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WWF的使命是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。  
为此我们致力于：

- 保护世界生物多样性；
- 确保可再生自然资源的可持续利用；
- 推动降低污染和减少浪费型消费的行为。

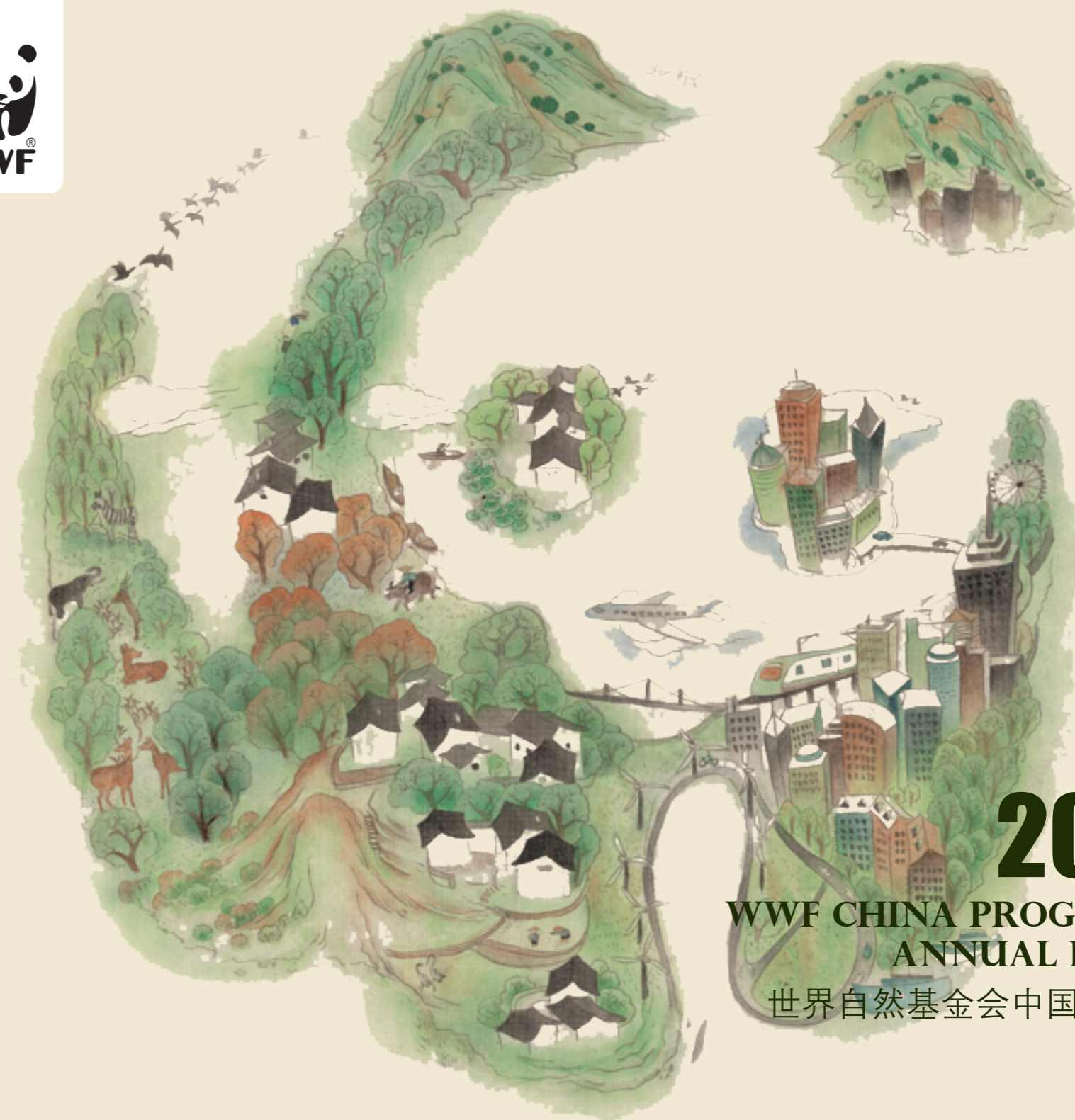
WWF's mission is to stop the degradation of the plant's natural environment  
and to build a future in which humans live in harmony with nature by :

- conserving the world's biological diversity
- ensuring that the uses of the renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

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wwfchina  
.org



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©1986 Panda symbol WWF-World Wide Fund for Nature (formerly World Wildlife Fund)



# 2009

## WWF CHINA PROGRAMME ANNUAL REPORT

世界自然基金会中国项目年报



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## 代表致辞

世界自然基金会（WWF）记录了今年在中国在环保方面取得的许多成功。这些成功为来年取得更加积极的成果奠定了基础。

在2009年，我们在工作上取得了丰硕的成果，我们的主要成就包括：出版了首部《长江流域气候变化脆弱性与适应性研究》报告；加强了对低碳城市发展项目的政府支持；极大地扩大了全中国通过FSC森林经营认证的森林面积。

即便我们面临了全球经济危机的挑战，中国公众以及企业各界仍然挺身支持环保事业。中国现在正快速的意识到环境是不可替代的宝贵资产，保护环境才能确保繁荣的未来。

我能想到的最好的证据便是中国对全球应对气候变化倡议“地球一小时”的大力支持，没有比这更贴切的例证了。北京、上海、保定、香港以及其它16个城市通过熄灭鸟巢、东方明珠塔等地标性建筑的灯光来参与这项行动。此项活动影响了大约1亿人采取应对气候变化的行动。

在企业层面上，在中国共有208家公司承诺参与“地球一小时”行动。比如说沃尔玛就在活动期间熄灭三分之一的照明——这也是沃尔玛在每个“地球一小时”日一贯坚持的一项举措。这项简单的举措就为沃尔玛这个零售巨头每年节约四两千百万千瓦的电力，这基本相当于四万两千户普通家庭的一年的用电量。

尽管哥本哈根气候谈判的结果并非我们许多人所期望的那样，但是我仍然感觉到我们取得了许多的进展。

为什么我这么乐观？因为哥本哈根谈判让贫困国家得到了发达国家一千亿美元的援助支持。中国也参与碳排放核查体系中。在这个体系下，所有国家都会报告碳排放情况。

这份协议同时还包括温室气体减排和减少毁林的措施，尤其是在森林覆盖率高的发展中国家，比如说巴西和印度尼西亚。

这些都是向前发展的步骤。并且我认为我们有必要承认哥本哈根会议取得了进步。更加重要

的一点是如果我们在2010年一起合作，我们能够继续做出必要改变，确保人类在未来能够与自然和谐相处。

即将到来的一年对于世界自然基金会来说是具有特殊里程碑意义的一年：这标志着我们在中国从事环境保护的三十周年。自1980年成为中国政府邀请的第一家国际非政府组织以来，我们的项目从单一地保护某一物种扩展到对中国生物多样性和可持续发展的全面保护。这包括了黑龙江地区的森林、长江流域和青藏高原。

我们的一些主要成绩包括帮助中国政府建立了超过60多处大熊猫自然保护区、在长江流域修复湿地、促进森林资源的管理，以及在保定和上海启动了首个低碳城市发展项目。WWF还将“碳足迹”这一概念引入中国。与此同时，我们还建立了长江湿地保护网络。这个平台将政府、研究集体和公众联系起来共同保护世界上最大的和最重要的湿地生态系统。

我很高兴我们在中国收获了公众的大力支持。正是中国的公众通过日常活动促进了中国的环保事业，我们通过支持WWF“地球一小时”这样的成功活动增强了环保意识。

展望2010，世界自然基金会将会以过去30年间取得的许多成就为基础，一如既往地与世界人士做出正确选择，为我们的子孙后代留下一个健康、充满生机的星球。

# Country Representative's Message

WWF gauged many conservation successes in China this year, all of which have helped set the stage for more positive results in the year to come.

In 2009, our big conservation wins ranged from the publication of the groundbreaking Yangtze Climate Change Vulnerability Assessment, increasing government support for our unique Low Carbon City Initiative, and a substantial enlargement of FSC-certified forests across China.

Even with the challenging global economic climate, the Chinese public and businesses across the country stood up in support of living planet. China is rapidly developing the awareness that the environment is irreplaceable asset, and protecting it will ensure a prosperous future.

I can think of no better evidence of this than the outpouring of support we received in China for Earth Hour, a global campaign for action on climate change. Beijing, Shanghai, Baoding, Hong Kong and 16 other cities participated by switching off the lights at national landmarks such as the Bird Nest and Oriental Pearl Tower, influencing an estimated 100 million people to take action on climate change.

In the corporate sphere, we had over 208 companies commit to Earth Hour in China. Wal-Mart, for example, reduced lighting use by one third – a practice the company has continued with its “Every Day Earth Hour.” This simple act of cutting electricity use by one third at peak hours has saved the retailer over 42 million kWh of electricity per year, the equivalent consumption of roughly 42,000 average Chinese households each year.

The outcome of the Copenhagen climate negotiations was clearly less than many of us had hoped, but I still feel a great deal of progress was made.

Why am I optimistic? I am optimistic because the talks did achieve \$100 billion in aid from industrialized countries to poorer nations. China, as well, submitted to an emissions verification system under which all nations will report.

The accord also includes measures to help cut greenhouse gasses and reduce deforestation, particularly in heavily forested developing nations such as Brazil and Indonesia.

These are steps forward, and I think it is important acknowledge that progress was made in Copenhagen. More important still is the knowledge that in 2010, if we all work together, we can continue to make the changes necessary to ensure that we live in a future in which humanity lives in harmony with nature.

The coming year also marks a special milestone for WWF: 30 years of conservation work in China. Since becoming the first international NGO invited by the Chinese government to work here in 1980, our programmes have expanded from working with a single species to the protection of biodiversity and sustainable development across the county. This includes Amur-Heilong, the Yellow Sea, the Yangtze River basin, and the Qinghai-Tibetan Plateau.

Some of our major successes include helping the Chinese government establish more than 60 giant panda nature reserves, the restoration of wetland health in the Yangtze Basin, improved management of forest resources, and the launch of China's first low carbon cities in Baoding and Shanghai. WWF has also been instrumental bringing the Carbon Footprint concept to China. Last and certainly not least, we helped establish the Yangtze River Wetland Conservation Network, a platform that brings government, research groups, and the public together to protect one of the world's largest and most important wetland ecosystems.

I'd also like to acknowledge the overwhelming public support we receive in China. It is the public that helps improve China's environment through everyday actions, and has helped us increase environmental awareness by supporting in some of WWF's most successful campaigns such as Earth Hour.

Looking ahead to 2010, WWF will continue to build on the many successes we've had over the last 30 years to work with people from all walks of life to make choices that will leave our children a healthy, living planet.

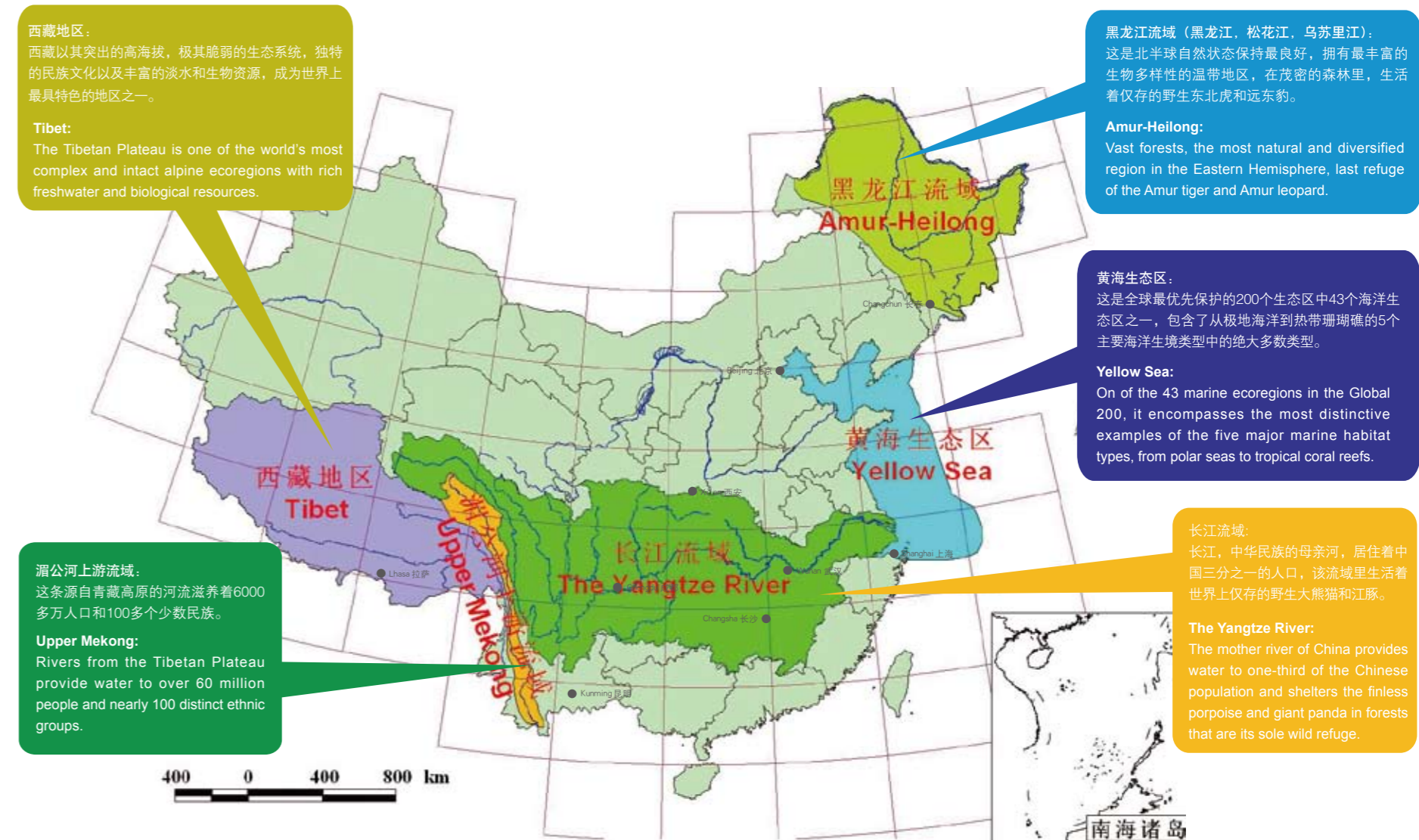


# WWF's Priority Ecoregions in China

## 世界自然基金会在中国的优先生态区域

© Wang Jin/WWF-China

*Black necked cranes on the Tibetan Plateau.  
The vulnerable species breed in the region's  
high altitude wetland.*





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# Earth Hour

## 地球一小时

© WWFChina



SH event\_Switch off © WWF-China



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世界各地88个国家/地区, 4000多个城市, 1亿多人参加WWF发起的2009年。这个一年一度的熄灯活动是一个就气候变化采取行动的全球性呼吁。2009年3月28日, 中国首次成功加入”, 20多个城市, 许多地标性建筑, 像鸟巢和东方明珠电视塔这样的国家级标志性建筑都有参与。WWF正致力于使2010年的, 以提高公众对于气候变化的认识, 并采纳低碳生活方式。

Over 1 billion people worldwide from more than 4000 cities in 88 countries/regions took part in WWF's Earth Hour 2009. This annual lights-off event is a global call for action on climate change. On March 28, 2009, China successfully joined Earth Hour for the first time, with over 20 cities participating including Beijing, Shanghai, Baoding and Hong Kong. Many national landmarks went dark, such as the Bird Nest, Water Cube and the Oriental Pearl Tower. WWF will continue to run Earth Hour in China in 2010, to further raise public awareness of climate change and encourage people to lead a low carbon lifestyle.



# Climate Change and Energy Programme

## Reducing China's Carbon Footprint

### 气候变化和能源项目 减少中国的碳足迹

© Huang Haobo/WWF-China



● Baoding's Power Valley Jinjiang International Hotel is partially powered by self-generated solar electricity, which comes from nearly 4500sqm of solar panels that have been design.  
保定电谷锦江酒店是中国首座太阳能五星级酒店，安装的4500平方米的太阳能面板所产生的电能，可以部分满足酒店的用电需求。



● Baoding's Power Valley Jinjiang International Hotel is partially powered by self-generated solar electricity, which Ms. Wu Jin inserting a low energy light bulb in her home in Shanghai. She has led the way in WWF's "20 ways to 20%" campaign and practices numerous energy and water saving activities in her home including: using low energy light bulbs, collecting and re-using waste water from bathing and her washing machine. She is also a leading force within the community where she works with other residents to raise awareness of environmental issues and how we can all take individual action to reduce our footprint on the World. Shanghai, China.

吴金(音译)在上海的家中更换节能灯。她积极响应WWF“节能20行动”。在家里采用了很多节能、节水的小窍门，比如使用节能灯、一水多用等。她还倡导小区其他居民提升环保意识，鼓励大家采取实际行动减少对自然资源的消耗。摄于上海。

2009年，WWF（中国）气候变化与能源项目致力于减缓温室气体排放，节约能源，提高能源利用效率，推动中国城市低碳发展之路；与富有战略眼光的企业建立新型伙伴关系，投资并从事低碳技术和产品的开发利用；同时倡导公众采取可持续的消费模式和低碳生活方式。

2009年WWF在推动低碳发展的政策研究、制定和实施方面取得了积极进展。由我们和政府智囊机构共同合作的“2050中国能源和碳排放报告”研究报告在历时两年后终于成功发表，为政府部门制定国家中、长期低碳发展战略提供了参考依据；《中国风能发展报告2008》和《中国风电专利形势报告》对蓬勃发展的中国风电行业进行了分析总结，并为其持续发展提出了政策建议；2009年6月19-20日由WWF、国家发改委能源研究所和联合国亚太经济和社会理事会联合主办的“亚太低碳经济论坛-2009中国峰会”成功召开，为超过300名来自政府、企业、研究机构、媒体和社会组织的代表提供了一个探讨和交流低碳经济发展的平台。令人欣喜的是，很多的建议都已经落实到了实处。

2009出版物	2009 Publications
《2050中国能源和碳排放报告》	2050 China Energy and CO2 Emissions Report
《中国风电报告2008》	China Wind Energy Report 2008
《中国风能专利报告》	China Wind Energy Patent Report
《中国建筑节能报告2009》	China Building Energy Efficiency Report 2009
《清洁发展机制在建筑中的应用》	Application of CDM in Buildings
《中国电动汽车发展报告》	China Electrical Vehicle Development Report

WWF-China's Climate Change and Energy Programme worked throughout 2009 to facilitate the development and implementation of policies in China to reduce greenhouse gas emissions, expand the application of renewable energy and energy efficiency technology, and explore low carbon city development. We also worked with leading business partners on low carbon production and operations. Last but not least, we engaged the public across China to encourage people to consume less and adopt a low carbon lifestyle.

Thanks to our partners, WWF made major headway in low carbon policy development and implementation in 2009. Top of our list is the publication of the 2050 China Energy and CO2 Emissions Report study, a project we've worked on with government think tanks for over 2 years. A unique aspect of the report is the suggestions it makes on China's mid to long-term plans for low carbon development. Better still - many of the suggestions the report makes are now being implemented.

Also big on our agenda in 2009 were the China Wind Energy Report 2008 and the China Wind Energy Patent Report. Both offered insightful analysis of one of China's hottest industries, while also diving into policy recommendations that could facilitate sustainable development of Chinese wind technology and operations.

Another big success for us this year was the Asia-Pacific Forum on Low Carbon Economy - China Summit 2009, co-organized by WWF, the Chinese government's Energy Research Institute, and UNESCAP from June 19 - 20. More than 300 people from government, business, research institutes, NGOs and media joined the cutting-edge forum.



© Brent Stirton / Getty Images/WWF-UK

## Low Carbon City Initiative

### 低碳城市发展

2009年，低碳城市发展项目（LCCI）在首批低碳试点城市保定和上海取得了巨大的进展。这些成功的经验都被收入在《低碳城市指标》中，同时也为综合评价低碳城市发展提供了理论依据，《日用消费品的碳足迹》为在全国推广城市低碳生活方式奠定了基础。

除此之外，我们也推动当地政府部门及企业形成可再生资源部门。令我们欣喜的是，这个理念正在迅速成为中国企业的主导，比如大型的太阳能光伏电池制造商天威英利，和中国低碳产业的领头羊中国国电集团。

在上海，WWF与合作伙伴一起通过分项计量实时用能监测系统显著提高大型公共建筑的能效。通过提高办公室、商场和娱乐场所的能效不仅是为了经济利益，也是对全球气候变化的有力行动。

我们还利用我们的专业知识，改进物流管理，影响商业选址策略，倡导低碳运输。在WWF的努力下，上海市积极响应这些前瞻性的建议，并最终确定低碳商业为上海城市发展的重点。

In 2009, WWF's Low Carbon City Initiative (LCCI) made tremendous progress in its two pilot cities, Baoding and Shanghai. Key to this success has been developing guidelines like our Low Carbon City Index, which sets out an evaluation system on low carbon development, and the Consumer Good's Footprint Report, which promotes low carbon lifestyles in cities across China.

Aside from guidelines, we also worked with the city's government and local companies over the course of the year to promote its growing renewable energy sector, and are happy to report that it is quickly becoming one of China's most successful clean tech manufacturing hubs. Companies like Yingli Solar, a large manufacturer of low-cost solar PV cells, and wind turbine maker Guodian, are leading the charge in this unique low carbon industrial cluster.

In Shanghai, we are working with partners to promote energy efficiency in large commercial buildings. Why? Because saving energy in the places we work, shop, and play makes good economic sense and helps fight global warming.

We are also using our expertise to improve logistics, pinpoint carbon friendly locations for businesses, and develop low carbon transport. The city has responded enthusiastically to these forward-looking suggestions for change, and thanks in part to WWF's efforts, low carbon business plans are becoming popular in Shanghai.



© WWF-China

© WWF-China

● Silicon blocks for the production of solar cells are seen at Yingli Solar in Baoding, China. China's solar manufacturing capacity is currently the largest in the world.

保定英利绿色能源控股有限公司用于制作太阳能电池的硅块。中国太阳能产品的产能目前居世界首位。

## Business and Industry engagement

### 企业合作

在应对气候变化的过程中，WWF始终清晰地认识到与企业合作的重要性。2009年，我们在国家发改委、环保部等相关部委以及英国领事馆等国外机构的支持下，发起了“唱响中国企业低碳发展之音”的项目。到目前为止，该项目收集并分析了中国6大行业12家领先企业的低碳创新行动，展示低碳创新给企业发展带来的新机遇，并将这些经验与企业界共享。同时，我们与国家发改委能源研究所共同探讨了目前中国企业低碳发展面临的机遇与挑战。

2009年，我们与上海、广东、四川等地方省市相关主管部门合作，展开了如何调整产业结构、发展低碳产业集群、推广低碳创新技术和低碳工业发展模式的讨论。明年，我们将进一步与国内外机构合作，更好地推动相关方案的实施。同时，WWF也关注社会其他部门的减排。比如2009年，我们与中国移动、北京邮电大学合作，研究如何利用信息技术减排，以及此技术在不同领域地应用。

另外，在商业领域，WWF和宜家等跨国公司建立了合作关系，将其确立为供应商减排的试点项目。WWF还发起成立了“中国可再生能源企业家俱乐部”，推动多次政策研讨，企业家与相关政策制订者在这个平台上共同探讨了中国可再生能源行业的发展模式。

2009年，WWF将“Topten”项目带入了中国市场。2010年，Topten 中国网站正式启动。网站将主要针对建筑、电子、家用电器和机动车等4大领域产品，从中选出10类产品进行信息评估和筛选，为消费者、生产商、销售商及采购商等提供一系列最新的、最高能效产品的实时信息，从而不断促进高能效产品的生产、销售和消费，促进市场转型。

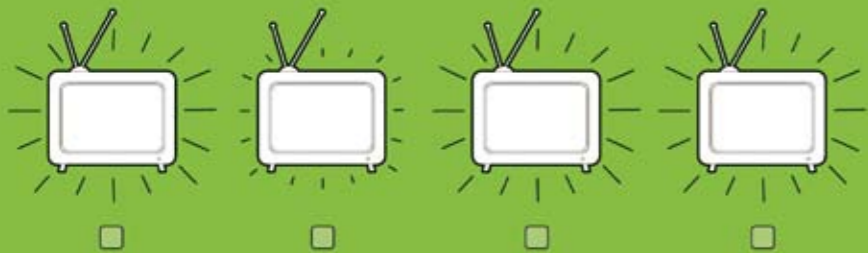
At WWF, we understand that businesses can make a difference. In 2009, we initiated a nationwide campaign "A Business Voice for Low Carbon Prosperity in China", with support from the National Development and Reform Commission (NDRC), Ministry of Industry and Information Technology, the Ministry of Environmental Protection, and the Embassy of the United Kingdom in Beijing among others. The project reports on the innovative climate actions taken by 12 leading Chinese companies, and showcases new low-carbon development opportunities. These examples have already been shared with a wide range of businesses, many of which are taking unique climate saving actions of their own.

In 2009, we cooperated with local governments in Shanghai, Guangdong, Sichuan, and other provinces and regions to explore industrial structural adjustment, low-carbon industry cluster development, incubation and promotion of low-carbon innovation technologies, and low-carbon models of industrial development. In the coming year, we plan to carry out more domestic and international projects to further promote these programs. We will also examine how to help reduce emissions from other sectors of society, as we did in 2009 with China Mobile and Beijing University of Posts and Telecommunications in the area of communications technology.

Also in the business sphere, we implemented pilot projects with IKEA and other multinationals to reduce the emissions created by their suppliers. WWF also started the "China Renewable Energy Entrepreneurs Club", a high-level group that brings together entrepreneurs and policy-makers to explore possible development models for China's renewable energy industry.

The things you buy are also something we'd like to change. WWF brought the Topten project to China this year, to provide real-time and accessible information on the latest and most energy efficient products for consumers, manufacturers, retailers and large buyers. The Topten China website will be launched in 2010 with information on 10 priority products from 4 sectors (buildings, household appliances, electronics and mobility), to stimulate the production, sale and consumption of more energy saving products, while simultaneously promoting a market transformation that encourages the development of energy efficiency products.

Which saves more power?



## Saving Energy is Child's Play

### 儿童与节能

过去一年，来自北京、上海、重庆、南京和武汉等16所城市的一百余所高校的大学生环保团体参加了倡导低碳生活方式的“20行动”。先后开展了“碳足迹”行为艺术、低碳春节、地球一小时和“大手拉小手”做环教、“我为哥本哈根减斤碳”等联合宣传行动，与当地的政府、媒体和民间团体一起，呼吁和影响市民节约能源，减缓全球变暖。

Over the course of the year, student groups from more than 100 universities in 16 large cities participated in the "20 ways to 20%" campaign, an energy-saving awareness initiative, collaborating with local governments, media and NGOs. Activities included a low carbon footprint art performance, low carbon Spring Festival, Earth Hour, environmental education in schools, and a competition to save 1kg of Co2 before the climate talks in Copenhagen.



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## Climate Change and Adaptation

### 气候变化与适应项目

作为WWF全球性的迎战气候变化的运动，WWF全球各地的办公室在对因气候变化而受到影响的人群进行采访。被称之为“气候变化见证人”项目，这些被采访者包括农民、牧民、学者以及其他人物。通过这些一个个鲜活的、具体的、真实的案例，证明了严格控制当前温室气体排放量的紧迫性，以及应对气候变化的重要性。届时，这些收集到的故事也会在WWF国际网站上通过文字和录像呈现出来。

2009年，WWF拉萨办在西藏的羌塘地区和青海的三江源地区搜集了约20例气候变化见证人的故事。每个故事从不同的侧面讲述了因气候变化而导致的冰川萎缩、河流干涸、草地退化沙化等典型的实例以及这些变化对当地居民所带来的影响。收集到的故事将被做成折页宣传材料在2009哥本哈根气候变化大会上发放。

As part of our worldwide campaign to combat global climate change, WWF offices throughout the world are interviewing local residents about how global warming is affecting them. Known as the "Climate Witness" program, these interviewees include people from various backgrounds, such as farmers, livestock herders and scholars. Stories gathered provide vivid, concrete, and real world examples of the impact of climate change. They also illustrate why immediate action is needed to drastically reduce present levels of greenhouse gas emissions. Once collected, Climate Witness interviews will be posted on WWF International's website as both text and video.

In 2009, WWF Lhasa Programme Office interviewed twenty Climate Witnesses in the Changtang Region of the Tibet Autonomous Region and the Source of Three Rivers (三江源地区) in the Qinghai Province. Each story gives an example of how climate change has caused glaciers retreat, river loss and grasslands degradation. These stories tell from different aspects how the local residents are affected by climate change.



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© Brent Storton / Getty Images / WWF-UK

● A Bio-gas digester. Pig waste is used to produce bio-gas, which is used for cooking and for heating. Xipanshanzhou, West Dongting Lake, Hunan Province, China.

通过沼气池，牲畜粪便产生沼气，用于做饭取暖。摄于湖南西洞庭湖西畔山洲。

## Community matters

### 社区与节能

2002年开始，WWF成都项目办公室在甘肃省和四川省推广可替代能源和节能项目。2008年6月到2009年6月，WWF一共在甘肃和四川的部分保护区周边新建了64口沼气池，震后修复了70口，为社区居民购置了158口节柴炉和30口节柴灶。一口沼气池每年可以减少薪柴砍伐约750千克，减少二氧化碳排放约3-4吨；一个节柴炉/灶每年减少薪柴砍伐约500千克，减少二氧化碳排放约2吨。按照这样的标准，甘肃、四川两省保护区周边社区一年内共节约薪柴近20万千克，减少二氧化碳排放约2000吨。

WWF's Chengdu office started to promote alternative energy in Gansu and Sichuan Provinces in 2002. From June 2008 to June 2009, we built 64 new bio-digesters and repaired 70 others that were damaged in the May 12, 2008 earthquake. We also purchased 158 energy-saving furnaces and 30 energy-saving stoves for community residents.

One biogas digester can reduce 750 kilograms of firewood consumption each year, equal to cutting about 3-4 tons Co2 emissions. A furnace or stove can cut about 500kg of firewood, equal to about 2 tons carbon dioxide emissions. Communities around Gansu and Sichuan nature reserves could save close to 200,000 kilos of firewood – or 2,000 tons of Co2 emissions – each year.





如果维持我们膳食平衡的某种食物彻底消失，将会严重影响我们的健康。同样，当某些重要的元素消失时，淡水生态系统也会失衡。WWF中国淡水项目致力于长江流域、湄公河流域、黄河流域以及黑龙江流域等重点流域的生物多样性和野生动物保护，确保它们有一个自然和谐的生存环境和健康的未来。

If an important part of your diet disappears, it will have a negative impact on your health. The same thing happens to freshwater ecosystems when they are stripped of the elements they need to survive. WWF-China's Freshwater Programme works in the key river basins of the Yangtze, Mekong (Lancang), Yellow, and Amur-Heilong to ensure the diverse communities and wildlife in these landscapes are guaranteed a healthy future.

# Freshwater Programme – Healthy rivers and lakes

## 淡水项目——健康的河流湖泊



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### 聚焦农村饮水安全，推动水源地保护

饮水安全是WWF中国在2009年工作的重中之重。为此，我们宣传饮水安全活一直致力于饮水安全宣传活动，提高公众饮水安全意识，建立试点项目，提出水源保护政策建议。所幸的是我们两年的付出终有所回报：2008年10月WWF与中国水利部中心签署了一项为期五年的农村饮水安全备忘录，以更好地保护中国最宝贵的资源之一。

在太湖流域试点项目已经成功启动，保证了超过2千万人口的饮水安全。感谢汇丰银行的全力支持，WWF会将饮水安全一直作为重点项目，持续到2020年。

郫县园田村和云桥村是WWF在岷江流域的两个水源地保护示范村。WWF在示范村的活动控制了面源和点源污染，保障了河流健康，针对性地改善了示范河流的健康状况，并采用河流健康记分卡推动了岷江流域水资源的保护。

### Drinking water safety and conservation of water source areas

Drinking water safety was one of WWF-China's top priorities in 2009. To make sure it stays that way, we continued work on drinking water safety advocacy campaign, focusing on public awareness, pilot projects and policy recommendations for water source protection. The good news is that over two year of hard work has paid off: In October 2008, WWF signed a five-year MOU with China's Ministry of Water Resources Center for Rural Drinking Water Safety to help better protect one of China's most precious resources.

Successful pilot projects have already been launched in the Tai Lake Basin, an important drinking water source for over 20 million people. Thanks to the support of the HSBC Climate Partnership Program, WWF will continue to work on this crucial project until 2020.

WWF's Chengdu Programme Office is also working on water conservation demonstration sites in Sichuan Province's Minjiang River Basin. The villages of Yuan Tian and Yunqiao have signed up to work on controlling both point pollution and non-point source pollution, which helps protect the overall health of rivers. We measure this through river health scorecards to keep track of their progress in keeping the Minjiang River clean.



## Planning for the future – China’s River Basin Master Plan

### 展望未来——中国流域综合规划

在五年合作谅解备忘录的框架下，WWF将继续与水利水电总规划设计研究院（GIWP）合作，支持我国流域综合规划修编，帮助决策者更好地保护我国的流域湖泊。

Backed by a five year cooperation framework, WWF will work with the General Institute of Water Resources & Hydropower Planning and Design (GIWP), part of the MWR, to revise China’s River Basin Master Plan, a document that helps decision makers better protect the nation’s rivers and lakes.

## Environmental flows and sustainable hydropower development

### 推动环境流研究与水利可持续发展

环境流是指维持河流、湖泊、河口地区生态环境健康和生态服务价值，符合一定水质、水量和时空分布规律要求的河流水流体制。为全面推动中国的环境流工作，WWF与长江水利委员会与黄河水利委员会合作开展“中国河流生态与环境流”研究，并以该研究为依托于2009年6月成功举办了“中国河流生态与环境流”研讨会以及技术培训讲习班；与中国科学院合作开展了“三峡工程运行对长江中下游水鸟种群及其栖息地的影响”研究，积极探讨减缓影响的对策，同时为评估大坝对河流生态系统的整体影响，在2008年10月还举办了三峡工程与长江水资源开发利用及保护国际研讨会。

Environmental Flows (E-flows) refer to water provided within a river, wetland or coastal zone to maintain ecosystems and the benefits they provide to people. In 2009, we worked with the Yangtze Water Resources Commission and the Yellow River Conservancy Commission (YRCC) to conduct E-flows research and co-organize workshops. We also cooperated with the Chinese Academy of Sciences (CAS) on the report Research on the Impacts on the Water Birds and Its Habitats along the Central and Lower Yangtze by the Three Gorges Dam, which discussed countermeasures to mitigate the negative impact the dam is having on the area’s water birds. Meanwhile, the dam’s overall influence on the river’s ecosystems was further examined at the Yangtze River Three Gorges Project and Water Resources Development and Protection symposium in October 2008.

#### Freshwater Programme Publications 2009

- 《自由流淌的河流——经济上的奢侈还是生态上的必需?》  
*Free Flowing Rivers – Economic Luxury or Ecological Necessity?*
- 《长江流域气候变化脆弱性与适应性研究》  
*Yangtze Basin Climate Change Vulnerability and Adaptation Report*
- 《长江保护与发展报告2009》  
*Yangtze Conservation and Development Report 2009*
- 《国外流域综合规划技术》  
*International technologies on River Basin Integrated master plan*

For more information on these or any of our other titles, visit [www.wwfchina.org](http://www.wwfchina.org)

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The Jinghong dam on the Upper Mekong (Lancang) River in Yunnan Province, China. The 1500MW dam is one of 8 major hydro projects on the upper reaches of the Mekong River.

景洪大坝位于中国云南省境内的澜沧河（澜沧江）上游，总装机容量1500MW，是澜沧河上游8个梯级电站工程之一。



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## 《长江流域气候变化脆弱性与适应性研究》成功发布

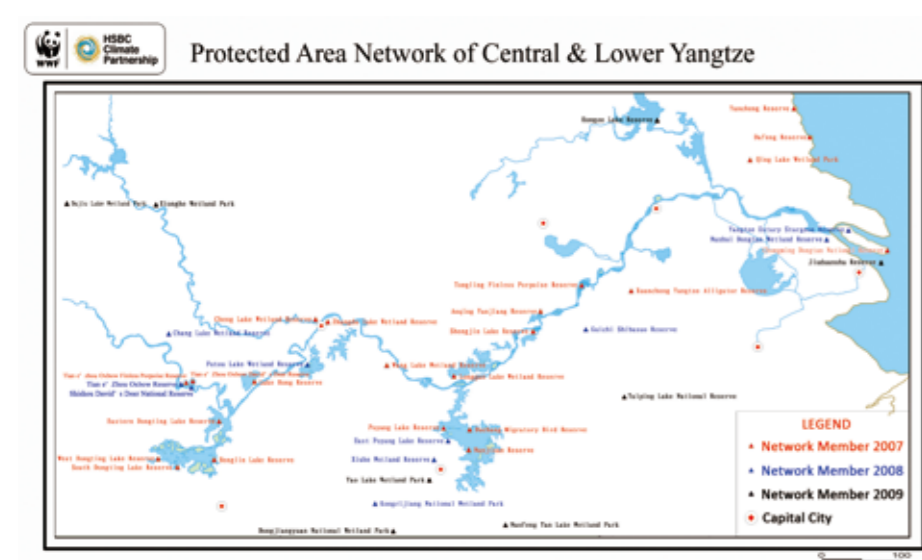
如何从宏观上评估流域的脆弱性，研究其适应性成为目前流域管理者面临的一个重大课题。2009年由WWF组织，中科院、中国气象局和复旦大学等20余位专家起草完成的《长江流域气候变化脆弱性与适应性研究》报告是国内外首例以大流域尺度进行气候变化脆弱性和适应性的研究成果，旨在评估气候变化对长江流域不同生态系统和水资源的影响和以及其脆弱性，并提出相应的适应性决策，为各级政府和流域管理部门提供技术支持。

世界自然基金会长沙办公室也对鄱阳湖的生物多样性与水位变化之间的联系做了详细的调查，作为中国最大的淡水湖，鄱阳湖的支流与长江息息相连。由于气候变化及三峡大坝的修建，在过去几年湖泊的水位已经急剧下降。鄱阳湖是白鹤重要的越冬地，同时也是当地居民赖以生存的母亲河，WWF正和当地的自然保护区一起寻找适应的策略，保护湖泊的生态平衡。

## Yangtze Basin Climate Change Vulnerability and Adaptation Report

One of the biggest issues for freshwater experts is determining how to assess a river basin’s vulnerability and ability to adapt to climate change. To address these complicated issues, WWF, over 20 experts from the Chinese Academy of Sciences (CAS), China Meteorological Administration and Fudan University drafted the Yangtze Basin Climate Change Vulnerability and Adaptation Report in 2009. The report is the first-ever large-scale publication on climate change research at the river basin level. It aims to evaluate the impact of climate change on representative ecosystems and water resources in the Yangtze River basin, pinpoint adaptation strategies, and provide support to decision makers.

WWF’s Changsha office also investigated the relationship between water level change and biodiversity loss in Poyang Lake, China’s largest freshwater lake. Connected to the Yangtze through tributaries, the lake’s water levels have been dropping over the last few years due to climate change and the Three Gorges Dam. As an important wintering ground for Siberian Cranes and a valuable resource for local residents, WWF is working with nature reserves in the area to look for adaptation strategies that keep the lake’s assets in balance.



## Yangtze Network

### 长江流域

为了更好的保护长江流域，WWF建立了长江湿地保护网络，这是一个由政府、科研团体和公众组成的独一无二的保护湿地生态系统管理平台。

在汇丰气候合作计划的支持下，湿地网络已经覆盖了157万的区域，包括5个省和一只直辖市，拥有超过40个的个体湿地独立网络，包括鄱阳湖、洪湖以及脆弱的上海崇明东滩附近湿地生态系统。

为了推动和实现建立整个长江流域湿地保护网络的构想，在可口可乐水资源保护项目的支持下，2009年11月10日四川省林业厅、陕西省林业厅、甘肃省林业厅、重庆市林业局和WWF携手，以嘉陵江流域为切入点，共同启动了“嘉陵江流域湿地保护网络”。在未来的3-5年内，“嘉陵江流域湿地保护网络”将与流域内的大熊猫保护区网络连接，形成完整的嘉陵江保护网络，并与长江中下游日益壮大的湿地保护网络有机衔接，促进流域综合管理机制的实践，推进长江全流域的保护工作。

以全球总干事詹姆斯·利普领导的WWF代表团参加了在上海召开的第三届长江论坛，这为保护长江流域的利益相关者提供了一个交流的平台。近500名的专家齐聚一堂，为流域综合管理、环境流以及其他淡水保护问题出谋划策。水利部陈雷部长和长江水利委员会蔡其华主任会见了WWF代表团，陈雷部长高度赞扬了双方已有的合作成果并提出了未来的合作方向。

Another major step forward we made in the Yangtze came with the expansion of the Yangtze River Wetland Conservation Network, a unique management platform that brings government, research groups, and the public together to protect wetland ecosystems.

Thanks to the support of the HSBC Climate Partnership Program, the network now covers a total area of 1.57 million hectares across 5 provinces and one major urban area. Over 40 individual wetlands are currently represented, including Poyang Lake, Hong Lake, and the fragile Dongtan wetland ecosystem near Shanghai.

Plans are in the works for this network to continue to grow. With the support of the WWF-TCCC water source protection project, the provinces of Sichuan and Gansu, as well as the Shan'xi Forestry Department, Chongqing Forest Bureau are working with WWF to form the Jialingjing Basin Wetland Conservation Network in Chengdu. Over the next 3 to 5 years, the wetland network will grow to include existing giant pandas conservation work across the entire Jialing River, and eventually link with the growing middle and lower reaches of the Yangtze River Wetland Conservation Network.

Also this year at the 3rd Yangtze Forum, a WWF delegation led by Director General James P. Leape engaged with stakeholders on the conservation of China's largest river basin. Close to 500 delegates gathered in Shanghai to discuss integrated river basin management (IRBM), environmental flows, and other important freshwater conservation issues. MWR Minister Chen Lei and CWRC Commissioner Cai Qihua met with the WWF delegation to review cooperative achievements and examine how these can expand in the future.



● WWF - International Director-General James P. Leape meets with China's Minister of Water Resources Chen Lei at the 3rd Annual Yangtze Forum.

在第三届长江论坛期间，世界自然基金会全球总干事詹姆斯·利普会见中国水利部部长陈雷。



● The Yellow River near Zhengzhou, Henan Province, China. The river is known as the "Cradle of Chinese Civilization" for the important role it has played in China's history.

黄河流经中国河南省郑州市，在中国历史发展过程中发挥了重要作用，被誉为“中华文明的摇篮”。

## Safeguarding the Yellow River

### 保护黄河

黄河一直被认为是中国文化的发源地。如何保护这一珍贵的历史资源？其实很简单，长江就是很好的例子，应把重点放在黄河的流域管理上。

2009年，我们将这个世界最先进的湿地管理理念带到了第四届黄河国际论坛上，并在流域规划分论坛上做了详尽陈述，借这个东风，WWF还发布了《国外流域综合规划技术》，里面提及的行之有效的水资源分配以及洪水风险管理都为新一轮的全国流域综合规划修编工作提供了技术支持。

The Yellow River has long been viewed as the epicenter of Chinese culture. How do we help protect this valuable historical resource? Simple: like the Yangtze, we focus on promoting river basin management. In 2009, we brought some of the world's most advanced freshwater management concepts to the 4th Yellow River Forum and presented them at the "Master Plan IRBM sub-forum." WWF also used this high-level gathering to release the International Technologies on River Basin Master Plan report, which offers tried and tested perspectives on water allocation and flood risk management for China's Master Plan.



● Participants in WWF's Wetland Ambassador Action campaign in Wuhan.

武汉的“湿地使者行动”

## Getting the message across – Wetland Ambassador Action

### 活动信息——湿地使者行动

“湿地使者行动”是WWF与高校志愿者共同展开的为提高公众的湿地保护意识而开展的一项大型公益宣传活动，尤其是关注长江流域的湿地保护网络。

这些高校志愿者或湿地使者，用其节假日和课余时间，组织团队到各个湿地进行实地调研，旨在唤起人们对于湿地保护的重视，同时开展湿地保护和宣传工作。

今年有44个湿地使者行动团队在全中国展开活动。他们有的直接到自然保护区，观察野生动物，搜集资料，做大众调研；有些举办摄影展览，向大众介绍情况或举行研讨会，以加强大众对湿地保护的认识。

Wetland Ambassador Action is an annual program run by WWF that recruits university student volunteers to help promote conservation and the wise use of wetlands in China. Emphasis is placed on wetlands within the Yangtze River Basin.

These student volunteers, or wetland ambassadors, work in teams to carry out research and fieldwork at wetlands, and to raise awareness and educate the community about conservation. Many give up a large part of their summer holidays to participate.

This year there were 44 wetland ambassador teams spread across China. Some worked directly with nature reserves on wildlife observation, materials collection and public surveys. Others staged photo exhibitions, ran information sessions or convened workshops to boost public interest and knowledge on wetland issues.



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- Heavy smoke from a polluting industry along the Amur River in Heihe city, China.  
在黑河市境内，黑龙江流域沿线污染型企业浓烟滚滚。



© WWF-China

- At the end of 2006 it was estimated that there were about 1400 finless porpoises left living in China. Between 700 and 900 were in the Yangtze River, and about another 500 in Poyang and Dongting Lakes. In 1990, five individuals were relocated to the Tian'e Zhou Oxbow Nature Reserve and now a population of 28 currently inhabits the lake.

2006年末，中国约有共计1400只江豚，其中，700~900只生活在长江干流，500只左右生活在鄱阳湖和洞庭湖。在1990年，5只江豚被放养在天鹅洲自然保护区，时至今日已经繁衍为28只。

## Amur-Heilong River Basin

### 黑龙江流域及自由流淌河流研究

自由流淌河流，一般的定义为从源头到入海口（或更大的河流、湖泊）之间没有大坝阻隔，沿岸没有堤坝，没有重污染，没有大面积灌溉导致的水流大量减少。自由流淌河流如阿穆尔/黑龙江位对于健康的生态系统及沿岸生活的人民极其重要。

与世界上大多数河流一样，阿穆尔/黑龙江同样面临许多威胁，工业污染、农业发展和过渡捕鱼等，这些不可持续的行为正在慢慢蚕食着她。2009年WWF展开阿穆尔/黑龙江自由流淌河流调查，使沿岸的环境保护者、土地规划者及决策者能够共同商讨，为这个世界上为数不多的自由流淌的大河制定一个可持续利用和发展的方案。这个方案直至现在是完全成功的。

2009年其他的成功例子还包括洞庭湖水鸟，江豚和麋鹿的调查，其中关于麋鹿是中国现已知的最成功的调查。

我们发现了什么？长沙办公室发现洞庭湖江豚的数量只有2006年估计的一半只剩大约100只。水鸟的数量也在急剧的下降。一切都告诉我们，是我们紧急行动的时候了。

其中的好消息是洞庭湖东岸濒临灭绝的麋鹿数量在逐渐回升。从1998年以来的调查显示，现已有麋鹿31头，这让我们看到了希望之光。

A free-flowing river is defined as any river running from its headwaters to its mouth at the sea (or larger stream, or lake) that is not interrupted by dams, hemmed by dykes, heavily polluted, or suffering extreme discharge loss. Free-flowing rivers like the Amur-Heilong are an extremely important part of ensuring healthy ecosystems and healthy people.

Like most rivers in the world today, the Amur-Heilong faces threats from pollution, agricultural development, and over-fishing. To encourage sustainable use of water resources in the river basin, WWF conducted the Amur-Heilong Free Flowing Study in 2009. Our goal was to inspire dialogue among conservationists, landscape planners, and decision-makers. This has so far been an absolute success.

Other success stories in 2009 include an investigation into the status of Dongting Lake birds, the finless porpoise and Père David's Deer, which is better known as the Milu in China.

What did we find? Our Changsha office discovered that the finless porpoise population in Dongting Lake now stands at around 100, half the 2006 estimate. The number of water birds wintering in the lake also saw a pronounced decline, making the need to take action all the more urgent.

The good news is the critically endangered Milu is making a comeback in the East Dongting lake area. Investigations since 1998 have found 31 of the rare animals, showing that there is hope for this species.



© WWF-China

- The Mekong (Lancang) River runs from the Tibetan Plateau through China's Yunnan province, Burma, Laos, Thailand, Cambodia and Vietnam.  
起源于中国的青藏高原，湄公河（澜沧江）流经云南省，缅甸，老挝，泰国，柬埔寨和越南。

### 湄公河上游流域

2009年，我们在湄公河上游流域（澜沧江）也取得了很大的成绩，并已经稳步向未来的目标迈进。在未来的5到10年间，WWF将致力于建立一个跨境及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鱼，降低污染。

今年6月在湄公河上游流域可持续发展和流域综合管理讨论会上，我们为利益相关者提供了一个平台，对影响湄公河上流生态健康的诸多问题进行了集中讨论。在基层，我们展开了“加强女性在Nabanhe自然保护区领导地位”的活动，以争取女性受教育的平等权利。

作为黄河、长江、澜沧江、怒江、雅隆藏布江、恒河等亚洲诸多重要河流的发源地，青藏高原拥有非常丰富的湿地资源。数以千计的湖泊、沼泽、河沿走廊等分布于此。然而受全球气候变化影响，青藏高原的湿地由于全球气候变化和许多人为因素正面临着种种威胁。

2009年，拉萨办在青藏高原实施了“保护蓝天白云—高原湿地保护项目”，旨在解决湿地保护中存在的诸多普遍问题，如气候变化、生态旅游、湿地恢复、自然保护区的管理能力建设以及提高当地群众的环保意识等。



We save more than just pandas.  
WWF and our partners have facilitated the reconnection of 17 lakes to the Yangtze River, allowing new life to flow into its fragile freshwater ecosystem. Take a closer look at what we do and how you can make a difference. [www.wwfchina.org](http://www.wwfchina.org)



## Upper Mekong

We also had major successes in the Upper Mekong River (Lancang) in 2009, and have set our sights on the future. Over the next 5 to 10 years, WWF will work on setting up cross boundary and multi-stakeholder platforms to help strengthen conservation and IRBM, while simultaneously reducing illegal fishing and pollution in Mekong source areas.

At the Sustainable Development and Integrated River Basin Management on the Upper Mekong River conference in June this year, we were able to bring major stakeholders together for discussions on many of the major issues affecting the Upper Mekong's health. And at the grassroots level, we launched the "Empowering Girls and Young Women Leaders in the Nabanhe Nature Reserve", a project devoted to ensuring women gain equal access to educational opportunities.

The Tibetan Plateau is a land full of wetlands, with thousands of lakes, ponds, and bogs scattered across the plateau. Several river systems originate on this plateau: the Yellow River, the Yangtze, the Mekong, the Salween, the Yarlung Tsangpo, and The Indus. However, the wetlands in this area are facing threats caused by global climate change and increased activities.

To address these problems, WWF's Lhasa Programme Office started the "Saving Wetlands Sky High" ("保护蓝天白云—高原湿地保护项目") project to help find a solution. Through public awareness campaigns and conservation training, we hope to equip people with the knowledge they need understand climate change, develop ecotourism, and help restore damaged wetlands.

# 任务北京 理天下大事

今天的中国已经是世界上最快的经济增长力量，作为世界主要加工中心，中国自然资源的进口持续增加，以满足巨大的国内外市场的需求。让中国的发展道路转向一个更加可持续的方向，对于减轻人类活动对全球环境的压力——我们的生态足迹，至关重要。WWF估计人类的消耗已经超出了地球能够补给资源的30%以上，长此以往，几十年内，我们将需要2个地球来维持我们的生活。

WWF创建“中国领跑世界革新”全球项目，为中国在世界绿色经济发展中扮演的角色作出贡献。该项目旨在鼓励中国在发展中考虑到我们仅有一个星球的世界生态系统的局限性，鼓励中国成为为世界提供环境保护方案的革新者。

China today is one of the world's fastest growing economies and a manufacturing hub importing growing amounts of natural resources to serve a huge internal and international market. Shifting China's development towards a more sustainable direction is crucial to reducing the pressure placed on the global environment by human activities – our “ecological footprint”. WWF estimates that the world is already using almost 30 per cent more resources than the Earth can replenish and, if we continue on this path, within a few decades we will need two planets to support us.

WWF has recently set up a Global Initiative in recognition of the role China can play in greening the world's economy. The goal is to encourage China to develop within the ecological limits of one planet and become a global innovator offering environmental solutions to the world.

## China for a Global Shift “中国领跑世界革新”全球项目



## Inspiring economic decisions

### 影响经济政策决策

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通过“中国领跑世界革新”全球项目，WWF希望从一个全新的高度去影响关键性的经济决策，并加强WWF在中国的工作与其他发展中国家，特别是非洲和东南亚的联系。

“中国领跑世界革新”全球项目围绕下列目标展开：

- 1) 通过五年规划及其它政策机制，在中国推动制定减少生态足迹的政策框架；
- 2) 推动绿色海外投资，使得中国的金融机构在为国内外的基础设施建设，业务发展，环境及工业活动提供贷款时，有严格的环境标准可遵守；
- 3) 按照环境指南，引导中国的海外商业转向负责任的贸易投资；
- 4) 引导高资源利用型创新产品和服务成为中国及主要国际市场的主流。

WWF通过与政府机构，非政府组织及商业伙伴的密切合作，以上目标已获得巨大成功。

Through this Initiative, WWF aims to influence key economic decisions at a whole new level. The Initiative also aims to create stronger links between WWF's work in China and in developing countries – particularly in Africa and South-East Asia.

The Initiative revolves around the following goals:

- Promote a policy framework in China to reduce ecological footprint through the 5-Year Plan and other key mechanisms.
- Green overseas investments, so that Chinese financial institutions making loans for infrastructure projects, business development, environmental and industrial activities within China and abroad comply with rigorous environmental standards.
- Drive responsible trade through environmental guidelines for Chinese businesses operating overseas.
- Mainstream innovative products and services by applying the highest resource efficiency standards in China and in key international markets.

Working in cooperation with governmental institutions, NGO and business partners, WWF has already achieved significant results towards these goals.

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## Addressing China's ecological impacts

### 中国的生态影响

© ZhangYifei / WWF

2008年，WWF与中国环境与发展国际合作委员会（国合会）合作发布了第一部《中国生态足迹报告》。这是首次从政府层面，讨论中国的生态足迹影响，对于将生态足迹的概念引入中国至关重要。

2009年11月，通过国合会的平台，就十二五规划，WWF向中国的高层献计献策。

WWF全球总干事Jim Leape国合会年会上发表了重要的讲话。WWF的许多建议在国合会向中国中央政府十二五规划的建议中被采纳，包括推动提高自然资源的使用效率；将自然栖息地作为一个综合系统，来考虑其所能带给物种，人类及地方经济的价值；将应对气候变化的适应建设贯穿于中国的所有发展规划中。

这一工作将会随着之后正在进行的项目得以完善。2010年，WWF将与国合会发布第二部中国生态足迹报告，该报告将特别关注水资源的生态足迹。

In 2008, WWF and the China Council for International Cooperation on Environment and Development (CCICED, an influential advisory body to China's State Council) published the first “Report on Ecological Footprint in China”. This path breaking report opened political space for discussing China's ecological impacts and was pivotal in terms of introducing the footprint concept into China.

In November 2009, through the CCICED platform, WWF offered recommendations to China's top leaders for the 12th Five-Year Plan. WWF's Director General Jim Leape gave a keynote speech at the CCICED Annual Meeting. At the conclusion of the event, CCICED put forward to the central government several of WWF recommendations for inclusion in the 12th Five-Year Plan: promote efficiency in all uses of natural resources; consider ecosystems as integrated systems providing value to species, humans and local economies; build adaptation to climate change into every component of China's development plans.

This work will be further strengthened through an ongoing programme of outreach activities. In 2010, WWF and CCICED will publish the second version of the report on ecological footprint in China with an emphasis on water footprint.



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## Greening the financial sector

### 绿色金融

2009年5月，WWF组织了第一届“金融，环境与发展”论坛。该论坛是中国首次金融，环境，发展机构共同参与的会议。WWF的目标是建立一个旗帜性的论坛，以期待这三方面的主要机构催化生成可持续金融的新思想，以此推动中国的绿色发展。这次论坛倡导在中国实行“赤道原则”，该原则是一套国际性的，自愿的指导方针，旨在判断、评估和管理项目融资中的环境与社会风险的金融行业基准。

WWF还联手中国人民银行发布了关于可持续发展的银行业报告。在该报告中，中国人民银行呼吁中国所有的商业银行都应实施可持续性政策。

作为绿色金融的一部分，WWF组织金融业的决策者们去欧洲学习和了解先进的知识和技术。第二阶段访问定在2010年前往非洲学习考察。该项目旨在让中国的银行官员了解欧洲如何最好的实现可持续性金融，同时，也让决策者们看到他们发放的贷款在非洲大地上是如何履行实施的。

The “Finance, Environment and Development Forum” that WWF organized in May 2009 was the first meeting of its kind in China. It brought together practitioners in the fields of finance, environment and development. WWF aims to create a flagship club to bring together key players from these three sectors to catalyze new thinking on sustainable finance and thereby promote the greening of China’s investments. The forum advocated the adoption in China of the “Equator principles” – an international voluntary scheme of environmental and social standards for project financing.

WWF also joined forces with the People’s Bank of China (China’s Central Bank) in publishing a report on sustainable banking. In the report, the People’s Bank of China called all commercial banks to implement sustainability policies.

As part of its work to green the financial sector, WWF facilitated a study tour to Europe that was designed to provide cutting edge knowledge and tools to financial decision makers. A second tour will follow in Africa in 2010. The idea is to provide the opportunity for Chinese banking officials to be exposed to best practices on sustainable finance in Europe, as well as to see how their loan portfolios are performing on the ground in Africa.



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● Chinese sawmill in the Udzungwa Mountains, Tanzania.

中国锯木厂Udzungwa山，坦桑尼亚。

## 中国在非洲

With China’s interests and investments exponentially increasing in Africa, the Initiative is developing closer linkages between policy work at the central level in China and work on the ground in Africa. Over the past 5 years, China has become an important partner to Africa in terms of trade, aid and investment. At the end of 2008, China was Africa’s second largest trading partner with trade totalling US\$106.8 billion. Much of this is built on the export of commodities such as oil, timber and mineral products.

As a global conservation organization with significant presence and local trust in both Africa and China, WWF is in a unique position to promote sustainable practices for resource management and extraction by Chinese businesses operating in Africa.

The work on the diplomatic and business level has contributed to significantly improve the section on environmental protection and resources conservation in China’s Guidelines for Outward Investments, written by the same Ministry of Commerce staff who visited Tanzania and Gabon in a study trip facilitated by WWF. In addition, the Initiative is currently working with the State Forestry Administration to develop guidelines on sustainable forestry for Chinese firms operating overseas. WWF will also work on bilateral agreements between African and Chinese governments on issues relating to sustainable forest management and renewable energy technology transfer.

## China in Africa

随着中国对非洲的发展兴趣及投资指数的日益增长，“中国领跑世界革新”全球项目将中国中央的政治工作发展与非洲的实际工作紧密联系。在过去的5年中，中国已经成为非洲在贸易，国际援助，投资等方面的重要合作伙伴。2008年底，中国成为非洲第二大贸易伙伴，总贸易额达到1068亿美金。其中很大部分的贸易投资是建立在对石油，木材，及矿产资源的出口上。

作为国际性的自然环境保护组织，WWF在非洲与中国都有着很高的威望和认可度。WWF在中国的商业运作过程中，推动非洲资源管理和提取的可持续性实践上有着无可替代的地位。

WWF在外交和商务层面的工作，为有关环境资源保护的《中国海外投资指引》的编写作出了巨大的贡献，而该指引的撰写者就是由WWF组织前往坦桑尼亚和加蓬访问的中国商务部的官员。另外，“中国领跑世界革新”全球项目也在与中国林业局一起建立中国企业在海外运作的可持续性林业指引。WWF也将继续为中非双方政府之间，就可持续性林业的管理和可再生能源技术转移方面的协议而努力。



# Forest Programme - Responsible forest management and trade

## 森林项目——负责任森林经营与贸易

2009年对中国林业来讲极具挑战。全球金融危机已经极大地影响了中国林业，许多小型生产企业不得不关闭或停产。美国雷斯法案修正案已经生效，要求出口商必须出示进口到美国的木材和林产品的原产地证明，这给中国林业带来了更多的问题。欧盟也正在讨论一项立法，要求在不久的将来对出口到欧盟的木材及林产品进行合法性审查。

虽然中国的林业正面临着困难，但是这些挑战也为WWF进一步开展森林可持续经营和合法木材贸易提供了机遇。在过去的几年里。由WWF-中国支持的FSC示范项目已经显示出其在经济不景气情况下较低的脆弱性，并且成为同类森林经营单位（FMUs）遵循的范例。这一年，FSC森林管理认证在中国的东北地区 and 南方迅速增加，高保护价值森林判定以及对东北虎栖息地管理的成功经验已经成功地应用到西南地区的熊猫栖息地。

2009 was a very challenging year for the Chinese timber industry. The global financial crisis hit domestic enterprises hard, and many small manufacturers were driven out of business. More problems emerged when amendments to existing US laws required timber exporters to produce place of origin certificates for timber products imported to the US. The EU is also discussing legislation that may require due diligence on timber and timber product exporters to Europe in the near future.

Though the Chinese timber industry is experiencing difficulties, these challenges also offer opportunities for WWF to further promote sustainable forest management and legal timber trade. Forestry Stewardship Council (FSC) demonstrations supported by WWF-China over the past few years have shown resilience to economic sluggishness and have become examples for peer Forestry Management Units (FMUs) to follow. The year saw fast growth in FSC forest management certification in the northeast and south of China. High Conservation Value Forest (HCVF) mapping and management in tiger habitats in the northeast also grew over the year, and is now being replicated in panda habitats in the southwest.

## Balancing China's green assets

### 平衡中国绿色资产

在WWF-宜家 and WWF-利乐项目的支持下，2009年中国FSC认证森林面积增长了将近52万公顷。永安林业集团有限公司116217公顷森林获得FSC认证，黑龙江穆林林业局230405公顷森林获得FSC认证，敦化林业局171,594公顷森林获得FSC认证。WWF支持了这三个森林经营单位进行高保护价值森林判定和管理，这是FSC认证中的一项关键性要求。

高保护价值森林的判定方法已经开始在中国的西南地区进行推广，有150人参加了培训，这一方法有利于提高保护区外熊猫栖息地森林的管理水平。

The number of FSC-certified forests in China grew by close to 520,000 ha in 2009, thanks to support from the WWF-IKEA and WWF-Tetra Pak projects. The Fujian Yongan Forestry (Group) Joint Stock Co., Ltd. had 116,217ha certified, Heilongjiang Muling Forestry Bureau 230,405 ha, and the Dunhua Forest Bureau 171,594 ha. WWF also supported each of the three forest bureaus in their efforts to implement HCVF identification and management, a key requirement of FSC certification.

We are also happy to report that HCVF identification is gaining ground in southwest China, with more than 150 people trained over the course of the year. The adoption of this methodology will help improve forest management in panda landscapes outside of nature reserves.

中国FSC认证森林面积将近135万公顷，其中94%由WWF项目支持。

There are close to 1.35 million ha of FSC-certified forests in China, 94 per cent of which is supported by WWF projects.



In China, WWF is protecting forest to safeguard a bluer sky

**WWF**

In more than 100 countries, WWF is working actively on conservation projects to build a future in which humans live in harmony with nature.

For more information, please visit [www.wwfchina.org/English](http://www.wwfchina.org/English)

2008年12月，为感谢大自然地板有限公司在GFTN-China项目中的杰出贡献，WWF授予其“环境保护功勋”奖。大自然地板是唯一一个获得此项殊荣的中国公司。旗下三家工厂和在中国的四家主要供应商均成功地取得了FSC COC认证。

*In December 2008, WWF awarded Nature Flooring Co. Ltd. the "Merit Conservation Supporter of WWF" for its outstanding performance in the GFTN-China program. Nature Flooring is the only Chinese company that has won this award. Three of its factories and four of its major suppliers in China have successfully achieved FSC COC certification.*



©Brent Stirton / Getty Images / WWF-UK

● A close up of processed wood at Nature laminate flooring factory, Shanghai. Nature is a member of the WWF's Forest Trade Network and is working to ensure that its timber is procured from forests that are sustainably managed. Flooring from this factory is exported to markets in the US and EU. Shanghai, China.

实地考察大自然在上海的复合地板工厂加工的木材。大自然是世界自然基金会全球森林贸易网络成员企业，它努力确保其木材来源于可持续经营的森林。这家工厂生产的地板出口到美国和欧洲。



**GLOBAL  
FOREST  
& TRADE  
NETWORK**

**CHINA**

**全球森林贸易网络(中国)**

## 全球森林贸易网络（中国）

### GFTN-China

为了确保森林可持续利用，今年我们加强了全球森林贸易网络（GFTN-China）的工作。GFTN-China为中国企业进行可持续森林经营和负责任贸易提供了一个平台。2009年已有来自地板、家俱、胶合板和森林经营单位的24家企业加盟GFTN-China。新加盟企业包括中国地板业著名企业圣象集团有限公司和其他4家企业。此外，由于其可持续森林管理的业绩，WWF授予敦化林业局GFTN-China证书。

When it comes to ensuring that forests are used sustainably, WWF means business. That's why we strengthened the Global Forest and Trade Network (GFTN-China) this year, a platform that helps Chinese companies manage forests sustainably and practice responsible trade. Membership in GFTN-China grew to twenty-four companies in 2009, representing a cross-section of industries ranging from flooring, furniture, and plywood manufacturing to forest management. New recruits include the Power Dekor Group Co. Ltd., a leading company in the Chinese flooring industry, and four others. Also of note, WWF presented a GFTN-China certificate to Dunhua Forest Bureau for its improvement in sustainable forest management in 2009.



© Yifei Zhang / WWF-Canon

● Wood carried out for sale, Yuanjiang City, Hunan Province, China. 中国湖南省沅江市待销售的木材。

## 绿色木业倡议

2009年9月GFTN-China连同中国木材节约发展中心、中国木业国际网共同发起《绿色木业倡议》。此倡议呼吁木制品企业在其采购政策中引入可持续性要求，参加相关绿色木业培训，保护全球森林资源。它将GFTN-China项目的成功经验拓展到更多中小型企业中。大型知名零售商如劳氏公司、沃尔玛、翠丰公司，以及环保环境认证中心的代表参加了本次倡议。

WWF也在努力提升中国的国际形象。在WWF的技术支持下，商务部和国家林业局联合推出了《中国境外森林可持续管理国家指南》。该指南包括了我们对于境外实施可持续森林经营的建议。

当然我们也很关注中国内部的发展。WWF新一代人工林项目旨在概述全球范围内环境友好型人工林的最佳经营模式。该项目在中国广西开展了考察和研讨。由于成果显著，项目产出已被纳入中国《人工林可持续发展国家指南》。该项目令人工林经营者在经济利益之外，也开始关注生态完整性、高保护价值森林管理和参与到利益相关方磋商中来。



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● A multilayer forestry development module is set up to offer a recycling system between the fir forest, ducks, fish and endemic birds, in Zhangdu Lake, Wuhan City, Hubei Province, China. 中国湖北省武汉市张渡湖创建的立体林业模式为当地的杉木林、鸭、鱼和当地鸟类提供了一个循环系统。

## Green Wood Initiative

GFTN-China launched the "China Green Wood Initiative" together with China Timber Value Promotion and Substitution Administration Center, and China Wood International at the end of September 2009. The initiative calls for wood enterprises to incorporate sustainability into their sourcing policies, attend related green wood training programs, and protect forest resources worldwide. It takes lessons learned from GFTN-China and disseminates the information to a large number of SMEs. Large and influential retailers, such as Lowe's, Wal-Mart and Kingfisher subscribe to the initiative along with representatives from the Environment Certification Center of the Environmental Protection Ministry of China.

WWF is also working hard to provide solutions related to China's growing international presence. The China National Guideline on Sustainable Overseas Forestry Development that we helped the Ministry of Commerce and the State Forestry Administration develop is part of this commitment. The guidelines include our advice on sustainable forest management outside of China's borders.

Of course, we also keep a keen eye on what's going on in China as well. WWF's New Generation Plantation Project, which seeks to outline best practices for environmentally friendly plantation farms across the world, picked plantations in Guangxi as a case study. It was so successful that the outputs of the project were made into China's National Guidelines on Sustainable Plantation Development. The project brings plantation managers' attention to ecosystem integrity, HCVF management, and stakeholder consultation, beyond economic benefit.





© Alain Compost/ WWF-Canon

● Harvested palm oil fruits.  
棕榈油收获果实。



© Mu Jing Jun

● Vast swathes of forest and wetlands in northeast China support endangered species such as the Siberian Tiger. The region is threatened by commercial logging, forest fires, poaching, wetland conversion, over-fishing, pollution and dam construction.

东北国有林区野生动植物资源丰富，却面临着严重的威胁。WWF积极协助地方政府建立自然保护区，并提高保护区自身的管理能力。(牟景军)



© Susetta Bozzi



© WWF-China

● A farmer in Qingling collecting organic Schisandra. Schisandra is an important component of Traditional Chinese Medicine, and is considered one of the 50 fundamental herbs.

秦岭山中的农户正在采集五味子。五味子因其药用功效，被列为50种重要中药材之一。

## Sustainable palm oil, sustainable soy 棕榈油与大豆的可持续性

由政府官员、中国商会和中国棕榈油贸易公司组成的中国代表团参加了2009年可持续棕榈油圆桌会议（RSPO）第7次会议。代表团宣布了中国可持续棕榈油网络的成立。该网络由WWF-中国和中国商会共同主办。

10家公司/组织签署了棕榈油可持续发展声明（SOS），承诺在中国共同推动可持续棕榈油加工和贸易。由国际NGO和跨国公司共同建立的可持续棕榈油网络，为中国企业提升意识、交流经验提供了平台。

2009年4月，第一届中国国际可持续大豆研讨会在北京召开，拉丁美洲、可持续大豆圆桌会议（RTRS）、以及中国公司/机构的代表参加了此次研讨会。中国大豆协会带领中国代表团参加了可持续大豆圆桌会议（RTRS）。会后中国一家大豆油加工企业提出加入RTRS的申请。

A Chinese delegation comprised of government officials, the Chinese Chamber of Commerce, and Chinese palm oil trading companies participated in 7th Roundtable Conference of the Roundtable for Sustainable Palm Oil (RSPO) in 2009. The group announced the establishment of a Network of Promoting Sustainable Palm Oil in China, which will be co-hosted by WWF-China and the Chinese Chamber of Commerce.

Ten companies and organizations signed the Statement of Sustainability (SOS), which aims to engage Chinese palm oil processors and traders to promote sustainable palm oil production. A network composed of international NGOs and multi-national companies has been established to raise awareness among Chinese companies, and exchange best practices in the sustainable palm oil industry.

The first China-International Sustainable Soy Conference was held in Beijing in April 2009 with participants from Latin America, the Roundtable of Sustainable Soy (RTRS), as well as companies and agencies from China. The China Soybean Association led a Chinese delegation to participate in the RTRS conference. A soy oil processor in China has applied for RTRS membership as a result of the trip.

## Forests and climate change

### 森林与气候变化

随着西南地区麻疯树人工林的不增长，林木生物质能源在中国发展迅速。WWF倡导森林认证和高保护价值森林的概念，从而提升行业对于生物多样性保护和可持续发展的意识。麻疯树很容易生长，因此可能成为发展中国家广泛采用的生物燃料作物。云南是麻疯树种植大省。2008年12月，WWF-中国与云南省当地的政府及NGO合作，共同组织召开了研讨会，交流在麻疯树发展方面最新的科研成果和利益相关方意见。在北京举行的由国家林业局主办的森林与气候变化国际研讨会上，WWF就可持续麻疯树可持续开发作主题发言。

Wood-based bioenergy is developing rapidly in China, especially with the increased development of Jatropha plantations in the southwest. WWF is introducing concepts of certification and HCVF to the growing industry to raise awareness of biodiversity conservation and sustainability. Jatropha oil is easily grown, and is becoming an increasingly popular biofuel crop in hundreds of projects throughout the developing world. In December 2008, together with the local government and NGOs in Yunnan province, where Jatropha is widely planted, WWF-China organized a workshop to share the latest scientific research findings and stakeholder concerns of large-scale Jatropha development. WWF also gave a presentation on sustainable Jatropha development at the International Conference on Forest and Climate Change held by the SFA in Beijing.

## Education

### 教育

由WWF森林项目、WWF西安办公室与人民教育出版社合作编写的环境教育教材《家在秦岭》正式出版，并发放到当地学校与保护区。其目标是希望影响秦岭地区的学生和家庭，并推动公众参与到当地环境保护和可持续发展中去。该书描述了WWF在秦岭地区开展环境保护的工作及成果。

基于WWF在中国教育领域十二年的项目经验，为了强调互动式教学，在北京师范大学、人民教育出版社的支持下，我们今年开发完成了一套可持续发展教育教师培训教材包，其中包括教育资料、教师活动指南、培训手册与视频资源。

Years of work have gone into producing Qinling: a home in the wild, an environmental education book developed by WWF-China's Forest Programme, WWF's Xi'an office and People's Education Press. The target audience is students and households in Qinling, and the aim of the project is to encourage public participation in local environmental conservation and sustainable development. The books also highlight successful WWF conservation stories in Qinling. We are very happy to say that the books are already being used at local nature reserves and schools.

To highlight interactive teaching and learning, we developed the Education for Sustainable Development training pack this year with the help of Beijing Normal University and People's Education Press. The training information is based on over 12 years of WWF experience in education projects across China, and includes teaching resources, a teachers' activity guide, a training manual, and video.

## Sustainable TCM

### 中草药可持续采集试验示范取得初步成果

2009年，WWF成都项目办公室和项目合作伙伴一起，在岷山和凉山山系的三个项目点开展中草药资源本底调查，通过调查筛选出进行可持续采集试验示范的药用植物品种，制定了社区药用植物资源可持续管理计划，帮助社区建立起了药用植物管理小组来推动社区药用植物资源的可持续利用，根据可持续采集的国际标准和原则、结合国内外市场对产品质量以及有机产品认证的要求制定了《野生南五味子可持续采集、加工指南》，并且在坪村进行了野生南五味子可持续采集的试验和示范，第一批坪村社区可持续采集的、高质量的500千克野生南五味子已经顺利销往美国的Traditional Medicinals公司。该公司承诺明年或后年，不但将把南五味子的订单将扩大至20吨，还要将购买项目社区其它可持续采集的药用植物产品。这是在长江上游生物多样性丰富地区第一次成功试验和示范野生药用植物资源的可持续采集，也是第一次将可持续采集下的药材产品成功销售到国际市场，并与厂商建立起长期合作伙伴关系。在WWF和ECBP项目帮助下成立的大坪社区中药材生产经营者协会已经开始申请野生可持续采集有机产品认证。

In 2009, the WWF Chengdu office and partners carried out TCM resources investigation in the Minshan and Liangshan Mountains. We have since worked out sustainable harvesting and processing guidelines for Schisandra (Magnolia Vine), better known as nan wuweizi in China. In traditional Chinese medicine it is used to resist infections, combat insomnia, coughs, thirst, and many other ailments.

In the first harvest season, 500kg of high-quality Schisandra was exported to Traditional Medicinals in the US, with promises to expand order volume by up to 20 tons in the next few years. This is the first successful trial of sustainable TCM harvesting in the upper Yangtze.



# Species -- The Soul of Biodiversity

## 物种—生物多样性的灵魂

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● WWF-China Country Representative Dermot O'Gorman helps rebuild a panda corridor along national road 108 in Qingling.  
WWF中国首席代表欧达梦在秦岭108国道协助重建大熊猫走廊。

### 分析研究、提供依据

在将近30年的时间里，WWF一直致力于保护野生大熊猫及其栖息地。面对大熊猫保护中的重大热点和难点问题，为从大尺度景观水平上提升六个山系大熊猫及栖息地保护的整体水平和效率，WWF从2007年开始推动为期三年的“跳动的绿色心脏—长江上游大熊猫景观保护与可持续发展”项目。

2009年，WWF完成了“秦岭和岷山山系大熊猫及其栖息地保护和空缺分析”报告。本报告在景观尺度上，以地理信息系统为基础手段，系统分析了大熊猫适宜生存的地形要素，包括适宜的森林板块，植被破碎化程度、竹子种类及分布，大熊猫各小种群隔离程度、集体林分布格局与林权改革风险及地震影响等多种信息数据；分析了各大熊猫栖息地板块对大熊猫种群的理论承载量，评估了隔离小种群的种群生存安全风险度。在此基础上，划定了秦岭和岷山山系19个大熊猫及其栖息地保护与管理的空缺和关键区域，并提出了相关策略性保护与管理建议。

这一分析报告已正式提交给国家林业局大熊猫保护办公室和调查规划设计院作为大熊猫保护的参考方案，同时也是WWF制定大熊猫保护工程规划和相关保护法规政策的重要参考数据。

### Conservation strategies for changing landscapes

For close to thirty years, WWF has worked hard to conserve giant pandas and their habitat. The challenges that come along with protecting this unique species are vast, but have been met by our ambitious giant panda conservation programme, the Green Heart of China. Starting in 2007, the ongoing three-year project takes the big picture into consideration by examining all issues that affect the panda's future, including human interference and climate change.

Understanding how to fill conservation gaps is one of the most important parts of the Green Heart of China. In 2009, WWF released Landscape and GIS Based Giant Panda Habitat Conservation Gap Analysis, which integrates new data to identify areas in the Qinling and Minshan panda habitats that need more attention. Using geological information including elevation, slope, forest cover, and bamboo distribution, the report analyzes which habitats are most suitable for giant pandas by pointing out carrying capacity as well as population safety risks. Of the nineteen different conservation gaps identified, boundary adjustment of existing nature reserves, establishment of new nature reserves, survival risk areas, corridors, and collective forest reform were some of the most urgent. The report also offers comprehensive solutions for conservation and management.

WWF formally submitted the report to the State Forestry Administration as a reference for its giant panda conservation programme. It has also served as a major aid in the planning and implementation of WWF's giant panda conservation projects.

## Understanding infrastructure impacts

### 评估威胁、推动政策

近十几年来，随着大熊猫分布区地方经济的发展和总体发展战略的推进，道路、铁路、采矿和水电建设大坝等基础设施建设成为大熊猫安全生存最直接最严重的威胁因素，它们导致大熊猫栖息地退化、丧失和破碎化，导致种群隔离，和小种群加速灭绝。但是因为实地调查数据的缺乏，我们至今不能具体评估和预测出基础设施建设对大熊猫及其栖息地的影响程度，因而无法提出具体措施和建议，也无法推动政策层面的协调和支持。

为获取实地调查数据，WWF在2009年完成了“大坝、采矿和道路（铁路）在秦岭和岷山山系对大熊猫及其栖息地的影响”的三个案例研究报告。以秦岭山系为例，以案例路段为基础，推测道路网建设可能导致该区域大熊猫栖息地丧失30%，对大熊猫种群的承载能力降低10%。如果多种威胁因素互相叠加，对大熊猫种群及其栖息地所造成的影响程度会更高。届时，报告将提交给国家林业局，以期推动相关政策的制定和实施。

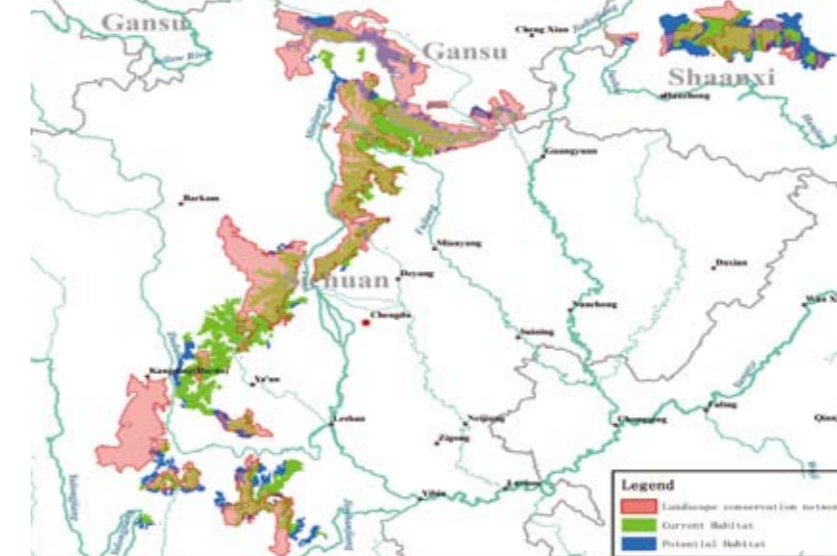
The past decade has been challenging for species conservation in China. Breakneck economic development has littered sensitive panda habitats with a growing amount of road and dam construction, as well as mining projects. This is expediting the fragmentation and degradation of the rare species' habitat, leading to smaller, isolated groups of pandas that are a great deal more vulnerable. Unfortunately, there is a lack of field data that clearly estimates how and to what a degree infrastructure projects impact giant panda habitats.

To compensate for this, the Green Heart of China project released two case studies that measure the impacts of mining and roads on the giant panda and its habitat. Together with a soon-to-be-released publication on dam impacts, the three reports will provide the first direct evidence of how and to what degree infrastructure affects giant pandas and their habitats. Initial findings suggest that the continued development of road networks in the Qinling region have led to a habitat loss of 30 per cent, and a carrying capacity decrease of 10 per cent.

The integrated report will be submitted to the State Forestry Administration for the promotion of key policies. But a deeper analysis may be needed to assess infrastructure impacts on the giant panda and its habitat at the network and landscape levels.



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## Developing a unified panda monitoring system

### 统一标准 保驾护航

持续而全面的巡护与监测是保障大熊猫种群安全的重要体系。在近10年中，WWF努力推动大熊猫巡护与监测体系。2009年，WWF对这一巡护与监测体系进行了系统评估和总结，以支持国家林业局制定“大熊猫及其栖息地监测技术规程”，并成为中华人民共和国林业行业标准。这个体系是在WWF的“大熊猫及其栖息地监测和巡逻系统”以及“大熊猫及其栖息地监测和巡逻系统的技术手段”这两个报告上行成的，目的是了解大熊猫种群及栖息地，包括植被，竹林分布和社会经济动态和当地社区经济发展等。

统一的寻护与检测体系将在整个大熊猫栖息地网络中发挥至关重要的作用。目前，秦岭山系总共设置了517条样线，随着岷山、邛崃山和凉山-相岭等山系样线的完成，样线数量会在原来的基础上增加一倍多，不但将覆盖大熊猫现存和潜在栖息地，也将有助于全面掌握大熊猫种群、栖息地、植被、竹子及外界干扰因素等各种信息，为大熊猫种群安全及进一步保护战略的制定保驾护航。

Also in 2009, a WWF-initiated nationally unified monitoring system, Technical Regulations for Monitoring of the Giant Panda and its Habitat, was promoted and approved as a national forestry industrial guideline. Its aim is to understand the dynamics of giant panda populations and habitats, including vegetation, bamboo and the socio-economics of local communities. This unified monitoring regulation has been integrated into recommendations in two WWF reports: WWF Giant Panda and its Habitat Monitoring and Patrolling System and Technical Methods on WWF's Giant Panda and its Habitats Monitoring and Patrolling System.

The unified monitoring regulation will play an important role in integrating all panda habitats into one network. There are currently 517 transects in the Qinling landscape, double the number that existed before the creation of the regulation. The Minshan, Qionglaihan and Liangshan-Xiangling landscapes have also experienced a similar integration process.



© Gao Yongqiang

● Park rangers patrol for signs of giant pandas in Qinling, Shaanxi Province, China. 巡护人员正在陕西秦岭山中执行大熊猫及其栖息地的监测任务。



## Bringing the Tiger Back Home

### 老虎回归，任重道远



目前，全球野生虎种群数量几乎灭绝，虎栖息地在短短10年间就减少了40%，目前仅存其历史分布区域的7%。中国作为一个分布有多个虎亚种的国家，仅有东北虎种群的有效恢复存在可行性。但东北虎种群恢复工作也面临众多严峻的挑战。

2009年，WWF与国家林业局签署备忘录，分两阶段制定恢复与保护东北虎种群管理战略规划和行动计划。这也是WWF Tiger NI网络优先行动项目的主要部分。今年，第一阶段的工作随着“中国东北地区长白山生态系统东北虎栖息地判别技术报告”的完成已经顺利结束。这一报告已提交给国家林业局野生动植物保护司，为如何恢复老虎数量及如何寻找潜在栖息地提供建议。

这一报告结合中俄双方东北虎与猎物及景观水平各类数据共6类20个变量，用三种判别东北虎栖息地的生态学方法，确定出9个东北虎种群恢复优先区域，预测了优先区域之间东北虎种群能够潜在扩散的12条生态走廊，并从东北虎种群与猎物种群的恢复及国家政策支持等层面提出了持续有效恢复东北虎种群的保护与管理建议。

在第二阶段的工作中，WWF会继续与相关政府部门及利益相关方紧密合作，制定“中国东北虎种群恢复的保护与管理规划实施建议”，以期相关部门提供技术支持，最终实现长白山和完达山区域恢复100-120只东北虎种群的总体目标。

Globally, the wild tiger population is on the verge of collapse. Tigers now occupy 40 per cent less habitat than a decade ago, and are limited to just 7 per cent of their historic range. With several tiger subspecies distributed across China, the Amur tiger is the only one that has the possibility of recovering its population over the long term.

Since WWF and the Chinese government started working together on the Amur tiger recovery plan several years ago, the situation in the Northeast has improved greatly. With tiger populations and tiger habitats visibly rebounding, WWF furthered its commitment by signing a MoU with the SFA to work on a two-stage tiger conservation plan, also be part of the international WWF Tiger Network Initiative. The first stage came to a successful conclusion this year with the submission of a report to the SFA, Technical Report of the Identification of Potential Tiger Habitats in the Changbaishan Ecosystem of Northeast China. The report provides recommendations on the best ways to recover tiger and prey populations, as well as identify potential tiger habitats and corridors.

WWF will continue to cooperate with the Chinese government and provide technical support during the second stage of the tiger conservation agreement.

There are an estimated 20 wild Amur tigers now living in China. The joint plan targets a population recovery of 100-120 tigers in the northeastern Changbaishan and Wandashan areas.



## For the cycle of life

### 生生不息的期待

中国是世界上生物多样性最丰富的国家之一。但随着经济的发展和人口的快速增加，越来越多的物种处在濒危状态，甚至濒临灭绝。为了促进生物多样性的全面保护，重点突出和强化面临严重威胁但却关注较少的物种，WWF在2001年设立了“野生动植物保护小额基金”。其目的是支持较少受到关注的濒危或受威胁物种的实地保护工作，并以此唤起公众对生物多样性和更多物种的保护意识和关注，进而促进政府相关部门和社会各阶层推行更合理有效的保护政策和措施。截至2009年，小额基金已经在全国24个省/市/自治区支持了100个项目，重点关注了56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上。目前已经资助两栖爬行动物相关项目20个，占总资助项目的四分之三。

With China's rapid economic development and population growth, more and more species have become endangered or are on the verge of extinction. This doesn't just happen to flagship species, either. That's why we also focus our conservation efforts on lesser-known but seriously threatened species with our Wildlife Conservation Small Grant Fund (SGF). Established in 2001, the SGF supports field-based conservation projects of China's lesser-known threatened species and their habitats, raises public awareness of bio-diversity and threatened species, and supports government agencies to develop more innovative and efficient wildlife conservation strategies. As of 2009, the fund has supported 100 projects in 24 provincial-level regions in China, focusing on more than 65 species and their habitats. In 2008, WWF began to change its strategy to focus on amphibians and reptiles. Close to 20 projects have been supported in relation to amphibian and reptile protection, which represent three quarters of all the SGF projects we support.



在退潮后的浅水区，一伙儿赶海人开始了“钓蝼蛄虾”的绝活：将细杆状的“毛笔”小心的插入虾洞，轻轻提动，引诱蝼蛄虾钳住“毛笔”，依靠触感的轻微变化，判断出蝼蛄虾上钩的瞬间，一手猛提笔杆，另一手立时捉住虾钳。配合精准迅速，方能手到擒来。

In the shallow waters after the tides, locals begin to fish mud shrimp with a unique technique: they carefully insert a small rod-shaped brush into the shrimp' cave, and then gently move it to lure the mud shrimp out. At the moment a shrimp grab the brush, local people quickly lift the "brush" up and catch the shrimp with the other hand.

# Marine programme

## 海洋项目



## 黄海生态区

黄海生态区是WWF全球优先保护的238个生态区之一。这片温带海域被中、朝、韩三国环绕，大陆架面积之大全球罕有。作为重要的温带海洋生态系统，这里不但生活着280种鱼类、500种无脊椎动物，也是17种鲸豚类和海豹的家园。黄海生态区丰饶的滨海湿地为包括丹顶鹤与黑脸琵鹭在内的数百万迁徙水鸟提供停歇、觅食和越冬的场所的水鸟。千百年来，黄海生态区的渔业也是沿海各国人民赖以生存的生计。

然而，黄海生态区也是世界上受人类活动影响最严重的海洋生态区之一。在过去五十年间，由于短视和不合理的开发，导致中国和韩国损失的滨海湿地超过40%；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；同时黄海生态区承载着世界10%的人口，环境的污染使得黄海的生态环境日益恶劣。

面对如此严峻的挑战，6年前WWF启动了针对黄海生态区的保护规划项目。2008年，WWF在韩国举行的第10届湿地公约缔约方大会上发布了《黄海生态区生物多样性评估报告》，并呼吁中、韩两国政府加大对黄海生态区的保护力度。该报告由来自中、日、韩三国的10余名专家耗时两年完成，涵盖了海洋哺乳动物、鸟类、鱼类、软体动物、盐生植物和藻类共六大类群的数百种植物的生物学、生态学信息，它将为日后的实地保护工作提供可靠的科学依据。

2007年，WWF（世界自然基金会）、松下电器共同启动了旨在保护黄海生态系统的黄海生态区保护支援项目（YSESP）。该项目为期7年，由WWF和韩国海洋研究院提供技术支持，松下电器提供资金保证，旨在改善黄海生态系统的健康程度，维持其生物多样性的完整性。从2008年起，YSESP开始通过小额基金支持黄海沿岸的地方社团开展关于保护沿海和海洋生物多样性和关键栖息地的公众宣传活动。2009年1月14日至17日，YSESP在北京成功举办了第一届黄海生态区保护支援项目小额基金交流论坛。该论坛促进了中韩两国从事海洋生态环境保护的政府和非政府团体之间的经验交流和能力建设。目前2009年小额基金项目也已经完成。

2009年，世界自然基金会与主要伙伴的合作不断加强。经过透明的评估过程，世界自然基金会和联合国开发计划署黄海大海洋生态系统（黄海大型海洋生态）项目共同选定将鸭绿江口附近的丹东市，辽宁省作为示范基地。2010年2月2日，世界自然基金会、联合国开发计划署和辽宁省海洋与渔业厅在沈阳签署合作谅解备忘录，三方将在未来数年中，与各相关科研院所和丹东当地机构联手，共同探讨推动保护黄海生态区管理模式，使人与自然和谐共处。

## Safeguarding China's Oceans—Yellow Sea

The Yellow Sea Ecoregion (YSE), one of WWF's Global 200 Ecoregions, is a portion of the Pacific Ocean shared by China, the Republic of Korea (South Korea) and the Democratic People's Republic of Korea. As an important temperate coastal and sea area with considerable marine biodiversity, it is home to 280 species of fish, 500 species of invertebrates, one species of seal, and 17 species of whales and dolphins. Wetland is also an important part of the YSE's rich and extended coastal areas, serving as indispensable stopovers and wintering grounds for over 1 million migratory waterfowl, including the red-crowned crane and black-faced spoonbill. Nutrients carried in by major rivers such as the Yangtze and Yellow River contribute to its tremendous productivity. Seafood produced here has nurtured people from both coastal and inland areas for thousands of years.

However, this ecoregion is also one of the world's 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 short-sighted development policies. Continuous overfishing, meanwhile, has almost completely deprived the sea of its most valuable wild fish stocks such as Chinese prawn and hairtail. And with nearly 10% of the world's population living in the YSE's watershed, human-generated pollutants are posing increasingly severe threats to the health of the ecosystem and its inhabitants.

In the face of such tremendous conservation challenges, WWF launched its initiative to conserve the YSE's biodiversity in 2002 together with partners from China, South Korea, and Japan. In 2008, during the Ramsar COP 10 in South Korea, WWF released its Biological Assessment Report of the Yellow Sea Ecoregion, calling for urgent action to conserve Yellow Sea coastal wetlands. It took over two years for the group of scientists from the three nations to complete the report. Its database of biological and distribution information of indicator species from six taxonomic groups will serve as a solid foundation for future site-based conservation projects.

In 2007, WWF and Panasonic parent company Matsushita Electric Industrial Company Ltd. (Matsushita) agreed to collaborate on the 7-year Yellow Sea Ecoregion Support Project (YSESP) to improve the ecoregion's health and integrity. WWF and South Korean partner KORDI will provide technical support, while Matsushita will fund the effort. The YSESP also features a small grants program, which enables local stakeholders to participate in sustainable conservation activities. Five groups from China and three from Korea received support in 2008. In January 2009, the YSESP successfully hosted the 1st Yellow Sea Small Grant Exchange Forum. Experience and lessons on marine ecosystem conservation were shared among government representatives, NGOs, business leaders, and other key stakeholders. The 2009 Small Grant projects have also been successfully completed in China and South Korea.

In 2009, WWF strengthened its cooperation with key partners. After a transparent assessment process, WWF and UNDP Yellow Sea Large Marine Ecosystem (YSLME) project jointly selected a demonstration site in the Yalu River Estuary near Dandong, Liaoning Province. On Feb 2nd, 2010, WWF, YSLME and Ocean and Fishery Bureau of Liaoning Province signed MOU to jointly explore a replicable ecosystem-based management model with scientists and local partners. The model aims at helping forge a harmonious relationship between nature and humanity in the YSE.

# Corporate Support—Driving Sustainable Development

## 企业支持——推动可持续发展

世界自然基金会将企业支持视为可持续发展中不可分割的部分。由于企业的环保意识不断提高，并且认识到有效运作能孕育出良好的商业意识，因此我们已经发现中国飞速发展的市场中有很大的增长空间。

2009年，世界自然基金会中国加强了与许多现有合作企业的关系，包括家乐福，利乐，帝亚吉欧，可口可乐公司，佳能和松下。我们也得到了新赞助伙伴的大力支持，包括沃尔玛，普华永道，瑞士联合银行和中国的房地产巨头万科。

WWF views corporate support as an inseparable part of sustainable development. We have found a lot of room to grow in China's rapidly expanding market, thanks to increasing environmental awareness and an understanding that operating more efficiently makes good business sense.

In 2009, WWF-China strengthened many of its existing partnerships with companies including Carrefour, Tetrapak, Diageo, the Coca-Cola Company, Canon, and Panasonic. We also received a great deal of support from new donors including Wal-Mart, PriceWaterhouseCoopers, UBS, and Chinese real estate giant Vanke.

## Building stronger relationships

### 建立更紧密合作关系



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感谢家乐福，可以说在过去几年中，我们最大的成功之一就是举办家乐福四川花椒节。为期五周的活动，在家乐福全国各门店中销售四川当地的花椒，目的就是要在2008年“5·12”地震中遭受重创的中国西南部的重建地区提供资金援助。这个特别活动得到了来自25座城市94家门店的积极响应，其中包括北京、上海、广州、武汉、长春和哈尔滨。还有一个好消息：家乐福国际基金会也承诺继续支持本年度此项目第二阶段的活动，地点为四川岷山山区。这个新项目被称为“妇女携手，重建岷山”，预计两年内完工。

2009年，帝亚吉欧公司宣布继续资助世界自然基金会东太湖水质和其“同心关爱 生命之源”东太湖水源地保护项目。我们现在很高兴宣布帝亚吉欧在四川启动了新一轮水源地保护项目，目的就是重新开发位于地震重创地区的四个自然保护的饮用水资源。这个新项目亦在30位志愿者访问四川龙溪-虹口国家级自然保护区评估当地地势时，得到了高度重视。

Thanks to Carrefour, one of our biggest successes over the last few years has been the Sichuan Pepper Fair. The 5-week campaign, which puts locally grown Sichuan peppercorns up for sale at Carrefour supermarkets around the country, aims to provide funding to redevelop areas of southwestern China that were damaged in the devastating May 12, 2008 earthquake. The special event included 94 stores from 25 cities, including Beijing, Shanghai, Guangzhou, Wuhan, Changchun and Harbin. More good news: Carrefour International Foundation also committed to a second phase of the project this year, based in Sichuan's Minshan mountains. The new project is called "Join hands with women to reconstruct homes in Minshan", and is expected to reach completion in two years.

Diageo continued its commitment to maintaining East Taihu Lake's water quality in 2009 with its Water of Life project. We are very happy to report that the company started a second Water of Life project in Sichuan, aimed at redeveloping drinking water resources in 4 nature reserves in the earthquake-ravaged province. This new project was highlighted when 30 staff volunteers visited Sichuan's Longxihongkou Nature Reserve to assess the situation.

## In with the new

### 最新合作

我们至今最大的成功就是我们以独特的方式影响了沃尔玛。

要证据？那就是地球一小时。沃尔玛联合门店宣传，与惠普、宝洁和世界自然基金会一同采取气候变化行动，期间有来自74个城市的700万顾客参与了活动。而这个活动也创造了持久的成效，因为今年世界各地沃尔玛门店每天都积极参与地球一小时的关灯行动，节电量达三分之一。

普华永道也给予我们大力的支持，通过与世界自然基金会合作，为我们许多中国的自然资源保护项目提供了专业的审计服务以及志愿者工作。

我们同样很高兴宣布与中国房地产巨头之一——万科公司的合作项目已经启动。在地球一小时活动中，有来自这个公司20,000的员工在网上注册支持关灯行动。但与他们鼓励参与提高气候变化意识的人数相比，简直相形见绌，因为参与的人数超过1,000,000，地产企业达86个。

感谢瑞士联合银行，世界自然基金会非常诚恳地认为瑞银的确具有领导者风范。这个金融服务巨头非常慷慨，让我们成为了其在中国年会上举办的“生态时尚秀”拍卖活动的受益方。我们也很高兴得到来自The North Face, Master Kung, National Geographic, TNT,平安保险和索尼公司的大力支持。

## Panda Friends

### 熊猫之友

我们与Sinomedia的合作关系今年更上一层楼，因为该集团在其两本出版物——China Economic Review 和Eurobiz中无偿捐赠免费的广告版位供世界自然基金会活动宣传使用。SpaChina也继续作为熊猫之友的合作方，提供了类似的实物捐赠，帮助公众提高意识。而申通德高也继续作为熊猫之友，为我们提供了中国的交通网宣传服务，他们曾提供给世界自然基金会100个地铁灯箱广告作宣传之用。最后同样重要的是，Shanghai Business Review又一次在其商业刊物上为我们提供版位。

Our biggest success by far came with the unique way we've influenced Wal-Mart.

The evidence? Earth Hour. Joint in-store promotions to take action on climate change with HP, P&G and WWF reached an estimated 7 million customers in 74 cities across China. This has had lasting results, with Wal-Mart stores around the world now participating in Earth Hour every day of the year but cutting electricity use by one third.

PriceWaterhouseCoopers also stepped in to lend a helping hand with Earth Hour by cooperating with WWF on professional audit services for our many conservation programmes in China, as well as providing staff volunteers.

We're also very pleased to announce that we've started working with one of China's biggest real estate developers, Vanke. For Earth Hour, the sprawling company had 20,000 staff members sign up to flick the switch. But this pales in comparison to how many people they encouraged to participate in the climate-awareness raising event – over 1 million in 86 properties.

Thanks to UBS, WWF-China can now truly say that it's in the vanguard of style. The financial services giant was kind enough to make us the recipient of auction proceeds from the Ecochic Fashion show at its annual China conference. We'd also like to acknowledge the support we received from The North Face, Master Kung, National Geographic, TNT, PingAn Insurance, and Sony.

Our ties with Sinomedia were renewed this year, with the group donating free ad space to WWF in 2 publications, China Economic Review and Eurobiz. SpaChina also renewed their annual Panda Friend agreement to provide similar in-kind donations to help raise awareness. Renewed ties with JC Decaux also got us connected to China's transportation network, with 100 subway light boxes made available for WWF advertisements. Last but certainly not least, Shanghai Business Review again offered us space in their business publications.

HSBC 汇丰

Canon  
Delighting You Always

nielsen

DIAGEO

可口可乐

novozymes  
Rethink Tomorrow

Fondazione Ermenegildo Zegna

Panasonic  
ideas for life

hp  
invent

利乐  
Tetra Pak  
呵护好品

Carrefour  
家乐福

DOUBLE TREE

Conforama

## Market Transformation Initiative Creating a Sustainable Marketplace for China

### 市场变革项目 创造可持续的中国市场

中国的人口数量和迅猛发展的经济趋势，使中国正日趋成为影响全球未来经济和环境的一个重要因素。

WWF的市场变革项目，旨在推动主要企业减少其生产带来的负面影响，确保中国的经济增长不损坏其有限的自然资源。

“通往可持续发展之路并非坦途。纵观全球，最紧迫的是避免气候变化，防止过度开发我们的海洋和森林，保护我们的淡水资源。中国，也需要立即采取行动！”

—利普，WWF全球总干事

2009年，在对中国市场进行了较全面的调研后，WWF决定从15个全球优先商品中，挑选5个作为中国的工作重点。这其中包括木材、纸和纸浆、棕榈油、海产品以及大豆。WWF将敦促制造商、加工商和零售商中那些企业的龙头企业率先接受可持续发展的生产和产品标准，进而带动整个行业的可持续发展进程。

2009年的市场调研，帮助WWF更好地掌握了中国市场上全球优先商品和重点行业的供应链，和产品流通状况。这项研究可以使人们了解全球市场上中国对某些特定商品的使用概况，以及哪些企业在这些商品的产业链上扮演了重要角色。2009年9月，WWF中国，50家木材公司，以及其它组织共同发表了联合宣言——绿色木业宣言。这标志着“中国绿色木业行动计划”开始启动。这一计划旨在加强中国企业负责的木材采购和生产。

WWF中国继续与其全球的团队通力合作，共同制定涉及优先商品和关键目标企业的市场变革项目的战略目标。

Due to the size of its population and current scale of economic growth, the way China develops will have a major impact on the future of the global economy and environment.

WWF's Market Transformation Initiative, engages key companies to reduce production impacts, and ensure China's economic growth stays within its own environmental limits.

**“The path to sustainable development will not be easy. Around the world, urgent action is needed to avert climate change, to prevent the over-exploitation of our marine and forest environments, and to protect our freshwater supplies. China, too, needs to act.”**

James P. Leape, Director-General, WWF International

In 2009, WWF-China decided to focus its efforts on 5 of 15 global priority commodities: timber, paper and pulp, palm oil, soy and seafood. We will accomplish this by engaging key business leaders, manufacturers, processors, brands and retailers to accept sustainable standards. We also worked very hard exploring opportunities to influence the transformation of industry sectors towards sustainability.

Over the course of the year, WWF conducted a China market study to gain a better understanding of the supply chain and product flow of global priority commodities and priority industry sectors. The study offers insight into China's role in the global market by focusing on particular commodities and identifying key players in each commodity chain.

Another major success came with the Green Wood Declaration in September 2009, when WWF-China started working with 50 timber companies and other organizations on the China Green Wood Initiative. The initiative aims to strengthen the promotion of responsible wood sourcing and production across the country.

Thanks to the help of our global team, WWF-China continued to work on a strategy that covers each priority commodity and key business players across the country.

## Facts & Figures

### 事实和数据

- Chinese palm oil consumption is entirely dependent on import, mainly from Malaysia and Indonesia.
- Most China produced furniture are exported to US, Europe and Asia (particularly Japan). These markets represent 43%, 20% and 25% of the total export values of China respectively in 2006.
- China is the largest importer of recovered paper from US (44%), Europe (27%) and Japan (18%).
- 98 % of the paper produced in China is consumed in China. China's fish farmers today produce nearly 70% of the world's cultured seafood, which consumes 1/6 of the world's fishmeal.

- 中国的棕榈油完全依赖进口，主要来源于马来西亚和印度尼西亚。
- 中国制造的家具主要出口至美国、欧洲和亚洲（尤其是日本）。2006年对以上国家的出口份额分别43%、20%和25%。
- 中国是最大的回收纸进口商，从美国进口44%，从欧洲进口27%，从日本进口18%。
- 中国生产的98%的纸张是在国内消费。中国养殖海产品量占世界的70%，从而消耗了全球1/6的鱼食。

## WWF 2020 Goals

### WWF 2020年目标

- WWF Priority Places: Acceptable standards are met by more than 75% of global purchases of WWF priority commodities sourced from WWF Priority Places, and
- Rest of the World: Acceptable standards are met by more than 25% of global purchases of WWF priority commodities.

- 全球采购的来自WWF重点生态区的WWF重点商品，有超过75%符合可接受的标准。

- 全球采购的来自其它地区的WWF重点商品，有超过25%符合可接受的标准。

# Going Green Carbon Neutrality 绿色环保

WWF的绿色办公室计划把我们的责任推广到日常工作中。

在这个计划中，5年内我们会减少职员出差的数量。从2007年7月至2008年6月间，WWF为所有员工乘飞机出差购买碳排放抵消了约820吨。2008年7月至2009年6月，抵消的碳排放量达到726.94吨，相比2008减少了11%。

我们鼓励乘坐低碳交通工具如火车来代替飞机，或使用电话会议替代出差。在不能避免乘飞机出差的情况下，WWF会以发展清洁能源产业来抵消碳排放量，并投资黄金标准。

这些改变节省费用，降低排放。同时我们将进一步减少用水量，改善空调、供暖和垃圾处理系统。

With our Green Office Strategy Implementation Plan, we bring our conservation commitment with us to work everyday.

The plan will reduce travel significantly over the next five years. From July 2007 to June 2008, WWF neutralized all staff air travel, equaling an offset of nearly 820 tonnes of carbon dioxide. And from July 2008 to June 2009, we were able to offset 726.94 tonnes. This represents an 11 per cent decrease in absolute Co2 emissions compared with the 2008 financial year.

We've set our sights on looking into alternatives to air travel, and encourage low-carbon alternatives such as train trips and video conferencing where possible. For times when flying is unavoidable, WWF offsets carbon emissions by investing in Clean Development Mechanism projects through Gold Standard.

The changes we've made allow us to save money and cut down on emissions. In addition, we are also aiming to reduce our water consumption, improve heating and air conditioning as well as waste management.

# Partners in Conservation

## 合作伙伴 (按英文名称排序 in alphabetic order)



### State Governing Agencies:

国家各级管理部门	外交部
Bureau of Energy of the National Development and Reform Commission Changjiang (Yangtze) Water Resources Commission (CWRC)	Ministry of Science and Technology
长江水利委员会	科技部
China Meteorology Administration	Ministry of Water Resources (MWR)
中国气象局	水利部
Chinese Fishery Bureau and its affiliated research institutes	State Environment Protection Administration (SEPA)
国家渔业局及所属研究机构	国家环境保护总局
Environment and Resources Conservation Committee, National People's Congress	State Forestry Administration and affiliated bureaus
全国人民代表大会环境与资源保护委员会	国家林业局及相关所属机构
Ministry of Agriculture	State Oceanic Administration and its affiliated research institutes
农业部	国家海洋局及所属研究机构
Ministry of Education	Yangtze Fishery Administration Commission
教育部	长江渔业资源管理委员会
Ministry of Foreign Affairs	Yellow River Conservancy Commission-YRCC
	黄河水利委员会

### Provincial and Municipal Government Agencies:

省级政府机构
Agriculture, Energy, Environmental Protection, Water Resource and Forestry departments of Hunan Province
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
Environment Protection and Forestry departments of Jilin Province
吉林省环保局, 吉林省林业厅
Gansu Provincial Forestry Department
甘肃省林业厅
Heilongjiang Provincial Forestry Department
黑龙江省林业厅
Hunan People's Government and Congress
湖南省人民政府及人民代表大会常务委员会
People's Congress, Environment Protection and Forestry departments of Guizhou

### Province

贵州省人大、环境保护局、贵州省林业厅
Shaanxi Forestry Department
陕西省林业局
Shanghai Municipal People's Government, Shanghai Forestry Bureau and Shanghai Municipal Water Affairs Bureau
上海市人民政府、上海市林业局及上海市水务局
Sichuan Provincial People's Congress and Forestry Department
四川省人大、林业厅
The Mountain-River-Lake Development Committee of Jiangxi Province and its Office
江西省山江湖开发治理委员会办公室
The People's Government of Hubei Province
湖北省人民政府
The People's Government of Jiangxi Province
江西省人民政府

### The Tibet Forest Bureau

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

### Academic Institutes

学术研究单位
China Biomass Development Centre
中国生物质能开发中心
China Rural Economic Research Center of State Ministry of Agriculture
农业部中国农村经济调查研究中心
Chinese Academy of Forestry
中国林业科学院
Chinese Academy of Sciences (CAS), and affiliated institute
中国科学院及其所属各研究所
Chinese Academy of Social Sciences
中国社会科学院
Research Centre for Rural Economy
农村经济研究中心
State Power Economic Research Centre
国家能源经济研究中心

### 60 Nature Reserves across the country

全国60个自然保护区

### Major Universities:

主要大学
Beijing Forest University
北京林业大学
Beijing Normal University
北京师范大学
Central University for Nationalities
中央民族大学
Fudan University
复旦大学

### Northwest Agriculture and Forestry University

西北农林科技大学
Ocean University of China
中国海洋大学
Peking University
北京大学
Sichuan University
四川大学
Tsinghua University
清华大学

### Organizations:

组织
CCICED (China Council for International Cooperation on Environment and Development)
中国环境与发展国际合作委员会
China Association for Promoting Democracy
中国民主促进会中央委员会
China Youth Development Foundation
中国青少年发展基金会
Energy Foundation
能源基金会
Friends of Nature
自然之友

### Global Village of Beijing

北京地球村
Gold Standard Foundation
黄金标准基金会
International Yellow River Forum Secretariat
黄河论坛秘书处
National Natural Science Foundation of China (NSFC)
国家自然科学基金委员会
TNC
大自然保护协会
UNDP Yellow Sea Large Marine Ecosystem Programme
联合国开发计划署黄海大海洋生态系统项目

### WCS

国际野生动物保护学会
Yangtze Forum Secretariat
长江论坛秘书处

### Donors

捐赠者
Blue Moon
Blue Moon
BP
BP
Canon
佳能

Carrefour
家乐福
Critical Ecosystem Partnership Fund
关键生态系统合作基金
EU
欧盟
Fondazione Zegna
杰尼亚基金会
Ford Foundation
福特基金会
HSBC
汇丰银行

### IKEA Group

宜家集团
Lafarge
拉法基
Novozymes
诺维信
Oxfam-Novib
荷兰乐施会
Ricoh
理光
SIDA

### 瑞典国际发展署

STF
STF
Swarovski
施华洛士奇
The Coca Cola Company-TCCC
可口可乐公司
Tetra Pak
利乐
World Bank
世界银行
Diageo
帝亚吉欧

### WWF Network

世界自然基金会全球网络
WWF-Germany
世界自然基金会德国分会
WWF-Hong Kong
世界自然基金会香港分会
WWF-Indonesia
世界自然基金会印度尼西亚分会
WWF-International
世界自然基金会总部
WWF-Japan
世界自然基金会日本分会
WWF-Netherlands
世界自然基金会荷兰分会
WWF-Sweden
世界自然基金会瑞典分会
WWF-Switzerland
世界自然基金会瑞士分会
WWF-UK
世界自然基金会英国分会
WWF-US
世界自然基金会美国分会



# WWF China Program Office Financial Report

## WWF 中国项目财务报表

### 2009年度合并收支报表

Income & Expenditure Report - CONSOLIDATED

截止于2009年度6月30日

For the year ended 30th June 2009

人民币金额  
in CNY

公益项目资金来源	PROJECT INCOME	
WWF 机构捐资	from WWF sources	83,991,422
政府捐资	from GAA sources	11,698,993
其它直接捐资	Other direct donations	3,721,673
其它收入 (含汇兑损失)	Other income (include Exchange Losses)	2,260,434
<b>公益项目资金来源合计</b>	<b>TOTAL PROJECTS INCOME</b>	<b>97,151,654</b>
公益项目资金支出	PROJECT EXPENDITURE	
办公室运营费用	PO operation cost inc. cost recovery	1,531,298
公益项目费用	Project costs	90,961,494
<b>公益项目资金支出合计</b>	<b>TOTAL PROJECTS EXPENDITURE</b>	<b>92,492,791</b>
<b>公益项目资金年度结转</b>	<b>PROJECT FUNDING C/F</b>	<b>4,658,862.59</b>



### 合并资产负债表 (2009年6月30日)

BALANCE SHEET - CONSOLIDATED (as at 30th June 2009)

人民币金额  
in CNY

资产	ASSETS	
现金和银行存款	Cash & Bank Balances	48,243,385
预支款、应收款和存货	Advances, Receivables & Prepayment	1,932,944
预付款	Prepayments	46,061
<b>资产类合计</b>	<b>TOTAL ASSETS</b>	<b>50,222,300</b>
负债和所有者权益	LIABILITIES, RESTRICTED FUNDS AND EQUITY	
应付款及预提费用	Accounts payable and accrued expenses	11,232,848
限制性资金	Restricted funds	31,472,030
非限制性资金	Unrestricted funds (equity)	7,517,512
<b>负债和所有者权益合计</b>	<b>TOTAL LIABILITIES, RESTRICTED FUNDS AND EQUITY</b>	<b>61,455,238</b>