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首席执行官寄语 MESSAGE FROM CEO



随着中国的城镇化进程不断加速,这个世界第二大经济体所面临的自然资源与生态压力也与日俱增,中国环境资源的对外依存度日益增加。中国能否成功踏上真正意义上的可持续发展道路,不仅对中国自身,也对整个世界意义重大。

As China continues to grow and its urbanization accelerates, the country's natural resources and ecological systems are being exposed to unprecedentedly mounting pressure. Moreover, as China's imports of natural resources increase to feed its growing economy, the pressure is extended to many other countries. Whether it can succeed in finding a path to truly sustainable development is of immense significance, not only to China, but to the whole world.

> Peter Beaudoin 彭培德

欢迎关注 WWF 中国 2012 年年报! WWF 致力于寻求人类与自然和谐相处之道。基于这一宗旨,在过去的一年中我们在环保与发展领域中不断取得进展,影响力持续扩大。

随着中国的城镇化进程不断加速,这个世界第二大经济体所面临的自然资源与生态压力与日俱增,中国环境资源的对外依存度也日益增加。

与此同时,中国的发展模式被许多欠发达国家所关注,中国在国际决策进程中的影响力和 所承担的责任也达到前所未有的程度。中国拥有庞大的人口基数和有限的人均资源,气候变化、 生物多样性降低等全球趋势已严重威胁到中国自身的生态及经济安全。

中国能否成功踏上真正意义上的可持续发展道路,不仅对中国自身,也对整个世界意义重大。

在过去的一年中,我们看到一些积极的信号:中国政府高度关注发展的环境影响,并强调"生态文明"的概念,着力发展绿色经济、探寻低碳解决方案均已体现在国家发展战略中。

然而,挑战却十分严峻。中国公众需要做出行动,选择更环保的生活方式,政府、企业需 要改变,采取更全面、系统的解决方案。

全球生物多样性在 1970 至 2008 年间共下降约 30%。人类在 2008 年对自然资源的需求是 1966 年水平的两倍。目前,人类是在利用相当于 1.5 个地球的可再生资源来支持自己的活动。如果这一趋势持续下去,人们在未来二、三十年间将需要两个地球!

WWF 相信中国可以成功实现绿色经济转型。除政府大力推进外,民间组织与企业因其所处的独特位置,在取得一系列的被广泛认可的成绩基础上,可以继续为中国环保和可持续发展事业做出积极贡献。

现在, 我们简要回顾 WWF 在 2012 年中的若干工作进展:

作为中国参与人数最多的环保活动,加入到 2012 年"地球一小时"活动并做出绿色承诺的城市、企业以及个人的数量创下历史新高。

面对长江流域所面临的生态威胁,WWF提出的流域水资源综合管理和生态补偿等理念和工具已赢得政府在湿地和河流保护工作领域的认可,企业和社区的支持与参与也因此得到提升。

为增加东北虎、豹的种群数量,中国政府大力建设自然保护区,并对更多的森林进行老虎友好型的管理。WWF 提供的红外相机所捕捉到的这些大型猫科动物的图片一时间成为媒体关注焦点,为物种保护提供了有利信息。

当然不能少了熊猫! 今年,全国第四次大熊猫调查在陕西、四川和甘肃开展。这次调查是制定大熊猫及其栖息地保护规划的关键。

在商业领域:为增强企业对于环境及社会责任的意识和支持,WWF 倡导全球可持续采购、生产、贸易和销售。WWF 多年不懈的努力,推动了中国在可持续林业和棕榈油方面的承诺和行动。

WWF 积极影响活跃在中非贸易和海外投资领域的中国公司加强考虑环境和社会因素,这一努力已获得中非双方的共同支持。

在 WWF 的推动和影响下,中国的水电行业正在逐渐接受国际业界的先进做法,中国金融行业也在增加绿色投资与信贷比重。

当然,过去一年中也经历遗憾。在 2012 年春,30 多头江豚密集死亡,使得该物种进一步走向灭绝。然而,WWF 支持的迁地保护项目使江豚的数量出现了少量的增长。

最后,我谨代表 WWF 中国项目办公室全体员工,感谢来自政府、产业与学术界的合作伙伴们多年以来的支持,以及众多帮助 WWF 履行其使命的普通公众与志愿者们所付出的艰辛劳动。虽然仍然面临诸多挑战,但我坚信,WWF 大家庭中的所有成员将共同努力直面挑战。

Welcome to the WWF-China 2012 Annual Report! It has been a busy year, and WWF-China's work and influence continue to expand as we promote our mission of human progress in harmony with the nature on which we depend.

As China, the world's second largest economy, continues to grow and its urbanization accelerates, the country's natural resources and ecological systems are being exposed to unprecedentedly mounting pressure. Moreover, as China's imports of natural resources increase to feed its growing economy, the pressure is extended to many other countries.

At the same time, China's development pattern is regarded a model for many poorer countries to follow and its leverage and responsibilities in international decision-making process continue to rise. With its huge population and limited per capita resources, global trends such as climate change and loss of biodiversity, matters of great international concern, threaten China's own ecological, and thus economic, security.

Whether this nation can succeed in finding a path to truly sustainable development is of immense significance, not only to China, but to the whole world.

During the past year, it was encouraging to see some notable signs that the Chinese government is paying much greater attention to the environmental implications of the country's robust development and is beginning to emphasize the concept of "ecological progress". The ambition to transform China into a green economy and the pursuit of low-carbon solutions were made a key part of the evolving national strategy.

Yet the challenges are acute, and the people must strive to lead environmentally-friendly lifestyles. To this end, awareness of the big picture is essential.

Globally, biodiversity declined by around 30 percent between 1970 and 2008. Global demand for natural resources has doubled since 1966, and humankind is currently using the equivalent of 1.5 planet earths to support its activities. If current trends continue, two earths will be required in a just two or three decades!

However, WWF-China firmly believes that China will succeed in its move towards a green economy. In addition to government commitment, the private sector and civil society through a range of significant accomplishments are in a unique position to continue to influence the country's conservation and sustainability agenda.

Now let us look at some of the highlights of the past year:

Our biggest mass participation event in China, Earth Hour, saw a record number of cities, companies and individuals turning off their lights and pledging to live greener lifestyles.

The Yangtze river basin continues to face threats to its ecological health, but WWF's promotion of concepts and tools such as Integrated River Basin Management and Payment for Ecosystem Services has won increased government support of wetland and river protection and enhanced corporate and community support and involvement.

To increase the population of the Amur tiger and leopard, the Chinese government has greatly expanded nature reserves and put large areas of forest under tiger-friendly management. Photos of these magnificent big cats taken by WWF-provided camera traps were a media hit and also provided very useful information for conservation.

And we must not forget the panda! This year saw the completion of the 4th National Giant Panda Survey in Shaanxi, Sichuan and Gansu, a key element in conservation planning for the panda and its habitat.

Turning to the world of business: to enhance corporate awareness and support of environmentally- and socially-responsible business practices, WWF is promoting greener global sourcing, production, trade and consumption. China's growing commitment to sustainable palm oil and forestry is in large measure thanks to our consistent efforts over the years.

WWF has played a major role in promoting due consideration of environmental and social concerns by Chinese companies investing in and trading with Africa and gaining the support of leaders in both sides.

WWF China is pleased that its efforts to promote international best practices are gaining increasing acceptance by China's hydropower industry. We are also pleased with the response by China's financial sector to our efforts to promote green investment and lending.

There have, of course, been disappointments. One was the finding of over 30 dead Yangtze finless porpoises in just two months in early 2012, bringing ever closer the likelihood of its extinction in the wild. However, the WWF-supported project for their exsitu conservation is seeing a modest growth in numbers.

I close this letter by, on behalf of all the staff of WWF-China, thanking our many partners in government, industry and academia for their support over the years, and especially, the many thousands of Chinese citizens who volunteer their time and energy to furthering the success of WWF's mission. As I suggest in this letter, many challenges remain. I am confident that all members of the WWF family will rise to meet these challenges.

WWF 在中国的 主要工作区域

WWF'S WORK AREAS

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 porpoise and the giant panda.

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.

澜沧江/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。

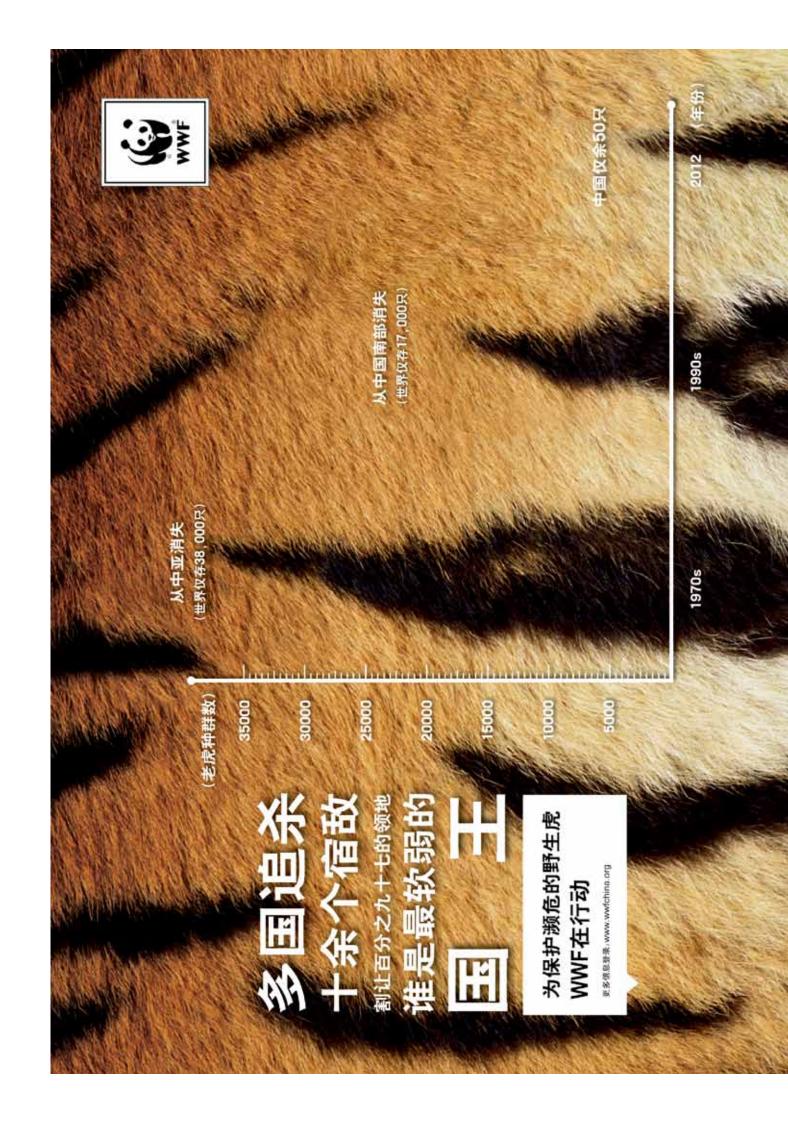
Lancang/Upper Mekong Region:

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











重大项目: 拯救东北虎 MUST WIN: SAVE THE AMUR TIGER

作为阿穆尔—黑龙江生态区食物链最顶端的物种,东北虎、东北豹是这一区域生态系统健康水平的关键指标。然而,由于栖息地面积的缩小,以及因人类活动而造成的食物短缺,长期以来这两种大型猫科动物正面临着严重的生存威胁,东北虎野外种群数量只有 20 只左右。WWF 中国与合作伙伴通力合作,致力于减少东北虎/豹所面临的生存威胁。

As the apex predators in the Amur-Heilong eco-region, the Amur tiger and leopard are critical for, and indicators of, the health of the region's ecosystem. However, habitat shrinkage and lack of food caused by human activities still threaten their survival, with around 20 individual tigers left in the wild in China. With the concerted efforts of its various partners, WWF China is trying to tackle these threats.

扩展东北虎栖息地 MAJOR INCREASE IN PROTECTED HABITAT FOR THE AMUR TIGER

在 WWF 的呼吁与支持之下, 2011 年 7 月 29 日全球老虎日期间,国家林业局启动了《中国野生物恢复计划》,这是中国野生虎保护的重要里程碑。在 WWF 的资金和技术支持下,黑龙江和吉林两省分别制定了恢复东北虎及其栖息地的行动计划。其中,吉林省计划有效保护 32,360 平方公里的东北虎栖息地。该计划也将显著提高有蹄类动物的种群数量。



With WWF support, on July 29, 2011, Global Tiger Day, the State Forestry Administration kicked off the China Tiger Recovery Plan. With funds and technical support from WWF, Heilongjiang and Jilin provinces developed action plans for the recovery of the Amur tiger and its habitat. For example, in Jilin's plan, 32,360 square kilometres of Amur tiger habitat is planned to be put under effective protection. Under the plan, measures are also being taken to ensure a large increase in the ungulate population.

恢复猎物种群 STRIVING TO INCREASE PREY NUMBERS

近期一项由 WWF 支持的调查发现,猎物匮乏成为东北虎在中国东北定居的主要障碍。调查还发现,长白山地区有蹄类动物,尤其是东北虎喜欢的猎物,如马鹿、梅花鹿等的数量过低,无法支撑东北虎种群的恢复。为了恢复东北虎的食物链,WWF 与吉林省林业厅、汪清林业局共同启动

了试点项目,在 2012 年 7 月 29 日野放了 30 余只当地的原生物种:马鹿和梅花鹿。 WWF 希望这项试点为恢复阿穆尔—黑龙江生态区的生态系统提供有益经验。

A recent WWF-backed survey found that lack of prey is a major obstacle to the resettlement of tigers in northeast China. The same survey found that the number of ungulates in the Changbai Mountain area, especially the tiger's favorite prey such as red deer and sika deer, is too low to support the recovery of the Amur tiger population. To restore the food chain, WWF cooperated with Jilin Forestry Department and Wangqing Forestry Bureau to conduct a pilot project of releasing more than 30 red and sika deer into the wild on July 29, 2012. This will provide helpful experience for local partners in restoring a healthy ecosystem in the Amur-Heilong eco-region.

寻找东北豹 LOOKING FOR LEOPARDS

为了掌握东北豹在长白山地区的分布情况, WWF 协同吉林省林业厅于 2012 年 12 月 9 日至 26 日在晖春和汪清展开了一项东北豹的调查项目。 调查范围覆盖了 319.4 平方公里内的 51 条样线。 调查发现,这一区域内存有 8 至 11 只东北豹,其

中8只已证实确实存在。调查数据对吉林省林业厅制定有效的长白山东北豹保护措施提供了极大的帮助。

773

在晖春和汪清展开的东北豹的调查发现这一区域内存有8至11只东北豹.

A survey in Hunchun and Wangqing confirms that there are eight leopards in this area, and possibly as many as 11.

In order to assess the Amur leopard distribution in the Changbai Mountain area, WWF supported Jilin Forestry Department in carrying out a leopard survey in Hunchun and Wangqing from December 9 to 26, 2012. The survey, covering 319.4 square kilometers, confirmed that there are eight leopards in this area, and possibly as many as 11. The information obtained from the survey was invaluable in helping Jilin Forestry Department to develop leopard conservation policy in the Changbai Mountain area.

红外相机捕捉东 北虎踪影 CAMERAS CATCHING BIG CATS

2012 年 4 月 2 日,汪清林业局拍摄到了东北虎的红外照片。WWF为黑龙江和吉林两省的合作伙伴提供了大约 100 架红外相机,用于监测当地的生物多样性。2012 年上半年,汪清自然保护区、晖春自然保护区和东方红林业局拍摄到了诸多东北虎、东北豹的红外照片,红外相机捕获的数据有力地证实了黑龙江东方红、林业局的林地、吉林晖春自然保护区和汪清自然保护区是东北虎/豹的重要栖息地。不仅为保护工作提供了珍贵的数据,也吸引了全国媒体和公众对东北虎豹的关注。



A camera trap in Wangqing Nature Reserve snapped an Amur tiger on April 2, 2012. Some 100 WWF-provided camera traps set in Dongfanghong Reserve in Heilongjiang Province and the Hunchun and Wangqing

reserves in Jilin Province supplied strong evidence that these reserves are important tiger and/or leopard habitat. From February to June 2012, WWF and reserve staff took many photos of tiger and leopard, which not only provided valuable information for conservation, but also attracted national media and public attention to Amur tiger and leopard conservation in northeast China.



汪清林业局拍摄到了东北虎的红外照片。

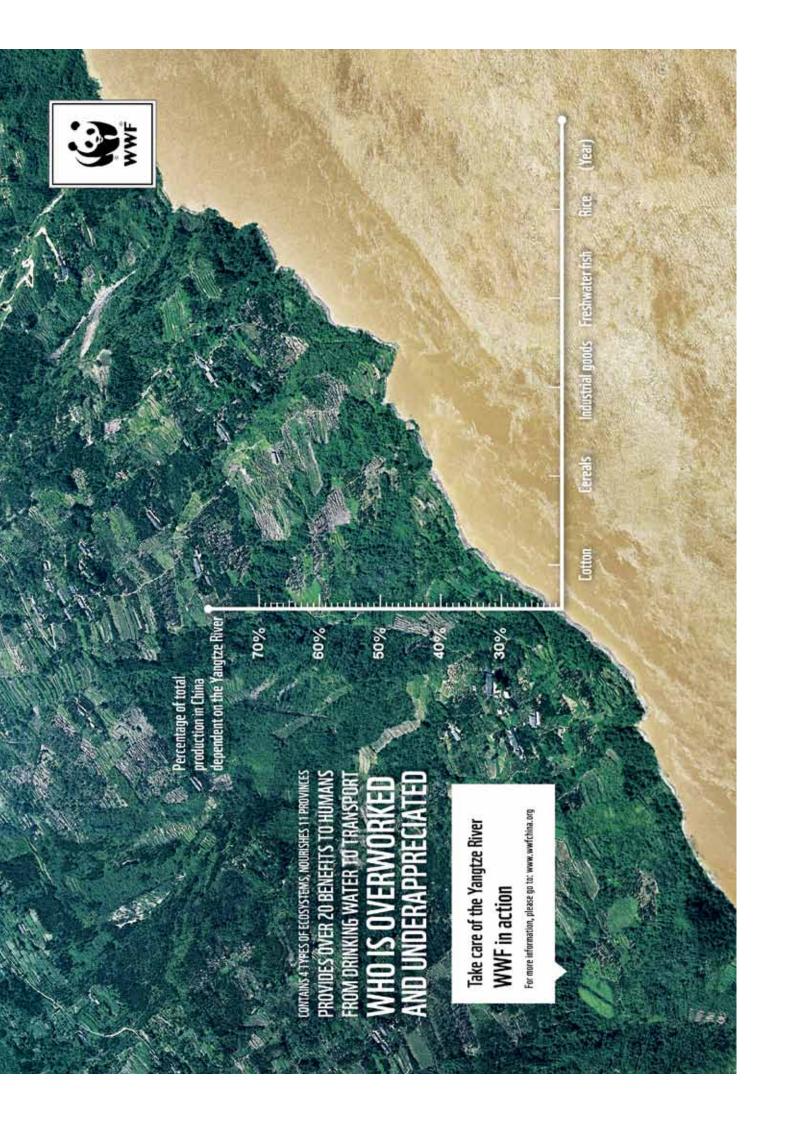
An Amur tiger strolls in the forest of the Wangqing Nature Reserve.





20%

为保护负重的长江 WWF在行动



重大项目:生命长江

MUST WIN: LIVING YANGTZE

流域综合管理与规划

INTEGRATED RIVER BASIN MANAGEMENT AND MASTER PLAN

中国是一个河流资源丰富的国家。然而,中国当前的水资源缺乏综合管理,条块分割显著,保护与发展脱节,水资源管理体系有待完善。

河流系统是完整的社会-经济-自然复合生态系统。对 河流的管理必须立足全流域、体现综合性。WWF 致力于推动 中国各大流域的综合管理实践。

2012年1月,《长江保护与发展报告 2011》顺利发布。该报告突出了长江流域湖泊保护与利用主题,为长江流域有关部门和地方政府合理利用湖泊资源和有效保护湖泊环境提供决策考。

流域管理,规划先行。在中国开展新一轮流域综合规划修编的进程中,WWF与水利部水利水电规划设计总院积极合作,并提供了有效的技术支持。流域综合管理、环境流等理念被纳入中国七大流域的综合规划修编,以确保流域规划更多地兼顾环境友好和生态保护因素。目前,WWF的理念和经验已经被纳入了34条大江大河和重要江河的流域综合规划、20余条江河的水量分配规划、全国7大流域20处典型区域的洪水风险图的编制等工作中。

China has abundant river and lake resources. However, there are weaknesses in water resources management, such as a lack of integration between different sectors and jurisdictional bodies, and an imbalance between economic development and ecological protection. Such problems indicate that China's current water management system has much room for improvement.

Seen as integrated "society-economy-nature compound ecosystems", river basins need to be managed in a holistic manner at the basin level. To this end, WWF has been putting great effort into promoting Integrated River Basin Management (IRBM) in China.

The 2011 edition of the *Yangtze Protection and Development Report* produced by WWF and its partners, released in January 2012, focuses on the protection and utilization of lakes in the Yangtze river basin, and provides departments and ministries in charge of the basin and local governments with a valuable reference for sustainable lake resources utilization and environmental protection.

The Master Plan is a foundational work for river basin management. By cooperating with the General Institute of Water Resources and Hydropower Planning (GIWP), WWF provided strong technical support for the new round of revision of the Master Plan. IRBM and E-flow concepts have been introduced in the master plan of China's seven major river basins. The planning embraces the goal of ecological conservation. WWF's concept and successful experiences have been embedded in the Master Plan for 34 large rivers, promoted about 20 rivers' water allocation planning, and developed water risk maps of 20 typical areas in seven major river basins.

长江湿地保护区网络

YANGTZE PROTECTED AREA (PA) NETWORK

响应长江流域旱涝急转

Adaption to Extreme Climate Events

全球气候变化改变了降水的时空分布,使得各地区间的水资源分布不均衡。基于生态系统完整性保护理念,WWF倡导并推动构建长江湿地保护网络,推动保护区有效管理,维持生态系统的完整性与服务功能,从而增强生态系统对气候变化的

适应力和自我修复能力,减轻气候变化对自然和人类的威胁。 现在已经有 143 个保护区加入长江湿地保护网络,覆盖近 8 万平方公里的湿地面积。

Climate change is changing the distribution of precipitation and necessitating the re-allocation of water resources among different regions. Based on the concept of integrated ecosystem conservation, WWF advocated the establishment of a Yangtze PA Network to promote effective management of protected areas and maintain ecosystem integration and functions of ecological services, thereby building the resilience and resistance of the natural system to mitigate the negative impacts of climate change on people and nature. Comprised of 143 nature reserves, the network encompasses nearly 80,000 square kilometres of wetland.

长江湿地保护网络国际培训中心

New Wetland Trainoing Centre in Shanghai

2011年10月,国家林业局、WWF与上海市绿化和市容管理局在上海崇明东滩共建"长江湿地保护网络国际培训中心",将国内外的先进经验,根据长江流域湿地自然保护区的特点的需求,开发成系列培训教材,通过能力建设的方式促进保护区有效管理、推动中国更好地在《国际湿地公约》指导下开展CEPA(开发传播、教育、参与与意识)活动。

WWF, the State Forestry Administration (SFA) and Shanghai Municipal Bureau of Landscape and City Appearance established the Yangtze Protected Area Network International Training Center in Shanghai's Chongming Dongtan area. The center will integrate advanced experience of wetland restoration, management and environmental education to develop tailor-made training products for wetland nature reserves in the Yangtze river basin. During the process, it will also promote the Ramsar Convention's CEPA (Developing Communication, Education, Participation and Awareness) programme as a powerful tool for the conservation and wise use of wetlands.

保护高原湿地

Protecting Nature on the Roof of the World

青藏高原因其独特的生态系统而具有巨大的生态价值。多年来,WWF与西藏自治区林业厅、青海省林业厅以及羌塘国家级自然保护区、三江源国家级自然保护区等紧密合作,在青藏高原开展了一系列旨在提高保护区能力进而促进青藏高原生物多样性及生态环境保护的活动。

WWF 在西藏自治区羌塘国家级自然保护区开展了针对野生动物肇事补偿办法的培训及能力建设活动,并向保护区赠送了两台巡护用越野车。同时,WWF 组织保护区管理人员考察学习国内外的先进理念,以提高当地的保护能力。



青藏高原上星罗棋布的湖泊、诸多河流及冰川构成独特的高原湿地生态系统。 WWF长期致力于保护高原湿地。在青海省的隆宝滩国家级自然保护区,WWF 实施黑颈鹤监测,进一步完善了黑颈鹤相关数据,加强了保护区能力,并实施了 社区及学校环境教育项目。同时,WWF还积极协助当地林业保护部门启动了西 藏色林错黑颈鹤国家级自然保护区申报国际重要湿地的工作。

The Qinghai-Tibet Plateau has huge ecological value due to its unique ecosystem. Working closely with the Tibet Autonomous Region (TAR) Forestry Department, Qinghai Province Forestry Department, Qiangtang National Nature Reserve, Sanjiangyuan National Nature Reserve and other partners, WWF has long been making efforts to improve nature reserve management and preserve the plateau's fragile biodiversity.

This year, these efforts have included organizing training sessions on humanwildlife conflict compensation mechanisms and donating two vehicles for patrolling to the Qiangtang Nature Reserve. In addition, study tours have been organized for government conservation workers in order to improve their efficiency and effectiveness.

Thousands of lakes and numerous rivers and glaciers form a unique high altitude wetland ecosystem on the Qinghai-Tibet Plateau. To conserve the wetland and the ecosystem, WWF has conducted black-necked crane monitoring and updated the associated database, worked on nature reserve capacity building and management plan development, and provided conservation education at local communities and schools in the Longbaotan National Nature Reserve in Qinghai. Meanwhile, WWF has assisted local authorities with the nomination of Seling Co National Nature Reserve for Black-necked Cranes for listing under Ramsar.

推广环境流理念与实践

PROMOTION OF E-FLOWS CONCEPT

所谓"环境流",简而言之,就是使河流水质、水量 和水的时空分布都能满足淡水生态系统,包括人类可持续 发展的需求。

过去的一年中, WWF 通过主办研讨会、出版发布研究成果等方式继续积极推动各利益相关方和研究机构加强对

环境流的理解和探讨,并鼓励开展实践。例如,WWF继续同中国科学院、长江科学院等开展长江中下游,特别是洞庭湖与鄱阳湖环境流重点区域开展水鸟和湿地等的环境流需求研究,推进利益相关方协调机制的研究和实践。同时,WWF高度关注鄱阳湖拟建的水利枢纽工程及其可能对周边生态系统健康及完整性的严重影响,于2012年开始与江西省有关方面直接沟通和交流意见,并独立支持对相关工程影响和优化方案的研究。

E-Flows are the quality, quantity, and temporal and spatial distribution of water resources that are required to meet the demands of a particular freshwater ecosystem, including the sustainable development requirement for human beings.

In the past year, through workshops, seminars and study reports, WWF has continued to advance E-flows popularization and discussion among stakeholders and research institutes. In 2012, WWF partnered with the Chinese Academy of Sciences (CAS) and the Yangtze River Scientific Research Institute

(YRSRI) in conducting studies on the identification of key E-flow areas and requirements for specific migratory water birds and wetlands in the central and lower Yangtze, especially in Dongting and Poyang lakes. The study and practice of multi-stakeholder coordination has also been encouraged. Meanwhile, much attention has been paid to the proposed Poyang Lake water control project. WWF started information and opinion exchanges with Jiangxi Province in 2012, as well as independently supporting related project impact and alternatives studies.

三峡生态调度

Adjust Water Flow to Allow Fish to Spawn

2011年6月,三峡大坝首度开展四大家鱼的生态调度试验,在一周的时间内增加下泄流量,通过模拟自然洪峰的环境流向长江中下游的鱼苗释放产卵信号。

之后, WWF 支持长江水产研究所等科研机构对 2011 年三峡工程生态调度 试验结果进行监测和分析,并于 11 月在武汉召开了研讨会,以研究和优化监测 系统及调度方案,为生态调度试验的继续开展提供有利条件。此外,WWF 的长 江水生生态系统保护工作的介绍还被编入了第一本全球范围的鱼类洄游指南——《从海洋到河源——修复鱼类洄游通道国际指南》。

The Three Gorges Dam began its first-ever test of ecological operations in June 2011, when an additional 2000 m³/s were added to its daily discharge to the downstream during a week in an attempt to mimic rising waters, which is needed in order for Chinese carp to spawn.

Following the Dam's ecological operation test, WWF supported the Yangtze Fishery Resources Commission (YFRC) in analyzing the monitoring results and organizing a consultation workshop in mid-November in Wuhan, Hubei Province to discuss the results of interventions and how to improve the monitoring system. In addition, an introduction of WWF-supported aquatic ecosystem conservation work in the Yangtze has been compiled into the first global fish migration guide, From Sea to Source (International guidance for the restoration of fish migration highways).

江湖连通

Reconnect Lakes with Rivers

WWF 倡导的江湖连通项目已使 50 个长江中下游湖泊通过闸坝可持续管理 实现了季节性连通。由 WWF 支持,湖北省湖沼学会完成了《武汉市湖泊水位 控制规划》,并递交武汉市水务局,希望为武汉市修复湖泊生态系统提供科学依据。

The number of lakes seasonally re-connected to the lower reaches of the Yangtze to allow fish fry migration has now reached 50, a remarkable achievement WWF has reached in the E-flows area. Supported by WWF, the Hubei Association for the Sciences of Limnology and Oceanography finished the report Water Level Management Plan for Lakes in Wuhan and submitted it to the Wuhan Water Authority, providing a scientific basis for restoring the city's lacustrine ecosystem.

三峡大坝首 度生态调度 试验

生态系统有偿服务

PAYMENT FOR ECOSYSTEM SERVICES (PES)

WWF 通过引入生态系统有偿服务 (PES) 项目,在中国倡导一种上下游利益相关方共同参与流域环境管理的模式,即由服务受益方向服务提供方支付费用的一种灵活的、直接的、有市场潜力的补偿机制。

2012年6月,WWF与中国农业大学共同完成了《中国生态补偿:不同视角的解读》报告。此报告首次比较了国际上的生态有偿服务(PES)与中国的生态补偿之间的异同,同时对中国各个部门对生态补偿的解读和实践进行了梳理。

WWF is advocating a new PES river basin management model with the participation of stakeholders from both downstream and upstream areas. PES is a flexible, direct and promising compensation mechanism by which eco-system service providers are paid by service users.

In June 2012, WWF and China Agricultural University jointly published a report called *Eco-compensation in China: Colorful Perspectives*, which explains the differences and similarities between Eco-compensation in China and PES in other countries, and also systematically combines different perspectives on Eco-compensation from different government departments.

下游为上游水土保持服务买单

The Guanliao River: Downstream users pay for upstream eco-services

2012 年 6 月,来自四川省乐山市峨边彝族自治县官料河流域的上游村民和下游的用水企业签署了一份特殊的合作备忘录,双方同意:如果上游社区采用可持续的土地利用方式,并显著减少水土流失,下游用水企业就愿意为这种生态服务买单。合作备忘录的签订标志着 WWF 峨边流域生态有偿服务项目取得了第一阶段的成功。

Villagers from the Yi Ethnic Autonomous Prefecture in Leshan, Sichuan Province, living by the Guanliao River signed an MoU with a downstream hydroelectric company stipulating that the company would pay for ecological services maintained by the upstream villages. Specifically, the villagers would adopt sustainable land use methods that minimize the amount of sediment in the river water. The agreement is a major achievement of WWF in PES.

生态系统有偿服务保护赤水河

Protecting the Chishui River

WWF 还积极推动赤水河流域综合管理和生态系统有偿服务的试点示范。2011年9月, WWF 与贵州省环保厅签署了2011-2015年合作框架,将保护赤水河流域作为双方合作的优先区域,而流域生态补偿作为优先示范项目,并于2011年11月组织相关利益方举办了的"赤水河流域有偿服务项目研讨会",研讨流域有偿服务的具体实施方式。2012年,在亚洲开发银行(ADB)的资助下,流域生态补偿试点项目的相关活动正式开始。2012年,贵州省将赤水河生态环境保护列人省十二五规划。

WWF is promoting a demonstration pilot for IRBM and PES in the Chishui river basin. In September 2011, WWF signed the 2011-2015 Cooperation Framework Agreement with the Guizhou Provincial Environmental Protection Department, making Chishui River Basin conservation the prioritized region of the cooperation, and PES the priority pilot project. In November 2011, WWF and related stakeholders co-hosted a seminar on PES in Chishui, inviting local and international experts to discuss the options and methods for PES implementation. Support for this work was also provided by the Asian Development Bank and the pilot project was formally launched in 2012. Also in this year, Chishui ecological environment protection was listed in the 12th Five Year Plan (2011-2015) of Guizhou Province.

企业水管理先锋

WATER STEWARDSHIP

中国人均水资源量仅为世界平均水平的 1/4,水资源短缺、水污染严重、水生态环境恶化等问题日益突出,已成为制约经济社会可持续发展的主要瓶颈。这不仅给生态系统和社区带来风险,也给依赖水资源运营的公司及其投资者带来极大风险。因此,企业必须了解其所面临的水风险并采取措施实现流域管理,降低水风险。

为激励企业在水资源管理发挥领导作用,WWF在全球率先发起了企业水管理先锋项目,鼓励企业加强与产业链上下游的利益相关方的合作,以有效加强重点流域的水资源管理,降低水风险。

2012年,WWF举办了多次多方会谈,与各合作伙伴就企业水管理先锋项目合作达成共识。 2012年3月,网络版"全球水风险评估工具"正式发布并投入使用,供全球流域和企业在线评估 水风险状况。同期,由水资源管理联盟发起的《国际水资源管理标准》草案公布并征集公众意见, 并将在太湖流域试点应用。

China's per capita water resource is only about a quarter of the global average. With its burgeoning economy, water shortages, water pollution and destruction of aquatic ecosystems have become major barriers to China's sustainable socioeconomic development. Water problems not only have negative impacts on ecological systems and communities, but also bring substantial risks to businesses and investors. Businesses must therefore get a full understanding of the water risks they face and take measures to improve water resources management and reduce the risks.

To stimulate the leading role of business in water management, WWF initiated the ground-breaking programme, Water Stewardship, to encourage business to systematically strengthen cooperation with stakeholders in the supply chain to transform shared risks into shared opportunities and thereby achieve efficient water management in priority river basins.

In 2012, WWF hosted several Water Stewardship dialogues with the wide participation of all kinds of stakeholders, through which a consensus was achieved on project cooperation. In March 2012, the online tool, Water Risk Filter, was released for assessing risks to river basins and individual companies. Also in March, the draft AWS International Water Stewardship Standards was released for public comments and will be tested in the heavily polluted Taihu river basin.

恢复鱼米之乡

Restoring the Land of Fish and Rice

太湖流域是中国重要的工业基地,人口密集、经济发达。这里河网密集,是中国"鱼米水乡"的重要组成部分。但是,经济发展和稠密的人口也导致了严重的环境问题,尤其是水污染。

2012 年—2015 年,WWF 选择在东太湖试点"企业水管理先锋项目",并计划在 2015 年—2017 年向长江中下游推广。

在太湖流域,WWF还率先尝试了"湿地 1+1"计划,以政府政策为导向,引导企业和生态敏感重要区域的社区结成伙伴,共同进行湿地修复、替代产业发展和"生态社区"建设。艺康、宝洁、汇丰银行等企业成为该计划的先驱。

The Taihu Lake basin is one of China's major industrial bases. It is also blessed with a mild, moist climate, fertile soil and a rich network of waterways, for centuries known as a "land of fish and rice". However, rapid economic growth and dense urban populations have resulted in serious environmental problems, especially water pollution.

From 2012 to 2015, WWF will work in the east Taihu Lake area to further explore how Water Stewardship is understood and applied to water management. From 2015 to 2017, this project

will be expanded to include the whole of the middle and lower reaches of the Yangtze.

In cooperation with Ecolab, HSBC and P&G, WWF launched the "Wetland 1+1" project in the Taihu river basin. The objective is to establish a model combining business, governments and communities in joint-action wetland restoration, alternative industry development and ecocommunity planning.

成都:水稻田变身湿地环教中心

Environmental Education Centre and Restored Wetland in Chengdu

2011 年 12 月,四川首个以"农耕水工文化"为特色的环境教育中心在成都郫县安龙村落成,在展示川西农耕水文化的同时也发挥公众环境教育功能。成都市环保局与成都市科协分别授予其"成都市环保教育基地"与"成都市青少年科普实践基地"的称号。今年,环教中心已接待各类参观学习者数千人,下一步将结合"自然学校"的建设,开展公众水环境教育。

经过近一年的打造,位于郫县云桥村的"云桥湿地",这片曾经几近荒废的水稻田中的50亩已经以近自然的方式恢复为湿地,生态与环境效益初显。当地政府表示将争取政府专项资金在更大范围内复制"云桥模式"。

In December 2011, the WWF-supported first "farming hydraulic culture" public environmental education center in Sichuan was established in Pi county's Anlong village. It primarily explains how for centuries the local people have ingeniously developed a system combining the functions of irrigation and flood control. The centre is officially recognized as the Chengdu Environmental and Youth Science Education Centre. It will be combined with with the "nature school" programme to provide water related education to the public.

Meanwhile, after almost a year of work, several rice paddies in Yunqiao village of Pi county were restored as wetland, with significant and increasingly well-known environmental benefits. Inspired by this outcome, the local government has expressed an interest in copying the restoration model on a larger scale with government funding.

饮水安全

DRINKING WATER SAFETY

三亿人口饮用水达不到安全标准。饮水问题屡屡困扰民生,根源何在? 2011年10月,WWF与国务院发展研究中心携手开展了《中国饮水安全管理体制机制》研究,从管理制度层面深度剖析了中国的饮水安全问题。研究指出,突破当前瓶颈、解决饮水安全问题的根本出路在于统筹兼顾从水源地保护到末端水处理的所有环节,并推动多部门间的信息共享和考核联动。该

研究成果得到了环保、卫生、水利、建设等多个国家部委的认可,为中国进一步积极推进饮水安全工作提供了有效借鉴。

解决农村饮水的同时,农村生活排水问题也日益突出。目前,我国大部分农村缺乏完善的生活排水设施,2012年3月,WWF支持水利部就中国灌溉排水发展对我国典型省份的农村生活排水现状进行深入的调查研究,为农村饮水安全"十二五"规划编制提供技术支撑。

The drinking water of some 300 million people in China does not meet the safety standards. To help address this issue, in October 2011, WWF and the Development Research Center of the State Council jointly carried out the research entitled Management System and Mechanism of Drinking Water Safety in China. This research analyzed the problems affecting drinking water safety, and shows that the fundamental way to remedy the situation is to take into consideration all the steps, from water source conservation to user-end water treatment, as well as establish an information sharing and cooperation mechanism and coordinated evaluation among the

different departments involved. The research results, which are useful references for further promoting drinking water safety, have been recognized by many ministries, including those of Environmental Protection, Health, Water Resources and Construction.

Addressing the issue of rural drinking water safety, untreated sewage is an increasingly serious problem in rural China. Many rural areas lack facilities to treat and safely dispose of sewage. In March 2012, WWF supported the Ministry of Water Resources' irrigation and drainage development project in carrying out an investigation and research on the status of sewage drainage in rural China, which will provide technical support to the formulation of China's 12th Five-Year Plan for rural drinking water safety.

江豚保卫战

FIGHTING TO SAVE THE YANGTZE FINLESS PORPOISE

长江江豚是江豚唯一的淡水亚种,仅生活于长江干流和鄱阳、洞庭两个湖区。长江江豚被 IUCN 认定为濒危物种。2012年3月3日至4月28日间,洞庭湖和鄱阳湖地区共发现30多头死亡的江豚。2012年底的调查数据显示,江豚在鄱阳湖的种群数仅为450头,而在洞庭湖仅为90头。这一集中死亡事件将进一步促使江豚走向灭绝。

为拯救江豚,WWF在2012年继续支持开展一系列保护工作,包括天鹅洲自然保护区的迁地保护、长江全流域种群调查与监测、政策倡导、渔业资源恢复、江豚保护区建设以及江豚栖息地周边的社区共管。



2012年1月,WWF在鄱阳湖组织了第二届"江豚守望者"活动,进一步推动公众和社区参与到江豚保护工作中。2012年4月,WWF联合相关政府部门及科研单位呼吁建设野外江豚保护早期预警机制以应对野外应急之需,同时向一线保护人员提供了江豚野外监测与救护能力培训。

基于天鹅洲迁地保护的成功案例与 WWF 的倡导,中国科学院院士朱作言在 2012 年两会上提交了"扩大长江江豚迁地保护区范围"的提案。这一提案已通过审议,湖北水生生物保护部门已经开始实施新的迁地保护区的建设工作。

Between March 3 and April 28 2012, more than 30 porpoises were found dead in Dongting and Poyang lakes, reducing the population to about around 450 in Poyang and 90 in Dongting. The only freshwater finless porpoise in the world, the Yangtze finless porpoise lives mainly in the Yangtze River and these two large lakes, and the recent spike in deaths is raising concerns that the rare animals are being pushed closer to extinction.

Facing this trend, in 2012, WWF continued its finless porpoise conservation work in ex-situ conservation in Tian'ezhou Oxbow, population monitoring, input for policy-makers, restoration of fish resources, dolphin reserve capacity building and community co-management.

In January 2012, the second Yangtze Finless Porpoise Watch organized by WWF was carried out in the Poyang Lake basin to further promote public and community participation in porpoise protection. In April 2012, WWF, along with related government agencies and scientific research institutions, jointly called for a Field Finless Porpoise Rescue Early Warning Emergency Mechanism to deal with field emergencies, and training for field finless porpoise monitoring and rescue capacity was offered to front-line protection personnel.

Following the success in increasing the ex-situ population in Tian'ezhou, and advocated by WWF, the proposal to "Expand the Ex-situ Protected Area for the Finless Porpoise" was submitted to the annual sessions of China's top legislature and political advisory body in 2012 by Chinese Academy of Sciences' academician Zhu Zuoyan. It was approved, and the Hubei Aquatic Wildlife Management Department has already started work to establish a new ex-situ nature reserve.

家族历史十万余年 谁是最没落的 一千七百公里 至今仅剩一千余位成员 领地最大达

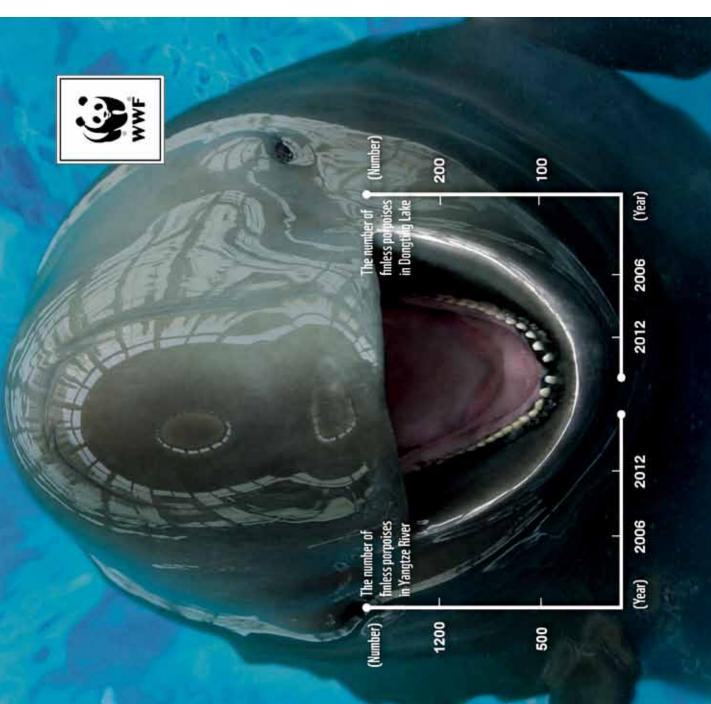
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为保护珍稀的江豚 WWF在行动

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ONCE SWAM IN 1,700 KM OF WATERWAYS

NOW BARELY OVER 1,000 INDIVIDUALS LEFT

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WWF in action

Protect the Finless Porpoise from imminent extinction

IN EXISTENCE FOR OVER 100,000 YEARS

第四次大熊猫调查

FOURTH NATIONAL GIANT PANDA SURVEY

2011 年 10 月,全国第四次大熊猫调查正式启动,计划用两年半时间对我国野外大熊猫及其栖息地状况、分布区经济社会状况和圈养大熊猫种群现状进行全面系统的调查。此次调查范围涉及四川、陕西和甘肃三省,总调查范围为 323 余万公顷。

WWF 参与了陕西、四川的大熊猫调查方案技术方案的编制,并支持对调查队员进行技术培训。



Launched in October 2011, the 4th National Giant Panda Survey is expected to last two-and-a-half years and yield a comprehensive updated picture of the population, habitat and distribution conditions of all wild and captive-bred giant pandas . The Survey will be conducted in Shaanxi, Sichuan and Gansu provinces, covering 3.23 million hectares.

WWF participated in the compile of the Shaanxi and Sichuan giant panda survey plan. It also facilitated technical trainings for survey staff.

基础设施建设对野 生动物保护的挑战

INFRASTRUCTURE CHALLENGES TO WILDLIFE

中国大规模的基础设施建设,尤其是道路、铁路,对野生动物保护带来巨大挑战。WWF联合相关政府和研究机构,努力减少基础设施建设对生态的负面影响。

2012 年,WWF 与四川省林业厅合作开发了《建设项目对自然保护区自然资源、自然生态系统以及主要保护对象影响评价技术规范》。四川省将以此规范为标准,对自然保护区内开展的基础设施建设的环境影响评估工作进行规范。

China's massive construction, especially of roads and railways, poses immense challenges to wildlife conservation. WWF works hard with the government and others involved to minimize the impacts of this.

WWF and Sichuan Forestry Department have jointly developed the *EIA Technical Standards of Infrastructure in Nature Reserves*, which will be used as Sichuan's standard reference for environmental impact assessment of infrastructure construction in nature reserves.

降低西成高铁影响

Minimizing Impacts of the Xian-Chengdu Hi-speed Railway

2012年10月,西(安)成(都)高速铁路正式开工建设,该铁路将会穿过秦岭山区部分自然保护区和野生动物栖息地,对大熊猫及其栖息地产生影响。

2011 年,WWF 联合铁路设计方中铁第一勘察设计院、陕西省动物研究所、陕西省野生动物和自然保护区管理站,以及相关自然保护区和林业局,开展了西成高铁沿线生物多样性调查和工程建设对生物多样性影响的监测工作,以期制定相应减缓措施,最大限度降低工程施工和运营期间对大熊猫及其它野生动物栖息地有可能造成的影响。

Construction of the Shaanxi part of the Xi'an-Chengdu High Speed Railway started in October 2012 and will cross some of the major nature reserves, giant panda habitats and corridors in the Qinling Mountains. Ecologically sensitive planning and construction is essential if serious impacts on the panda are to be avoided.

In 2011, with WWF's support, Shaanxi Forestry Department, nature reserve personnel and railway design agencies developed a monitoring and impact assessment plan, and conducted a primary baseline survey on wildlife in the Qinling Mountains. The joint efforts look to a set of adaptation measures that would significantly reduce impact of construction and operation of the railway on giant panda and other wildlife habitat.

完善监测方案——生物多样性本底补充调查

Plan Optimized and Supplementary Baseline Survey Conducted in 2012

为进一步优化西成铁路施工期和运营期有关生物多样性保护的管理和技术方案, 2012 年 WWF 联合相关合作单位开展了第二期铁路沿线生物多样性调查研究工作, 并通过布设红外相机和样线调查等方式完成了铁路建设前期沿线大熊猫、朱鹮等野生 动物种群范围及活动规律相关数据的搜集工作,积累了大量的本底资料。

In 2012, more samples and data have been collected via newly installed infrared cameras and selected sample routes. This supplementary survey covered all the relevant nature reserves and giant panda corridors in Qinling, as well as the wetland habitats of crested ibis. A wealth of photos and video has been collected, and data has been sorted and entered in a data bank for further research and analysis.

拆除机械围栏

Wire Fence Removal and Restoring Migration Corridors

18

栖息地破碎化:野外种群被分割成 18 个小种群

18

Habitat fragmentation divides wild giant pandas into some 18 groups

由于栖息地丧失、退化和破碎化等因素的影响,大熊猫野外种群被分割成了 18 个相互隔离的相对孤立的小种群,部分小种群正面临同系繁殖和局部消亡的危险。因此,WWF 熊猫保护项目的重要工作之一是恢复熊猫廊道,消除迁徙障碍。这些廊道也有助于帮助野生动物适应气候变化。

2009 至 2011 年间,WWF 联合陕西黄柏塬自然保护区调查了机械围栏对野生动物活动的影响,并拆除了约 11 公里的机械围栏。监测数据表明,该项目促进了野生动物的基因交流。

2012年,WWF 再度联合陕西周至县厚畛子林场和陕西观音山自然保护区拆除了5.7公里机械围栏,有效地提升了秦岭地区大熊猫走廊带的连通性。

Habitat fragmentation has divided China's wild giant pandas into some 18 groups, most of which are too small to avoid the danger of inbreeding. Removing barriers to movement and restoring migration corridors are a key part of WWF's panda programme. Corridors are also of great importance in allowing wildlife to adapt to climate change.

From 2009 to 2011, WWF and Shaanxi Huangbaiyuan Nature Reserve examined the impacts of wire fences in panda habitats. In 2011, WWF supported the Reserve in removing 11 kilometers of wire fencing originally built to allow vegetation recovery, but was no longer needed. Its removal proved beneficial to wildlife, and significantly enhanced genetic exchange of species.

In 2012, as a replication of the earlier project, WWF supported the Shaanxi Houzhenzi Forest Farm and Guanyinshan Nature Reserve in removing 5.7 kilometres of wire fencing to improve giant panda habitat connectivity in the Qinling Mountains.

搭建熊猫"走廊"

Restoring corridor for pandas

四川泥巴山是 WWF 选定的四个优先恢复的熊猫走廊带之一。2012 年,WWF 为泥巴山廊道制定了廊道植被恢复规划,截止 2012 年年底累计恢复 150 公顷植被,以期为不同种群大熊猫之间的交流、繁殖搭建畅通的"走廊"。

The Nibashan mountain corridor in Sichuan is one of WWF's four priority giant panda corridors. In 2012, WWF developed and implemented a restoration plan for the corridor and 150 hectares of vegetation have so far been reestablished.

小小节柴灶, 保护大熊猫

SAVING FORESTS WITH EFFICIENT STOVES AND CARBON CREDITS

四川省雷波县麻咪泽自然保护区是大熊猫分布最南的地区,当地村民依赖薪柴烧饭取暖。然而,薪柴燃烧率低、消耗量大,大片森林被砍伐,大熊猫栖息地受到严重影响。

WWF 长期在保护区周边社区开展农村能源项目,并尝试将其与碳汇市场结合。 2012 年底,WWF 在麻咪泽自然保护区周边社区修建了 1400 口节柴灶。初步测算,每 口节柴灶每年能够减少 10 吨薪柴消耗,根据麻咪泽的森林现状和生长状况,每口节柴 灶每年可减少二氧化碳排放约 7 吨当量。减少的二氧化碳指标将进入国际碳汇交易市 场进行交易,所获收益将继续支持社区的减排项目。

People living around the Mamize Nature Reserve in Leibo county, Sichuan Province have traditionally relied on firewood for cooking and heating. This inefficient use of wood affects the forest and the habitat of the giant pandas.

WWF has long been encouraging the use of energy efficient stoves and renewable energy in these communities. By the end of 2012, 1,400 energy efficient stoves had been built for villagers around the Mamize reserve. Each stove reduces firewood consumption by an estimated 10 tons a year and CO2 emissions by around seven tons.

Moreover, WWF has arranged for the CO2 reductions to be traded on the international carbon market, and the income therefrom will be used to fund expanded emissions reduction projects in the area.

秦岭青年使者

QINLING YOUTH AMBASSADORS

2012 年,WWF 联合西北农林科技大学组织了 10 支秦岭青年使者队伍,近 100 名高校大学生,走进秦岭腹地 7 个自然保护区和 1 个国有林场,共同开展了为期 10 天的青年志愿服务工作。WWF 还单独设立了专项小额资金用于辅助相关农技扶持活动。除此之外,2012WWF 秦岭青年使者活动还包括:社会经济本底调查、社区服务、义务支教等。

Ten groups of WWF-supported Qinling Youth Ambassadors, comprising nearly 100 college students, completed 10 days of volunteer work in in seven nature reserves and a State-owned forest farm in the Qinling Mountains in 2012. The theme of this year's activity was agricultural and technical support. WWF provided funds to facilitate agricultural activities. The Ambassadors' work also included economic surveys and community work.







重大项目:气候与能源

MUST WIN: CLIMATE AND ENERGY

WWF 致力于建立一个公平且与自然和谐的低碳社会,而气候与能源是实现这一愿景的关键项目。

WWF works towards an equitable low carbon society in harmony with nature, and Climate and Energy is its key programme for bringing about this vision.

政策影响 INFLUENCING POLICY

2012 年,WWF 与清华大学法学院合作出版了《气候变化法律框架中的机构管理与利益相关者地位》。报告考察了不同国家的气候治理模式,并阐述了对于建立中国良好气候治理模式的设想,包括理想的政府组织架构和管理流程。本报告已提交至国家发改委。WWF 希望中国未来的应对气候变化法能够采纳报告中的诸多建议。

2008年开始,上海和保定一直是 WWF 低碳城市发展项目的首批试点城市。

2012年,在 WWF 的支持下,上海市通过了《星级饭店建筑合理用能指南》,以指导上海市酒店管理者优化建筑物的运行能效。今后,WWF 将联合上海建筑委员会、旅游管理委员会,向酒店管理者们推广这一指南。

同样在 2012 年,WWF 与河北保定市发改委合作开展了"低碳社区评估体系"的研究。该评价体系包括了社区绿地面积、太阳能产品的应用与社区废弃物管理状况等指标,将为保定市低碳社区评价活动提供参考和建议。

在 WWF 的推动下,2012 年,保定市与丹麦森讷堡市正式签署友好城市合作协议。根据协议,两个城市将开展合作,以促进双方在技术、管理以及能力建设等方面的交流。

In 2012, WWF cooperated with the Tsinghua College of Law to jointly produce the document *Institutional Governance and Status of Stakeholders in a Legal Framework for Climate Change.* This document examines climate governance in various countries, and then makes clear what WWF believes good climate governance at the national level in China should look like, including describing ideal government organizational structures and processes. This document has been submitted to the National Development and Reform Commission, and it is hoped many of its recommendations will eventually become incorporated into a future national climate law.

Shanghai and Baoding are the pilot cities of Low Carbon City Initiative since 2008.

In 2012, the Shanghai authorities approved the *Rational Use of Building Energy Guide for Star-Rated Hotels Manual* as the official manual for Shanghai hotel operators to consult to optimize the energy profile of their buildings. In the near future, WWF will work with the municipal government to promote the manual to hotel operators. WWF will also work to transform these now official recommendations into official regulations.

Also in 2012, WWF and the Development and Reform Commission of Baoding, Hebei Province jointly produced the document, *An Evaluation System for Low Carbon Communities*, which presents an evaluation system that city governments can use to judge the degree to which a particular community is or is not low carbon. Indicators in such a system include amount of green space, to what extent solar energy is used, and waste management practices. Some of the evaluation ideas will be used in Baoding's regular practice of evaluating its housing communities

and recognizing some as low carbon model communities.

In 2012, Baoding and Sønderborg, Denmark entered into a sister city relationship to promote sharing of their best balanced regulations and public services. This achievement was the result of WWF introducing the two city governments to each other, and organizing many subsequent relationship-building activities.

低碳教育 LOW CARBON EDUCATION

2012 年,上海有约 40 所中小学率先采用了三种关于气候变化和低碳实践的新课程与读本。WWF 和华东师范大学、同济大学和上海科学技术出版社合作创立的低碳教育推进专家委员会 (LEPEC) 全程支持了这一成果。LEPEC 是一个致力于帮助学校提升提供气候变化与低碳实践教育能力的专家委员会。

In 2012, around 40 schools in Shanghai were pilots in using three new textbooks and associated curricula on climate change and low carbon practices. This progress is the result of WWF founding—together with East China Normal University, Tongji University, and the Shanghai Scientific and Technical Publishers— the Low Carbon Education Promotion Expert Committee, a committee of experts with a mission to help schools improve their ability to offer education on climate change and low carbon practices.

企业低碳实践 LOW CARBON BUSINESS

WWF 致力于推动企业界的低碳实践。一方面推动领军企业成为行业的碳减排先锋,提高使用可再生能源比重,并通过推广绿色商业运营模式,分享解决方案和成果促进市场的绿色转型和相关政策的发展。另一方面,寻找和推广具有创新性的低碳解决方案,为市场提供适用的低碳技术。

WWF is committed to promoting low carbon practices by corporations and helping them to pioneer emissions reduction and renewable energy usage in their specific sectors and thereby influence market and policy developments by promoting their vision, solutions, and achievements. Further, WWF is proactive in the search and promotion of innovative low carbon solutions and making them available in the market.

2012 年,沃尔沃建筑设备公司和沃尔沃客车公司加入了由沃尔沃集团与 WWF 签署的碳减排 先锋项目。由此,沃尔沃承诺到 2014 年减少三千万吨二氧化碳排放,涵盖沃尔沃建筑设备、客车和卡车制造,减排量相当于瑞典七个月的二氧化碳排放量。

In 2012, WWF's Climate Savers programme and Volvo Group expanded their cooperation to include Volvo Construction Equipment and Volvo Buses, raising the Group's carbon reduction target from construction equipment, buses, and trucks manufactured through 2014 to 30 million tons, equivalent to seven months of Sweden's CO2 emissions.

2011 年底, WWF 在中国发起了"气候创行者"项目, 致力于甄选和推广中国最具潜力的低碳创新技术。2012 年, WWF 推出了首批中国的"气候创行者", 向市场推荐了四项创新低碳解决方案,包括无需电力驱动的水动风机冷却塔和以工业废气为原料的发电系统等。

In late 2011, WWF established the Climate Solver programme in China. The objective of the programme is to identify outstanding low carbon innovations in China, and promote them to potential users. In 2012, WWF identified four exemplary low carbon innovations, a hydrodynamic cooling tower and a power generation system using abundant industrial waste etc.

推动可持续水电

PROMOTING SUSTAINABLE HYDROPOWER

推广水电可持续性的 国际标准

APPLICATION OF INTERNATIONAL STANDARDS FOR SUSTAINABLE HYDROPOWER MANAGEMENT

WWF 与中国水利水电科学研究院、中国长江三峡集团公司等合作伙伴共同参与翻译了《水电可持续性评估规范》的中文版。作为英文原版之外的首个译本,该指南于 2011年 9 月正式对外发布,为进一步推广水电可持续性奠定了良好基础。

同时,在 WWF 的支持下,《水电可持续性评价规范》 首次在中国得到试用。华能澜沧江水电有限公司运用该规范 对澜沧江干流上最后一级梯级电站——景洪电站进行了一次 非官方评估。

In cooperation with the China Institute of Water Resources and Hydropower Research, the China Three Gorges Corporation and other partners, the Chinese version of Hydropower Sustainability Assessment Protocol (HSAP) was launched in September 2011. This is the world's first translation of HSAP from English into another language. HSAP has become well known in China's hydropower industry, providing a good foundation for the future promotion of HSAP in that sector.

With WWF support, China's first test assessment has been conducted in Yunnan Province, and WWF has encouraged Yunnan's Huaneng Lancang Hydropower Co. to conduct an unofficial assessment for the Jinghong Power Station along the Lancang River.

澜沧江的可持续水电实践

PROMOTING SUSTAINABLE HYDROPOWER DEVELOPMENT OF LANCANG RIVER

澜沧江/湄公河流域具有独特的生物多样性及 生态保护重要性,但它同时也面临着快速经济发展 所带来的巨大压力。WWF继续在这一流域内推进 可持续水电发展,促进湄公河上下游不同利益相关 群体间的交流与合作。

2011 年 9 月, WWF 与湄公河水、环境及承载 力项目(M-POWER)在老挝万象联合举办了"湄 公河可持续水电发展"研讨会,共同探索有效改善 水电开发的途径,并进一步促进湄公河流域内的合作。

2012 年 4 月, WWF 邀请云南省能源管理部门及华能澜沧江水电有限公司前往法国与瑞士考察,学习发达国家在推进可持续水电方面的良好实践与经验,加强中国政府、企业与国际水电企业在推进水电可持续发展方面的相关技术交流。

WWF与中国科学院生态环境研究中心合作开展了澜沧江流域生物多样性评价与保护研究,以确定澜沧江流域重要保护物种及优先保护区域,并提供相关研究和决策依据。研究成果将呈现于即将出版的《澜沧江流域生物多样性评价与保护图集》。

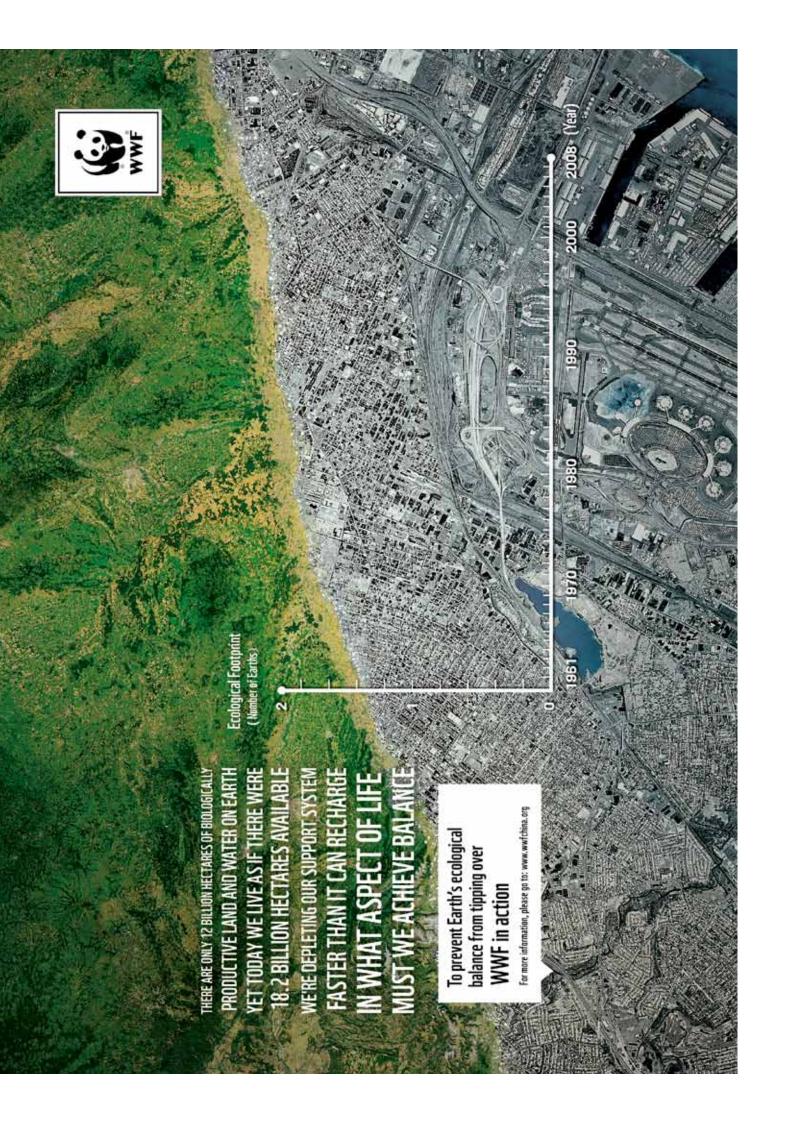
The Lancang/Mekong River Basin, with its unique biodiversity, faces unrelenting pressures from rapid economic development. WWF's continued promotion of sustainable hydropower development in the region is essential in providing a framework for cooperation among various stakeholders in both the upper and lower Mekong River.

In September 2011, WWF, along with M-POWER, invited 65 participants from China, Laos, Thailand, Vietnam and Cambodia to open a Roundtable on Sustainable Hydropower Development in the Mekong region. The outcome of the forum echoed the goals of WWF by increasing collaboration between upper and lower Mekong countries for improving hydropower development of the Mekong River.

In addition to being the catalyst for the Jinghong Assessment, WWF organized a field trip to France's second largest energy producing firm Compagnie Nationale du Rhone's facilities and several hydro-dams in Switzerland, with the participation of the provincial energy authority in Yunnan and Hydro Lancang. The study tour helped build the capacity of Chinese partners' understanding of international best practices for sustainable hydropower development.

WWF also commissioned the Research Centre for Eco-Environment Sciences of the Chinese Academy of Sciences to conduct a research study to propose priority areas for protection and conservation strategies in the Lancang River Basin. The research will be included in an atlas, *Biodiversity Assessment and Conservation Research on the Lancang River Basin*.





重大项目:中国领跑世界革新

MUST WIN: CHINA FOR A GLOBAL SHIFT

中国领跑世界革新项目是 WWF 全球的 13 个重点项目之一,旨在推动中国经济增长的基本驱动力(经济决策及贸易和投资)实现更加环境友好型发展,同时关注中国在国内外的生态足迹。我们力求构建全球网络、引入合作伙伴并与最具影响力的战略伙伴展开建设性对话。

The China for a Global Shift Initiative is one of WWF's global initiatives, aiming to promote the fundamental drivers of China's economic growth – economic policy, and trade and investment – to be more environmentally friendly, and focus on China's ecological footprint both domestically and internationally.

Our approach consists of brokering networks and partnerships, and building constructive dialogues with key strategic partners with the greatest impact.

WWF 和中国的绿色发展

WWF AND CHINA'S GREEN DEVELOPMENT

过去的一年中,WWF继续与中国相关政府部门及智库一起,共同致力于生态足迹政策研究和推广工作, 并为中国绿色经济的发展建言献策,推动中国更可持续 地管理和利用自然资源。

在联合国可持续发展大会(里约+20)峰会召开前夕,WWF发布了《地球生命力报告2012——迈向里约+20》中文报告,呼吁全球首脑为实现"人人拥有水、食

物和能源"、发展绿色经济、保护自然资本做出政治承诺。

里约峰会期间,应中国环境与发展国际合作委员会(国合会)邀请,WWF 全球总干事吉姆·利普(Jim Leape)出席了由温家宝总理主持的圆桌边会。利普先生建议中国在提倡低碳发展的同时关注自然资源的可持续利用及保护,得到了温总理的积极回应。

继《中国生态足迹报告 2010》成功发布之后,WWF 组织了系列政策研讨会,推广生态足迹工具,与决策部门共同探讨如何控制中国的生态足迹,在环境承载范围内实现经济的可持续发展。

在促进绿色经济发展方面,WWF与国经中心共同开展了"中国省级绿色经济指标体系"研究,旨在开发一套"超越 GDP"的指标体系来衡量绿色经济发展。同时,WWF 积极促进绿色经济方面的国际交流与合作,协助推动了环保部与湄公河流域国家、国合会与莫桑比克等非洲国家之间的经验分享。

In the past year, in collaboration with the Chinese government and think tanks, WWF has continued to promote policy research on ecological footprint, provide recommendations on the development of a green economy in China, and contribute to the sustainability of China's management and utilization of natural resources.

Just before the UN Conference on Sustainable Development (Rio+20), WWF released the Chinese edition of Living Planet Report 2012, titled *On the Road to Rio+20*, which calls on world leaders to make pledges on green economy and natural resources conservation so as to guarantee sufficient water, food and energy for everyone.

During Rio+20, WWF Director General Jim Leape was invited to a roundtable side event held by the China Council on International Cooperation on Environment and Development (CCICED) and hosted by Chinese Premier Wen Jiabao. Jim Leape proposed that China should pay attention to the sustainable utilization and conservation of its natural resources while advocating the concept of low-carbon development, which received positive feedback from the Chinese premier.

Following the publication of the 2010 edition of China Ecological Footprint Report, WWF has continued the research and promotion of ecological footprint policy through a series of workshops, where WWF and Chinese policy makers discussed how to reduce the country's ecological footprint while maintaining sustainable development within environmental capacity.

As for the green economy, WWF and the China Centre for International Economic Exchange (CCIEE) jointly launched research on China's provincial green economy indicators, aiming to develop a Beyond GDP Indicator system to measure the development of the green economy. Meanwhile, WWF continued to facilitate international exchanges and cooperation on the green economy, for example, the experience sharing between the Ministry of Environmental Protection and Mekong River countries, and between the China Council on International Cooperation on Environment and Development (CCICED) and African countries, including Mozambique.

Figure 1: Global Living Planet Index

图表1:地球生命力指数 1970年和2007年间全球脊椎动 物物种种群下降了几乎30%。

The index shows a 28 percent global decline in biodiversity health since 1970.

(WWF / ZSL, 2012)

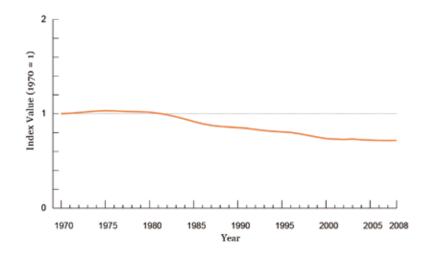
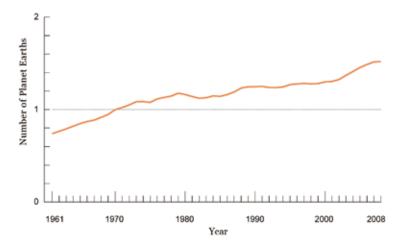


Figure 2: Global Ecological

图表2:全球生态足迹 1961年和2007年间人类对 生物圈的需求增长了1倍。

The ecological footprint shows a consistant trend of over-consumption.

(Global Footprint Network, 2011)



中国与非洲

CHINA AND AFRICA

中国对非洲的投资,尤其是在自然资源开发领域的投资迅猛增长。WWF 与中国、非洲各国政府及非洲驻华使馆密切合作,共同推动中非合作中的可持续发展。为此,WWF 起草了有关中非合作的 40 条政策建议,并与中非决策者进行了广泛而深入的交流。

WWF 建议中非在金融合作、自然资源开采及清洁能源等关键领域加强考虑环境和社会因素,确保中国对非洲的贸易、投资及援助中采用较高的环境标准。



2012年3月和7月,WWF先后与中国国家林业局、中国国际环境与发展委员会举办了两场主题研讨会,与非洲驻华使馆、中非金融机构、中国相关政府部门的代表,讨论如何在中非经贸合作重视生态保护,促进双方的绿色经济发展。

2012 年 7 月,三年一届的中非合作论坛部长级会议在北京举行。作为唯一受邀参会的非政府组织代表,WWF 全球总干事吉姆·利普(Jim Leape)出席了中非合作论坛边会——第四届中非企业家大会,再次重申了 WWF 对中非合作的环境政策建议。

在多方的努力下,新的中非合作论坛成果文件体现了双方在社会与环境发展方面加强合作的意愿,如承诺推进在清洁能源与可再生资源方面合作,并在开发能源资源时保护当地生态环境。中国政府还承诺将继续引导中国企业积极履行社会责任。在论坛开幕式上,胡锦涛主席首次提出中方将帮助非洲国家加强森林保护与管理。

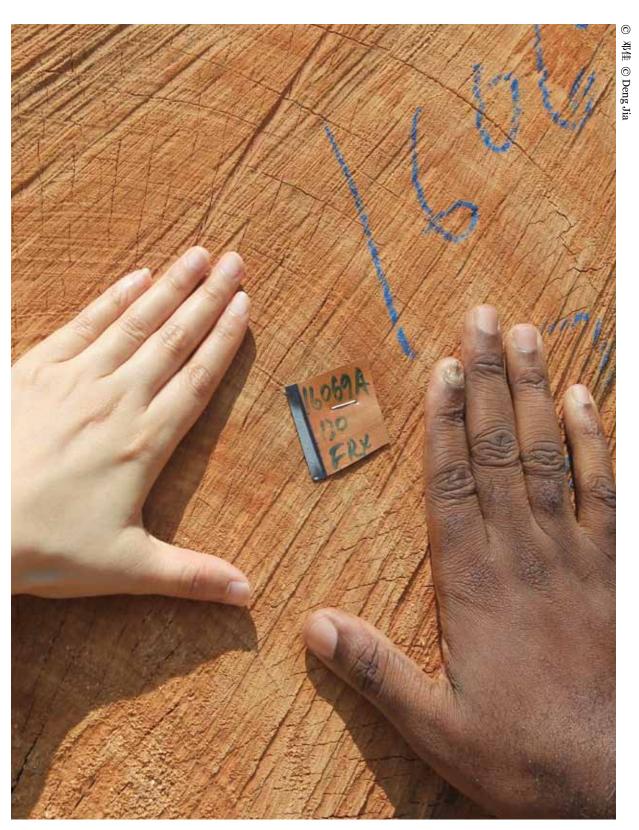
Chinese investment in Africa has grown rapidly, particularly in the natural resources and extractive sectors. WWF engages with Chinese and African officials, as well as with African ambassadors in Beijing, to promote environmental considerations in the sustainable development of Sino-African cooperation. WWF made more than 40 proposals regarding policies on China-Africa cooperation and conduct in-depth and broad exchanges with policy makers from both sides.

WWF proposes to enhance environmental and social considerations in three major sectors: financial cooperation, extraction of natural resources and clean energy, to ensure that high environmental standards are part of China's aid, trade and investment portfolio in Africa.

In March and July of 2012, WWF held two symposiums, with the State Forestry Administration and CCICED respectively, where topics, including how to enhance Sino-African cooperation on green economy to achieve the common goal of sustainable development, were discussed among African diplomats, financial institutes and government departments from both countries.

In July 2012, Beijing hosted the 5th Ministerial Conference of FOCAC (Forum on China-Africa Cooperation), which is held every three years. WWF Director General Jim Leape, the only NGO representative invited, addressed corporate social responsibility at the 4th Conference of Chinese and African Entrepreneurs, reiterating WWF's proposal on environmental policy suggestions for China-Africa cooperation.

The FOCAC conclusions acknowledged willingness to enhance cooperation on social and environmental development, including pledges on cooperation in clean energy and renewable resources, and states that "high attention" should be paid to "protecting local eco-environments". It also incorporates social responsibility for Chinese companies investing in Africa, with the Chinese government committing to guide them in fulfilling such an objective. China and African countries' cooperation on the sustainable management of forest resources was highlighted, for the first time, in President Hu Jintao's opening speech of the FOCAC.



中非双方在社会与环境发展方面将加强合作,并承诺在开发能源资源时注重保护当地生态环境。 China and Africa agree to enhance cooperation on social and environmental development and to pay high attention to "protecting local eco-environments".

可持续金融,绿色信贷

SUSTAINABLE FINANCE, GREEN CREDIT

在推动中国绿色经济发展的过程中,银行业金融机构起着基础性作用,WWF积极推动绿色信贷政策的制定和实施,推广国际上广泛采纳的绿色投资指南和最佳实践,并鼓励遵循适用于不同行业和不同地区的可持续资源经营标准。

WWF 和相关合作伙伴开展了有关绿色信贷和低碳投资的行业政策研究,为中国金融监管部门和金融机构提供借鉴。

2011年8月,WWF与中国银行业监督管理委员会完成了绿色信贷行业政策——煤炭和焦煤的研究报告,向中国银行业开展节能减排授信和监管机构制订"绿色信贷"政策提出了相关建议。

2011年12月,WWF与英国皇家太阳联合保险集团(RSA)联合发布了《中国风电保险发展现状及面临的挑战》报告,指出中国亟需完善风能等可再生能源领域的保险机制,以充分发掘可再生能源的发展潜力。

2012年2月,银监会发布了《绿色信贷指引》,对有效防范环境和社会风险提出了新的要求,这将有助于中国经济发展的低碳转型和可持续的境外投资。WWF配合银监会积极组织了"中国银行业绿色信贷政策系列培训",针对可再生能源发展、水资源的可持续利用和风险管理等主题,对超过20家中国银行进行了培训。

WWF 还加强了与中国银行业金融机构在"绿色信贷"方面的交流与合作。2011年10月,中国工商银行代表团访问了WWF 美国分会,并就绿色信贷、低碳金融、生态金融等议题进行了广泛的讨论。2012年3月,WWF 全球总干事吉姆·利普(Jim Leape)与中国招商银行行长马蔚华就双方在绿色信贷、促进低碳中小企业金融服务等方面的合作达成共识。2012年6月,WWF为招商银行中高层管理人员和信贷人员组织了"绿色信贷指引"专项培训。

Banks and financial institutions are fundamental in the transformation and development of China's green economy. WWF promotes the formulation and implementation of green lending policies, suggests meeting international green lending guidelines and best practices, and recommends voluntary sustainability criteria and certification systems in a number of industrial sectors.

WWF and its stakeholders conducted policy research on green credit and low carbon investment in an effort to provide reference for the country's sustainable finance sector.

To provide guidance for Chinese banks on credits to the coal and coke industry, WWF and the China Banking Regulatory Commission (CBRC) finalized the research report on coal and coke as part of the green lending policies in August 2011. This report offers suggestions to Chinese banking institutions on providing credit for energy conservation & emissions reduction and to the banking regulators on "green credit" policy-making.

In December 2011, WWF and Royal Sun Alliance (RSA) co-published the report *Wind Energy Insurance in China: Opportunities & Challenges*. It states that China may not be able to tap fully into its renewable energy potential due to the lack of an insurance system for the sector.

In February 2012, the CBRC published the Green Credit Guidelines. They include new requirements for effective environmental and social risk management that will help promote China's low carbon economic development and sustainable overseas investment. WWF and CBRC co-organised a series of "green credit" training sessions for Chinese banks. The sessions focused on the promotion of renewable energy and sustainable utilization of water resources and risk management and were attended by 22 banks.

WWF enhanced cooperation with Chinese banks on "green credit". The Industrial and Commercial Bank of China (ICBC) delegation had an extensive discussion on green credit, low-carbon finance and financial ecology during their visit to WWF US Office in October 2011. In March 2012, WWF Director General Jim Leape and Ma Weihua, President and CEO of China Merchants Bank (CMB), agreed to deepen cooperation in terms of green credit and financial services for low-carbon and small and medium enterprises. In June 2012, WWF provided "green credit guideline" training to middle and senior level managers and creditors of CMB.

重大项目:市场转型

MUST WIN: MARKET TRANSFORMATION INITIATIVE

有研究显示,目前全球30%物种面临的生态威胁与重点商品的国际贸易密切相关。过去40年,全球丧失了30%的生物多样性,热带地区丧失了60%。今天人类对可再生资源的消耗已超出了地球承载力的50%,为了平衡人为造成的生态赤字,人类目前需要1.5个地球,2030年需要2个地球,2050年需要3个地球才能满足不断增长的人口对可再生资源的常规消耗。

中国人口占世界的 20%,但可耕地和淡水资源却只占世界的 7%。中国已是绝大部分全球贸易重点商品的主要采购、加工和消费者,但目前这些重点商品的生产方式是不可持续的,对具有高保护价值的全球重点生态区正造成持续的环境压力,最终也将威胁到重点商品对全球及中国消费者的可持续供应。



为扭转这一人为造成的环境退化趋势,作为 WWF 全球重点项目之一,市场转型项目将致力为重点商品的可持续生产和消费提供有科学依据的解决方案。我们推动重点公司对重点商品的可持续性采购,以减轻全球重点生态区遭受的持续性压力,从而保护高价值的生物栖息地以及生物多样性,减少污染和浪费性消费,确保全球可再生自然资源的可持续性利用。

市场转型中国团队正与战略合作伙伴及多元化利益攸关方携手,在林业、农业、海洋水产等领域共同推进中国企业在全球范围的可持续生产、加工和贸易。

According to the latest research, one-third of global species threats are closely associated with international trade of consumer goods. Between 1970 and 2008, the world lost 30% of its biodiversity, and the lost in tropical region is 60%. Human use of renewable natural resources now exceeds the Earth's capacity to renew them by 50%, that means currently we need another half planet to balance man-made ecological deficit. With business and consumption as usual and continuing population growth, we will need 2 planets by 2030, and 3 planets by 2050.

With 20% of the world's population, China has only 7% of the Earth's arable land and fresh water resources. China is already the top importer, processor and consumer of most of the globally traded priority commodities. While the current production mode of those priority commodities is not sustainable and would continuously threatens global priority areas with high conservation values. If the current trend continues, it will progressively threaten the sustainable supply of key commodities to global and Chinese consumers.

The Market Transformation Initiative (MTI) will try to provide science based solution for sustainable production and consumption to reverse man-made environmental degradation. It facilitates sustainable sourcing of priority commodities by priority companies to limit the impacts in global priority areas, to prevent the loss of high conservation valued habitats and biodiversity, reduce pollution and wasteful consumption, and ensure the sustainable use of renewable natural resources.

The MTI China Team currently works with strategic partners and stakeholders to facilitate worldwide sustainable production, processing and trade of Chinese companies, in sectors of forests, agriculture marine and seafood.

森林项目

FOREST PROGRAMME

推动可持续的林业管理

PROMOTING SUSTAINABLE FORESTRY

目前中国正在全国范围内推行林权制度改革。在权属明 晰的前提下,农民通过维护和管理林木与林地能够获得较好 的经济回报,同时也提高了森林质量和森林覆盖率。

在此背景下,WWF 积极向小农户推广FSC 森林认证。 经过两年多的共同努力,WWF 与山东临沂市林业局组织 4000 户农民通过了FSC 小农户联合认证的主审核,覆盖 64 个村的 2300 公顷杨树人工林。这是中国第一个大规模小农

户联合认证的成功案例。在 WWF 的支持下,广西黄冕林场也获得了 FSC 森林认证的证书。至此,中国 FSC 认证的森林面积超过了 253 万公顷,其中约 210 万公顷是在 WWF 不同程度的支持下完成的。

为了更好地了解 FSC 森林认证在中国的发展情况,WWF 会同中国林科院和北京林业大学的专家小组实地走访调查了东北地区的 4 个林业局,评估 FSC 森林认证对森林经营单位的影响。结果显示森林认证对东北林区具有积极的社会和环境影响,WWF 在此基础上编写了《中国东北 FSC 森林认证影响分析研究》。另外,为了分析中国在推动 FSC 森林认证过程中所面临挑战,WWF 起草了《中国负责任森林经营和森林认证可信度研究报告》。

为了推动森林可持续经营及其产品的合法贸易,WWF与中国木材与木制品流通协会共同进行了《中国木制品政府采购研究》。该研究分析了在采购政策中引入可持续理念和森林认证的可行性,为相关部门制订政府绿色采购提出建议。

人工种植的森林虽然只占全球森林覆盖率的 7%,但却供应着约半数的世界木材需求。为了探寻人工林对生物多样性保护、社区利益以及经济增长的多重贡献,WWF 总部与世界各地的营林伙伴一道,发起"新一代人工林(NGP)项目",致力于妥善管理人工林。WWF 邀请国家林业局造林司作为中国第一个NGP 合作伙伴,将开展一系列推广 NGP 理念的培训和实践案例研究。

高保护价值森林判定工作在陕西持续推进。继佛坪县之后,WWF与陕西省林业厅选定凤县作为第二个县级示范点,凤县将在今后的发展规划中考虑高保护价值森林的判定结果。WWF还将陕西的经验在广西进行推广,50余名广西的森林规划工作者参加了在南宁举行的"广西高保护价值森林判定培训会"。

2012年3月,WWF出版了中国第一本用FSC森林认证纸张印刷的书刊——《我与森林》儿童画集。 这是FSC认证在出版行业的有益尝试。

China is undergoing nationwide forestland tenure reform to improve forest coverage and quality, and also clarify ownership and its responsibilities and benefits. The objective is to increase farmers' economic returns from sustainable maintenance and management of the trees on their land.

After two years of cooperative efforts with the Forest Bureau of Linyi, Shandong Province, 2,300 hectares of poplar plantations in 64 villages and involving over 4,000 households in Linyi passed FSC audit. This is China's first large-scale smallholder group certification demonstration. In the meantime, with the support of WWF, the Guangxi Huangmian Forest Farm also received FSC certification, bringing the total area of FSC certified forest in the country to over 2.53 million hectares, of which 2.1 million hectares are supported by WWF China.

2,100,000

WWF 在不同程度上支持了 210 万公顷 FSC 森林认证

2,100,000

2.1 million hectares of FSC forest certification in China is supported by WWF-China

In order to better understand the development of FSC in China, WWF conducted a FSC impact assessment study in northeast China, jointly with Beijing Forestry University and the Chinese Academy of Forestry. The team conducted field surveys and interviews with two certified forest management units (FMUs) and two noncertified FMUs. Based on this research, a report, Study on FSC Certification Impact Assessment in Northeast China, was released which points out that FSC certification has positive social and environmental impacts on FMUs in the region. But much remains to be done: another report, Barriers to Responsible Forest Management and Credible Forest Certification in China, has been drafted to analyze the challenges of FSC promotion in China.

Based on the shared objective of promoting sustainable forest management and trade of legal timber and wood products, WWF China and the China Timber & Wood Products Distribution Association (CTWPD) carried out joint research on Chinese Public Procurement Policy for Wood Products and Relevant Stakeholder Analysis in order to better understand the feasibility of introducing sustainability and certification into Chinese public procurement policy for wood products. This research will provide policy advice to government agencies to assist their future efforts for green public procurement of wood products.

Though planted forests are estimated to account for about 7% of global forest coverage, they provide about half the global industrial round wood supply. Launched by WWF International with global partners, New Generation Plantation (NGP) explores how plantations can support biodiversity conservation, benefit local communities and contribute to economic growth. WWF China invited the State Forest Administration (SFA) to be its first NGP partner in China and collaborate on training and case studies.

To enhance the protection of High Conservation Value Forest (HCVF) in Shaanxi Province at the county level and forest management unit level, WWF China cooperated with the provincial government to select Feng County as the second pilot site after Foping County to demonstrate HCVF identification. The result of HCVF mapping will be incorporated in the overall planning of Feng County in the coming years. WWF also helped train over 50 Guangxi forest planners to adopt the experiences of Shaanxi Province in identifying HCVFs.

In March 2012, WWF published one of the first FSC certified publications in China, *My Forests*, an album of children's drawings. *My Forests* provides a practical and inspiring model for the publishing industry to engage in responsible production and trading.

巩固负责任木材贸易网络

STRENGTHENING RESPONSIBLE FOREST TRADE NETWORK

2011 年年底,中国最大的房地产商之一 万科集团及其四家主要地板供应商加盟全球森林贸 易网络(中国),这将极大地推动中国木制品的负 责任采购。万科和百安居(中国)的加盟,帮助 WWF 拓宽了渠道,在中国市场推动环境友好型消 费。

迄今为止,全球森林贸易网络网络已经覆盖了

来自地板、家具、人造板行业的生产商和零售商,以及房地产和森林经营单位的成员企业。

With the growing influence of the Global Forest Trade Network (GFTN), China's largest real estate developer, Vanke, joined GFTN-China at the end of 2011. This could be a strong driver for responsible trade of wood products. Vanke's joining, together with leading retailers like B&Q China, provides WWF with more channels to

promote environmentally friendly consumption in China.

This network now includes companies ranging from flooring manufacturers, furniture producers and wood-based board manufacturers to retailers, real estate developers and forest management units.

木材合法性研讨和培训

Dialogue, Training on Timber Legality

2011 年底和 2012 年 5 月, WWF 与加蓬、中国政府合作, 先后两次为在加蓬经营森林和木材的中国企业提供培训, 鼓 励中国企业在海外实施可持续的森林经营和贸易。

2012年,全球森林贸易网络(中国)与欧洲家具零售商 Maisons du Monde, Home Retails Group等合作,对其中

国供应商进行供应链管理的培训,以帮助他们满足欧盟木材法规等要求。

In November 2011 and May 2012, WWF organized, together with the Gabonese and Chinese governments, two training workshops for Chinese companies in Gabon to raise awareness and build capacity to conduct their overseas forest management and trade in a more sustainable manner.

In 2012, GFTN-China has also provided training on timber supply chain management for suppliers of major European retailers such as Maisons du Monde and Home Retail Group. This training helps these retailers and their suppliers to manage risks in their timber supply chains so as to meet the due diligence requirements of EU Timber Regulations.

负责任的中俄木材贸易

Supporting Sustainable Timber Trade

WWF 与国家林业局合作,继续将《中国企业境外森林可持续经营利用指南》推广到俄罗斯远东地区。2012年6月,WWF 帮助国家和地方林业局代表团赴中俄边境,对5家投资经营俄罗斯远东地区森林的企业进行了指南的培训,并对其中3家企业进行了现场指导并提出整改意见。WWF还组织代表团考察了哈巴罗夫斯克地区高保护价值森林,让各级

林业管理者对红松林保护和打击非法采伐的重要性有了更加直观的了解。

为了进一步掌握中国企业在俄罗斯境内的森林投资和经营状况,WWF与中国林科院林业科技信息研究所合作,收集和整理了相关企业投资规模、森林经营状况、贸易数据等信息,并编成数据库用于今后的保护工作。

In June 2012, WWF cooperated with SFA to distribute the *Guide on Sustainable Overseas Forest Management and Utilization by Chinese Enterprises* to a broader audience, including five Chinese companies investing in the Russian Far East (RFE), and investigated three Chinese operations in Russia to identify weaknesses in their field practices vis-à-vis the Guideline's requirements and provide on-site assistance to improve performance. During the trip in RFE, WWF also organized a field visit to a HCVF area in the Khabrovstk region and gave the delegations a better understanding of Korean pine broadleaf intact forest and the necessity of curbing illegal operations in RFE.

WWF cooperated with the Research Institute of Forestry Policy and Information of the Chinese Academy of Forestry to collect data on Chinese forestry enterprises in Russia, including investment scales, forest management status and trade data, which has been compiled and uploaded to a database.

可持续棕榈油

SUSTAINABLE PALM OIL (SPO)

中国是全球最重要的棕榈油进口国之一,目前每年进口约 600 万吨,这一数字预计在未来几年会持续增长。与此同时,中国正在包括非洲在内的海外地区投资种植棕榈树。棕榈树的大面积种植所引发的森林砍伐——很大一部分属于非法砍伐——不但对当地生物多样性造成威胁,而且成为碳排放的重要源头。同一境况也发生在中国境内。

为确保中国棕榈油的需求增长对环境产生的影响最小化,所有相关方——种植者、政府、企业和消费者——都应理解和贯彻可持续棕榈油原则。WWF 致力于在中国推动建立可持续棕榈油供应链。

China is the world's largest importer of palm oil, currently buying some six million tons a year, and this figure is expected to grow rapidly in the coming years. Moreover, it is investing in vast tracts of land in Africa and elsewhere on which to grow palm oil. The high rate of deforestation, much of it illegal, to make way for oil palm plantations is devastating for biodiversity, and a significant source of CO2 emissions. At the same time, China is expanding its domestic oil palm plantations.

To ensure China's growing demand for palm oil has minimal impact on the environment, it is essential that all parties concerned, from growers and government to companies and consumers, understand and adopt the principles of RSPO. WWF is committed to promoting a sustainable palm oil supply chain in China.

WWF 中国及中国企业首次亮相 RSPO

WWF-CHINA & Chinese Firms Debut at RSPO RT

2011 年 10 月, WWF 带领五家中国企业首度参与了可持续棕榈油圆桌会议, 就棕榈油在中国的发展现状、可持续棕榈油的前景等和与会各方进行了交流。该会议由棕榈油可持续发展圆桌会议(RSPO)主办, 是棕榈油供应链、投资者、环境及自然保护组织和相关政府、行业管理者的年度交流平台。

In October 2011, five Chinese corporations, led by WWF-China, participated for the first time in the annual Roundtable Meeting (RT) of the Roundtable on Sustainable Palm Oil (RSPO), where the companies shared their views on the current status of palm oil development in China, and the sustainable outlook of the sector.

The RT is the foremost global platform for palm oil stakeholders to address challenges and discuss solutions towards a unified vision for sustainable palm oil.

中国首例可持续棕榈油商业案例

WWF Catalyzes the First Business Contract for China SPO

在 WWF 的推动下,民营企业比奥得(惠州)食品有限公司于2012年4月签署了中国首笔可持续棕榈油购买合同。这是中国可持续棕榈油供应链建设的一个重要突破,对中国企业的棕榈油可持续采购将产生积极影响。

China Beltec (Huizhou) Foods Co., a private Chinese export company, and a palm oil supplier signed the first contract specifying SPO produced in China. This success will generate positive impacts on sustainable purchasing in the China SPO supply chain, and is an important breakthrough in the promotion of sustainable palm oil production in China.

海洋与水产项目

COASTS, SEAS, SEAFOOD AND AQUACULTURE

消失的黄海湿地 The Disappearing Wetlands of the Yellow Sea

作为世界最具代表性的大陆架海域之一, 黄海生态区 (YSE) 因其独特的生物多样性价值被 WWF 列为全球最重要的 200 个生态区之一。黄海生态区覆盖了渤海和黄海海域及长江河口海域。

黄海生态区面临的最大威胁是由基建、工业、房地产以及 不合理的水产养殖业带来的大规模围填海。据估计,过去50 年间该生态区在中国的部分丧失了超过70%的滨海湿地,并且

正在以越来越快的速度消失。

The Yellow Sea Ecoregion (YSE), which covers the Bohai Sea , the Yellow Sea and the Yangtze Estuary, was selected by WWF as a Global 200 Ecoregion in the late 1990s due to its biodiversity value as one of the world's best representatives of continental shelf seas.

The top threat to the YSE is unregulated coastal reclamation of mudflats for infrastructure, industry, real estate and aquaculture development. It is estimated that over 70% of the ecoregion's coastal wetlands in China have been lost over the past 50 years, and the rate of loss keeps increasing.

新国策拯救黄海湿地

NEW NATIONAL POLICY TO SAVE REMAINING YELLOW SEA WETLANDS

2012 年 3 月, WWF 促成袁熙坤先生在中国人民政治协商会议上提出关于保护黄海生态区的议案。该提案呼吁将至少 10% 的重要沿海湿地圈人"生态红线",这些湿地是水鸟的迁徙停歇地以及贝类的栖息地。黄海湿地的不断消失会严重威胁 25 种水鸟的生存,同时也会对作为中国最大的捕捞渔业之一的数十万吨贝类养殖业产生毁灭性影响。

- 5 月, WWF 举办了首届渤海国际观鸟听潮会,来自国内外的 70 多位代表参与了活动,包括政协委员、政府代表,非政府组织机构、学术代表以及媒体机构。
- 10 月,WWF 和伙伴们的共同努力有了回报。国家海洋局出台了《关于建立渤海海洋生态红线制度的若干意见》,要求在渤海海域划定生态红线,以确保在 2020 年之前渤海总体自然岸线保有率不低于 30%。WWF 将抓住这个来之不易的政策契机继续推进黄海生态区的保护工作。

In March 2012, WWF supported Mr. Yuan Xikun, a prominent political advisor, to submit a proposal regarding conservation of the YSE to the Chinese People's Political Consultative Conference (CPPCC). The proposal called for drawing a "conservation red line" for at least 10% of critical coastal wetlands that serve as shorebird stopover sites and shellfish habitats. The unchecked loss of coastal wetlands is risking 25 species of shorebirds and one of China's largest capture fisheries (hundreds of thousands of tons of shellfish).

In May, WWF hosted the first Bohai International Gathering, attended by over 70 local and overseas stakeholders, including legislators, government officials, NGOs, academics and media.

The efforts to raise the alarm and engage key stakeholders paid-off in October, the State Oceanic Administration released Opinions on the Establishment of an Oceanic Ecology Redline in the Bohai Sea Area.

The new national policy calls for drawing an "ecological red line" for the Bohai Sea, and aims to ensure at least 30% of the sea's coastline exists in its "natural condition" by 2020. The coming year is the perfect time for WWF to seize this hard-won momentum and turn it into solid conservation outcomes.

可持续水产 SUSTAINABLE AQUACULTURE

可持续水产推广的里程碑

LANDMARK SUCCESS IN PROMOTING SUSTAINABLE AQUATIC PRODUCTS

2012年2月,WWF与中国水产流通与加工协会签署了合作备忘录,同意"共同推进中国渔业、水产养殖业以及水产品加工,流通,



销售环节的可持续发展"。中国水产流通与加工协会是 WWF 关键的合作伙伴,它将政策制定者与中国庞大的水产行业中的生产者和加工者紧密联系在一起。

WWF 促成了中国水产流通与加工协会与欧洲合作伙伴的交流。中国是欧盟第二大水产品供应国,双方的合作将有助于推动中欧水产供应链的可持续发展。

鉴于 MSC 认证在欧洲的成功应用,中国水产流通与加工协会的秘书长相信,申请 MSC 认证是中国水产品加工业迈向全球水产市场的"关键"。他同时认为 ASC 认证(水产养殖管理委员会)将会复制 MSC 的成功模式,并敦促中国水产业者考虑申请 ASC 认证。

In February 2012, WWF and the China Aquatic Products Processing and Marketing Alliance (CAPPMA) signed a MoU to jointly promote sustainability of fisheries, aquaculture, and seafood processing, circulation & marketing in China. CAPPMA is a critical partner that connects China's policy makers with thousands of member producers and processors in China's enormous seafood sector.

WWF helps to promote communication between CAPPMA and its European counterparts. China is the EU's second largest seafood supplier, so the partnership is extremely valuable to green the China-Europe seafood supply chain.

After witnessing MSC's success in Europe, the CAPPMA secretary general believes that going for MSC certification is "a key to success" for Chinese seafood processors and producers aiming at the global seafood market. He believes that ASC (Aquaculture Stewardship Council) will repeat MSC's success in the future, and urged the Chinese seafood sector to "be prepared for ASC".

绿色的水产养殖业

GREENING AQUACULTURE

水产养殖业是全球发展最快的食品生产行业,而中国的水产养殖产量已经达到全球总量的三分之二。然而,这也导致了各种严重的环境问题。为了应对这一挑战,WWF 也努力推动中国水产养殖行业的可持续性发展。WWF 已成功地将生态湖泊和生态渔业项目应用于长江中下游的湖泊,以保护水生生物资源以及其栖息地,维护生态系统健康。

另外,池塘养殖占中国水产产出的 70%,由于将湿地过度开垦为养殖池塘,它也成为了湿地生态系统的主要威胁因素。再者,抗生素的普遍使用也使得致病病菌产生抗药性,从而威胁到人类健康。因此 水产品成为了 WWF 渔业市场转型项目的主要目标——即推广健康安全水产品的责任标准,减少水产养殖对湿地生态系统的压力。

Aquaculture is one of the world's fastest growing food production industries, and China's aquaculture production now accounts for about two-thirds of the global total. However, this has caused a variety of serious environmental problems. Addressing this situation, WWF is making important efforts to enhance the sustainability of China's enormous aquaculture industry. The WWF Ecological Lake Management and Ecological Fishery Model has been successfully implemented in lakes of the middle and lower Yangtze River basin to protect aquatic biological resources and their habitat, as well as the maintenance of ecosystem health to allow the sustainable development of lake fisheries.

Elsewhere, pond aquaculture, accounting for some 70% of total aquaculture output in China, is still one of the main threats to wetland ecosystems, primarily by conversion of wetland into ponds. Moreover, the common use of antibiotics can pose threats to humans in the form of resistant strains of disease organisms. Aquaculture products are therefore one target of the WWF Fishery Market Transformation project, launched to promote responsible standards for healthy and safe aquatic products and reduce pressures on wetland ecosystems from aquaculture.

地球一小时

EARTH HOUR

2012年3月31日晚,在长城八达岭脚下,我们见证了"地球一小时"熄灯的动人瞬间。当晚,地球一小时全球推广大使李冰冰、中国区推广大使羽泉、李宇春和众多志愿者、WWF合作伙伴共同见证了这个美丽的绿色时刻,并在中国最具代表性的建筑前许下了自己的环保诺言。

2011 年 WWF 正式改变了"地球一小时"的目标,使其从提高民众环保意识的活动演化成为一场为环保做出实际改变的活动。2012 年地球一小时的主题是:每个人心中都有位环保家。

"地球一小时"节日的传统是号召大家熄灭灯光,表达他们对地球的关注和认可,同时做一个对地球有益的环保改变,比如政府和企业承诺改变管理和经营的实践,个人承诺改变生活习惯。

2012年,在中国,122个城市,2100多家企业和350多万名公众通过这些传统共同庆祝地球一小时。

The 2012 Earth Hour celebration in Beijing was held at the Badaling Great Wall. It was kicked-off by actress Li Bingbing running down the wall with other celebrities, a phalanx of student volunteers and WWF China team members.

WWF has enriched the objectives of the Earth Hour from an activity that looks to raise public environmental awareness to a call for tangible behaviour changes for the benefit of environmental protection. WWF hopes everyone who takes part in Earth Hour will make a change for environmental protection. The theme of 2012 was "There's an environmentalist in everyone".

The Earth Hour holiday traditions are for everyone to turn off their lights, acknowledge and reflect on their relationship with the Earth, and make changes in governing, business practices or individual habits that are positive for the environment.

In 2012, 122 cities, over 2,100 businesses, and over 3.5 million individuals celebrated Earth Hour in China by taking part in these traditions.

地球一小时全球大使李冰冰带领大学生志愿者参与 2012 年 3 月 31 日在八达岭长城举行的熄灯仪式。 Earth Hour Global Ambassador Li Bingbing leads student volunteers on a run that symbolizes Together Our Action Add Up at a ceremony at Beijing's Badaling Great Wall on 31 March, 2012.

企业支持 CORPORATE SUPPORT

汇丰水资源项目 HSBC WATER PROGRAMME

汇丰银行 (HSBC) 与 WWF 于 2012 年 6 月再度联手,启动了 "汇丰水资源项目"新一期五年项目。HSBC 将投资 550 万美元,通过 WWF 对长江中下游流域进行水资源保护,推动流域水资源的可持续发展和利用。

在 2012-2016 的五年项目期内,WWF 将通过湿地恢复、以及企业参与式水资源管理、渔业市场转型及流域综合管理等方式,推动长江流域生产和生活方式的绿色转变,重塑一个健康的长江。

HSBC renewed its partnership with WWF and announced in June 2012 a new programme, HSBC Water Programme (HWP). The HWP attracts a total investment worth of US\$5.5 million. WWF will continue to conserve the water resources of Central & Lower Yangtze and its estuary and promote the sustainable development of the river basin.

From 2012 to 2016, WWF will work with partners from governments, research institutes, corporate and local communities to promote wetland restoration, water stewardship, fishery market transformation and integrated river basin management in the hope of achieving the green transformation of production and lifestyle of the basin to restore a healthy Yangtze.

携手可口可乐保护 熊猫水源地

COCA-COLA FOR PANDAS

AND WATER

2011 年末以来,WWF 作为可口可乐和四川大相岭自然保护区的"媒人",推动可口可乐及其合作伙伴大润发超市向四川泥巴山捐植了 30,000 棵本土树苗,助力大熊猫廊道建设以及水源涵养。

2012 年 7 月,WWF 与可口可乐中国装瓶投资集团 (BIG China) 在成都共同启动了员工志愿者计划。该计划将每年至少组织两次志愿者活动,以提升可口可乐装瓶集团员工的水保护意识,并吸引更多的企业参与长江流域的水保护工作。



From late 2011, WWF acted as a matchmaker between Coca-Cola and the Daxiangling Nature Reserve. As a result, Coca-Cola and its partner RT-Mart donated about 30,000 trees to rehabilitate the panda corridor in Niba Mountain, which will contribute to water conservation.

In July, 2012, WWF and the Coca-Cola Bottling Investment Group China (BIG China) jointly launched a staff volunteer program in Chengdu. This activity will be carried out at least twice a year to raise the water awareness of enterprises and engage more enterprise resources in water conservation along the Yangtze.

宜家助力森林经营

IKEA SUPPORTS RESPONSIBLE FOREST MANAGEMENT

从 2012 年起,WWF- 宜家中国项目推广 FSC 森林认证的区域从东北向长江流域扩展,加强发展可持续人工林经营,强化中俄木材贸易的合法性,逐步通过提高公众意识和影响政策, 扶植国内市场对 FSC 认证产品的认知和接受度。WWF 还与宜家家居合作开展了"可持续家居生活项目",在公众层面推广并实践绿色生活模式。

Since 2012, WWF-IKEA collaborate on expanding of FSC certificate from China's Northeast to the Yangtze areas, enhancing sustainable management of forest plantation, promotion of legal timber trade and nurture domestic market recognition of FSC certificated products through raising public awareness and policy advocacy. WWF in conjunction with IKEA also commenced the Sustainable Life at Home project to promote green lifestyle practices among the general public.

家乐福支持传统中医药

CARREFOUR SUPPORTS TCM

继成功实施四川花椒项目之后,2011年7月,家乐福宣布在2012-2014年继续支持WWF推广中药资源的可持续管理,并帮助四川平武县大熊猫保护区周边社区改善生计。



On July 2011, with the success of the Sichuan pepper project providing an alternative source of income for a local community, Carrefour will support WWF in developing the sustainable management of Traditional Chinese Medicine (TCM) resources and livelihood improvement in neighboring communities around the Pingwu Panda Reserve.

携手凡客保护大熊猫

VANCL SUPPORTS GIANT PANDA CONSERVATION

2011 年 7 月,凡客与 WWF 宣布了新合作伙伴关系,共同支持在四川白水河国家级自然保护区的大熊猫栖息地建立一个环教中心。该中心将展示当地独有的珍稀野生动物和生态系统,尤其是岷山的大熊猫保护工作。同时,中心本身也可看做节能建筑设计和建设的样本。

Vancl and WWF announced its new partnership on July 2011, which will focus on supporting the establishment of an education centre in giant panda habitat in the Sichuan Baishui River National Nature Reserve. The project will demonstrate the principles and practice of protecting the ecosystem and rare wildlife in the region, along with a special display on giant panda conservation in the Minshan Mountain area. Moreover, the centre will be a model of energy-saving design and construction.

WWF 与万科签署谅解 备忘录

WWF AND VANKE SIGN MoU

2012年3月1日,WWF与中国大型房地产开发商万科就2012-2016年环境保护和绿色可持续发展等方面达成合作意向,本次合作涵盖珠穆朗玛峰旗舰物种保护、碳减排先锋和全球森林产品贸易网络等内容。

On March 1, 2012, WWF and Vanke, one of the largest real estate developers in China, reached agreement on environmental protection and green sustainable

development for 2012-2016. The cooperation will focus on the conservation of flagship species on Mount Qomolangma, Climate Savers and the Global Forest & Trade Network (GFTN).

希尔顿推出"绿色月饼"

HILTON PROMOTES 'GREEN MOON CAKE'

上海静安希尔顿酒店在 2011 年 7 月 30 日再度推出"绿色月饼"活动,以推广环境友好型月饼及其包装。月饼包装 盒由经过 FSC 认证的进口可回收板纸制成。项目收入将支持在秦岭野生大熊猫栖息地的保护和社区工作。

Jingan Hilton Shanghai launched the second year of its "Green Moon Cake" campaign on July 30th 2011 to promote eco-friendly moon cake and packaging. The

moon cake box was made from imported recycled paperboard certified by the FSC (Forest Stewardship Council). The partnership will support the local community and WWF's conservation projects in the wild giant panda habitat of Qinling Mountain.

新商业联盟成员 NEW BUSINESS ALLIANCE MEMBERS

2012 年,雅居乐地产和美卓加入了 WWF 的可持续发展商业联盟,承诺在商业与环境可持续发展方面做出更多努力。至此 WWF 可持续发展商业联盟已涵盖服装,房地产,保健食品和建筑等行业,共有 5 家企业和品牌成员。

In 2012, WWF welcomes Agile Property and Metso as members of the WWF China Business Alliance for Sustainability members in recognition of their efforts in promoting sustainability in their business, as well as for the environment. The alliance now covers garments, real estate, health food and architecture sectors, with five enterprises and brand members.

WWF 中国项目财务报表

WWF CHINA PROGRAMME OFFICE FINANCIAL REPORT

2012年度合并收支报表

Income & Expenditure Reort-CONSOLIDATE

截止于2012年6月30日 For the year ended 30th June 2012

人民币金额

(in CNY)

收入	INCOME	
WWF机构收入	from WWF sources	80,043,084.56
政府捐资	from GAA sources	4,752,026.69
其他直接捐资	Other direct donations	734,448.41
收入合计	TOTAL INCOME	85,529,559.66
支出	EXPENDITURE	
办公室主要费用	PO Core costs	1,205,479.86
项目费用	Project costs	94,268,612.74
支出合计	TOTAL EXPENDITURE	95,474,092.60
净余额	NET SURPLUS(DEFICIT)	-9,944,532.94

合并资产负债表(2012年6月30日)

BALANCE SHEET-CONSOLIDATED (as at 30th June, 2012)

人民币金额

(in CNY)

资产	Asset	
现金和银行存款	Cash & Bank Balances	64,665,141.87
预支款、应收款和存货	Advances Receivables & Invento	9,002,296.30
预付款	Prepayments	433,068.66
资产类合计	TOTAL ASSETS	74,100,506.83
负债和所有者权益	LIABILITIES, RESTRICTED FUNDS AND EQUITY	
应收款及预提费用	Accounts payables	29,851,055.50
限制性资金	Restricted Funds	32,383,985.34
非限制性资金	Unrestricted funds(equity)	11,865,465.99
负债和所有者权益合计	TOTAL LIABILITIES,RES'	74,100,506.83

合作伙伴 PARTNERS

(按拼音排序 IN ALPHABETICAL ORDER)

国家各级管理部门 State Governing Agencies:

长江水利委员会 Changjiang (Yangtze) Water Resources Commission (CWRC)

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

国家发展和改革委员会 National Development and Reform Commission

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

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

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

环境保护部 Ministry of Environmental Protection (MEP)

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

教育部 Ministry of Education

科技部 Ministry of Science and Technology

农业部 Ministry of Agriculture

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

商务部 Ministry of Commerce

水利部 Ministry of Water Resources (MWR)

外交部 Ministry of Foreign Affairs

中国气象局国家气候中心 National Climate Center, China Meteorology Administration

中国人民银行 The People's Bank of China

中国银行业监督管理委员会 China Banking Regulatory Commission

省级政府机构 Provincial and Local Government Agencies:

甘肃省林业厅 Gansu Provincial Forestry Department

贵州省人大、环境保护厅、林业厅

Guizhou Provincial People's Congress, Provincial Environmental Protection and Forestry departments

黑龙江省林业厅 Heilongjiang Provincial Forestry Department

黑龙江省森林工业总局 General Administration of Heilongjiang Provincial Forestry Industry

湖北省人民政府、湖北省林业厅、环保厅

Hubei Provincial People's Government, Provincial Forestry Department, Provincial Environmental Protection Department

湖南省人大 Hunan Provincial People's Congress

湖南省发改委能源办公室 Energy Office, Hunan Provincial Development and Reform Committee

湖南省林业厅、环境保护厅、农业厅、水利厅等

Hunan Provincial Forestry, Environmental Protection, Agriculture and Water Resources departments

吉林省林业厅、吉林省环保局 Jilin Provincial Forestry and Environment Protection departments

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

江西省林业厅、山江湖开发治理委员会办公室

Jiangxi Provincial Forestry Department, Provincial Mountain-River-Lake Development Committee

青海省三江源办公室 Qinghai Administrative Office of Sourceland of Three Rivers

青海省林业厅 Qinghai Provincial Forestry Department

陕西省林业厅 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 Water Affairs Bureau

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

西藏自治区林业厅 Tibet Forestry Department

云南省林业厅、环保厅 Yunnan Provincial Forestry and Provincial Environmental Protection departments

云南省湿地保护管理办公室 Yunnan Provincial Wetland Protection Administrative Office

学术研究单位及智库 Academic Institutes:

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

国家水电可持续发展研究中心 National Research Center for Sustainable Hydropower Development

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

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

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

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

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

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

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

中国水利水电科学研究院 China Institute of Water Resources and Hydropower Research IWHR

中国长江三峡工程开发总公司 China Three Gorges Project Corporation (CTGPC)

中国 80 余个自然保护区 Eighty plus nature reserves across China

中国水利水电科学研究院 China Institute of Water Resources and Hydropower Research

水利部水利水电规划设计总院 General Institute for Water Planning and Hydropower (GIWP)

水利部农村饮用水安全中心 Rural Drinking Water Safety Center, MWR

大学 Universities:

北京大学 Peking University

北京林业大学 Beijing Forestry University 北京师范大学 Beijing Normal University 东北林业大学 Northeast Forestry University

东北师范大学 Northeast Normal University

复旦大学 Fudan University

贵州师范大学 Guizhou Normal University

湖南大学 Hunan University

湖南师范大学 Hunan Normal University 江西师范大学 Jiangxi Normal University

南昌大学 Nanchang University

四川大学 Sichuan University

同济大学 Tongji University

清华大学 Tsinghua University

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

中央民族大学 Central University for Nationalities

中国海洋大学 Ocean University of China

组织 Organizations:

澳大利亚国际发展署 AusAID

湄公河水、环境与承受性计划 M-POWER

美铝基金会 ALCOA Foundation

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

水禽与湿地基金会 Wildfowl & Wetlands Trust

世界资源研究所 World Resources Institute

武汉白鱀豚保护基金会 Wuhan Baiji Conservation Foundation

长江论坛秘书处 Yangtze Forum Secretariat

大自然保护协会 The Nature Conservancy (TNC)

黄河论坛秘书处 International Yellow River Forum Secretariat

黄金标准基金会 Gold Standard Foundation

国际野生动物保护协会 IWCS

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

能源基金会 Energy Foundation

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

中国连锁经营协会 China Chain Store and Franchise Association

中国水产流通与加工协会 China Aquatic Products Processing and Marketing Alliance

公关、广告合作伙伴 PR & Advertising Companies:

百比赫广告公司 Bartle Bogle Hegarty (BBH) 北京李奥贝纳广告有限公司 Leo Burnett Beijing 奥美中国 Ogilvy & Mather

WWF (中国) 企业合作伙伴 Corporate Partners:

汇丰银行 HSBC

可口可乐 Coca-Cola

太阳联合保险 RSA

杰尼亚 Fondazione Ermenegildo Zegna

家乐福 Carrefour

宜家 IKEA

利乐 Tetra Pak

联合包裹服务 UPS

宝洁 P&G

Bread n Butter

金士顿 Kingston

柯颜氏 Kiehl's

天狮集团 Tiens

玛卡西尼男装 Marccasne

沃尔沃集团 Volvo AB

万科公益基金会 Vanke

海尔集团 Haier Group

美卓 Metso

诺基亚 Nokia

艺康集团 Ecolab

蒙牛 Mengniu

上海希尔顿酒店 Hilton Shanghai

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WWF 德国分会 WWF-Germany

WWF 荷兰分会 WWF-Netherlands

WWF 加拿大分会 WWF-Canada

WWF 美国分会 WWF-US

WWF 挪威分会 WWF-Norway

WWF 日本分会 WWF-Japan

WWF 瑞典分会 WWF-Sweden

WWF 瑞士分会 WWF-Switzerland

WWF 新加坡分会 WWF-Singapore WWF 香港分会 WWF-Hong Kong

WWF 印度尼西亚分会 WWF-Indonesia

WWF 英国分会 WWF-UK

WWF 总部 WWF-International

您可以通过以下方式与 WWF 联系:

WWF 官方网站: www.wwfchina.org

社交媒体:

新浪微博 weibo.com/wwfchina 腾讯微博 t.qq.com/wwfchina

移动应用: "WWF 中国" Apple App Store

Follow WWF-China:

WWF official website: www.wwfchina.org

Social Media:

Sina Weibo: weibo.com/wwfchina Tecent Weibo: t.qq.com/wwfchina

Mobile App: WWF China APP at Apple App Store

WWF 办公室地址 WWF offices address

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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

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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

电话: 0731-85827102 传真: 0731-85110607

拉萨项目办公室

西藏拉萨市林郭北路 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

成都项目办公室

成都花园朗庭园26栋103室 五丁苑山羊座 603 室 邮编:610081

电话:028-68003625/83199466 传真:028-83199466-808

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陝西省西安市沣惠南路 18 号西格玛大 厦 539 室 邮编 :710032

电话:029-62631251/62631252 传真:029-62631251/62631252-803

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云南省昆明市盘龙区白云路 滨江俊园5幢2401室 邮编:650224 电话:0871-5031665 传真:0871-5031665

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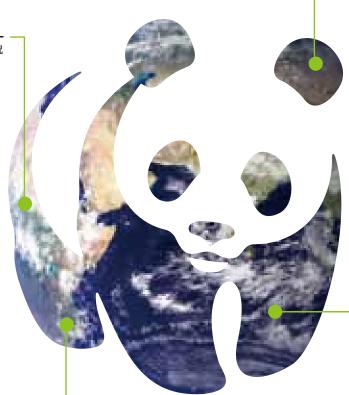


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