data on wildlife and ecology, they also collected general information about the local socio-economic situation; a “snare free” village pilot project was carried out in the Hunchun Nature Reserve, in which a farmer patrol team made sure no snares in the area was established; and a bee-keeping alternative livelihood programme also went ahead.

Communication and cooperation on tiger conservation between northeast China and the Russian Far East has also been strengthened. After several years of work, WWF has developed a unified survey methodology for the Amur tiger. It has now been tested in four pilot sites in northeast China. Local workers from Jilin received training in April 2010 at the Russian Far East Leopard Nature Reserve and were facilitated and supported by WWF.

Our “Year of the Tiger” kicked off with a snow sculpture competition in Harbin in December 2009 along with a number of “green ambassadors” from universities in northeast China who took the message of tiger conservation across the country in the first ever “Tiger Bus” tour.

# 保卫中国的绿色心脏

## DEFENDING THE GREEN HEART OF CHINA

经过三年的有效实施，“中国的绿色心脏——长江上游大熊猫景观保护与可持续发展项目”进入到第二期。WWF 完成了《中国大熊猫保护法规与政策的评估与分析》，系统总结了 WWF 过去十余年来启动和推广的野外大熊猫巡护与监测体系，并推动出台了全国统一的《大熊猫及其栖息地监测技术规程》。

未来三年，WWF 预计将投入约 5000 万元，系统应对和有效降低大规模基础设施建设、大规模旅游、不可持续的森林经营活动、不合理的森林与栖息地管理方式、地震灾害和气候变化这六类对大熊猫生存最直接的威胁，促进大熊猫野外种群的稳定增长和栖息地的完整与连通。

The “Green Heart of China—Yangtze River Giant Panda Protection and Sustainable Development Project,” entered its second phase in 2010 following three years of effective implementation. To mark this the China Giant Panda Protection Regulations and Policy Evaluation and Analysis report was completed and published, which promoted national and unified regulations for monitoring the giant panda and its habitat, based on an assessment of WWF's giant panda monitoring system.

Over the next three years, WWF will contribute an estimated 50 million RMB to the project, which will go towards dealing with the negative impacts of increased infrastructure, tourism, unsustainable forestry practices and poor habitat management. The funds will also help to safeguard the long-term sustainable recovery of the giant panda population and its habitat from the threats of natural disasters such as earthquakes and climate change.

# 了解野生熊猫的行踪

## TOWARDS A BETTER UNDERSTANDING OF PANDAS

想要更好地了解野生大熊猫的神秘行踪，需要通过系统的巡护与监测。

在秦岭，200 多名巡护员对 20 个大熊猫自然保护区和林场进行了两次大规模监测活动，共有 517 条监测样线，监测面积达到 526,645 公顷。2010 年 4 月，20 台红外自动照相机被布置在 108 国道秦岭隧道走廊带区域。巡护监测工作将秦岭所有大熊猫栖息地都纳入到保护范围之内，并通过野外工作为大熊猫及其栖息地的保护提供了详细准确的数据支持。

在岷山，首批全自动气象观测站在大熊猫栖息地建成并投入使用，这意味着野生大熊猫栖息地的气候变化状况将被实时监测，人们也能更好地了解气候变化对大熊猫活动及其栖息地的影响。

WWF 还组织各种类型的能力建设活动，以提高自然保护区的管理能力以及野外工作人员的执行能力。

所有这些野外工作为 WWF 进行野生大熊猫及其栖息地保护提供了详细准确的一手数据支持。

Proper monitoring and patrolling help us to understand pandas and how to best protect them.

The Qinling Giant Panda Monitoring and Patrol Network covers the entire giant panda habitat in Qinling—an area of 526,645 hectares—and is monitored twice a year with the participation of all 20 panda nature reserves and forest farms, and a total of 517 monitoring routes covered by 200 rangers in the area. In April 2010, 20 infrared cameras were set in place throughout the panda corridor close to the Qinling tunnel on National Highway 108.

The first two automatic weather stations in the Minshan Mountains have been built and are now collecting data. This marks the first time of full-time monitoring of the effect of climate change in this vital region, which will hopefully show the impact that climate change is having on panda activity.

WWF is also assisting with capacity building activities in the protected areas with the aim to improve management, patrols and monitoring in the panda habitat.

Overall, these activities provide a solid basis for better protection solutions with first-hand data collected about the panda and its habitat.



## 发展社区 可持续经济

### SUSTAINABLE COMMUNITY DEVELOPMENT

大熊猫栖息地周边社区的经济发展，对大熊猫的保护产生直接影响。WWF 支持发展周边社区的替代生计，为人与熊猫的和谐相处提供了解决方案。

2010 年，WWF 支持佛坪国家级自然保护区开展集体林有效管理和社区经济发展项目，扶持当地社区开展养蜂，种植雪莲果，修建沼气池等项目。社区共管委员会的成立提高了社区对自然资源的管理能力。以雪莲果种植为例，项目户收入增长了至少 1500 元。

开发生态旅游也是替代生计的一种。在 WWF 的支持下，陕西长青国家级自然保护区华阳游客信息中心建成，太白山国家级自然保护区也完成了对该区域的旅游监测调查项目，成立了太白山生态旅游联盟。该联盟促成了太白山区域各个相关方对话机制的建立，使得整个区域的旅游活动更加绿色，自然保护的成效更可持续。

四川平武县种植的可持续采集南五味子远销美国，不仅提高了当地农户的收入，还在采集的过程中实现了对周围野生大熊猫及其栖息地的保护。

Addressing the needs of local people and encouraging the introduction of sustainable practices into their lives is crucial to the continued survival of the giant panda. Thus, WWF has provided the means and support for locals to switch to alternative livelihoods to ensure sustainable survival for both people and pandas.

In 2010, WWF and the Foping National Nature Reserve collaborated in teaching locals forest and natural resource management, as well as implemented bee keeping, biogas construction and yacon planting projects in nearby communities. The yacon planting project helped the average income of the families increase by at least 1500 RMB.

Eco-tourism has emerged as a particularly effective alternative livelihood industry. With this in mind, WWF provided much-needed assistance towards two ecotourism projects—construction of the Huayang Tourism Information Centre in Changqing National Nature Reserve, which was completed in June 2010; and an ecotourism club in Taibaishan, which was established in May 2010 and unites all of the stakeholders involved in panda conservation and sustainable tourism development.

In Pingwu County a historic contract between a US company and traditional Chinese medicine plant growers was signed. Facilitated by the WWF the contract, which deals with the shisandra fruit, marks the first entry of a small cooperative in the remote countryside of China into the global market. It is expected this deal will not only result in increased incomes for local families, but will also ensure greater protection of nearby panda habitats.

## 震后绿色重建初现成效

### POST-EARTHQUAKE RESTORATION SUCCESS

汶川地震后，WWF 就开始了灾后的绿色重建项目。2010 年 1 月 19 日，长沙坝保护站揭牌。这个从地震废墟上重建的保护站的正式启用，标志着秦岭的灾后绿色重建项目取得了阶段性成果。而震后首部大熊猫栖息地毁林地植被恢复技术指南的出台，则确保了大熊猫栖息地毁林地植被恢复建设实现预期成效。

地震还破坏了岷山项目区 70% 以上的沼气池，WWF 在四川省九寨沟卡子村修复了 13 口沼气池，在甘肃裕河自然保护区修建了 20 口节柴灶。为减少泥炭在凉山州布拖县乐安湿地保护区的使用，WWF 与合作伙伴共同修建 2 口沼气池和 22 口节柴灶，使当地每户每年减少约一半（约 3-5 吨/年）的泥炭消耗。

此外，四川凉山大熊猫保护区周边的村民还在 WWF 的帮助下，用上了清洁低碳的电能，预计到 2011 年，该地区的微水电站将达到 120 台。

Following the devastating Sichuan earthquake of 2008, WWF focused its emergency relief and reconstruction efforts on giant panda habitats and their neighbouring communities. A critical step in the restoration process was met with the opening of the Changshaba Protection Station on January 19<sup>th</sup>, 2010. The first ever guidelines for dealing with vegetation restoration in post-earthquake environments was also completed and issued.

WWF also promoted the use of biogas digesters and energy-saving stoves in Minshan. 70%-80% of digesters were subjected to varying degrees of damage during the earthquake, but through the joint efforts of WWF and local nature reserves and communities, 13 digesters in Kazi Village, Jiuzhaigou were repaired. Twenty energy-saving stoves were also built in Yuhe Nature Reserve, Gansu Province.

WWF also worked with Butuo County in the Anle Wetland Reserve of Liangshan Prefecture to build two biogas digesters and 22 energy-saving stoves in surrounding communities. It's hoped that these digesters and stoves will reduce peat coal consumption by half, or approximately 3-5 tons for each household each year.

Residents of the giant panda reserve in Liangshan, Sichuan now have access to low-carbon energy thanks to a WWF program implemented in January 2011 that provides heating, cooking and lighting alternatives to traditional firewood burning. It is estimated that 120 micro-hydropower stations will be put to use by 2011.

## 高原上的 生物多样性

### BIODIVERSITY ON THE TIBETAN PLATEAU

2010 年上半年，WWF 开展了针对雅鲁藏布江中部盆地鹤类种族冬季生存调查，调查涵盖了超过两千只鹤类，定位了一批新的鹤类自然保护区适宜地。

在羌塘，WWF 对当地县镇村级林业工作人员开展培训，提高其执行能力。为了缓解人与棕熊入侵的冲突，WWF 在申扎和尼马县为 15 户当地民宅加上围栏保护。

WWF 还在青海省、甘肃省和西藏自治区开展了野生动物贸易市场调查。调查指出，对野生动物皮毛需求尽管有所下降，但对这些动物其他部位的市场需求依然居高不下。

In the first half of 2010, WWF conducted a survey on cranes in their wintering grounds in the middle of the Yarlung Tsangpo (Brahmaputra) Basin. The survey accounted for over 2000 cranes and identified a number of sites for future crane conservation activities.

The Lhasa office conducted capacity building training sessions for State Forestry Administration park rangers at the village, township and county level. In an effort to prevent further conflict between the endangered steppe-dwelling Tibetan brown bear and local people, WWF distributed high-quality steel fencing to 15 homes in Shenzha and Nyima counties.

WWF also conducted a survey of wild animal markets in Qinghai Province, Gansu Province and the Tibetan Autonomous Region. The survey indicated that despite a fall in demand for animal skins, other wild animal parts and products were still in high demand.





© 曾敏 Zeng Ming

“熊猫守护使”们在 WWF 的野生大熊猫项目保护区学习和体验大熊猫的日常巡护和监测工作。

Global “pambassadors” at one of WWF’s panda reserves learn and experience the daily work of patrolling and monitoring.

## 还江豚生活的家园

### PROTECTING THE HOME OF THE FRESHWATER DOLPHIN

长江江豚，现仅有 1000 头，正以每年 5% 速度骤减，种群数量已经少于大熊猫，其非正常死亡数量远远高于国内其他濒危野生动物。

WWF 与岳阳市政府等部门共同制定了东洞庭湖江豚保护计划，对东洞庭湖的挖沙时间、区域和采沙量进行了规范。渔业管理部门与东洞庭湖自然保护区也计划清理当地居民在封闭区壕沟非法捕捞，以保证江豚的栖息。

There are only 1000 freshwater dolphins in the world—a population even smaller than that of the giant panda. But this number could be even smaller if something isn’t done soon. Their rate of unnatural deaths continues at 5% per year—a rate faster than any other endangered species in China.

In partnership with the Yueyang Government, WWF has developed a conservation plan for the freshwater dolphin with specific regulations on sand dredging in the lake.

The Fisheries Authority and the East Dongting Nature Reserve have also developed a plan that aims to help eliminate illegal fishing in the dolphin habitat.

## 生生不息的期待

### THE CYCLE OF LIFE

截止至 2010 年，WWF “野生动植物保护小额基金”已经在全国 24 个省 / 市 / 自治区支持了 111 个项目，重点关注了至少 65 种（类）珍稀濒危物种及其栖息地的保护。从 2008 年开始，小额基金将未来 3 年的资助重点集中在两栖及爬行动物。目前已经资助两栖爬行动物相关项目 31 个，占总资助项目的 80% 以上。2010 年，WWF 还与中科院成都生物研究所合作，发布了《汶川地震对小型陆栖脊椎动物的影响评估报告》。

The WWF Small Grant Fund has so far supported 111 projects in 24 provincial level regions across China, benefiting over 65 species and their habitats. Starting in 2008, WWF began to focus more attention on amphibian and reptile protection, of which 31 amphibian or reptile projects have been supported—that’s 80% of total projects. In 2010, the Assessment of the Impact of the Wenchuan Earthquake on Small Terrestrial Vertebrates was released. The report was the result of the hard work of WWF-China, the Chengdu Institute of Biology and the Chinese Academy of Sciences.



# 生命长江 健康湖泊

## YANGTZE FOR HEALTHY RIVERS AND LAKES

健康的河流与湖泊是人类可持续发展的基础。基于与有关部委和省（区）、流域机构、科研院校、非政府环保组织的有效合作，2010年的淡水保护工作在环境流、流域规划、饮水安全、应对气候变化等领域都取得了重要进展。

Healthy rivers and lakes are crucial elements underpinning any sustainable aquatic ecosystem. Through close cooperation with relevant ministries and provinces, river basin commissions, research institutions, universities and other environmental NGOs, 2010 saw real results for the freshwater program in the fields of environmental flows, master planning, drinking water safety and climate change adaptation.





# 安全饮水 DRINKING WATER SAFETY

健康的淡水生态系统和水源保护工作是清洁饮用水的根本保证，但目前我国有 1/3 的河流和湖泊被污染，几乎有一半以上的城市正面临水资源短缺的问题。

2010 年，由 WWF 组织编撰、综合来自水利部、相关科研院所的 20 多位专家的建议与意见的首部为农村饮水安全建言献策的报告——《中国农村饮水安全工程管理实践与探索》出版发行。

与此同时，WWF 开展了水资源综合保护示范试点。在成都市的水源地，WWF 在园田村环教中心修建庭院人工湿地，解决了该村 200 多户人家的废水排放问题。

在上海的水源地黄浦江取水口，WWF 与合作伙伴一起，将大莲湖示范区水质从项目实施前的四、五类提高至二、三类，达到国家一级饮用水水源标准。未来几年，大莲湖模式还将推广至淀山湖、松江、闵行等水源保护区，以及整个黄浦江上游水源地，为解决上海这个 2000 万人特大城市的饮用水安全问题贡献成功案例。

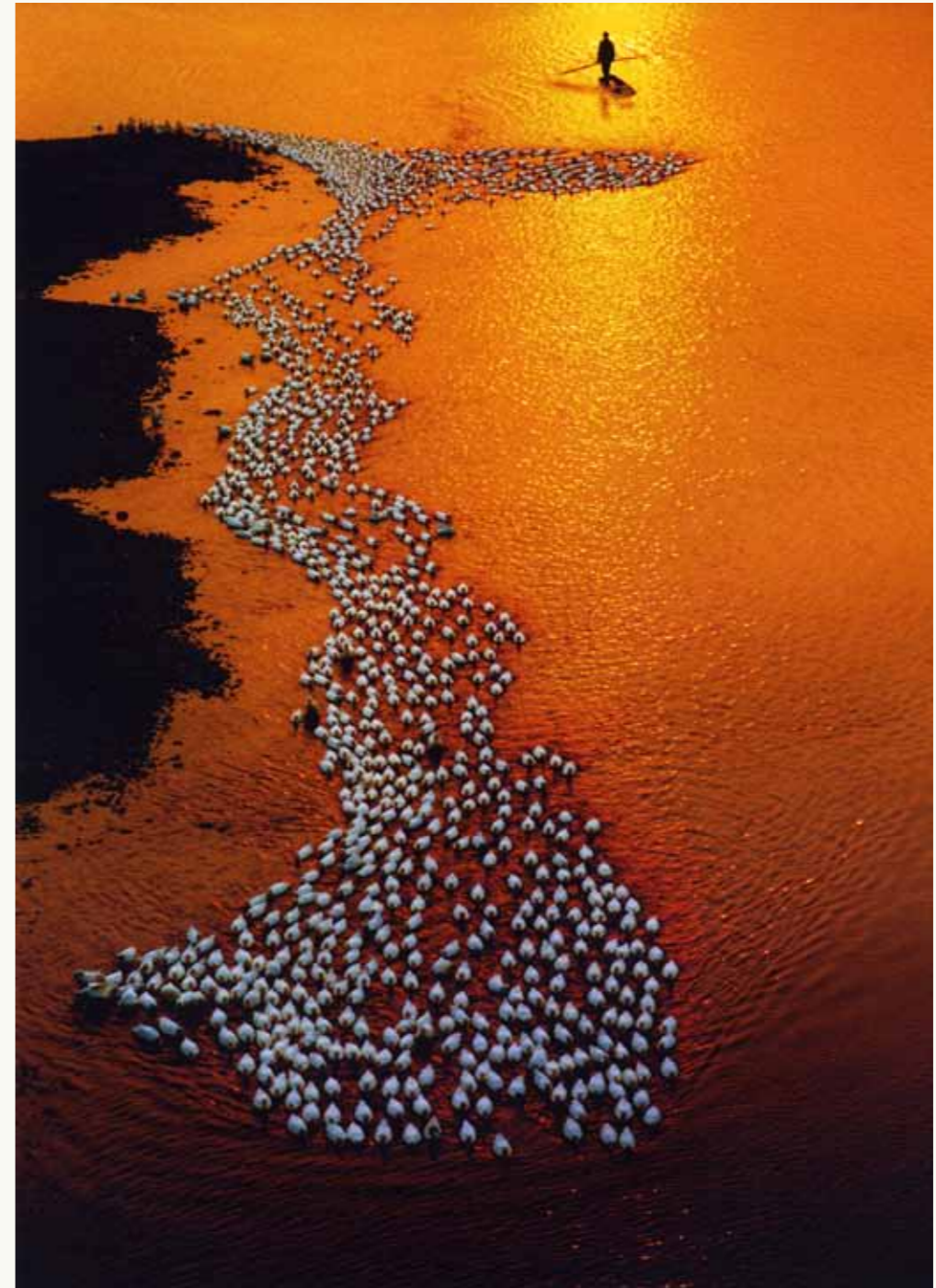
The maintenance of healthy freshwater ecosystems and the protection of source water are the basis for drinking water safety. But in China, one third of rivers and lakes are polluted. More than half of China's cities suffer from various degrees of ecological damage to their water sources.

The first nationwide report, Management Practice on Rural Drinking Water Safety Project was released on October 20, 2010. Organized by WWF, the report was the result of collaborative efforts by more than 20 experts and partners from the Ministry of Water Resources, the China Institute of Water Resources and Hydropower Research, and China Agricultural University.

On the ground, WWF set up a pilot for Yuantian Village, Pi County in Sichuan Province—an important source of water for Chengdu city—through “Artificial Wetland System” purification functions. The system provides wastewater disposal for over 200 households in the village.

WWF also oversaw the improvement of water quality in Dalian Lake—an important water source at the mouth of the Huangpu, Shanghai's major river. With the help of key partners, the initiative saw water quality improved from Grade IV/V to a Grade III/II. In the coming years, the Dalian Lake model will be expanded to Dianshan Lake, the Song River, the Minhang River as well as other key areas. It is hoped that this expanded project will contribute to the drinking water safety for 20 million people in Shanghai.

1/3  
目前我国有  
1/3 的河流  
和湖泊被污染  
IN CHINA, ONE THIRD  
OF RIVERS AND  
LAKES ARE  
POLLUTED



© 李维中 Li Weizhong

在岷江，WWF 致力于水源地保护，从而保证当地人民的饮水安全。

WWF focuses on protecting the water source areas at Min Jiang to guarantee the drinking water safety of the local people.



# 长江湿地 保护网络形成

## FORMATION OF THE PROTECTED AREAS NETWORK ALONG THE YANGTZE

**185**  
万公顷的湿地保护  
网络成立  
THE PROTECTED AREAS  
NETWORK (PA) WAS  
ESTABLISHED AND  
IT'S COVERED ABOUT  
1,850,000 HECTARES OF  
WETLAND AREA.

长江湿地保护网络建设在 2010 年有了质的飞跃。一个覆盖整个长江流域 102 个保护区、面积达 185 万公顷的湿地保护网络在国家林业局的领导以及 WWF 的推动和支持下成立。

该保护网络的形成为长江中下游 3000 平方公里的湿地提供有效保护，使扬子鳄、麝鹿等 50 多种珍稀濒危物种生存状况得到改善，通过提供沟通、交流协作的平台，帮助提高湿地生态系统整体应对气候变化的抵抗力和回弹力。

长江上游的嘉陵江湿地保护网络也与长江中下游湿地保护网络成功对接，并选出 5-8 个关键湿地生态系统，开展水环境和湿地生物多样性的监测和调查。

Led by the State Forestry Administration and promoted and supported by WWF, the Protected Areas Network (PA) in the Yangtze river basin has been stretched to 102 protected areas covering 1,850,000 ha of wetland area. The establishment of the PA laid the foundation to conserve more than 3000km<sup>2</sup> of wetlands in the central and lower ranges of the Yangtze; Contributed to effective protection of more than 50 endangered species like the Yangtze alligator (*Alligator sinensis*) and Pere David's deer (*Elaphurus davidianus*); and raised the resistibility and resilience of the wetlands ecosystem, which is impacted by climate change at a river basin level.

The successful establishment of the Jialingjiang Basin Wetland Conservation Network at the upper Yangtze was also crucial in ensuring the protection of wetlands in the lower Yangtze river area, with water quality and biodiversity monitoring and surveys taking place at 5-8 wetland systems.

# 推广 环境流理念

## ENVIRONMENTAL FLOWS

将生态功能纳入到中国的大坝和水闸规划设计、建设和运行之中，以减轻水利基础设施对生态环境的负面影响，成为流域保护与管理的主要战略之一。环境流就是帮助实现这一战略的科学有效的工具。

由于环境流在中国还是一个新概念，2010 年 WWF 积极推动了提高相关决策者和研究者对环境流的认识，并通过组织研讨会和培训班，加强利益相关方的能力建设。

2010 年 3 月，WWF 与中国长江三峡集团总公司签订了 5 年合作备忘录。如何将环境流理念方法纳入三峡工程的防洪、发电、航运等大坝调度目标，满足坝下生态、经济、社会目标成为未来合作的优先领域。

在湄公河流域，WWF 积极促成湄公河上下游之间的经验分享，参与水电可持续性论坛。WWF 还与云南省内有关部门和华能澜沧江水电有限公司探讨使用“水电可持续性评估规范”这一工具，在澜沧江上选择合适的水电站进行试验性评估的可能性。

The impact of dams on rivers ranges from the loss of forests and wildlife habitat, to decreased water quality. But incorporating ecological functions into dams, such as design, planning, construction and operation, are key strategies to minimising these effects. Environmental flows (e-flows) is one effective tool for achieving this, but as the concept is still new in China, WWF has put great effort in raising awareness among relevant policy makers and researchers through e-flows workshops and training courses.

In March 2010, WWF and the China Three Georges Corporation signed a groundbreaking 5-year Memorandum of Understanding to bring e-flows functions to flood control, hydropower generation and navigation of the Three Gorges dam operation to maximize the ecological, economic and social benefits downstream.

WWF has also been actively facilitating communication between the upper and lower Mekong areas through the Hydropower Sustainability Assessment Forum (HSAP).

WWF has continued to engage with the Huaneng Lancangjiang Hydropower Development Company and the National Sustainable Hydropower Development Research Centre on the possibility of conducting HSAP assessments of hydropower stations in the upper Mekong region.

# 有效水管理

## WATER GOVERNANCE

为了推动中国的流域综合管理，WWF 积极支持长江论坛、黄河国际论坛等高层对话平台，发布《长江保护和发展报告 2009》、支持组建流域综合管理专家组，开展了大量的政策倡导工作。

WWF 还与水利部水利水电规划设计总局签署五年合作备忘录，为正在开展的中国七大流域总体规划的修订工作提供了重要的技术支持。目前，环境流和流域综合管理的方法已被水利部的决策者们多次提及。

WWF 与中国民主促进中央委员会建立了合作关系，向国务院和相关部委提交政策建议。

贵州省政府在 WWF 的影响下，接受赤水河流域综合管理思路。在流域综合保护与发展计划框架的编制过程中，WWF 参与并提供了建议。

在未来的 5 到 10 年间，WWF 将在湄公河上游流域（澜沧江）致力于建立一个多方利益相关者平台，以帮助加强保护流域综合管理，同时减少湄公河源头地区非法捕捞，降低污染。

In order to encourage the development of Integrated River Basin Management (IRBM) in China, 2010 saw WWF engage in policy advocacy through high-level platforms such as the Yangtze Forum, the International Yellow River Forum as well as the development of the Yangtze Conservation and Development Report 2009 and an IRBM expert panel.

WWF also made significant contributions to the master plan process of China's seven river basins with the signing of a 5-year Memorandum of Understanding with the General Institute of Water Resources and Hydropower Planning and Design, Ministry of Water Resources.

2010 also saw WWF build a high-level partnership with the Chinese Association for Promoting Democracy, which aims to promote water resources conservation in the Yangtze basin by co-organizing workshops and developing policy recommendations to the State Council and relevant ministries.

WWF achieved a major coup when the three major planks of the IRBM in the Chishui River Basin—the integrated river basin conservation and developing plan, the integrated legislation of the river basin and the integrated management mechanism—were all accepted by the Guizhou Government.

Over the next 5-10 years, WWF will work on setting up multi-stakeholder platforms at Upper Mekong to help strengthen conservation and IRBM, while also reducing illegal fishing and pollution in Mekong source areas.



# 适应 气候变化 CLIMATE CHANGE ADAPTATION

冰川融化、海平面上升、洪涝灾害频发等极端气候事件的发生，使人类的生产生活受到了极大的影响。在国家层面上，中国政府正积极应对这一问题，从减缓和适应的角度制定了一系列相关的国家政策。

2009年11月，历时三年完成的“长江流域气候变化脆弱性与适应性研究报告”成功发布，全面介绍了气候变化对淡水和其他生态系统带来的影响，并对WWF项目示范点上的保护工作提供支撑。这份报告引起了各部委、研究机构和许多国内外媒体的高度关注，其中的部分结论已被国家报告引用。

位于东洞庭湖、西洞庭湖、鄱阳湖自然保护区和赤水河的四个气候变化适应性示范区，则入选长江湿地保护网络“长江中下游气候变化适应性最佳案例”。WWF还在青藏高原实施了“保护蓝天白云——高原湿地保护项目”，解决高原湿地保护中存在的诸多普遍问题，例如气候适应性、生态旅游、湿地恢复以及湿地管理的能力建设等，并提高大众的环保意识。

Extreme climatic events like the melting of glaciers, rising sea levels and floods are having a tremendous impact on everyone. The Chinese government is taking active measures to tackle this issue by formulating a set of national policies aimed at mitigation and adaptation.

In November 2009, the Yangtze River Basin Climate Change Vulnerability and Adaptation Report was released following three years of joint efforts. It presented an overall understanding of the effect of climate change on freshwater and other ecosystems and garnered the attention of various ministries and research institutes as well as domestic and international media.

The work of the Yangtze River Wetland Conservation Network in East and West Dongting Lake, Poyang Lake Nature Reserves and the Chishui River was highlighted as examples of best practice in climate change adaptation among the Protected Area Network of the Yangtze.

In the Qinghai-Tibetan plateau, there was the launch of the “Saving Sky High Wetlands” project, which aims to address key issues in wetland conservation such as mitigating climate change, ecotourism development, wetland restoration and wetland management capacity building, and raising public awareness on environmental protection.



©杨骏 Yang Jun

2010年，来自全国的30支大学生队伍、600多名大学生参加了湿地使者活动。他们在暑假期间前往全国15个省市代表性的河流、湖泊、高原湿地、滩涂、红树林等湿地生态系统进行考察，制作了中国首套针对不同湿地生态系统类型的绿地图集。从高原圣湖尕斯库勒湖的独特生态到西洞庭的黑鹳天然栖息地，从世界上海拔最低的森林漳江口红树林到原生态的雅安海子山高山湿地，从遍布各地的湿地保护区，到市民身边的湖泊河流公园，不同地区不同湿地类型的绿色信息，包括动植物分布、景观分布甚至污染状况，都通过一幅幅生动的绿地图反映出来。

More than 600 students participated in the Wetland Ambassador Action in 2010. During their summer vacation they conducted fieldwork in the representative wetland ecosystems in 15 provinces and made green maps of wetlands in China. As the first in a series of green maps focusing on wetland ecosystems in China, they vividly reflect the various environmental information in the wetlands, including the distribution of animals and plants, natural sceneries and even the situation of pollutions.



# 为了长江河口 的美好愿景 A VISION FOR A BETTER YANGTZE ESTUARY

长江口,孕育着独特的生境和丰富的生物多样性,也是中国金融中心,巨型城市上海的所在地。

2010年5月,WWF发布的《长江河口愿景报告》从人水和谐、生命天堂、繁荣港城、低碳都市四个方面阐释了人与自然和谐、发展与保护并举的长江河口未来愿景。

WWF致力于保护一片距离上海市中心不足百公里,面积为122.5平方公里的滩涂湿地—南汇东滩。在这里,WWF与南汇东滩禁猎区合作,建设观鸟步道和观鸟屋等,引导人们感受城市野趣,领悟滨海湿地作为自然缓冲带,护卫河口城市安全的重要意义。

受WWF影响,越来越多的自然解决方案被应用于长江口深水航道的建设和管理中。截止2010年3月长江口深水航道贯通,建设过程中产生的数千万方疏浚土中40%被用于吹泥上滩,营造自然湿地,为河口各种生物提供产卵所和栖息地。

在实地工作的基础上,WWF还成立了“世界河口伙伴联盟”,携手全球重要河口地区的政府、专家和企业共同研究气候变化背景下河口面临的威胁和挑战,提高世界对河口工作的重视程度,探讨解决问题的有效途径。

The Yangtze estuary not only boasts a unique environment with a wealth of biodiversity, but is also the home of China's economic centre—Shanghai.

The Yangtze Estuary Vision Report, which is launched on June 5<sup>th</sup>, 2010, illustrates a vision of an ideal estuary city with people living alongside nature. It looks closely at four main areas: water sources and wetlands, biodiversity conservation, navigation development and low carbon city development.

WWF has also been working to protect a 122.5 km<sup>2</sup> patch of wetland on the far southeast edge of Shanghai. The Nanhui Dongtan Wildlife Sanctuary Organization has been working with WWF to develop part of the area for bird watching. The general public will be able to enjoy the nature sights there as well as learn about the significance of this area as a buffer zone against extreme weather events.

Under the guidance of WWF, the Yangtze Estuary Navigation Channel Project has employed more nature-friendly practices in their construction and management. By March 2010, 40% of dredging sands from the project was used to make new wetlands, providing an important habitat for the various species of the Yangtze Estuary.

WWF also announced the establishment of the World Estuary Alliance in Shanghai, which calls for more cooperation between governments, research institutes, the private sector and other partners on the problems facing estuaries worldwide.

40%  
的疏浚土  
被用于吹泥上滩  
营造自然湿地  
40%  
OF DREDGING SANDS  
FROM THE PROJECT  
WERE USED TO MAKE  
NEW WETLANDS

8.8

8.8平方公里湿地植被的恢复,使得金坛湖水质从劣五类上升至二类到三类。水清,鱼肥,鸟多,渔民丰收。这只是由100多个成员构成的长江湿地保护网络保护成果的一个缩影。

The restoration of 880ha (approximately 8.8 km<sup>2</sup>) of wetlands vegetation in Jintan Lake, Hubei province has resulted in a marked improvement in water quality (from level 5 to level 2-3).

The rejuvenation of the area's ecosystem is seeing the return of fish and birds to the lake, and is also having a positive effect on the livelihoods of local communities.

This is just one of the many success stories from the Yangtze wetlands conservation network.

3000

在过去三年里,这个网络有效地保护了长江中下游3000平方公里湿地,以及包括扬子鳄、麋鹿等在内的50种受威胁物种。

Over the past three years, the network has managed to protect 3000 km<sup>2</sup> of wetlands in the central and lower Yangtze, directly helping over 50 threatened species such as the Yangtze alligator and the Pere David deer.

20,000

随着长江上游湿地保护区的加入,这个保护网络正式从长江中下游拓展到从高原到大海的整个长江流域,将推动2万平方公里湿地的有效保护,增强长江流域应对气候变化的抵抗力。

In 2010, the network expanded to include the whole Yangtze river basin with new members from the upper Yangtze joining in. This expansion means the effective conservation of over 20,000 km<sup>2</sup> of wetlands, vastly increasing the resilience to climate change on the whole basin.



# 推动低碳城市发展 PROMOTE LOW CARBON CITY DEVELOPMENT

2007年，WWF 在中国启动了“低碳城市发展项目”，选择了保定和上海作为首批试点城市，通过制定和实施低碳城市发展规划，从政策推动、工商业参与和居民生活等多方面探索城市的低碳发展之路。

中国电谷风电设备产业园所在的区域原为一家热电厂的粉煤灰场，堆放电厂每天产生约2万吨煤灰，每年冲刷煤灰需耗水约720万吨。如今，曾经脏污不堪的粉煤灰场变成了一马平川的风电设备产业园。2009年，产业园创造产值超百亿，给保定的发展注入了新动力，也为全球温室气体减排做出了贡献。

In 2007, WWF kicked off its “Low Carbon City Initiative” with Shanghai and Baoding as the first pilot cities. The initiative explores the low carbon path in terms of policy advocacy, business engagement, public awareness and other aspects.

In Baoding, this yard of the photo used to store nearly 20,000 tons daily of fly ashes from a thermal power plant, consuming 7.2 million tons yearly of water for ash washing. Now, it has transformed into an elegant wind energy industrial park, and produced an annual profit of over 10 billion RMB in 2009. The park is a new engine for Baoding’s development, and also contributes to greenhouse gas emission reductions.





## 深入开展 气候变化研究 IN-DEPTH STUDY ON CLIMATE CHANGE

气候变化与每个人息息相关。2010年，WWF继续深入进行气候变化领域的研究，并在推动低碳城市的建设上向前迈进。在与企业展开战略性减排合作的同时，WWF还为公众实现日常行为改变提供了切实可行的建议。

2010年，WWF积极开展在气候变化领域的研究工作，创建交流平台，提供相关的培训和能力建设，支持中国政府积极参与气候变化后京都议定书谈判，同时为低碳经济在中国的发展和实施提供支持，帮助中国建立应对气候变化的计划及实施方案。

目前，WWF已开展的气候变化相关研究主要包括：中国40-45%碳强度目标和全球升温2度条件下中国的政策影响分析；可测量、可报告、可核实方法的框架及其在中国以及关键国家的适用性分析研究；国际海事组织应对气候变化的市场机制；中国碳交易机制研究；中国的气候变化适应政策研究等。

In 2010, WWF continued to carry out research on climate change and further promoted the development of low-carbon cities. We also worked to raise awareness amongst the public about climate change issues and with the private sector on reducing their carbon emissions.

Over the past year, WWF has conducted a series of studies on climate change. There have been numerous training sessions and capacity building opportunities for members of the Chinese government as well as other key stakeholders, providing much needed assistance towards the development of China's low carbon economy.

The research WWF has been involved in to date includes: policy for China's 40% to 45% carbon intensity target and impact of the global emissions target on China; study on the framing of measurable, reportable, verifiable (MRV) carbon emission reductions in China and other key countries; market-based mechanism for International Maritime Organization addressing climate change; study on the China carbon trading mechanism and other research on climate change adaptation in China.

## 低碳城市 的发展 LOW CARBON CITY DEVELOPMENT

过去一年里，WWF继续深入开展自2007年1月启动的“中国低碳城市发展项目”的工作，帮助中国城市寻找低碳发展的路径。

2010年4月，WWF与保定市政府签署了新的合作备忘录，确定了双方今后三年的合作方向，其中包括城市低碳发展规划、政策研究，以及建立城市范围的碳排放清单等。我们也很欣喜地看到2010年7月发布的《国家发展改革委关于开展低碳省区和低碳城市试点工作的通知》中，保定市成为5省8市低碳试点之一。

在上海，WWF支持发布了“2010上海资源环境发展报告”蓝皮书，为两会代表建言低碳发展提供参考；发布了“大型公共建筑优化运行手册”，作为建筑实时分项计量用能监测系统的后续支撑，为既有公共建筑的低碳管理提供解决方案。2010低碳城市发展“长三角低碳之路”论坛、“低碳之道环保沙龙”等活动，则为区域低碳发展构建信息与交流平台。

通过各种对话形式，WWF向十数个中国城市介绍了低碳理念和工作，也帮助促进中国地方政府与欧美城市间的交流与合作，2010年10月，在WWF的推动下，中国保定与丹麦桑德堡签署了为期三年的低碳城市发展合作框架协议。

Since January 2007, WWF has been helping Chinese cities explore a low carbon development path through the “Low Carbon City Initiative”. In April 2010, WWF signed an updated MOU with the Baoding government, which will last for three years and focuses on low carbon development. It outlines policy suggestions for the 12<sup>th</sup> Five Year Plan, such as the establishment of a carbon inventory and other policies designed to promote a sustainable consumption model. We are glad to see that Baoding is now one of the eight pilot cities in the “Notice Of Developing Pilot Low-Carbon Provinces and Cities in China” issued by the National Development and Reform Commission in July 2010.

WWF also supported the development of the Shanghai Resource and Environmental Development Blue Book in 2010. The publication, which contains an analysis of sustainable development cases, has already proven to be an invaluable resource for many of the city's delegates of the National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC) ie “The Two Meetings”.

As a follow up to the Building a Real-time Energy Consumption Monitoring System Report, WWF published the Guidance to Optimizing the Operation of Large Public Buildings Report in 2010, which contains recommendations for low carbon operation and development of existing public buildings.

The “2010 Low Carbon City Summit” and the “Tao Towards Low Carbon saloon”, which were organized by the WWF, were important opportunities for Shanghai and nearby cities to build and share knowledge of low carbon city development.

Through various dialogues, WWF further disseminated low carbon concepts to over 10 other Chinese cities and promoted international communication between local Chinese governments and their European peers. The establishment of a Sino-US Low Carbon Forum also proved to be significant. WWF was also crucial in helping Baoding sign a 3-year cooperation agreement with the City of Sonderborg, Denmark on low carbon city development.

## 推动工 商业减排 PROMOTING LOW- CARBON BUSINESS

过去的一年，WWF进一步推动“碳减排先锋”这一全球工商业旗舰项目在中国的开展。“碳减排先锋”项目与各行业相关协会和机构合作，进行可再生能源、交通运输、木业等行业减排方案与路线图的研究。

WWF正努力促使中国各行业的领军企业成为“碳减排先锋”的成员，将通过提供减排咨询、第三方认证、推广成功案例等方式，保证企业实现可测量、可报道、可认证的减排成果，并提升企业收益。可口可乐、诺基亚西门子通信等“碳减排先锋”成员企业在华分部，也与WWF共同深入执行在华的节能减排工作。

此外，WWF与合作伙伴完成了中国首个企业低碳发展状况研究，系统评估了中国企业的低碳表现和发展潜力。我们不但始终强调各行业自身的进一步减排，也重点关注有能力提供低碳方案帮助其他行业减排的产业，如信息通信业，并开展了前瞻性的理论研究。

WWF还联合政府部门和研究机构，全面启动“企业低碳领导力”系列高级能力建设项目，力图提高企业决策者的低碳管理能力，协助企业制定、落实低碳发展战略。



WWF furthered cooperation with the Chinese private sector in 2010 through its global flagship programme Climate Savers, which has worked with a number of organizations and companies to develop sustainable energy solutions and CO<sub>2</sub> emission reductions in different sectors including transport and timber.

The programme is always actively looking for leading Chinese companies to join the scheme. Once part of the programme, companies are assisted to achieve measurable, reportable and verifiable emission reductions. The Climate Savers programme also continued to work with the Chinese branches of existing global members such as Coca-Cola and Nokia Siemens Networks, on their energy saving and CO<sub>2</sub> reduction efforts in China.

WWF worked together with partners to complete China's first study into low carbon development in the private sector. The research not only looked at carbon emission reductions but also focused on the ability of certain sectors, such as the ICT sector, to provide low carbon solutions to help other industries.

WWF also launched the "Low Carbon Business Leadership" programme—a series of high-level leadership capacity building sessions. The programme aims to improve the capacity of business decision makers to manage low carbon development, and help corporations develop low carbon development strategies.

## 倡导低碳生活 PROMOTING LOW-CARBON LIFESTYLE

WWF 在全国主要城市开展了节能“20 行动”和“地球一小时”活动，向公众传播低碳生活知识，倡导绿色的生活方式。国内第一本面向中小学教师的节能教育书籍《中小学节能教育指导手册》出版后，在北京、上海、成都和保定四城市的 80 所中小学开展了节能教育试点活动。

“Top ten — 节能上品”的中国网站在 2010 年正式推出，为消费者选择最节能的产品提供科学信息和依据。消费者不仅可以方便地找到中国市场上现有的最节能产品，还可以得到关于合理使用电器、节约能源的消费建议。

Campaigns such as “Earth Hour” and “20 Ways to 20%” were critical in communicating green and low-carbon lifestyles to the general public in 2010.

China's first ever Energy Conservation Guidebook for primary and middle schools was also launched in 2010 and was promoted in 80 schools in Beijing, Shanghai, Chengdu and Baoding.

2010 also saw the launch of the website Topten China ([www.top10china.cn](http://www.top10china.cn)), in which visitors can easily find a list of the most efficient products available on the Chinese market.



© WWF-China

大学生们在 WWF 发起的宣传节能活动中展示自己的创意。

University students showing their creativity in WWF low-carbon lifestyle promoting activities.



# 地球一小时 2010

## EARTH HOUR CHINA 2010

“地球一小时”是 WWF 应对全球气候变化所提出的一项倡议，希望个人、社区、企业和政府在每年三月最后一个星期六 20:30-21:30 熄灯一小时，来表明他们对应对气候变化行动的支持。

2010 年 3 月 27 日晚 8:30，“地球一小时”浪潮席卷中国大部分地区。33 个中国城市、2000 多家企业、上千万民众，与全球 125 个国家和地区、3700 多个的城市一起，用行动表达共同应对全球气候变化的意愿。

Earth Hour—the WWF initiated global campaign—asks individuals, businesses and governments to turn off their lights for one hour starting 8:30pm on the last Saturday of March to show their support for action on climate change.

On 27 March 2010, 33 Chinese cities, 2,000 companies and tens of millions of people joined 125 other countries and 3,700 cities around the world to show their support for real action on climate change.





# 生态足迹 ECOLOGICAL FOOTPRINT

如今的中国对全球的影响比历史上任何时期都要大。中国的十二五规划也将产生重要的国际影响。通过优化管理和提高效率，来减少对自然的压力，中国不但能够提高竞争力，还可以在全球自然环境的可持续利用方面发挥更重要的作用。

2010年，WWF与中国环境与发展国际合作委员会（国合会）共同发布了“2010年中国生态足迹报告”。报告探讨了世界各国在资源日益有限的环境下面临的机遇和挑战，报告指出碳排放、城镇化和人均收入水平成为影响中国生态足迹的主要因素。

报告发布后，受到来自政府、决策者和媒体的极大关注。在国合会会议上，中国环境保护部部长周生贤提及报告的内容。报告的多项建议被收录至国合会提交给国务院的建议中。WWF还开展了相应的宣传活动在中国各省市的推广生态足迹概念。

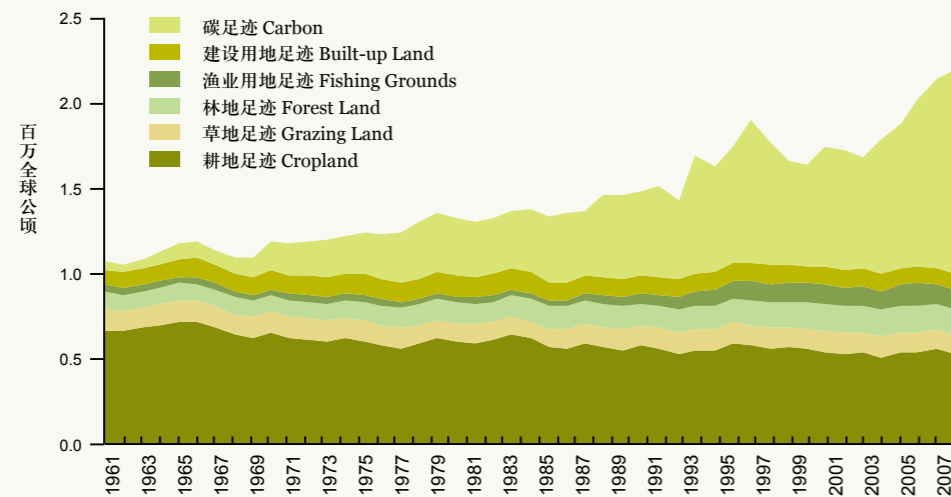
China's global influence is greater today than in any other time in recent history, which is why the 12<sup>th</sup> Five-Year Plan will have an impact far beyond the country's borders. By reducing pressure on natural resources through better management and increased efficiency, the country will not only raise its own competitiveness, but will also play a more important role in leading the global economy towards a sustainable path.

In November 2010, WWF and the China Council for International Cooperation on Environment and Development (CCICED) released the China Ecological Footprint Report 2010. The study explored the country's challenges and opportunities in an increasingly resource-constrained world and addresses carbon emissions, urbanization and the average per capita income as major factors influencing China's ecological footprint.

The report was presented at the Annual General Meeting of CCICED and received significant attention from the government, policy-makers and the media. During the CCICED meeting the findings of the report were mentioned by Mr. Zhou Shengxian, Chinese Minister for Environmental Protection, and were included by CCICED in official recommendations to the State Council. WWF has also been engaged in promotional activities of the ecological footprint concept with local authorities in Chinese provinces.

中国按组分人均生态足迹变化 (1961-2007)  
China's per person ecological footprint by component (1961-2007)

数据来源 (Data source):  
全球足迹网络 (GFN), 2010  
Global Footprint Network, 2010



# 可持续 金融和贸易 SUSTAINABLE FINANCE AND TRADE

在影响中国金融机构的可持续发展方面，WWF正与中国银监会、中国主要金融机构国际金融公司以及联合国环境计划署等建立战略合作。“金融、环境与发展”的系列论坛为中国的金融机构提供信息交流的平台，汇聚可持续金融的新思路，提供学习机会，交流行业内的最佳实践。

In efforts to “green” China's financial sector, WWF is establishing strategic dialogues with the China Banking Regulatory Commission, leading Chinese financial institutions, the International Finance Corporation and the UNEP Finance Initiative.

The forum series on “Finance, Environment and Development” provided a platform for China's financial sectors and is designed to catalyse new thinking on sustainable finance by bringing together experts in these fields, as well as promoting learning opportunities and best practices for the sector.

# 中国与非洲 CHINA IN AFRICA

随着中国实施“走出去”战略，中国与非洲的关系与日俱增。根据中国政府的数据，2009年中国是非洲最大的贸易伙伴。中国为非洲提供了巨大的发展机遇，给非洲国家带去了基础设施建设急需的投资，但与此同时，中国在非洲投资和贸易最集中的行业，如水电、采矿、石油、天然气勘探、交通运输基础设施、农业、渔业和木材等，多是环境敏感行业。

针对这样的形势，WWF开始与中国合作伙伴一同关注中国在非洲的投资、商业、贸易行为对生物多样性及自然环境的影响，并与在非洲进行基础设施建设的承包商进行合作，为其可持续投资和运营提供咨询建议和能力建设。

在2012年中非论坛的筹备过程中，WWF组织了一系列研讨会，以提高各方在东非和中非进行原料采购、能源开采及供应链管理中的可持续发展意识。



中国在非洲投资和贸易最集中的行业，如水电、采矿、石油、天然气勘探、交通运输基础设施、农业、渔业和木材等，多是环境敏感行业。

The sectors in which China's investment and trade are most concentrated – hydropower, mining, oil and gas exploration, transport infrastructure, agriculture, fisheries, and timber – are mostly environmentally sensitive.

Since the launch of the country's “Going Global” strategy, Chinese interests in Africa have been increasing sharply. The sectors in which China's investment and trade are most concentrated—hydropower, mining, oil and gas exploration, transport infrastructure, agriculture, fisheries, and timber—are mostly environmentally sensitive. At the same time, China presents an enormous development opportunity for Africa. According to Chinese authorities, China was Africa's largest trading partner in 2009, bringing investment in much needed infrastructure, an area previously under-funded by Africa's traditional development partners.

In this context, WWF started cooperation with Chinese contractors involved in infrastructure projects in Africa, providing advice and building capacity on sustainability in their investments and operations. Over the past couple of years, the Chinese government has put in place domestic policies to improve the sustainability of overseas trade and investment.

In preparation for the China-Africa Summit in Beijing in 2012, which will set out China's key policies and commitments to Africa, WWF has organized a number of workshops to start building awareness on sustainability in supply chains, sourcing materials and resource extraction activities in East and Central Africa.



# 城镇化 URBANIZATION

“2010年中国生态足迹报告”指出，中国要想在继续提高人民生活水平的同时，实现不透支地球资源的目标，那么，解决碳排放和城镇化问题至关重要。

城镇与农村地区的人均生态足迹存在明显差异，这主要是源于收入差距及其导致的消费和能源使用差异。在中国，高收入人群绝大多数分布在城镇，城镇地区的生态足迹是其周边农村地区的1.4至2.5倍。2008年人均生态足迹北京最高，云南最低。规划更多的可持续发展的城镇对减少自然资源需求至关重要，中国也正往这一方向发展。2005年至2008年期间多数中国省份的生态足迹增长速度有所减缓。在北京，这个趋势归功于更稳定的城市化速度、节能措施，以及从制造业向服务业的经济转型。

According to the China Ecological Footprint Report 2010, addressing carbon emissions and urban development will be crucial if China is to continue to improve its well being without costing the planet. There are clear differences between rural and urban areas in per capita ecological footprint—that is, human demand on the natural environment. This is primarily due to income gaps and consequent variations in consumption levels and energy utilization. In China, high-income segments of the population are overwhelmingly located in cities, and the ecological footprint of cities is 1.4 to 2.5 times greater than rural areas.

In 2008, Beijing had the biggest footprint per person, whilst Yunnan had the smallest. Planning more sustainable cities will be essential to reducing demand on natural resources. But there are promising signs of China's attempt to achieve sustainable development—the rate of increase in ecological footprint slowed down in most Chinese provinces during 2005-2008, compared to 2000-2005. In Beijing, this trend can be attributed to a more stable rate of urbanization, together with energy conservation measures and the transition from a manufacturing to a service economy.





# 制定森林管理指南

## FOREST MANAGEMENT

中国是世界上最大木材进口国和木制产品出口国之一，相当大比例的木材来源于 WWF 全球重要生态优先保护区域。在中国，WWF 与政府合作，推动中国海外林业投资以可持续经营森林资源的模式发展。

在 WWF 的支持下，2009 年 7 月国家林业局和商务部公共颁布了《中国企业境外森林可持续经营利用指南》（简称《指南》），并在烟台和满洲里宣传推广。2010 年 4 月，我们还协调组织了赴非洲推广《指南》之行，向莫桑比克、坦桑尼亚和刚果盆地的政府以及当地的中国企业进行推介。

WWF 与环保部共同制定了《环境标志产品技术要求——人造板及其制品》。经过多方咨询，森林可持续经营认证和合法性的要求成为环境标志的主要指标，中国环境标志是政府绿色采购的主要选择依据。

China is one of the largest timber importing and wooden-products exporting countries in the world, with a big proportion of imported timber coming from WWF global priority eco-regions. WWF-China attaches great importance to cooperating with the Chinese government in order to make China's overseas forestry investment more sustainable.

Supported by WWF-China, the National Guide on Sustainable Overseas Forest Management and Utilization by Chinese Enterprises (the "National Guide") was jointly released by the State Forestry Administration and the Ministry of Commerce in July 2009 and has been promoted in Yantai and Manzhouli respectively. In April 2010, we initiated a field trip to Mozambique, Tanzania and the Congo Basin to introduce the National Guide to the local governments and local Chinese enterprises.

Further cooperation with the Ministry of Environmental Protection was developed through a joint project on the Technical Requirements for the Environmental Labelling of Products—Wood Based Panels and Finishing Products report. Following close stakeholder consultation, the requirements on legality and sustainable forest management certification have become part of the criteria for environment labelling—a pre-condition for government procurement.

# 推动 FSC 森林认证

## FOREST STEWARDSHIP COUNCIL CERTIFICATION PROMOTION

今年，FSC 森林认证在中国呈现出稳步快速的发展势头，认证面积达 160 万公顷，新增认证森林中，东北柴河国有林业局占 30 多万公顷，成为经过 FSC 认证的面积最大的森林经营单位。

云南、广西、吉林、四川和陕西五个森林经营单位，在 WWF 的支持下通过判定高保护价值森林或开展 FSC 森林认证，改善其森林经营管理水平。

WWF 还积极参与 FSC 中国标准的制定。WWF 主导定义了中国高保护价值森林的解释，制定了国家尺度的中国高保护价值森林分布图，为木材企业明确指出了国内木材采购中有重要保护价值和意义的、不能开发的区域。

在秦岭，WWF 组织了可持续森林经营以及高保护价值森林的培训，并在试点社区通过共管委员会开展了集体林有效管理，确保当地的森林资源得到有效的保护。WWF 还支持平河梁自然保护区和当地社区开展了药用资源监测工作。

在岷山，WWF 选择了洪雅县进行森林可持续经营试点示范工作。到 2010 年 6 月，示范项目制定和编制了《四川高保护价值森林判定识别标准》和《洪雅林场森林经营方案》，为实地工作提供了技术支撑。

2010 saw fast and steady growth in FSC certification across China. In total, 1.6 million ha of forests were FSC certified, in large part thanks to the Chaihe Forest Bureau, a 300,000 ha state-owned forest management unit in northeast China.

WWF-China has been providing support to five other big forest management units in Yunnan, Guangxi, Jilin, Sichuan and Shaanxi provinces to help improve forest management by mapping high conservation value forests (HCVF) and applying for FSC certification.

WWF-China is an active participant in the FSC China standard development process. The Chinese interpretation of HCVF has been defined and national-level HCVF maps have been produced to mark the first-tier "no go" areas in China where timber-sourcing companies should avoid purchasing timber products.

In the Qinling mountains, WWF organized a number of sustainable forest management and high conservation value forest training sessions. WWF also worked with local governments to ensure best practice in local forest protection. Work was also carried out in the Pingheliang Nature Reserve and its surrounding communities on the monitoring of natural medicinal resources.

In the Minshan mountains, WWF chose Hongya County as the site for a sustainable forests demonstration site. By June 2010, the pilot project had finished the Sichuan Identification HCVF Standards report and Management Plan for Hongya Forest Farm, which provided technical support for the on-site work later.

# 可持续森林管理与气候变化

## SUSTAINABLE FOREST MANAGEMENT AND CLIMATE CHANGE

在减缓气候变化的大背景下，小桐子作为替代化石燃料的生物质能源，其种植和使用在国内迅速发展。如果不进行合理的规划与监测，小桐子的大规模种植将可能引发环境问题，给当地的生态与社区居民带来危害。为此，WWF 与国家林业局正在合作开发可持续种植指南，指导小桐子以及其他几种在国内广泛种植的可用于生产生物质柴油的油料作物的种植与发展。

WWF 还与国家林业局、中国林科院以及美国林务局共同组织了探讨森林在应对气候变化中作用的国际会议。

The planting of jatropha in China is growing at a rapid pace as it is increasingly seen as one of the best choices for biodiesel production. However, without proper planning and monitoring, large-scale plantations can cause environmental problems for local communities and ecosystems. Having recognized the social and environmental risks, WWF-China has begun cooperation with the State Forestry Administration on developing guidelines for the sustainable development of jatropha and other plant species.

In June 2010, WWF-China, the SFA, the Chinese Academy of Forestry, and the US Forestry Agency organized an international conference on the role of forests in combating climate change.



# 绿色木业倡议

## CHINA GREEN WOOD INITIATIVE



全球森林贸易网络（中国）目前有来自地板制造商、家具制造商和零售商的 23 家成员企业。

GFTN-China now has 23 member companies ranging from flooring manufacturers, furniture producers and retailers.

WWF 在 10 年前创建了全球森林贸易网络，为负责任的企业提供了一个改善其经营管理，致力于合法木材贸易和可持续森林经营管理的平台。全球森林贸易网络（中国）目前有来自地板制造商、家具制造商和零售商的 23 家成员企业。在该网络的支持下，一家大型地板成员企业成功地要求其在拉丁美洲的当地供应商申请了 FSC 认证，保护了当地 20 万公顷的天然林。

2009 年 9 月 WWF 发起了“中国绿色木业倡议”，帮助大批中小型林业企业在负责任林产品贸易方面提升意识、建立追踪系统、进行能力建设，在过去的一年中已经举办了 7 次培训 / 研讨会，来自中国企业的 500 多人参加了这些培训。中国绿色木业网（www.chinagreenwood.org）也随之搭建。

Almost 10 years ago, WWF established the Global Forest and Trade Network (GFTN) as a platform for companies to share knowledge on sustainable forest management and for learning how to meet the legal requirements of the timber trade. GFTN-China now has 23 member companies ranging from flooring manufacturers, furniture producers and retailers. Proving to be a success, a big flooring member company has asked its local suppliers in Latin America to apply for FSC certification, which will help protect about 200,000 ha of natural forests.

GFTN-China launched the “China Green Wood Initiative” in September 2009 to assist the large number of small and medium-sized forest enterprises with awareness raising, tracking system development, and capacity building on responsible trade of forest products. In the past year, seven training sessions and seminars were held with around 500 attendees from Chinese companies. For more information on the initiative, check out the website at www.chinagreenwood.org.

# 为采购可持续木材建立市场链接

## MARKET LINK FOR SOURCING SUSTAINABLE TIMBER

为了推动在其他国家从事林业开发的中国企业遵循“中国企业境外森林可持续经营利用指南”，并进一步寻求其林地通过 FSC 认证，以减少森林采伐对生物多样性的影响，WWF 在 GFTN-China 成员企业和刚果盆地的出口商之间建立贸易链接。

WWF 组织大自然地板、圣象集团、杰臣木业等网络成员及其主要供应商代表于 2010 年 3 月考察刚果盆地，与当地大型中国林地投资商和 FSC 认证木材供应商进行了商业会谈和实地考察。刚果盆地的中国林地投资商同意申请 FSC 认证，并有意向在非洲和中国分别申请加盟 GFTN。

WWF has been working to encourage Chinese companies engaged in forestry development overseas to adopt the National Guide and pursue FSC certification as a way to reduce the impact of logging on biodiversity. Part of this effort has been to build up market linkages between GFTN-China member companies and exporters in the Congo Basin.

GFTN-China participants such as Nature Flooring, Power Dekor Group, Jackson Timber, and their key suppliers visited big Chinese investors and FSC certified wood suppliers in the Congo Basin in March 2010. These major Chinese investors have now agreed to apply for FSC certification and plan to join the GFTN in Africa and China.

# 可持续棕榈油

## SUSTAINABLE PALM OIL

WWF 一直致力于在国内推动可持续棕榈油的购买和使用，目标是到 2015 年，中国棕榈油企业使用 10% 认证的棕榈油的目标。2009 年 11 月，WWF 组织了由中土畜商会、企业以及政府官员组成的中国代表团前往马来西亚参加第七次可持续棕榈油圆桌会议。大会期间，中国代表们表达了促进中国可持续棕榈油的意愿，并得到了与会人士的广泛认可。

WWF has been promoting the procurement and usage of sustainable palm oil with a target that by 2015, 10% of palm oil sourced by Chinese companies will be certified by the Roundtable of Sustainable Palm Oil (RSPO). In November 2009, a WWF organized delegation of oil and food industry related companies and government officials attended the RSPO in Malaysia. During the general conference, representatives from China expressed their intention to promote RSPO certification in China.

# 森林教育

## FOREST EDUCATION

2010 年，WWF 出版了《走进森林》一书。这是 WWF 第一本专门为青年学生开发的，指导他们在日常生活中如何进行林业产品消费的书籍。该书已被引入了 WWF 核心的工作区域，如秦岭的熊猫栖息地的中小学校，以及北京、成都等重要城市，并为学校教师提供了相应的培训。

2010 年的新年，作为新年礼物，WWF 还向秦岭洋县茅坪九年制学校捐赠自然图书室，让孩子们拥有更多自然保护类图书和资料。

Into the Forest, a new book developed by WWF specifically for young students, was published in 2010 and showed how timber products are consumed in everyday life. The book has been introduced to schools in WWF-China's priority areas such as panda habitats in the Qinling mountainous area as well as large cities like Chengdu and Beijing. Schools that have received training on this book have adopted it as an alternative course material.

As a 2010 New Year gift, WWF donated a nature library to the Maoping School in Changqing Nature Reserve, which contained a wealth of information on nature conservation.





© 周海翔 Zhou Haixiang

持续的过度捕捞使中国对虾和带鱼等最有价值的野生海产资源几近枯竭。

Continuous overfishing has almost completely derived the sea of its most valuable wild fish stocks such as Chinese prawn and hairtail.

## 提高黄海生态区生物多样性

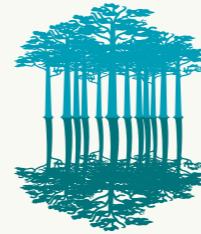
### ENHANCING BIODIVERSITY IN THE YELLOW SEA ECOREGION

黄海生态区生物多样性丰富，是 280 种鱼类、500 种无脊椎动物、17 种鲸豚类和 1 种海豹的家园。千百年来，这里的渔业资源为沿海人民的生计提供了保障。

不幸的是，黄海生态区的环境问题也是世界同类海域中最突出的。在过去五十年间，由于短视和不合理的开发，中国和韩国损失的滨海湿地超过 40%；多种经济鱼类资源几近枯竭；人为污染也使黄海的生态系统健康水平每况愈下。

自 2010 年起，WWF 致力于与合作伙伴们共同探索一个基于生态系统的滨海湿地管理模式，以期日后在整个黄海沿岸推广。2010 年 2 月 2 日，WWF、联合国开发计划署黄海大海洋生态系统项目和辽宁省海洋与渔业厅签署合作谅解备忘录，约定共同在丹东鸭绿江口滨海湿地开展基于生态系统的滨海湿地管理示范项目。目前，参与项目的专家和官员们在当地居民的配合下，着手研究人、涉禽和底栖动物之间的生态关联，为鸭绿江口滨海湿地量身打造一套协调管理计划。

40%



在过去五十年间，由于短视和不合理的开发，中国和韩国损失的滨海湿地超过 40%。

Over the past 50 years, both China and South Korea have recorded a loss of more than 40% of coastal wetlands due to shortsighted development policies.

The Yellow Sea Ecoregion is home to 280 species of fish, 500 species of invertebrates, one species of seal, and 17 species of whales and dolphins. Seafood produced here has nurtured people from both coastal and inland areas for thousands of years.

But unfortunately, this ecoregion is also one of the worlds most heavily exploited. Over the past 50 years, both China and South Korea have recorded a loss of more than 40% of coastal wetlands due to shortsighted development policies. Many fish stocks of high commercial value have collapsed and pollution is posing increasingly severe threats to the health of the ecosystem and its inhabitants.

Since 2010, WWF has committed itself to the exploration of a replicable ecosystem-based management model for coastal wetlands with scientists, government and local communities. On 2 February 2010, WWF, the United Nations Development Programme/Global Environment Facility–Yellow Sea Large Marine Ecosystem project (UNDP/GEF-YSLME), and the Ocean and Fishery Bureau of Liaoning Province signed a MOU that outlines the joint implementation of an ecosystem-based management of coastal wetlands in Yalu River estuary. Scientists and officials are working with local communities to study the ecological linkage between people and wildlife, which will lay the foundations for a coordinated management plan of the Yalu River estuary wetlands.



# 投资一个可 持续的未来

## INVESTING IN A SUSTAINABLE FUTURE



© WWF-China

2010年的地球一小时CEO版广告。  
Earth Hour CEO Ads in 2010.

WWF深信，企业也可以为地球的健康发展做出宝贵的贡献。我们与企业建立起了富有创新性和挑战性的合作关系，推动变革，实现中国的可持续发展。

从2004年开始，家乐福就与WWF合作，帮助四川岷山大熊猫栖息地周边社区居民开展可替代生计。2009年10月，第三届四川花椒节在家乐福举办，全国118家家乐福门店参与。这次从四川茂县的花椒社一共订购了36吨花椒。由于茂县花椒的质量很好，计划连销五周的花椒很多门店在第二周就宣告售罄。当月，法国家乐福基金会还派代表来到岷山的水柔与纳普两地视察可替代生计项目点，并与当地妇女工作组亲切交流。

在WWF举办的“从绿到金”企业答谢晚宴上，家乐福（中国）首席执行官Eric Legros以及《胡润百富》创始人胡润先生与大家分享了他们以及其他清洁技术领袖在节能方面变绿为金的经验。

为了支持地球一小时活动，企业家们登上了2010年“地球一小时”的宣传广告，呼吁各行各业实践节能，应对气候变化。这些来自佳能、凯德置地、可口可乐、宜家、普华永道、沃尔玛以及万科集团的CEO们，带领着各自的企业积极地推动了“地球一小时”活动。

为了引导企业积极参与水资源、流域管理，WWF组织了推动企业参与水管理项目研讨会，与会代表认为，未来可以建立水圆桌会议等相关平台，推动企业积极参与水管理。

WWF believes that business can make a valuable contribution to the well being of society and the planet. We engage in innovative and challenging partnerships to drive change and promote sustainability in China.

Carrefour and WWF began their cooperation in 2004 with an alternative livelihoods program for local communities surrounding the Min Mountain giant panda habitat in Sichuan Province. One such program was the 3<sup>rd</sup> Sichuan Pepper Fair held in October 2009. It was a sell-out, with over 118 stores participating nationwide and over 36 tons of pepper ordered directly from the Mao County Pepper Association. In the same month, the Carrefour Foundation, based in France, also visited two of their alternative livelihood project sites (Shuirou and Napu) in Min Mountain and met with the local women group.

At the “From Green to Gold” WWF Corporate Appreciation Dinner, Carrefour China CEO, Mr. Eric Legros and Hurun Founder, Mr. Rupert Hoogewerf shared their experience in turning “green to gold”.

To encourage more corporations to support and engage with Earth Hour, WWF invited a number of CEOs—including Canon, CapitaLand, The Coca-Cola Company, IKEA, PricewaterhouseCoopers, Wal-Mart and Vanke—to pose for a special Earth Hour advertisement.

On 22<sup>th</sup> March 2010, a WWF organized Water Stewardship workshop was held with participants from a number of organizations. Discussions were held following presentations from government, corporations, research institutes and NGOs; and a consensus was achieved around the efficacy of Water Stewardship platforms and forums for the promotion of healthy rivers and lakes in China.

### WWF（中国）企业合作伙伴 WWF-China corporate partners:

汇丰银行 HSBC	可口可乐公司 Coca Cola	太阳联合保险集团 RSA
家乐福 Carrefour	帝亚吉欧 Diageo	杰尼亚基金会 Fondazione Zegna
佳能 Canon	惠普 HP	宜家家居 IKEA
瑞士银行 UBS	契尔氏 Kiehl's	

### WWF(中国) 2009 优秀自然保护支持奖:

中国兴业银行——支持和参与中国可持续银行与金融业发展  
杰尼亚基金会——支持秦岭自然保护区与生态旅游发展

### WWF(中国) 2009 企业特别贡献奖:

沃尔玛——参与并推广“地球一小时”，将低碳行动从一小时推向全年。

### WWF-China 2009 Merit Conservation Supporter:

**China Industrial Bank**—For their contribution to green banking and financing in China.  
**Ermenegildo Zegna**—For their contribution to nature conservation and ecotourism development in Qinling Mountain.

### WWF-China 2009 Special Contribution Award:

**Walmart**—For their promotion and participation of the Earth Hour campaign, making a year-round low carbon action.





© WWF-China

## 喜迎 新生力量 IN WITH THE NEW...

我们的全球合作伙伴增加了新成员——太阳联合保险集团 (RSA)。2009 年 11 月, RSA 与 WWF 签订了为期三年的全球合作备忘录, 合作的领域主要是保险业的环境改变风险研究。此次全球的合作涉及五个国家, WWF (中国) 与 RSA 将共同探讨可再生能源领域以及保险业在低碳经济中的作用。

WWF 与 UBS 携手共创“绿色未来”。2009 年 8 月, UBS 北京分公司与 WWF 签订了三年的合作备忘录。此次合作支持了中学的基准调研、操场绿化、师资培训、制定绿色中学手册。

2010 年 4 月, 契尔氏 (Kiehl's) 启动了“爱·循环慈善计划”, 支持 WWF 的低碳城市项目。

Over the past year, WWF has started up some new and significant partnerships.

In November 2009, we announced our new global partner RSA Insurance Group (Royal and Sun Alliance). RSA and WWF signed a MOU for a three-year international partnership, which will research the insurance risks of environmental change. RSA will also support major conservation projects around the world, while working with WWF to become a more sustainable business. WWF-China—as one of the five countries that is part of the partnership—and RSA will be working together to research renewable energy and emphasize the role insurance can play in supporting the transition to a low carbon economy.

In August 2009, financial services company UBS (Beijing) and WWF signed a three-year MOU for the “Green Future” campaign. The project will support base-line surveys, schoolyard greening, teacher training workshops and the development of a UBS green school manual.

In April 2010, American cosmetics brand, Kiehl's launched its “Love & Recycle Charity Campaign”, and supported WWF's Low Carbon City Project.

WWF 与企业建立起了富有创新性和挑战性的合作关系, 推动变革, 实现中国的可持续发展。

WWF engage in innovative and challenging partnerships to drive change and promote sustainability in China.





© WWF-China

WWF 在中国目前有 110 多名员工。

WWF has more than 110 staffs in China.

## 绿色办公室 GREEN OFFICE

WWF 绿色办公室计划在去年继续推行。

我们鼓励乘坐低碳交通工具如火车来代替飞机，或使用会议电话来替代出差。在不能避免乘飞机出差的情况下，WWF 会购买黄金标准碳汇，推动清洁能源产业发展来抵消碳排放量。

2009 年 7 月至 2010 年 6 月，WWF 为所有员工乘飞机出差购买碳排放抵消的碳排放量达到 742 吨。

这些改变节省费用，降低排放。同时我们将进一步在办公室内随手关灯，节约纸张，减少用水量，改善空调和供暖系统。

WWF-China works to build a green office. We encourage the use of low-carbon alternatives for travel such as trains and video conferencing where possible, and when flying is unavoidable we offset our carbon emissions.

Between July 2009 and June 2010, all staff air travel carbon emissions were offset, mounting to nearly 742 tons of carbon dioxide. These changes not only mean a cut in emissions, but also a cut in expenditure.

Costs related to the unnecessary use of electronics, paper and water have all been curtailed. Improved heating, air-conditioning and waste management will be further implemented.



# WWF 中国项目 财务报表

## WWF CHINA PROGRAM OFFICE FINANCIAL STATEMENTS

### 2010 财政年度收支报表

截止于 2010 年度 6 月 30 日  
(人民币金额)

公益项目资金来源	
WWF 机构捐资	98,742,366
政府捐资	6,602,571
其它直接捐资	2,250,613
<b>公益项目资金来源合计</b>	<b>107,595,551</b>
公益项目资金支出	
办公室运营费用	6,169,308
冲减: 项目管理费	(7,802,202)
公益项目费用	101,155,456
<b>公益项目资金支出合计</b>	<b>99,522,562</b>
<b>公益项目资金年度结转</b>	<b>8,072,988.73</b>

### Income & Expenditure Report

For the year ending 30 June 2010  
( in CNY )

PROJECT INCOME	
from WWF sources	98,742,366
from GAA sources	6,602,571
Other direct donations	2,250,613
<b>TOTAL PROJECTS INCOME</b>	<b>107,595,551</b>
PROJECT EXPENDITURE	
Programme Office operation cost	6,169,308
Less: Project Admin/Management Fee	(7,802,202)
Project costs	101,155,456
<b>TOTAL PROJECTS EXPENDITURE</b>	<b>99,522,562</b>
<b>PROJECT FUNDING C/F</b>	<b>8,072,988.73</b>

# 合作伙伴 PARTNERS

(IN ALPHABETICAL ORDER)

### 国家各级管理部门 State Governing Agencies:

长江水利委员会  
Bureau of Energy of the National Development and Reform Commission  
Changjiang (Yangtze) Water Resources Commission (CWRC)

中国气象局 China Meteorology Administration

国家渔业局及所属研究机构  
Chinese Fishery Bureau and its affiliated research institutes

全国人民代表大会环境与资源保护委员会  
Environment and Resources Conservation Committee, National People's Congress

农业部 Ministry of Agriculture

教育部 Ministry of Education

环境保护部 Ministry of Environment Protection (MEP)

外交部 Ministry of Foreign Affairs

科技部 Ministry of Science and Technology

水利部 Ministry of Water Resources (MWR)

国家林业局及相关所属机构 State Forestry Administration and affiliated bureaus

国家海洋局及所属研究机构 State Oceanic Administration and its affiliated research institutes

长江渔业资源管理委员会 Yangtze Fishery Administration Commission

黄河水利委员会 Yellow River Conservancy Commission (YRCC)

### 省级政府机构 Provincial and Municipal Government Agencies:

湖南省农业厅, 湖南省能源办公室, 湖南省环境保护局, 湖南省水利厅及湖南省林业厅  
Agriculture, Energy, Environmental Protection, Water Resource and Forestry departments of Hunan Province

吉林省林业厅, 吉林省环保局 Forestry and Environment Protection departments of Jilin Province

青海省林业厅 Forestry Department of Qinghai Province

甘肃省林业厅 Gansu Provincial Forestry Department

黑龙江省林业厅 Heilongjiang Provincial Forestry Department

湖南省人民政府及人民代表大会常务委员会 Hunan People's Government and Congress

江西省山江湖开发治理委员会办公室  
The Mountain-River-Lake Development Committee of Jiangxi Province and its Office

贵州省人大、环境保护局、贵州省林业厅  
People's Congress, Environment Protection and Forestry departments of Guizhou Province

湖北省人民政府 The People's Government of Hubei Province

江西省人民政府 The People's Government of Jiangxi Province

陕西省林业局 Shaanxi Forestry Department

上海市人民政府、上海市林业局及上海市水务局  
Shanghai Municipal People's Government, Shanghai Forestry Bureau and Shanghai Municipal Water Affairs Bureau

四川省人大、林业厅 Sichuan Provincial People's Congress and Forestry Department

西藏自治区林业局 The Tibet Forest Bureau

云南省人大、林业局 Yunnan Provincial People's Congress and Forestry Bureau

### 公关、广告合作伙伴 Public Relations and Advertising Companies:

百比赫广告公司 Bartle Bogle Hegarty (BBH)

奥美中国 Ogilvy & Mather



#### 学术研究单位及智库 Academic Institutes:

中国林业科学研究院 Chinese Academy of Forestry

中国科学院及其所属各研究所及中心 Chinese Academy of Sciences (CAS), and affiliated institutes/centres

中国社会科学院 Chinese Academy of Social Sciences

中国生物质能开发中心 China Biomass Development Centre

农业部中国农村经济调查研究中心 China Rural Economic Research Centre of State Ministry of Agriculture

国务院发展研究中心 Development Research Center of the State Council (DRC)

农村经济研究中心 Research Centre for Rural Economy

国家能源经济研究中心 State Power Economic Research Centre

全国 60 个自然保护区 Plus 60 nature reserves across the country

#### 主要大学 Major Universities:

北京林业大学 Beijing Forest University

北京师范大学 Beijing Normal University

中央民族大学 Central University for Nationalities

复旦大学 Fudan University

东北林业大学 Northeast Forestry University

东北师范大学 Northeast Normal University

西北农林科技大学 Northwest Agriculture and Forestry University

中国海洋大学 Ocean University of China

北京大学 Peking University

四川大学 Sichuan University

同济大学 Tongji University

清华大学 Tsinghua University

#### 组织 Organizations:

中国民主促进会中央委员会 China Association for Promoting Democracy

中国环境与发展国际合作委员会  
China Council for International Cooperation on Environment and Development (CCICED)

中国国际经济交流中心 China Center for International Economic Exchanges (CCIEE)

中国青少年发展基金会 China Youth Development Foundation

能源基金会 Energy Foundation

自然之友 Friends of Nature

北京地球村 Global Village of Beijing

全球水伙伴（中国） Global Water Partnership China (GWP-China)

黄金标准基金会 Gold Standard Foundation

国际野生动物保护协会 International Wildlife Conservation Society (IWCS)

黄河论坛秘书处 International Yellow River Forum Secretariat

国家自然科学基金委员会 National Natural Science Foundation of China (NSFC)

大自然保护协会 The Nature Conservancy (TNC)

联合国开发计划署黄海大海洋生态系统项目  
United Nations Development Programme (UNDP) Yellow Sea Large Marine Ecosystem Programme

长江论坛秘书处 Yangtze Forum Secretariat

#### 世界自然基金会全球网络 WWF Network Donors

世界自然基金会德国分会 WWF-Germany

世界自然基金会挪威分会 WWF-Norway

世界自然基金会香港分会 WWF-Hong Kong

世界自然基金会瑞典分会 WWF-Sweden

世界自然基金会印度尼西亚分会 WWF-Indonesia

世界自然基金会瑞士分会 WWF-Switzerland

世界自然基金会总部 WWF-International

世界自然基金会英国分会 WWF-UK

世界自然基金会日本分会 WWF-Japan

世界自然基金会美国分会 WWF-US

世界自然基金会荷兰分会 WWF-Netherlands

#### WWF 办公室地址 WWF offices address

##### 北京办公室 (Beijing Office)

北京市东城区劳动人民文化宫  
文华宫 1609 室  
邮编 :100006  
电话 :010-65116211  
传真 :010-65116222

##### 上海办公室 (Shang Hai Office)

上海市虹口区中山北一路 121 号  
花园坊 B2 栋 3 楼  
邮编 :200083  
电话 :021-66056623  
传真 :021-66056653

##### 西宁办公室 (Xi Ning Office)

青海省西宁市八一西路 51 号  
省林业家属院 5 号楼 401 室  
邮编 :810007  
电话 :0971-8823128  
传真 :0971-8823128

##### 成都办公室 (Cheng Du Office)

成都市一环路北二段 100 号  
五丁苑山羊座 603 室  
邮编 :610081  
电话 :028-68003625/83199466  
传真 :028-83199466-808

##### 拉萨办公室 (Lhasa Office)

西藏拉萨市林廓北路 24 号 (团结新村南路口)  
拉萨吉祥宝马宾馆内的 3106 室  
邮编 :850000  
电话 :0891-6364380  
传真 :0891-6364380

##### 昆明办公室 (Kun Ming Office)

云南省昆明市昆明市翠湖北路 2 号  
云南大学科学馆 606 室  
邮编 :650091  
电话 :0871-5031665  
传真 :0871-5031665

##### 西安办公室 (Xi'an Office)

陕西省西安市兴庆路 88 号陕西省动物  
研究所办公楼 4 层  
邮编 :710032  
电话 :029-87818602/87803597  
传真 :029-87818602/87803597-803

##### 长沙办公室 (Chang Sha Office)

湖南省长沙市芙蓉中路三段 266 号  
弘林大厦 1910 室  
邮编 :410015  
电话 :0731-85827102  
传真 :0731-85110607

##### 武汉办公室 (Wu Han Office)

湖北省武汉市徐东大街 340 号中国科学院测量与地球  
物理所专家公寓 101 室  
邮编 :430077  
电话 :15202702526  
传真 :027-86752267

##### 长春办公室 (Chang Chun Office)

长春市人民大街 7520 号中科院长春分院  
邮编 :130022  
电话 :0431-85399308  
传真 :0431-85399308



# 中国项目年报 2010

100%  
再造纸

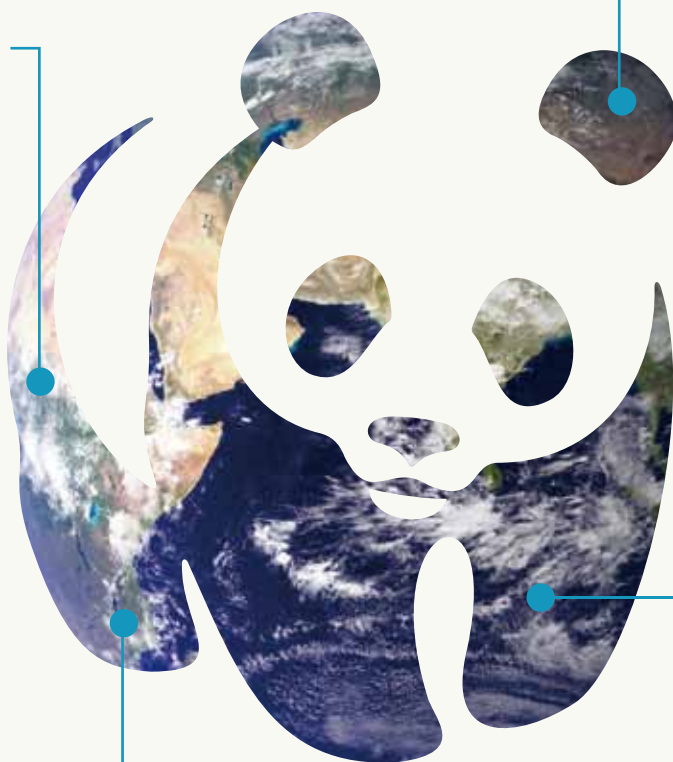


10

WWF在中国有10个办公室。

30

2010年是WWF到中国开展工作30周年。



5

WWF主要在中国的五大区域开展工作。

+110

WWF在中国有110多名员工。



我们致力于  
遏止地球自然环境的恶化，创造人类与自然和谐相处的美好未来。

[www.wwfchina.org](http://www.wwfchina.org)