

WWF 全球物种项目 2020 战略

+51

At least 51 WWF offices (67% of the network) support and/ or implement the Global Species Programme Strategy. The scope of the work includes all the continents and oceans

WWF 全球网络中，至少 51 个办公室支持和执行 WWF 全球物种保护战略，覆盖全球所有海洋和大洲区域。

+56

Some 56 flagship species are covered as priorities by the Species Programme

WWF 全球物种项目战略涵盖 56 个旗舰物种。

100%
再造纸



21.2 M

In FY11, WWF invested EUR21.2 million globally in species conservation. WWF is seeking to double this amount by FY15

2011 年，WWF 全球物种保护投资达 2100.2 万欧元。2015 年，WWF 寻找资金总量翻一番。

53

WWF has been working on species conservation for 53 years.

WWF 开展全球物种保护已达 53 年。



我们致力于

遏止地球自然环境的恶化，创造人类与自然和谐相处的美好未来。

www.wwfchina.org

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2014

WWF's GLOBAL SPECIES PROGRAMME 2020 STRATEGY WWF 全球物种项目 2020 战略

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1 Theory of Change 理论与变革

Preventing the extinction of well-known and visible species is a strong symbol of society’s ability to address fundamental threats to the environment. In addition to their fundamental role in the functioning and health of ecosystems, species are sources of income, food, and scientific, educational, cultural and recreational value. Some species serve as a focus for conservation and management action to save entire ecosystems.

Threats to species are varied, cumulative and dynamic, ranging from the very local such as poaching and habitat conversion to the global such as climate change and the impacts of consumer demand and world trade flows. WWF’s presences and approach to conservation are tailor-made for this challenge, which requires interventions from local to global levels, and a targeted approach to drivers that affect both species and priority places. We may not as yet be well equipped with capacity on all fronts, however. And we are challenged to grow action, funding and political will to match the increasing threats and conservation need.

防止那些我们已深入了解的常见物种的灭绝，体现了人类应对环境威胁因素的一种社会责任和能力。物种除了可以维护生态系统自身的健康和功能之外，还可以增加人们的收入来源，也可以提供食物、科研、教育、文化和娱乐。有些物种作为自然保护与管理的焦点，通过保护这些物种，进而可以拯救整个生态系统。

物种受到的威胁是随时间发生变化的，也是逐渐累积的，威胁分布的范围有大有小，从局部区域的盗猎和栖息地改变，到全球气候变化、消费需求及贸易的全球影响。因此，WWF 采取的物种保护策略与方法也是因地制宜的，从局部区域到全球范围，以有效应对影响物种的主要威胁及其威胁背后的主要驱动因素。我们并非在各个方面都具有足够的应对能力，但是我们自始至终与时俱进，积极采取行动，大力筹款，增强各方政治意愿，应对日益严峻的环境威胁与保护需求。

Species are integral to, and often the face of, the ecosystems on which humans rely for survival. Yet species globally are facing unprecedented, human-driven extinctions.

物种是生态系统不可或缺的重要组成部分，也是人类赖以生存的基础。然而，野生生物在人类活动影响下，全球范围内正面临着前所未有的灭绝危险。

We cannot save all species one by one. WWF's selection of flagship and footprint species for targeted action is the umbrella for the protection of thousands of plants and animals—magnification of conservation impact at its best. Conservation efforts for charismatic terrestrial and aquatic species strengthen government institutions and civil society organizations for the effective protection of global biodiversity. In many ways, species conservation is the litmus test for the conservation movement as a whole and for WWF as an important actor on that stage. Saving these ambassadors of the living planet is paramount to maintain the global credibility of WWF and the positive momentum on species conservation achieved to date.

Given the size of the flagship species' range and the often large amount of unprotected habitat within this, over the coming decades flagship species conservation must be oriented towards conserving and managing populations across broader “landscapes” and, for marine species, “seascapes”. Such large, multi-use landscapes should include a network of protected areas covering a representative sample of the species habitat types. These core areas need to be surrounded by buffer zones and linked by corridors that allow migration and gene flow between populations. These buffers zones and corridors will not necessarily be pristine habitat but at least their land use should be sustainable and compatible with the target species' needs. Some parts should be community managed so that local people benefit directly in some way from the habitat and its wildlife.

我们不能逐一挽救每一个物种。WWF 通过其重大行动项目，来保护旗舰物种和生态足迹物种，这些物种就像撑开的一把大伞，通过它们的有效保护，进而可以保护成千上万的其它动物和植物，使我们的保护发挥出最大的效益。我们也努力推进关键陆地和水域的物种保护，从而推动政府机构及民间团体对全球生物多样性的有力保护。物种保护可以说是整个自然保护行动的试金石，WWF 正发挥着至关重要的作用。拯救地球上的生灵是 WWF 至高无上的荣耀，WWF 一直积极投入物种保护，并取得了重大成效。

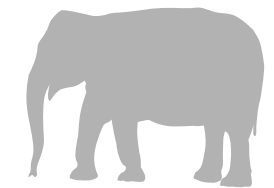
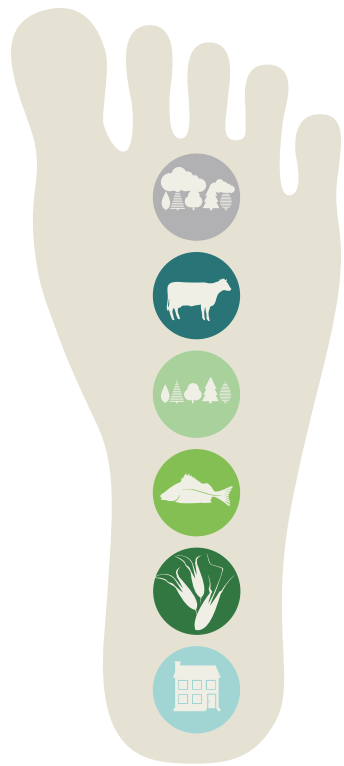
由于旗舰物种的分布区域很广，而且没有得到保护的栖息地面积依然很大，在未来几十年，旗舰物种的保护必须要集中于保护和管理整体景观区域的种群之上。对海洋旗舰物种来说，要着眼于整个海洋景观区域的保护。这些广大且利用方式多样的景观区域，必须相互构成一个保护网络，要覆盖一些典型和代表性物种的栖息地。保护网络的核心区域周围地区需要一定的缓冲区域，并与生态走廊带相互连通，促进物种种群之间的相互迁移和基因交流。缓冲区域和走廊带虽然并不一定非得是旗舰物种的栖息地，但这些区域的土地利用与开发必须是可持续的，与物种保护的需求是相一致的，而且，部分区域应该还以社区为基础加以管理，当地居民和社区能够从野生动物及其栖息地保护中直接得以受益。

Our priority species require conservation actions and interventions implying i) policy and advocacy, ii) wildlife trade regulation support, iii) information research and analysis, and iv) substantial field engagement. Such interventions are carried out via dedicated programmes such as the SAPs, as well as within other programmes including ecoregional action plans, TRAFFIC, GIs (Annex 1), thematic programmes (marine, freshwater, forest) and various footprint and policy programmes (Annex 2). The Species Units undertaking a harmonization of species objectives with other GPF programmes, in order to maximize efficiencies and optimize synergies. For example, the Mediterranean NOs and Programme Office are collectively working on a Mediterranean Initiative for the Marine Environment which includes activities for the protection of cetaceans and logger head turtles in line with priorities listed in the relevant SAPs. The GIs that stand out for their significant, essential contribution to species priorities are Smart Fishing (marine turtles, tuna, cod, Alaskan pollock, sharks), Green Heart of Africa (elephants and great apes), Arctic (polar bears, cetaceans) and Tigers Alive (tigers).

Only SAPs are comprehensive of all interventions needed to secure the future of the species. Investments in GIs (with the exception of Tigers Alive), for example, will not necessarily cover all of the species needs. Funds allocated to GIs with the intention of delivering flagship or footprint species conservation should be explicitly earmarked for this purpose and the relevant SAP leader(s) informed to maximize alignment and optimize coordination.

WWF 优先物种的保护行动和措施包括：i) 政策倡导，ii) 野生生物贸易法律支持，iii) 信息研究和分析，iv) 必要的野外保护工作。这通过众多类型项目来实现，具体包括“物种行动计划 (Species Action Plans, SAPs)”、“生态流域行动计划 (Ecoregional Action Plans, EAPs)”、“TRAFFIC 项目”、“全球行动计划 (Global Initiatives, GIs)” (附录 1)、专题性项目 (海洋、淡水、森林) 及其它多个生态足迹与政策项目 (附录 2)。WWF 物种部门与全球项目框架下的其它项目之间相互协调和整合，实现保护效果的最大化。例如，地中海区域国家办公室和项目办公室要整合在一起，开展地中海海洋环境保护行动计划，实现物种保护行动计划中所涉及的海洋鲸类和赤蠵龟的保护。对优先物种保护具有重要作用的“全球行动计划”主要包括“智慧渔业 (Smart Fishing)” (海龟、金枪鱼、鳕鱼、阿拉斯加鳕鱼、鲨鱼)、“非洲的绿色心脏” (非洲象和大猩猩)、“北极保护行动” (北极熊和鲸类) 及“全球老虎生存计划” (包含所有老虎亚种)。

只有各个“物种保护行动计划”的众多保护措施得以广泛而深入的实施，才能确保旗舰物种的生存和未来。例如，“全球行动计划”的投入 (“全球老虎生存计划”除外) 并不一定完全涵盖物种保护的需要，但是，“全球行动计划”的投入对旗舰物种和生态足迹物种的贡献，从物种保护层面必须明确出来，以便相关物种保护行动计划的领导者能够深入了解其相关内容和信息，从而相互协调和整合，实现物种保护效果的最大化。



Wild fauna and flora in their many beautiful and varied forms are an irreplaceable part of the natural systems of the earth which must be protected for this and the generations to come.

野生生物多样而美丽，它们是自然生态系统不可或缺的组成部分，因此，它们都需要保护，代代相传。

To ensure that “by 2020, populations of the most ecologically, economically and culturally important species are restored and thriving in the wild”, WWF’s investment in the conservation of our flagship and footprint species must be a long-term commitment. While we have had, and will continue to have, many successes to celebrate, it is unlikely that the underlying threats to our priority species will ever disappear. These species are “conservation dependent” in that they will, for the foreseeable future, need significant conservation action to prevent their decline. As their custodians, we must continue to help fill those capacity gaps that will always exist. We must be seen by communities as their long-term partners. We must remain vigilant in monitoring results and keep abreast of emerging science. We must be ready both to take advantage of emerging opportunities and to take on ever-emerging challenges.

We cannot deliver our ambitious goals alone. In order to multiply our impact to an ecological scale that matters, we must work with governments, business, local communities and other organizations to help protect and connect sufficient habitat, protect species, put in place strong enforcement measures, and reduce human conflict and demand. The delivery vehicles for this are dedicated species action plans (SAPs) and footprint species strategies, as well as other programmes including ecoregional action plans, TRAFFIC, Global Initiatives (GIs), thematic (marine, freshwater, forest) and various footprint and policy programmes. Conversely, our species conservation work facilitates the delivery of other priority programmes of the Global Programme Framework (GPF) by providing a face, communications and marketing power, technical expertise and synergetic results. Efforts are under way to harmonize species objectives with other GPF programmes, in order to maximize efficiencies and optimize synergies.

为了确保实现 WWF 生物多样性物种保护目标——到 2020 年，在生态、经济和文化方面具有重要意义物种的野外种群得以有效保护和恢复，我们必须确保所确定的旗舰物种和生态足迹物种保护方面的持续投入。尽管 WWF 过去，乃至将来，在物种保护方面已经取得一定的成果，但我们并没有真正消除物种所面临的威胁。在可预见的将来，这些关键物种依然是我们工作的重中之重，需要我们更加努力加以保护，阻止其种群数量的进一步下降。我们作为这些物种的监护人，必须持续加强自身的能力建设，弥补不足，必须将当地社区作为我们长期的合作伙伴，必须加强项目保护成果的监测和评估，广泛利用最新科研成果，我们必须有效利用战略机遇，应对所面临的前所未有的众多挑战。

我们无法单独完成所确定的这一宏伟目标，WWF 必须与政府、企业、当地社区和其他各个机构共同合作，充分连通关键物种的栖息地，加强执法，降低人与野生生物冲突，减少人类对野生生物的过度需求，从而确保保护效果在生态及景观尺度上发挥出重大影响。WWF 保护成果的实现依赖于“物种保护行动计划”、“生态足迹物种保护战略”、也包括其他各个项目，如“生态流域项目”、“TRAFFIC 项目”、“全球重大项目”、“专题性保护项目”和“生态足迹与政策项目”等等。同时，WWF 物种保护

工作也将有助于其全球项目框架下的其他项目，通过宣传、市场、技术等力量，支持其他项目取得预期成果。可以说，“WWF 全球物种项目”在其全球项目框架下，与各个项目相辅相成，相互促进，发挥各自优势。

These and other synergies should help to ensure that flagship species’ conservation priorities are funded adequately, and in some cases even permanently. Strategies to achieve this include more direct fundraising, investment of a larger proportion of funds raised on species in species work, mobilizing funding through government aid agency (GAA) approaches, developing sustainable financing mechanisms such as trust funds, equitable rights and benefit-sharing from sustainable wildlife use, and negotiating cost-sharing mechanisms with governments.

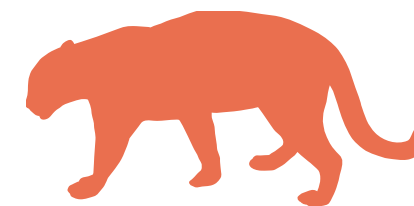
Species conservation should have stable funding, leadership and a lean and agile conservation delivery vehicle. We are moving toward multi-year, basket funding for SAP leadership and a broader base of support offices to step up the stability and quality of our conservation delivery. The Species Unit facilitates the dialogue with support and implementation offices to maximize the breadth of input into the operation and programmatic contents of the SAPs, a process which will be greatly helped by the reactivation of the Species Working Group.

Communications and brand awareness support our advocacy and programmatic efforts by sharing knowledge, increasing political will and reinforcing positive action among decision makers. Campaigns are used to change the game in ways that unblock persistent obstacles to the progress of WWF’s programmatic conservation work, as illustrated by the newly launched Wildlife Trade Campaign that runs through FY13-14.

我们所采取的策略将有助于确保优先保护旗舰物种方面的资金长期与持续投入。这些策略主要包括开发更为直接的筹款渠道，将物种保护的筹款更多使用在物种保护本身，推动政府援助机构的资金支持，制定可持续的资金筹措机制，如信托基金、野生生物可持续利用合理权益与利益及资金的政府分担机制等。

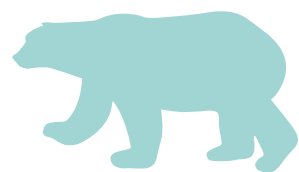
物种保护需要稳定持续的资金支持，强大的领导力，以及有效推广我们保护成果的机制。我们正在为“WWF 全球物种保护 2020 战略”着手制定未来多年的资金筹措机制，支持各级办公室保质保量地完成我们的工作。“WWF 全球物种部”负责协调各个国家办公室和项目办公室之间的交流，全面推动“WWF 全球物种项目 2020 战略”的整体进行。

“WWF 全球物种项目 2020 战略”强化宣传和品牌意识，加强与决策者之间的知识交流、政治意愿和具体行动，促进我们的政策倡导和项目成果。WWF 同时也要开展重大宣传活动，如 FY13-14 财年开展的“全球野生生物贸易大型宣传活动”，消除和改变 WWF 在保护工作中所遇到的众多阻力。



We integrate our work across field programmes, policy, markets-based initiatives, awareness-raising, and global campaigns, seeking synergy across all these efforts. And we are committed to strengthening and supporting the efforts of local and indigenous communities in caring for their own resources ...

我们将整合所有野外项目，包括政策、市场为基础的全球重大计划、公众意识提升、全球重大宣传活动，寻求各方之间的合作。我们承诺加强和支持当地原住民需求，保护他们赖以生存的自然资源...





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2 Goals and Strategies 目标与策略

Scope 区域

This strategy describes why and how WWF will:

"WWF 全球物种项目 2020 战略" 阐明了 WWF 为何及怎样开展工作：

- Work around the world to conserve species;
 - Create an enabling environment for species conservation delivery;
 - Apply species conservation as one of a range of tools to enable the conservation of the world's biodiversity.
- 1) 全球范围的物种保护；
 - 2) 为物种保护创造有利环境；
 - 3) 以物种保护为手段促进全球生物多样性保护。

Vision: A world in which the intrinsic, aesthetic, economic and ecological values of species are recognized and respected worldwide; and as a result, environmental degradation and unsustainable use no longer threaten the survival of wild plants and animals and their critical habitats.

"WWF 全球物种项目 2020 战略" 愿景：物种所蕴含的美学、经济和生态价值，能够得以全面的认识和尊重，确保环境退化和不可持续利用不再威胁到野生生物的生存和它们的主要栖息地。

Goals and strategies : a sharp, ambitious and comprehensive programme

目标与策略：锐利而又雄心勃勃的综合性计划

Metagoal:

长期目标:

By 2050, the integrity of the most outstanding natural places is conserved, contributing to a more secure and sustainable future for all.

到 2050 年，全球重要生态区域的连通性得到有效加强，从而有助于整体生态系统的健康安全和可持续发展。

Sub-goals:

中期目标:

- Flagship species – By 2020, each of the SAPs has successfully delivered on its 2020 goals and objectives, thereby making significant progress toward healthy and viable populations of WWF's 13 flagship species.
- Footprint species – By 2020, the risk to footprint species from over exploitation is significantly reduced.
- Network collaborations: By 2015, the WWF International Species Unit provides effective leadership, coordination and management, mobilizes enough resources, drives global policy and advocacy, maximizes the influence of communications, and facilitates an organizational environment and culture to optimally implement flagship and footprint sub-goals across WWF's global network.
- 旗舰物种: 到 2020 年，所有“物种保护行动计划”均得以成功实施，确保实现各自所确定的 2020 年目标与任务，WWF 所确定 13 个旗舰物种和类群的健康与安全及长期生存取得明显进展（附录 3, 4）。
- 生态足迹物种: 到 2020 年，WWF 所确定的 23 个生态足迹物种和类群的过度利用与消费显著减少（附录 5）。
- 网络整合: 到 2015 年，“WWF 全球物种部”能够提供高效的领导、协调与管理，充分调动各方资源，推动全球政策倡导，扩大宣传影响，协助机构内部环境及文化，帮助有效实施 WWF 所确定的全球旗舰物种和生态足迹物种保护中期目标。



Strategies 策略

2.3. 1 Protect the integrity of and/or effectively manage critical flagship species habitats

2.3. 1 加强旗舰物种关键栖息地的有效连通

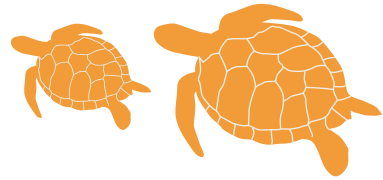
- Critical habitat of flagship species is protected, effectively managed and/or restored in flagship species landscapes or seascapes prioritized in the SAPs.
- Corporate activities (such as extractive operations, forestry and mining) which threaten the integrity of critical habitats are prevented or their impacts mitigated.
- Connectivity between critical habitats is secured, and adjacent areas (such as plantations) are effectively managed through an overall and landscape-scale approach.
- Range state governments recognize the threat of invasive alien species (IAS) and take steps to ensure that IAS are no longer a major threat to WWF's flagship species or their habitats (e.g. invasive plants in Asian rhino and elephant habitat).
- 旗舰物种的重要栖息地得到保护，有效管理和恢复物种保护行动计划中旗舰物种优先陆地景观和水域景观。
- 阻止和降低威胁旗舰物种关键栖息地连通性的人为活动，如过度利用、砍伐和采矿。
- 确保旗舰物种关键栖息地之间的相互连通，利用整体景观方法对关键栖息地及其毗邻区域进行有效管理。
- 地区政府对外来入侵物种的重要威胁要有充分的认识，并采取措施确保外来入侵物种对 WWF 旗舰物种及其栖息地不会产生重大威胁，如亚洲犀牛和亚洲象栖息地的外来入侵植物。

Protecting species at their source is a must-win strategy for WWF
保护物种种源种群，是 WWF 所采取的决战性战略。

2.3.2 Mitigate direct threats to priority species

2.3.2 减少 WWF 优先物种的直接威胁

- Human-wildlife conflict is significantly reduced in the terrestrial flagship species landscapes in which it poses a major threat to the species and/or human life and property.
- The strategy addresses overexploitation and reduces illegal and/or unsustainable trade in flagship and footprint species through wildlife trade management/regulation, human behavior change (including demand reduction), and changes in commercial practices.
- Law enforcement efforts are significantly enhanced in priority landscapes, markets and along trade routes, in order to increase compliance with laws and regulations that are aimed at eliminating poaching, over exploitation and/or illegal trade of priority species.
- By catch of marine turtles species and threatened cetacean populations is reduced in selected fisheries through improved and effectively implemented protection policies.
- The global incidence of ship strikes to cetaceans is reduced through the adoption of ship strike mitigation measures by international frameworks and the shipping industry
- 降低陆地旗舰物种景观区域内人与野生动物之间的冲突，这些威胁直接影响到当地物种及居民的生命财产。
- “WWF 全球物种行动战略”通过野生动物贸易管理和法规，就过度开发和利用，改变人类行为方式（包括减少需求）和商业行为模式，减少对旗舰物种和生态足迹物种的非法及不可持续贸易。
- 增强 WWF 优先景观区域和市场与贸易链中的执法能力，减少针对优先物种的盗猎、过度利用和非法贸易。
- 在选取的渔业区域，通过提高有效保护政策，减少对海龟和鲸类的误捕。
- 利用国际合作框架和航运公司之间的合作，采取措施减少航运对海洋鲸类的伤害事件。



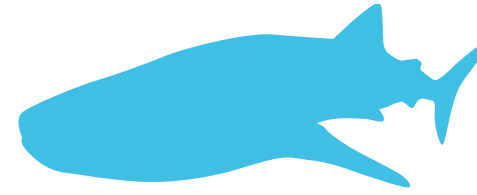
Reducing our focus and level of investment in these species is not an option

降低对旗舰物种的关注和投入，并不是 WWF 未来的选择。

2.3.3 Manage small populations for growth

2.3.3 加强旗舰物种小种群的增长

- The viability of small populations is enhanced in partnership with governments and other NGOs, particularly by, as pertinent, creating separate protected breeding units to dilute the risk of extinction, understanding the reproductive and health state of each individual to inform management decisions, and minimizing the risk of disease, poaching, by catch and other relevant direct threats.



- 与政府和其它 NGOs 合作，提高旗舰物种小种群的存活能力，例如建立繁殖种群的独立保护单元，了解个体的繁殖及健康状况，决策管理方式，减少疾病发生，降低盗猎、误捕及其它重要威胁发生的风险。

2.3.4 Develop and implement climate change adaptation strategies

2.3.4 发展和实施气候变化适应策略

- Species-specific climate adaptation strategies are developed and implemented in prioritized flagship species landscapes or seascapes in which climate change is posing a significant direct threat to the species and where resilience can be strengthened.
- 在优先旗舰物种的陆地和水域景观区域，开发和实施针对特定物种的气候变化适应策略。气候变化对这些旗舰物种来说，是最为重要的直接威胁，因此要深入关注气候变化的重大影响。

2.3.5 Develop mutually beneficial incentives for the co-existence of people and species

2.3.5 开发人与野生动物互利共存的生产生活方式

- Livelihoods of local communities within flagship and footprint species landscapes/seascapes are improved, including through non-consumptive and sustainable consumptive uses of the species where relevant, resulting in improved incentives for conservation, and lowered negative impacts on these species and their habitats.
- Appropriate structures/regulations for access and benefit-sharing of wildlife by local communities, including effective community governance structures, are established in flagship and footprint species landscapes/seascapes, as relevant.
- 在旗舰物种和生态足迹物种所在景观区域，注重非直接消费和可持续消费利用方式方法，提高当地社区的生计，提高保护能力，降低对物种和栖息地产生的负面影响。
- 在旗舰物种和生态足迹物种区域，建立适合的合作保护框架与法规，促进当地社区与野生动物之间的互利互惠关系。

Our adaptation work is geared to reduce both human and species vulnerability to the various negative impacts of climate change

我们的适应性工作是，努力降低人类和物种对气候变化所带来的各种负面影响的脆弱性。

Sometimes no consumptive sustainable utilization can provide greater economic benefits for local communities than consumptive use

有些时候，非直接消费性可持续利用比直接消费利用给当地社区带来更大的经济价值。

2.3.6 Ensure international, regional, national and local policies effectively deliver species conservation

2.3.6 确保国际、区域、国家及地方政策在物种保护中发挥重要作用

- Local and national policies and regulations support flagship species conservation in flagship species landscapes, including through effective landscape-level land- and sea-use planning, sustainable use and benefit-sharing regimes etc.
- Laws relating to species protection, habitation protection and regulation of wildlife trade³⁰ are effectively enforced in relevant range and consumer countries.
- Gaps and inadequacies in national laws and regulations are identified and resolved in relevant range and consumer countries.
- International instruments and institutions (IWC, IMO, CMS, CBD) are used to deliver or catalyze species conservation action to benefit priority land/seascapes or to mitigate direct threats to species.
- Conservation and management measures that mitigate the threat of over exploitation to flagship and footprint species are reinforced and/or strengthened within CITES, CMS, CBD, RFMOs and other relevant international instruments.
- 推动国家和地方政策与法规，支持旗舰物种区域内旗舰物种的保护，包括景观区域规划、可持续利用模式和利益贡献机制。
- 在相关区域和消费国家中，与物种保护、栖息地保护和野生动物贸易相关的法律，得到有效加强。
- 在旗舰物种分布及消费国家中，识别国家法律层面的空缺与不足。
- 利用国际组织、机构与公约（国际捕鲸委员会（IWC）、国际海事组织（IMO）、保护野生动物迁徙物种公约（CMS）、生物多样性公约（CBD）），促进物种保护行动，开展景观区域的优先保护，降低对旗舰物种的重要威胁。
- 在 CITES, CMS, CBD, RFMOs 及其它相关机构框架下，加强物种保护和管理措施，降低过度开发利用对旗舰物种和生态足迹物种造成的威胁。



2.3.7 Multiplication by design

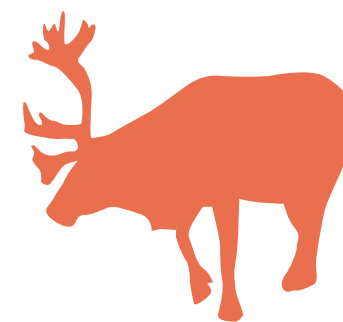
2.3.7 通过顶层设计扩大保护效果

- External partnerships are developed and maintained that expand our global reach, mobilize greater resourcing for our priorities, and place WWF's priority species issues on agendas of relevant government agencies, corporations, resource users and other organizations.
- 开发和维护合作伙伴关系，扩展 WWF 的全球影响力，与政府部门、企业、资源使用者及其他相关机构一道，扩大合作渠道，加大对优先物种及整个区域的保护。

2.3.8 Communications- highlight and strengthen the value of living species

2.3.8 通过宣传提升多彩物种的价值

- The global reach and impact of species centered communications is maximized, advancing species conservation objectives and strengthening the credibility of the WWF brand.
- A global wildlife trade campaign is conducted to elevate the profile of illegal wildlife trade as a serious crime.
- The Species Unit facilitates compiles and guides positions in consultation with the network so that we speak with one unified voice globally.
- 加大以物种为基础的宣传和全球努力，提升物种保护目标，增强 WWF 品牌的可信度。
- 开展“全球拒绝非法野生生物贸易行动”，提高非法野生生物贸易也是一种严重犯罪的全球意识。
- WWF 物种部门协调、汇编和指导 WWF 网络在全球用同一个声音，表达立场和态度。





2.3.9 Resourcing and sustainable financing

2.3.9 调动资源和可持续资金支持

- Adequate resources are generated to support the sites and issues that matter most to deliver this strategy through a range of activities involving more direct fundraising, investment of a larger proportion of funds raised on species in species work, mobilizing in-kind support by the network, mobilizing funding by GAAs, sustainable conservation financing, etc.
- The Species Programme will at least double its current investment in species conservation by 2015.
- 寻求更多资源，支持野外点和面上的保护工作及重大热点问题，推动 WWF 全球物种保护战略的顺利实施，扩大筹款渠道，推动政府间合作、可持续保护资金筹措渠道，推动物种保护工作。
- 2015 年，WWF 在物种保护方面的投入，将在现有基础上至少要翻一番。

2.3.10 Research and development

2.3.10 开展科学研究

- State-of-the-art technologies and/or methodologies are in place that accelerate or amplify the impact of our conservation work.
- 利用最新的科学技术和方法，加速和扩大保护工作的影响力。

WWF is working to strengthen the policy and funding instruments required to drive species conservation

WWF 正在致力于加强物种保护亟需的政策与资金筹措机制。

2.3.11 Strategic leadership and adaptive management through quality monitoring and evaluation

2.3.11 监测和评估项目质量，提高战略领导力和适应性管理

- While the delivery of the species pillar of the GPF is a network responsibility, the Species Unit ensures that such delivery is efficient and effective.
- Progress on SAP delivery is overseen, monitored and evaluated by the Species Unit.
- The Species Unit and TRAFFIC see that WWF is represented at key political and technical fora, often with support of NO and/or PO staff. They facilitate implementation of agreed global policy and advocacy activities.
- The Species Unit, TRAFFIC and support offices that resourcing matches ambition for the delivery of the GSP strategy, by supporting and scaling up fundraising efforts for Species and other GPF programmes that deliver directly on species objectives.
- The Species Unit ensures that synergies between offices, GPF programmes and SAPs are fostered, and overarching issues and cross-cutting themes across SAPs are coordinated. The relationship between WWF and TRAFFIC should optimize synergies and maximize impact.
- The Species Working Group, advisory groups for each SAP, and wildlife trade issue groups are in place, take stock of the technical capacity in NOs and POs, and catalyze conservation action towards the goal of this strategy.
- Partnerships with governments, NGOs, business and industry with regional and global scope are nourished, in coordination with other units and programmes.
- The Species Unit sees that highly performing WWF staff are motivated and in the right places, with adequate conditions to excel.
- All network needs, efforts and contributions to the Species Programme are mapped annually via the M&E strategy, and used to inform and adapt subsequent Species Unit work plans, as well as the direction, emphasis and tactics of the Global Species Programme strategy.
- 在“WWF 全球项目框架”下，尽管物种保护项目的实施是整个网络的责任，但是物种部门要确保物种工作既有效率，也要有效果。
- “WWF 全球物种部”监管、监测和评估“物种保护行动计划”实施的进度。
- “WWF 全球物种部”和 TRAFFIC 达成共识，WWF 主要在推动政治意愿和技术领域方面开展工作，并由国家办公室和项目办公室提供支持。
- “WWF 全球物种部”、TRAFFIC 和各办公室达成共识，“全球物种项目战略”的实施要在物种部门和全球项目框架共同的协助和资金支持，实现物种保护的目标。
- “WWF 全球物种部”确保各个办公室、全球项目框架及各个物种保护行动计划之间的相互协调与合作，交流和处理相互交叉性议题与主题。WWF 和 TRAFFIC 之间的合作关系也需要进一步优化，使物种保护发挥其最大的影响力。
- WWF 物种工作组、各个“物种保护行动计划”的咨询团队和野生动物贸易团队各司其职，代表各个国家办公室和项目办公室，提供技术支持，促进“WWF 全球物种项目战略”目标的实现。
- 培育与政府、NGOs、商业、企业之间的合作伙伴关系，协调与其它部门和项目之间的关系。
- “WWF 全球物种部”通过协调，使所有员工充分发挥自己的工作能力。
- 整个网络对“WWF 全球物种部”的需求与努力，每年通过监测和评估的方式，来加以明确，指导和调整物种部门的具体工作计划，工作方向、工作重点和策略。

Annex 1.

Global Initiatives—one delivery mechanism for WWF’s species work

附录 I.

WWF 全球行动计划——物种保护工作机制之一

Global Initiative “全球行动计划”	Current and potential species delivery 目前与未来物种保护产出
Arctic “北极保护行动计划”	Delivers our polar bear SAP and the Arctic component of the cetacean SAP (beluga, narwhal and bowheads). Advocacy, communications and fundraising efforts around climate change mitigation benefit from the polar bear as a critically important flagship. 贡献于北极熊保护行动计划和鲸类保护行动计划（白鲸、独角鲸、露脊鲸），北极熊作为及北极保护行动计划的旗舰物种，开展气候变化减缓有关的政策推动、宣传和筹款。
Coastal East Africa “东非海岸保护行动计划”	Although CEA covers geographically African elephants, rhinos and marine species (marine turtles, cetaceans and tuna), the main strategies and activities of the GI do not contribute directly to the SAPs. SAP priorities in this region are implemented through the ESARPO strategic plan instead. 尽管东非海岸区域在地理上包括非洲象、犀牛和海龟、鲸类和金枪鱼等海洋物种，但这一全球行动计划的主要策略和活动内容不直接贡献于这些物种保护行动计划，这一区域的物种保护行动计划的优先性是通过东部和南部非洲区域项目办公室（ESARPO）战略计划来实施的。
Coral Triangle “珊瑚礁大三角保护行动计划”	Addresses key issues for marine turtles, corals, tuna, sharks and hump head wrasse. 侧重海龟、珊瑚、金枪鱼、鲨鱼及苏眉鱼所面临的问题。
China for a Global Shift “中国领跑市场革新全球行动计划”	Key to ensure that Chinese investment is responsible and does not have a negative impact on African flagship species or their habitats. It is an important vehicle to mitigate the impact of Africa-China wildlife trade, an aspect that may require further strengthening. 主要确保中国投资是负责任的，对非洲旗舰物种及其栖息地不会产生负面影响。中国领跑市场革新全球行动计划是一个重要的推动手段，降低中国与非洲野生动物贸易影响，这一工作需要进一步加强。

Forest & Climate “森林和气候项目”	Key for conservation of flagship species habitat of high carbon content, e.g. in the Congo Basin. 重点是高碳汇地区旗舰物种栖息地的保护，如刚果盆地。
Green Heart of Africa “非洲的绿色心脏项目”	Delivers major components of African elephant and African great ape SAPs, and covers the range of African teak. 重点推动非洲大象和非洲大猩猩保护行动计划中重要相关内容的实施，同时也涵盖非洲柚木的分布区域。
Heart of Borneo “婆罗洲的心脏项目”	Home to a component of the orang-utan SAP, although most orang-utan SAP priority landscapes occur outside the Heart of Borneo boundaries. There are also projects on the Asian elephant and Sumatran rhino in Sabah, Malaysia that can benefit from the policy outcomes of the HoB GI. 尽管红猩猩保护行动计划的大部分优先景观区在婆罗洲的心脏项目区域之外，但它也覆盖红猩猩保护行动计划项目的一些区域，婆罗洲的心脏项目在政策推动方面的成果，也能够对亚洲大象和马来西亚萨班地区的苏门答腊犀牛的的保护有贡献。
Living Amazon “生机亚马逊项目”	Addresses the biome as a whole to secure the viability of the entire system – benefits river dolphins and mahogany. 侧重利用生态系统整体的保护来确保整个系统的活力，江豚和桃花心木的保护从中受益。
Living Himalayas “生机喜马拉雅项目”	Aims to protect, restore and reconnect natural landscapes, to the benefit of Asian rhinos, elephants and Asian big cats, as well as of ecoregional priority species like the red panda and the black-necked crane. 重点是保护、恢复和连通自然景观区，亚洲犀牛、亚洲象和亚洲大型猫科动物及其它生态流域优先物种，如小熊猫和黑颈鹤等，从中受益。
Market Transformation “市场转型项目”	Engages in strategic and innovative partnerships to harness the global market place into a force for conservation. One of its focal commodity areas is salmon aquaculture, a threat to blue whale habitat in Chile. Species conservation would benefit from a stronger focus of relevant MTI priorities on the needs of WWF’s priority species (e.g. in Sumatra). 融入创新性战略合作伙伴关系，推动全球市场成为保护的一只强大力量。市场转型项目所涉及的重要商品区域之一是鲑鱼水产养殖区，威胁智利蓝鲸栖息地，WWF 优先物种保护从市场转型项目中得以受益，例如苏门答腊岛屿。
Smart Fishing “智慧渔业全球行动计划”	Deals with some of WWF’s most important footprint marine species, including tuna, cod and Alaskan pollock, as well as with marine turtles and sharks via its bycatch mitigation work. 应对 WWF 重要的生态足迹海洋物种，包括金枪鱼和阿拉斯加鳕鱼，通过减少误捕等措施保护海龟和鲨鱼。
Tigers Alive “全球老虎生存计划”	Represents a serious up scaling of WWF’s efforts to conserve the planet’s last remaining tiger populations and their habitats. Its range overlaps significantly with key habitats for Asian elephants and rhinos, as well as orang-utans, and it contributes to better law enforcement to the benefit of these and other species too. 全球老虎生存计划是 WWF 集整个网络之力量，拯救全球仅剩的老虎种群及其栖息地。老虎的分布区域与亚洲象和亚洲犀牛的主要栖息地也是相互重叠的，还有红猩猩。全球老虎生存计划项目也能够推动法律法规的完善，这些旗舰物种和重多其它物种的保护有所收益。

Annex 2. Contribution of thematic and policy programmes to WWF’s species work 附录 2. WWF 专题与政策项目对 WWF 全球物种项目战略的贡献

Programme 项目	Contribution to GSP strategy 对 WWF 全球物种项目战略的贡献
Forest 森林项目	<ol style="list-style-type: none"> 1. Protecting and strengthening the integrity of forest habitats for forest-dependent flagship species, including tigers (and other Asian big cats), African elephants, African great apes, Asian elephants, Asian rhinos, giant panda, orang-utans, and some threatened kangaroos, by combating deforestation, promoting logging practices that are compatible with species conservation and ensuring sustainable management of forest resources 2. Protecting and strengthening the integrity of forest habitats for forest-dependent trees/plants under the footprint species: African teak, big leaf mahogany, ramin, cork oak, Korean cedar pine and ginseng 3. Promoting tree plantations that help recover degraded land, buffer natural forests and supply high volumes of wood, in areas of relevance to the forest flagship species 4. Hub for technical expertise and advice on forest Conservation <ol style="list-style-type: none"> 1. 保护和加强森林依赖性旗舰物种的森林栖息地完整性，包括老虎和其它大型猫科动物、非洲象、非洲大猩猩、亚洲象、亚种犀牛、大熊猫、红猩猩、部分受威胁袋鼠。通过阻止毁林、推动政策措施，促进森林保护与物种保护相协调，确保森林资源的可持续发展。 2. 保护和加强森林依赖性生态足迹树种和植物的森林栖息地的完整性，包括非洲柚木、大叶桃花心木头、白木、栓皮栎、红松和人参。 3. 在森林旗舰物种地区，推进植树造林，帮助恢复退化土地，缓冲对自然森林的破坏，提供高产林业木材。 4. 为森林保护提供技术、经验和建议。

Marine 海洋项目	<ol style="list-style-type: none"> 1. Mitigating impacts of marine and coastal industries such as fishing, shipping, tourism, and oil and gas on populations and habitats of marine turtles, cetaceans and some footprint species (e.g. tuna, hump head wrasse, sharks) 2. Supporting the development and management of marine protected areas (MPAs) to maintain ecosystem health and key habitats 3. Ensuring the protection of key species is included in programmes to develop marine governance arrangements including on the high seas 4. Providing a hub of marine conservation expertise to support the work of the Species Programme more broadly in advocacy and policy forums <ol style="list-style-type: none"> 1. 减缓海洋和沿海工业的影响，如渔业、航运、旅游和油气开发对海龟、海洋鲸类和部分生态足迹物种，如金枪鱼、苏眉鱼、鲨鱼的影响。 2. 支持海洋保护区 (MPAs) 的发展和管理，保持生态系统的健康和关键栖息地。 3. 确保关键物种的保护包含在开发的海洋管理中，其中也包括公海。 4. 提供海洋保护经验，支持更大范围的物种保护工作政策倡导与论坛。
Freshwater 淡水项目	<ol style="list-style-type: none"> 1. Flows: keeping rivers free-flowing when possible, and mitigating the impact of dams and over-abstraction on the flows and habitat of freshwater species, e.g. river dolphins, sturgeon and paddlefish, salmon, East African cichlids and Others 2. Habitat: protecting wetlands of importance to tigers, rhinos, elephants, river dolphins and other flagship species 3. Stewardship: engaging the private sector for conserving freshwater species, habitats and ecosystems 4. Adaptation: securing healthy habitats and sustainable river flows for species to adapt to a changing climate 5. Watershed: influencing land and water management at watershed/basin level to ensure healthy fresh water ecosystems for flagship species 6. Global policy: representation of species policy goals at related international policy for a not covered by the Species Unit (e.g. Ramsar) 7. Providing a hub for technical expertise and advice on freshwater conservation <ol style="list-style-type: none"> 1. 流量：尽可能保持河流的自由流淌，减少大坝与过度利用水量对淡水物种栖息地的影响（如江豚、鲟鱼、匙吻鲟、鲑鱼、东非慈鲷和其它动物）。 2. 栖息地：保护湿地对老虎、犀牛、大象、江豚和其它旗舰物种的重要性。 3. 管理：引入私营企业或个人，参与淡水物种、栖息地和生态系统的管理与保护。 4. 适应：确保物种在健康的栖息地和可持续河流流量下对气候变化的适应。 5. 流域：在流域尺度影响土地和水资源进行管理，确保健康的淡水生态系统对旗舰物种发挥作用。 6. 全球政策：确保 WWF 物种没有涵盖的物种政策，其目标要在国际政策领域中具有一定的代表性（如国际湿地公约）。 7. 为淡水保护提供一系列技术、经验和建议。
Policy 政策项目	<ol style="list-style-type: none"> 1. Representation of species policy goals at international policy for a not covered by the Species Unit (e.g. UN, CBD, IUCN WCC and others, as pertinent) 2. Developing policies on “cross-cutting” themes (as in crosscutting WWF programmes) such as biodiversity offsets, gender, green economy, etc. 3. Supporting the integration of social development issues into SAPs 4. Supporting and building policy and advocacy capacity in the network to follow policy work at national, regional and global level 5. “Radar function” to keep an eye out for opportunities and threats at global level, pertinent to species conservation 6. Hub for technical expertise and advice on policy <ol style="list-style-type: none"> 1. 确保 WWF 物种政策的目标要在国际政策领域中具有一定的代表性，这些政策领域没有包含在物种部门工作之内（如联合国、生物多样性公约、自然保护联盟等）。 2. 在 WWF 项目交叉性主题方面促进相关政策，如生物多样性议题、男女性别差别、绿色经济等等。 3. 支持社会发展与物种保护行动计划之间的相互融合。 4. 支持政策倡导和游说能力，在国家、地区和全球水平上发挥作用。 5. 发挥“雷达功能”，寻找和挖掘全球范围内物种保护所面临的威胁与机遇。 6. 为物种保护相关政策提供一系列技术、经验和建议。

Annex 3.

Flagship species – SAP topline goals and objectives

附录 3.

WWF 旗舰物种保护行动计划

GPF 2020 biodiversity goal	
WWF 全球项目框架 2020 生物多样性目标	
Populations of the most ecologically, economically and culturally important species are restored and thriving in the wild. 在生态、经济和文化方面具有重要意义的物种种群得以有效保护与恢复，确保其长期健康生存。	
By 2020, each of the SAPs has successfully delivered on its 2020 goals and objectives, thereby making significant progress toward healthy and viable populations of WWF's flagship species. 旗舰物种：到 2020 年，各个物种保护行动计划得到成功实施，确保实现各自确定的 2020 年目标与任务，WWF 旗舰物种的健康和生存取得明显进展。	
Goals	Objectives
目标	具体任务
1. African elephant 1. By 2020, African elephant populations in 16 elephant priority landscapes are stable or increasing compared to the 2007 status. 2. By 2020, the size and quality of African elephant habitat in the 16 elephant priority landscapes are maintained or increased compared to the 2007 status.	CSPU and Species making progress on each SAP 保护战略和执行部 (CSPU) 和物种部门在各个物种保护行动计划取得如下具体进展： 1.1 By 2015, the proportion of illegal killing of elephants is reduced by 10% on average in three landscapes in Central Africa (TRIDOM, TNS, Gamba) and in other selected priority landscapes compared to the 2011 status. 1.1 到 2015 年，在中非三个景观区域 (TRIDOM, TNS 和 Gamba) 和其它选择的景观区域，大象非法猎杀的比例比 2011 年水平下降 10%。 1.2 By 2015, illegal trade in major elephant product markets is reduced by at least 20% in seven African states and three Asian states, compared to the 2011 status. 1.2 到 2015 年，7 个非洲国家和 3 个亚种国家，大象制品市场的非法贸易在比 2011 年水平减少 20%。

1. 非洲象 1. 到 2020 年，16 个优先景观区域的非洲象种群，在 2007 年水平上保持稳定或者有所增加。 2. 到 2020 年，16 个优先景观区域的非洲象栖息地面积和质量，在 2007 年基础上保持稳定或者有所改善。	1.3 By 2015, human-elephant conflict (HEC) is stabilized or reduced by at least 5% (compared to 2011 levels) in five landscapes, and the HEC dynamic is understood in the Sangha Tri-National Protected Area in Central Africa with recommended mitigation measures. 1.3 到 2015 年，人象冲突在 5 个优先景观区域保持稳定，或者比 2011 年水平至少降低 5%。中非桑哈跨三国国家保护区 (Sangha Tri-National Protected Area) 内的人象冲突状况得以了解，并推荐具体减缓措施。 2.1 By 2015, the knowledge on elephant numbers and their spatial distribution is rigorously assessed and/or updated in at least five protected areas and the size of the current elephant range maintained or increased in 11 priority landscapes. 2.1 到 2015 年，至少 5 个保护区的大象种群数量与空间分布进行评估，或者相关信息得以更新，11 个优先景观区域大象分布的区域保持稳定或者有所增加。 2.2 By 2015, information on ecosystem and community vulnerability status to climate change impacts is available in two pilot landscapes in Tanzania and Kenya for climate change adaptation strategies. 2.2 到 2015 年，坦桑尼亚和肯尼亚的 2 个试点景观区域有关气候变化对生态系统和社区脆弱性影响的信息得以实现，并制定气候变化适宜策略。 3.1 By 2015, the economic value of elephants is established and recognized by at least three governments and five communities that subsequently support their conservation and management. 3.1 到 2015 年，至少 3 个国家政府和 5 个社区建立和认识到大象的经济价值，从而使他们支持大象的保护和管理。 3.2 By 2015, national and regional action plans, policies and legislation that support elephant conservation and management are developed and implemented in 11 countries. 3.2 到 2015 年，在 11 个国家，有利于大象保护和管理的国家与地区水平的行动计划、政策和立法得以开展。
2. African great apes By 2020, the populations of African great apes living in the Africa priority landscapes ³⁸ is stable or rising, relative to 2007-2012 baseline survey data. ³⁹ 2. 非洲大猩猩 到 2020 年，非洲优先景观区域的非洲大猩猩种群相对于 2007-2012 年的调查基础上，保持稳定，或者有所增加	1. Protection and law enforcement: By 2017, at least one protected area within each priority landscape benefits from improved protection, as evidenced by at least one the following: a 25% decrease of illegal activities within the protected area; a 25% increase in the apprehension of illegal traffickers (such as hunters, dealers, traders, but also illegal miners, loggers etc.); a 30% increase in appropriate follow-up of judiciary processes for great ape and other wildlife-related infractions. 1. 保护与执法：在每个优先景观区，至少一个保护区从改善保护中有所收益，并从如下证据中得以说明：该保护区非法活动下降 25%；非法猎杀的案下降 25%（猎人、贩卖者、非法采矿、非法砍伐等）；有关非洲大猩猩和其它相关动物的执法惩处提高 30%。 2. Management: By 2017, the management of at least one protected area within each priority landscape is improved by the adoption and implementation of locally developed, updated management plans and/or other land-use planning tools. 2. 管理：到 2017 年，每个优先景观区域至少 1 个保护区的管理有所改善，采用和实施当地发展和更新的管理计划和其它土地利用规划工具。 3. Policy and industry engagement: By 2017, African great ape conservation is improved in at least six range countries by: the effective enforcement of wildlife legislation and other related policies (including those relating to international conventions such as CITES, CBD, CMS); the revision and (when appropriate) strengthening of relevant legislation; and an increase of at least 30% in the proportion of exploitation operators (logging and mineral extraction companies) which are adhering to and implementing best practices and WWF-supported certification schemes. 3. 政策和企业参与：到 2017 年，至少 6 个大猩猩分布国的大猩猩保护得以提高：野生生物立法与其它相关政策（包括国际公约 CITES, CBD 和 CMS）得以有效落实；相关法律法规得以完善和加强；至少 30% 的开发企业（采伐和采矿企业）采用最佳保护案例措施和 WWF 支持的认证体系。

	<p>4. Community support and awareness: By 2017, communities within at least six priority landscapes receive support to promote economically sustainable management strategies for community development which have minimal adverse impact on great apes and their environment, reduce human-ape conflicts and increase awareness and support for the conservation of great apes and their environment.</p> <p>4. 社区支持和意识: 到 2017 年, 至少在 6 个优先景观区域, 社区支持得以实现, 在社区发展中提高经济可持续管理策略, 对大猩猩及其栖息地的影响降低最小, 减少人与大猩猩之间的冲突, 提高意识和支持保护大猩猩及其栖息地。</p> <p>5. Monitoring and research: By 2017, the size of great ape populations in at least one protected area within each priority landscape is estimated, the main threats affecting them are known, data is regularly collected to assess population trends and results are available for informed conservation decision-making; results from at least four research projects in topics critical to great ape conservation, such as disease management, tourism impact, bio-monitoring, population dynamics and monitoring illegal killing and trade, are integrated into conservation strategic planning.</p> <p>5. 监测和研究: 到 2017 年, 在每一个优先景观区域, 至少一个保护区大猩猩种群数量得以估算, 了解重要的威胁因素, 定期收集数据, 评估种群趋势, 以便正确决策; 至少 4 个重要主题性研究活动加以开展, 如疾病管理, 旅游影响, 生物监测, 种群动态和非法猎杀和贸易监测, 这些研究结果融入到大猩猩保护战略制定中。</p> <p>6. Habitat preservation: By 2017, at least one population of each great ape species will benefit from an increase in habitat range under protection through the creation of new protected areas and/or through improved management and protection of critical corridor areas around and between priority sites, including high conservation value forests (HCVFs), certified logging concessions and conservation of areas of unique biological interest to great apes.</p> <p>6. 栖息地保护: 到 2017 年, 各个大猩猩物种中至少一个种群从其栖息地保护中得到收益, 建立新的保护区, 在优先区域之间或者毗邻地区建立关键生态廊道提高管理和保护, 包括以大猩猩为保护价值的高价值森林和森林采伐认证等。</p>
<p>3. African rhinos</p> <p>By 2020, at least five key white and black rhino populations and/or oreta-populations are increasing by at least 5% per annum and at least two new populations have been established.</p> <p>3. 非洲犀牛</p> <p>到 2020 年, 至少 5 个白犀牛和黑犀牛种群和或其大种群每年至少增加 5%, 并至少建立 2 个新的种群。</p>	<p>By 2015:</p> <p>1.1 International and national controls on live specimens and rhino horn possession and trade are strengthened to reflect CITES commitments.</p> <p>1.1 依据 CITES 公约, 犀牛活体标本和犀牛角的获取和贸易在国际间和国家内得以控制。</p> <p>1.2 Regional and national strategies pertaining to rhino management are developed and/or updated.</p> <p>1.2 地区和国家的改善犀牛管理战略得以开发和更新。</p> <p>1.3 Regional and national capacity are strengthened for coordination of law enforcement efforts to implement legislation and policies that support rhino conservation.</p> <p>1.3 地区和国家能力得以加强, 协调执法能力, 增强立法和政策, 支持犀牛保护。</p> <p>2.1 Sufficient range for establishment of at least two new rhino populations is secured.</p> <p>2.1 确保至少 2 个新的犀牛种群得以建立, 并有足够的生存区域。</p> <p>3.1 Protection and biological management are established, maintained or improved at five sites so that rhino populations at these sites increase at a minimum of 5% per annum.</p> <p>3.1 在 5 个试点地区建立保护和生物管理措施, 试点地区的犀牛种群最少每年增加 5%。</p> <p>3.2 A viable rhino re-introduction project is supported in at least one recovering range state.</p> <p>3.2 至少在 1 个分布国家开展犀牛生存种群引入工作。</p> <p>4.1 Opportunities that rhinos provide as a flagship species to promote wildlife-based land use for the amelioration of rural poverty are enhanced.</p> <p>4.1 犀牛作为旗舰物种, 提高野生动物为基础的土地利用方式, 农村减贫得以改善。</p>

	<p>5.1 Judiciary, local communities, decision-makers and policymakers are aware of rhino conservation and actively support rhino conservation needs and opportunities.</p> <p>5.1 司法、社区、决策者和政策支持者要意识到犀牛的保护, 从而在实际中支持犀牛保护的需求。</p> <p>6.1 Leadership capacity for rhino conservation management and coordination is strengthened.</p> <p>6.1 犀牛保护和管理及协调的领导能力得以加强。</p>
<p>4. Tigers</p> <p>The population of wild tigers, across their range, is increased to at least 6,000 by 2022</p> <p>4. 老虎</p> <p>到 2022 年, 在老虎所有分布区域, 野生老虎种群至少增加到 6000 只。</p>	<p>1. By 2022, 12 priority tiger landscapes are effectively managed, through enhanced protection, connectivity, monitoring and financing of critical core areas and corridors.</p> <p>1. 到 2022 年, 12 个优先老虎景观区域得到有效管理, 在重要核心区域和走廊带提高保护、连通性。监测和资金支持。</p> <p>2. By 2022, the illegal trade in tiger parts and derivatives is at negligible levels, and no longer a threat to wild populations.</p> <p>2. 到 2022 年, 老虎身体部分及制品的非法贸易到底完全忽略的程度, 对野生老虎种群不再造成威胁。</p> <p>3. Strong political and institutional support and sufficient financing for wild tigers are assured and maintained until 2022 and beyond.</p> <p>3. 强有力的政治意愿和机构支持及充足的资金得以长期保证到 2022 年乃至更长期。</p>
<p>5. Asian elephants and rhinos</p> <p>Populations of Asian elephants, Indian one-horned rhino, Sumatran rhino and Javan rhino in 10 species' priority landscapes in 20 ecoregions remain viable</p> <p>5. 亚洲象和亚洲犀牛</p> <p>在 20 个生态区域的 10 个优先景观区域亚洲象、印度独角犀牛、苏门答腊犀牛和爪哇犀牛得以健康生存。</p>	<p>1. By 2020 onwards, 2.7 million ha of Asian elephant habitat is secure in at least nine specified areas.⁴¹</p> <p>1. 到 2020 年及以后, 在至少 9 个特定区域中的 270 万公顷亚洲象栖息地得以确保 41。</p> <p>2. By 2014, 140,000 ha of Sumatran rhino habitat is protected and secure in Sabah and Bukit Barisan Selatan.</p> <p>2. 到 2014 年, 在沙巴 (Sabah) 和布吉巴瑞杉西拉坦 (Bukit Barisan Selatan) 区域, 14 万公顷苏门答腊犀牛栖息地得以保护和确保。</p> <p>3. By 2014, at least 40,000 ha of Javan rhino habitat is enriched, protected and secure in Ujung Kulon.</p> <p>3. 到 2014 年, 至少 4 万公顷的亚洲犀牛栖息地在印度尼西亚马戎格库龙国家公园 (Ujung Kulon) 得以确保、扩展和保护。</p> <p>4. By 2015, an additional 10,000 ha site is identified and secured for second Java rhino population.</p> <p>4. 到 2015 年, 1 万公顷的额外栖息地得以判别, 确保第二个爪哇犀牛种群的生存。</p> <p>5. By 2020, illegal and unsustainable trade in elephant and rhino products will be reduced to levels that do not threaten the survival of Asian elephants and rhinos.</p> <p>5. 到 2020 年, 亚洲象和亚洲犀牛制品的非法与不可持续贸易降低至对其种群生存没有威胁的水平。</p> <p>6. By 2015, key ivory consuming markets, trade routes, production operations in China, Thailand, Myanmar, Vietnam and other AREAS focus countries are regulated in full compliance with CITES requirements.</p> <p>6. 到 2015 年, 在中国、泰国、缅甸、越南和其它区域相关的国家, 象牙消费市场、贸易和线路、产品销售等得以规范, 确保与 CITES 规则要求相一致。</p> <p>7. By 2015, rhino horn consumption and usage in active Asian markets is substantially reduced through improved legislation, law enforcement and public awareness.</p> <p>7. 到 2015 年, 通过完善法律法规、加强执法, 提高公众意识, 在活跃的亚洲市场, 犀牛角消费和使用要彻底减少。</p>

<p>6. Giant panda</p> <p>By 2015, 3 million hectares of the Panda Landscapes Network are effectively managed in the upper reaches of the Yangtze to ensure that a population of 1,600 giant pandas is stable or increasing across the four panda landscapes (Qinling, Minshan, Qionglaishan, and Liangshan-Xiangling), which provide sustainable ecosystem services to the people living within these landscapes and downstream in the Yangtze basin.</p> <p>6. 大熊猫</p> <p>到 2015 年, 长江上游 300 万公顷的大熊猫栖息地得到有效保护, 在 4 个大熊猫景观区域, 确保 1600 只大熊猫种群保持稳定或者有所增长, 这些景观区域为当地及下游区域居民提供可持续的生态服务。</p>	<p>By 2015:</p> <ol style="list-style-type: none"> 1. The negative impacts of infrastructure on the giant panda and its habitat are identified and mitigation solutions demonstrated in pilot sites. 1. 基础设施建设对大熊猫种群及其栖息地的负面影响得以识别, 并在试点区域开展减缓措施。 2. Sustainable tourism planning and practices are demonstrated and replicated in at least two panda landscapes. 2. 至少在 2 个大熊猫景观区域, 可持续旅游规划和措施加以试点和扩展。 3. Effective management in nature reserves is enhanced compared to baseline of 2010. 3. 大熊猫自然保护区有效管理水平在 2010 年基础上得以提高。 4. At least 100,000 ha (70,000 in Xiangling, 30,000 in Qinling) of high conservation value forests are identified and relevant measures implemented in demonstration sites. 4. 至少 10 万公顷 (相岭山系 7 万公顷, 秦岭山系 3 万公顷) 的高保护价值森林得以识别, 相关措施在试点区域得以实施。 5. Post-quake management is enhanced with demonstration in 3-5 selected heavily quake-affected nature reserves. 5. 地震后管理在 3-5 个地震严重影响的保护得以加强。 6. Likely impacts of climate change on panda habitats are assessed and adaptation strategies developed and promoted in one or two panda landscapes. 6. 气候变化对大熊猫栖息地的潜在影响进行评估, 适宜性策略都以制定, 并在 1-2 个大熊猫景观区域得以推动。
<p>7. Marine cetaceans</p> <p>By 2020, highly threatened marine cetacean populations are protected, managed and restored.</p> <p>7. 海洋鲸类</p> <p>到 2020 年, 高度受威胁的海洋鲸类种群得到保护、管理和恢复。</p>	<p>By 2020:</p> <ol style="list-style-type: none"> 1. Bycatch and entanglement of at least 10 highly threatened cetacean populations is eliminated or reduced through improved and effectively implemented protection policies. 1. 到 2020 年, 通过提高有效的保护政策, 消除或降低至少 10 个高度受威胁的海洋鲸类种群的误捕和猎杀。 2. The IWC has a strong outcome-oriented cetacean conservation agenda and all types of commercial whaling are under IWC control, while direct takes of small cetaceans adhere to a precautionary and conservation-based enforced management system in at least two key cetacean habitats. 2. 国际捕鲸委员会 (IWC) 具有很强的效果导向性鲸类保护规范, 所有类型的商业捕鲸都在国际捕鲸委员会 (IWC) 的控制之下, 至少在 2 个关键的海洋鲸类栖息地采取执法和保护为基础的管理体制。 3. Incidence of ship strikes is eliminated or reduced in at least five key cetacean habitats through the adoption of ship-strike mitigation measures by the shipping industry, enforced through national and international regulation. 3. 船只伤害事件在 5 个重要鲸类栖息地得以消除或者减少, 与航运企业合作, 及加强国际国内法规, 利用相关措施减少船只伤害。 4. The impact of acoustic and chemical pollution is eliminated or reduced in at least five key cetacean habitats through the extractive industry's adoption of best management practices, enforced through national and international regulation. 4. 至少在 5 个重要鲸类栖息地, 噪音和化学污染的影响得以消除或者减轻, 采用最佳管理措施, 加强国家及国家间的法律法规。

	<ol style="list-style-type: none"> 5. At least five key cetacean habitats are identified and protected from destruction/degradation (e.g. marine debris) through marine protected areas or effectively implemented conservation management systems. 5. 至少 5 个重要鲸类栖息地得以判别和保护, 通过海洋保护区的建立和有效管理保护方式的利用, 减少鲸类栖息地的退化和破坏。 6. Climate change vulnerability assessments, and resulting mitigation strategies that preserve key feeding, breeding and migration areas, are developed⁴² and implemented through national and international regulations at least in the polar priority sites. 6. 开展气候变化脆弱性评估, 制定减缓措施策略, 保护重要的食物来源、繁殖和迁移区域, 至少在极地优先区域开展国际国内的法规执法。 7. Whale-watching activities in at least three key cetacean habitats implement regulations under international guidelines (e.g. IWC whale-watching guidelines⁴³). 7. 护鲸活动至少在 3 个重要鲸类栖息地得以实施, 利用国际制度加以落实 (如国际捕鲸委员会 (IWC) 护鲸指南)。 8. The scientific understanding of cetacean population health, trends, threats and the impact of conservation measures is improved for all targeted species and sites. 8. 海洋鲸类种群的健康、趋势、维持和保护措施的影响方面开展科学研究, 提高针对性鲸类物种和区域的保护。
<p>8. Marine turtles</p> <p>By 2020, marine turtles are recovering or stabilizing⁴⁴ in selected representative populations</p> <p>8. 海龟</p> <p>到 2020 年, 所选出的代表性海龟种群得以恢复或保持稳定。</p>	<p>By 2020:</p> <ol style="list-style-type: none"> 1. Leatherback populations are stabilized or increasing at 10 globally important nesting beaches with long-term monitoring schemes, and globally important threats to leatherbacks in priority sites are measurably reduced. 1. 棱皮龟种群在 10 个全球重要的产卵区域保持稳定或者有所增加, 进行种群的长期监测, 在关键区域的全球性重要威胁实现量化性减少。 2. Hawksbill populations are stabilized or increasing at 10 globally important nesting beaches with long-term monitoring schemes and globally important threats to hawksbills in priority sites are measurably reduced. 2. 玳瑁种群在 10 个全球重要产卵区域保持稳定或者有所增加, 进行种群的长期监测, 重要区域的全球性威胁实现量化性减少。 3. Loggerhead populations are stabilized or increasing at six globally important nesting beaches with long-term monitoring schemes, and globally important threats to loggerheads in priority sites are measurably reduced. 3. 赤龟 (大头龟) 种群在 6 个全球重要产卵区域得以稳定或者有所增加, 对种群进行长期监测, 关键区域的全球性威胁实现量化性减少。 4. Green turtle populations are stabilized or increasing at six globally important nesting beaches with long-term monitoring schemes, and globally important threats to green turtles in priority sites are measurably reduced. 4. 绿海龟种群在 6 个全球性产卵区域得以稳定或者有所增加, 种群进行长期监测, 全球重要威胁实现量化性减少。 5. Olive ridley turtle populations are stabilized or increasing at three globally important nesting beaches with long-term monitoring schemes, and globally important threats to olive ridleys in priority sites are measurably reduced. 5. 丽龟种群在 3 个全球重要产卵区域实现稳定或者有所增加, 种群进行长期监测, 全球重要威胁实现量化性减少。

	<p>6. Adaptation measures are implemented to significantly reduce the threats from climate change to marine turtles at key nesting and foraging sites.</p> <p>6. 有关气候变化影响的适应性措施得以实施，明显降低气候变化威胁对海龟产卵地和觅食地的影响。</p> <p>7. The development and application of policies and legislation that benefit marine turtle conservation is facilitated in all range states covered by WWF target sites and through at least five international marine turtle (or other relevant) instruments.</p> <p>7. 通过 5 各国际海龟及相关的框架公约，在 WWF 所侧重的目标区域，协调所有海龟分布国开展和实施政策与法规，确保海龟保护从中收益。</p> <p>8. The livelihoods of people living in six coastal areas are improved through economic development activities linked to marine turtle conservation.</p> <p>8. 在 6 个海岸区域居民的生计得以改善，经济发展活动与海龟保护建立联系。</p>
<p>9. Orang-utans</p> <p>By 2015, viable populations of Bornean and Sumatran orang-utans are secured.</p> <p>9. 红猩猩</p> <p>到 2015 年，婆罗洲和苏门答腊的健康红猩猩种群得以确保。</p>	<p>1. By 2010, legislation, regulation and land-use policies relevant to orang-utans are improved.</p> <p>1. 到 2010 年，与红猩猩有关的立法、法规和土地利用政策得以改善。</p> <p>2. By 2015, orang-utan habitat in the four priority landscapes is secured and well managed.</p> <p>2. 到 2015 年，4 个景观区域的红猩猩种群得以确保和良好管理。</p> <p>3. By 2015, poaching and trade is no longer a threat to orang-utan populations.</p> <p>3. 到 2015 年，盗猎和贸易对红猩猩种群不再有威胁。</p> <p>4. By 2010, incentives are created for the co-existence of people and orang-utans.</p> <p>4. 到 2010 年，人与红猩猩共存的措施得以实施。</p> <p>5. By 2010, public attitudes and behavior support the conservation of orang-utans.</p> <p>5. 到 2010 年，公众态度和行为发生改变，支持红猩猩的保护。</p>
<p>10. Polar bears</p> <p>By 2020, we will limit detrimental, non-climate stressors on polar bears, given increased restriction in range from climate warming, resulting in healthy populations across suitable habitat.</p> <p>10. 北极熊</p> <p>到 2020 年，在气候变化影响加剧的情况下，要限制有害性非气候变化人为环境压力，保障适宜栖息地区域的种群健康。</p>	<p>By 2020, we will:</p> <p>1. Help define critical polar bear habitat and ensure that it is appropriately managed: define core polar bear landscapes through supporting baseline biological surveys and habitat mapping.</p> <p>1. 帮助识别北极熊关键栖息地，确保合适的管理：识别核心北极熊景观区域，支持其本底生物学调查和栖息地图层。</p> <p>2. Advocate for the full adoption and core funding of the Polar Bear Range States Conservation Action Plan (CAP) while working with all stakeholders to develop a Polar Bear Conservation Consortium to assist in implementation and auxiliary funding of the CAP.</p> <p>2. 倡导北极熊分布国保护行动计划的完全采纳和核心资金投入，与所有利益相关方一起，发展北极熊保护联盟，支持北极熊保护行动计划。</p> <p>3. Mitigate human-polar bear conflict across the current range through showcasing pilot efforts, developing an M&E plan, and partnering with the Polar Bear Human Information Management System (PBHIMS) project.</p> <p>3. 减少在北极熊整个分布区域的人与北极熊冲突，开展示范性工作，制定监测和评估计划，与北极熊人类信息管理系统项目合作。</p> <p>4. Put in place climate-smart adaptation and resilience plans for polar bear management in the Beaufort Sea, Last Ice Area and Barents Sea.</p> <p>4. 北极熊管理的气候变化聪明适应和恢复计划在波弗特海、最后冰区海域和巴伦支海得以实施。</p>

	<p>5. Map areas of interest and potential interest for industrial sectors – oil and gas, mining, shipping, tourism – with a focus on identification and management of sensitive polar bear areas (denning, feeding, seasonal resting, corridors) and oil spill trajectories.</p> <p>5. 为工业开发制定感兴趣和潜在感兴趣的区域——油气、采矿、航运、旅游，在敏感的北极熊区域以栖息地识别和管理为重点（穴居、捕食、季节性休息、走廊带）和油气钻探区域。</p> <p>6. Address knowledge gaps through advocacy, direct leverage/pilot funding of research and building community capacity for monitoring and gathering of local knowledge.</p> <p>6. 通过倡导、直接的撬动和试点资助研究及社区能力培养，监测和收集当地知识，弥补知识空缺。</p> <p>7. Ensure viability of polar bear populations being harvested through enforcement of regulations (harvest), independent monitoring of harvest, and trade monitoring (TRAFFIC).</p> <p>7. 通过捕获法规的加强、独立监测及 TRAFFIC 一起开展贸易监测，确保北极熊种群的活力。</p>
<p>11. Freshwater dolphins and porpoises</p> <p>By 2020, highly threatened freshwater dolphin and porpoise populations are protected, managed and restored.</p> <p>11. 淡水江豚和豚类</p> <p>到 2020 年，高度受威胁的淡水豚类种群得以保护、管理和恢复。</p>	<p>By 2020:</p> <p>1. Bycatch and direct take of freshwater cetaceans is eliminated or reduced through effective legislation, alternative fisheries and the creation of alternative livelihoods.</p> <p>1. 利用有效的立法、可替代渔业和可替代生计，淡水鲸类的误捕和直接捕捞予以消除或者减少。</p> <p>2. Habitat destruction/degradation is prevented by the implementation of effective regulations that protect priority sites and secure environmental flows for freshwater cetaceans from threats (e.g. dams).</p> <p>2. 栖息地破坏和退化得以阻止，在重要保护区域，有效实施法律法规，为淡水鲸类保证河流的环境流量。</p> <p>3. Chemical and acoustic pollution is eliminated or reduced through the extractive industry's adoption of best management practices, enforced through national regulation.</p> <p>3. 化学和声音污染得以消除或者降低，工业采取最佳管理措施，加强国家法律法规。</p> <p>4. Dolphin watching in priority sites is carried out under international guidelines that both benefit local communities and protect dolphins from adverse impacts.</p> <p>4. 在国际指南指导下，在关键区域开展豚类护卫行动，从而是使当地社区和江豚保护从中收益。</p> <p>5. Climate change mitigation strategies for freshwater cetaceans are developed and implemented in priority sites.</p> <p>5. 为淡水豚类制定气候变化减缓策略，并在关键区域实施这些策。</p> <p>6. Scientific understanding of freshwater cetacean population trends, health, threats, and impact of conservation measures is improved</p> <p>6. 增强淡水豚类种群趋势、健康状况、威胁和保护措施的科学认识。</p>
<p>12. Threatened kangaroo species</p> <p>12. 受威胁袋鼠种类</p>	<p>(early draft SAP document will be further developed by WWF-Australia</p> <p>由 WWF- 澳大利亚进一步发展早期的受威胁袋鼠保护行动计划文本。</p>

Annex 4. WWF Flagship species, status and threats 附录 4. WWF 旗舰物种及其地位与威胁

Species/group 物种、类群	IUCN status IUCN 地位	Threats 威胁
1. African elephants 1. 非洲大象	Vulnerable 易危	<ul style="list-style-type: none"> • Demand for ivory and meat • Land conversion • Human-elephant conflict • Poor governance • 象牙和象肉的需求 • 土地利用方式转变 • 人象冲突 • 管理不当
2. African great apes 2. 非洲大猩猩	Endangered to Critically Endangered 濒危到极危	<ul style="list-style-type: none"> • Commercial bushmeat trade • Loss of habitat to human activities such as agriculture, mining and commercial logging • 非洲大猩猩肉的商业贸易 • 由于人类活动如农业、采矿和商业砍伐造成的栖息地丧失
3. African rhinos 3. 非洲犀牛	White rhino: Near Threatened Black rhino: Critically Endangered 白犀牛: 几近受威胁 黑犀牛: 极危	<ul style="list-style-type: none"> • Demand for rhino horn • Habitat loss and destruction • Poor governance • 犀牛角需求 • 栖息地丧失和破坏 • 管理不当

Flagship species – 13 global priority species/groups that WWF will strive to conserve across their range:
旗舰物种——WWF 在全球努力保护的 13 个全球优先物种类群

4. Tigers 4. 老虎	Critically Endangered 极危	<ul style="list-style-type: none"> • Hunting for pelt and bones • Loss of habitat and prey • Competition for land and resources with growing human Populations • 老虎盗猎制成饰品与获取虎骨 • 栖息地和猎物丧失 • 由于人口增加而产生的土地与资源的竞争
5. Asian elephants and rhinos 5. 亚洲大象和亚洲犀牛	Rhinos: Vulnerable to Critically Endangered Elephants: Endangered to Critically Endangered 亚洲犀牛: 易危到极危 亚洲大象: 濒危到极危	<ul style="list-style-type: none"> • Poaching for ivory • Reduction of habitat with expanding human populations • Human-elephant conflict • Demand for rhino horn • Habitat loss and destruction • 谋取象牙的盗猎 • 由于人口增长而造成的栖息地减少 • 人象冲突 • 犀牛角的需求 • 栖息地丧失和破坏
6. Giant pandas 6. 大熊猫	Endangered 濒危	<ul style="list-style-type: none"> • Habitat loss and fragmentation • Conversion of forests to agricultural areas • Medicinal herb collection • Bamboo harvesting • Poaching • Large-scale development activities such as road construction, hydropower development and mining • 栖息地丧失和破碎化 • 森林转化为农业用地 • 药用植物采集 • 竹子砍伐 • 盗猎 • 道路、水电和采矿等大型基础设施建设与开发

Mammals 哺乳类

African elephant (*Loxodonta africana*), including savannah (*L. africana africana*) and forest elephants (*L. africana cyclotis*)

非洲象: 包括稀树草原大象和森林大象

African great apes: chimpanzee (*Pan troglodytes*), bonobo (*Pan paniscus*), eastern gorilla (*Gorilla beringei*), western gorilla (*Gorilla gorilla*)

非洲大猩猩: 黑猩猩、倭黑猩猩、东非猩猩、西非猩猩

Asian rhinos: greater one-horned rhino (*Rhinoceros unicornis*), Javan rhino (*Rhinoceros sondaicus*) and Sumatran rhino (*Dicerorhinus sumatrensis*)

亚洲犀牛: 独角犀牛、爪哇犀牛、苏门答腊犀牛

Asian big cats: tiger (*Panthera tigris*), snow leopard (*Uncia uncia*), clouded leopard (*Neofelis nebulosa*), Bornean clouded leopard (*Neofelis diardi*), Asiatic lion (*P. leo persica*), and all subspecies of leopard (*P. pardus*) within its Asian range including Far Eastern leopard (*P. p. orientalis*) and Caucasus leopard (*P. p. sisicolor*).

亚洲大型猫科动物: 老虎、雪豹、云豹、婆罗洲云豹、亚洲狮、亚洲区域的所有豹亚种, 包括远东豹和高加索豹。

Asian elephant (*Elephas maximus*) 亚洲象

Asian rhinos: greater one-horned rhino (*Rhinoceros unicornis*), Javan rhino (*Rhinoceros sondaicus*) and Sumatran rhino (*Dicerorhinus sumatrensis*)

亚洲犀牛: 独角犀牛、爪哇犀牛、苏门答腊犀牛

Giant panda (*Ailuropoda melanoleuca*) 大熊猫

7. Orang-utans 7. 红猩猩	Endangered to Critically Endangered 濒危到极危	Loss of forest habitat to human activities such as agriculture, mining and commercial logging 人类活动造成的森林栖息地丧失，如农业、采矿和商业砍伐
8. Marine cetaceans 8. 海洋鲸类	Data Deficient to Critically Endangered 极危，但缺乏数据	<ul style="list-style-type: none"> • Direct takes, bycatch and entanglement in fishing gear • Climate change • Ship collisions • Marine debris and toxic contamination • Oil and gas development and ocean noise • Habitat degradation <ul style="list-style-type: none"> • 直接捕捞、误捕和渔业方式的参与 • 气候变化 • 船只的伤害 • 海洋开发和有毒物污染 • 油气开发和海洋噪音 • 栖息地退化
9. Freshwater dolphins and porpoises 9. 淡水海豚和鼠海豚	Vulnerable to Critically Endangered 易危到极危	<ul style="list-style-type: none"> • Dam-building • Entanglement in fishing nets • Boat traffic • Direct takes • Pollution <ul style="list-style-type: none"> • 大坝建设 • 渔具的使用 • 船运 • 直接的捕捞 • 污染

Orangutans: Sumatran orangutan (*Pongo abelii*), Bornean orangutan (*P. pygmaeus*)

红猩猩: 苏门答腊红猩猩和婆罗洲红猩猩

Marine cetaceans: suborder Mysticeti (baleen whales) and marine species of suborder Odontoceti (toothed whales, dolphins and porpoises), including Arabian hump backwhale (*Megaptera novaeangliae*), Baltic harbour porpoise (*Phocoena phocoena*), Franciscana (*Pontoporia blainvillea*), Western gray whale (*Eschrichtius robustus*), North Atlantic right whale (*Eubalaena glacialis*), vaquita (*Phocoena sinus*), beluga (*Delphinapterus leucas*), bowhead (*Balaena mysticetus*), narwhal (*Monodon monoceros*), Indo-Pacific humpback dolphin (*Sousa chinensis*), Indo-Pacific Finless Porpoise (*Neophocaena phocaenoides*), Mediterranean sperm whale (*Physeter macrocephalus*), Mediterranean short-beaked dolphin (*Delphinus delphis*), Southern right whale of Chile & Peru (*Eubalaena australis*), blue whale (*Balaenoptera musculus*), Chilean dolphin (*Cephalorhynchus eutropia*), Hector's & Maui's dolphin (*Cephalorhynchus hectori* ssp. *Maui*), fin whale (*Balaenoptera physalus*), Australian snub fin dolphin (*Orcaella heinsohni*) and Atlantic humpbacked dolphin (*Sousateuszii*)

海洋鲸类: 须鲸亚目(须鲸类)和齿鲸亚目(齿鲸类、海豚和鼠海豚), 包括阿拉伯驼背鲸、波罗的海湾鼠海豚、西部灰鲸、北大西洋露脊鲸、驼海豚、印大西洋江豚、地中海抹香鲸、地中海短吻斑纹海豚、智利和秘鲁南部露脊鲸、蓝鲸、长须鲸、澳大利亚海豚、大西洋白海豚

River dolphins: Amazon river dolphin (*Inia geoffrensis*), Bolivian river dolphin (*I. boliviensis*), finless porpoise (*Neophocaena phocaenoides*), Ganges river dolphin (*Platanista gangetica gangetica*), Indus river dolphin (*P. g. minor*), Irrawaddy dolphin (*Orcaella brevirostris*) and tucuxi (*Sotalia fluviatilis*)

江豚: 亚马逊江豚、玻利维亚江豚、长江江豚、恒河江豚、印度河江豚、伊洛瓦底江豚

10. Polar bears 10. 北极熊	Vulnerable 易危	<ul style="list-style-type: none"> • Climate change • Oil and gas development • Toxic pollution • Overharvesting <ul style="list-style-type: none"> • 气候变化 • 油气开发 • 有毒污染 • 过度利用
11. Threatened kangaroo species 11. 受威胁袋鼠种类	Least Concern to Critically Endangered 对极危缺乏关注	<ul style="list-style-type: none"> • Loss of habitat • Feral predators • Changed fire regimes • Uncontrolled hunting <ul style="list-style-type: none"> • 栖息地丧失 • 野外捕食者 • 防火规则变化 • 不加控制的打猎
12. Marine turtles 12. 海龟	Endangered to Critically Endangered 濒危到极危	<ul style="list-style-type: none"> • Habitat loss and degradation • Poaching • Consumption and trade • Bycatch in fisheries • Climate change • Pollution <ul style="list-style-type: none"> • 栖息地丧失和退化 • 盗猎 • 消费和贸易 • 渔业误捕 • 气候变化 • 污染

Polar bear (*Ursus maritimus*) 北极熊

Kangaroos: selection of threatened species within the families Macropodidae and Potoroidae, including black-footed rock wallaby (*Petrogale lateralis*), woylie (*Bettongia penicillata*), naberlek (*Petrogale concinna*) and monjon (*Petrogale burbridgei*)

袋鼠: 袋鼠科和鼠袋鼠科的部分受威胁种类, 包括黑足岩袋鼠等多种类群

Reptiles 爬行类

Marine turtles: green (*Chelonia mydas*), hawksbill (*Eretmochelys imbricata*), leatherback (*Dermochelys coriacea*), loggerhead (*Caretta caretta*) and olive ridley (*Lepidochelys olivacea*)

海龟: 绿海龟、玳瑁、棱皮龟、赤龟(大头龟)、丽海龟

Annex 5. WWF Footprint species, status and threats 附录 5. WWF 生态足迹物种及其地位与威胁

Species 物种	Conservation status & CITES 保护地位和 CITES 地位	Threats 威胁
1. Saiga antelope 1. 塞加羚羊	IUCN Critically Endangered (A2acd) CITES Appendix II IUCN 极危 CITES 附录 II	The saiga antelope faces an uncertain future due to hunting for its meat as a food source and for its horn for traditional Chinese medicine, as well as loss of habitat. 塞加羚羊未来很不明朗，由于作为肉来源被大量猎杀，羚羊角也作为传统的中药材，再加上栖息地的丧失
2. Tibetan antelope 2. 藏羚羊	IUCN Endangered (A2d) CITES Appendix I IUCN 濒危 CITES 附录 I	The exceptionally fine under fur of the Tibetan antelope, or chiru, known as shahtoosh, makes the chiru a target for illegal hunters. 非法盗猎
3. Argali wild sheep 3. 盘羊	IUCN Near Threatened CITES Appendix I IUCN 几近受威胁 CITES 附录 I	The main threats are over-hunting and poaching (for meat); competition, displacement and possibly disease transmission by domestic livestock; and habitat loss. 重要威胁是过度猎杀和为攫取肉的猎杀，与家畜之间的竞争、取代和可能的疾病传播；栖息地丧失

Footprint-impacted species – 23 global priority species/groups that WWF will strive to conserve by tackling the drivers impacting on them, primarily trade and consumption:

生态足迹物种——WWF 应对由于贸易和消费而受到严重影响的全球 23 个优先物种和类群

Mammals 哺乳类

Saiga antelope (*Saiga tatarica*) 塞加羚羊

Tibetan antelope (*Pantholops hodgsonii*) 藏羚羊

Argali wild sheep (*Ovis ammon*) 盘羊

4. Pollock – Alaskan/ Russian 4. 青鳉——阿拉斯加、俄罗斯种群	Alaskan/Russian pollock has not been assessed under the IUCN Red List. MSC-certified in Alaska and undergoing sustainability assessment by MSC in Russia. 阿拉斯加、俄罗斯青鳉在 IUCN 红色名录中一直没有做过评估。MSC 在阿拉斯加和俄罗斯对其可持续利用做过评估。	This large-eyed fish is the most important ground fish species in world fisheries. The main threat is overfishing. A substantial and steady decrease in its population has been reported. 这一大眼睛鱼种是全球最为重要的渔业资源。重要威胁是过度捕捞。不断报道，其种群在持续下降。
5. Salmon (multiplespecies) 5. 鲑鱼 (多个物种)	Threatened to Critically Endangered in some or most of their range, based on national assessments. Varies with species. None under CITES. 局部区域或大多数分布区域从威胁到极危，根据各分布国的评估。因种类不同而不同。CITES 附录中未列入。	Modern fishing methods and commercial salmon farming threaten the survival of wild populations of European and Pacific salmon. 现代的捕捞手段和商业鲑鱼养殖威胁着欧洲好太平洋鲑鱼的野外种群生存。
6. East African cichlids (many species) 6. 东非慈鲷 (多个物种)	Over 100 species listed on the IUCN Red List, many Critically Endangered 超过 100 余个物种列在 IUCN 红色名录中，许多物种极危	Some cichlid species, such as tilapias, are important food sources. Overfishing is the major threat facing this amazing array of freshwater fish species. Other major problems include introduced species such as Nile perch and water hyacinth, and deforestation which causes siltation of the water. 部分慈鲷物种，如罗非鱼，是主要的食物来源。过度捕捞是这些淡水慈鲷物种所面临重要威胁。其他重要问题包括外来物种的引入，如尼罗河鲈鱼、水葫芦，以及毁林所引起的水的淤积。

Fish 鱼类

Reef sharks: grey reef shark (*Carcharhinus amblyrhynchos*), blacktip reef shark (*C. melanopterus*), Caribbean reef shark (*C. perezi*), blacktail reef shark (*C. wheeleri*), and whitetip reef shark (*Triaenodon obesus*). Pelagic sharks, including great white shark (*Carcharodon carcharias*), hammerhead sharks (*Sphyrna mokarran* and *S. zygaena*) and whale shark (*Rhincodon typus*). Swordfish (*Xiphias gladius*); Xiphiidae) and billfish (family Istiophoridae)

鲸鲨：大鲸鲨，黑鳍礁鲨、加勒比海礁鲨、黑尾礁鲨、白鳍礁鲨；海洋鲨鱼，包括大白鲨、锤头双髻鲨、鲸鲨、剑鱼、尖嘴鱼

Alaskan pollock (*Pollachius pollachius* and *P. virens*) 阿拉斯加青鳉

European and Pacific salmon (*Oncorhynchus* spp. and *Salmo* spp.) 欧洲和太平洋鲑鱼

East African cichlids (in the family Cichlidae) 东非慈鲷

7. Cod (3 species) 7. 鳕鱼 (3 个物种)	Atlantic Cod is listed as Vulnerable (A1bd) by IUCN 大西洋鳕鱼列为 IUCN 易危	Cod are currently at risk from overfishing in the UK, Canada and most other Atlantic countries. As fisheries have become more efficient at catching cod, populations have declined. Continued unregulated, unreported and illegal fishing together with liberal quotas mean the stocks do not have a chance to recover. Use of indiscriminate fishing gear which leads to cod bycatch also contributes to the problem. 鳕鱼在英国、加拿大及大多数大洋洲国家中由于过度捕捞而面积风险。随着捕捞鳕鱼越来越高效，鳕鱼种群在持续下降。持续没有限制、没有报告的非法捕捞几乎使鳕鱼种群计划没有计划予以恢复。不加区别的捕捞方式导致鳕鱼的误捕，导致很多问题。
8. Paddlefish (multiplespecies) 8. 鲟鱼 (多个物种)	Chinese paddlefish Psephurus gladius – IUCN Critically Endangered (A2cd; C2a(i); D); Paddlefish Polydon spathula – IUCN Vulnerable (A3de) All species CITES Appendix II 中华鲟 IUCN 中列为极危 鳕鱼列为 IUCN 列为易危， 所有鲟鱼列为 CITES 附录 II	Overharvesting to meet demand for roe combined with modifications to the natural flows of rivers mean paddle fish face an uncertain future. 过度攫取获取取鱼卵，加上河流自然水流的认为改变，鲟鱼面临着一个不确定的未来。
9. Coral (many species) 9. 珊瑚 (多个物种)	Numerous stony coral species listed in IUCN Red List, some Critically Endangered. Many stony corals listed in CITES Appendix II at family/order level; genus Antipatharia(black corals) in Appendix II; Corallium (red corals) in Appendix III (China) 众多石珊瑚物种列在 IUCN 红色名录中，一些物种极危。许多石珊瑚列以科和目级别在 CITES 附录 II；黑珊瑚属列在 CITES 附录 II。红珊瑚属列在 CITES 附录 III (中国)	Corals are at risk from climate change, overharvesting for the aquarium, ornamental and jewellery trades, indiscriminate fishery practices, and pollution, among other threats. 珊瑚由于气候变化和由于水族馆、装饰和饰等带来的过度采集而面临很大风险。在其他众多威胁中，还有不加区别的渔业捕捞、污染等

Cod (*Gadus morhua*) 鳕鱼

Sturgeon and paddlefish (order Acipenseriformes) 鲟鱼和白鲟

Invertebrates 无脊椎动物

Corals: reef-building corals and *Corallium* spp. 珊瑚：造礁珊瑚

10. Big-leaf mahogany 10. 大叶桃花心木	IUCN Vulnerable (A1cd+2cd) CITES Appendix II IUCN 中列为易危 CITES 中列为附录 II	Despite controls on international trade, big-leaf mahogany is still being plundered at an unsustainable rate. Illegal logging and the ineffective implementation of CITES requirements threaten remaining wild populations of this species. 尽管国际贸易在限制，但是，大叶桃花心木依然是处于不可持续利用的状态。非法采伐和 CITES 制约的低效执行，威胁着这一物种的野外种群。
11. Ramin (multiplespecies) 11. 白木 (多个物种)	15 species listed as Vulnerable by IUCN All species included in CITES Appendix II 15 个物种 IUCN 列为易危 所有物种列为 CITES 附录 II	Overexploitation and illegal trade in timber and other wood products from this group of Asian tropical hardwood species pose the main threats, along with habitat loss and degradation. 过度开发和非法林木贸易，及其亚洲热带硬木的林产品，对这一物种类群带来重要威胁，与之伴随的还有栖息地丧失和退化。
12. Ginseng (8 species) 12. 人参 (8 个物种)	<i>Panax zingiberensis</i> Endangered (A2c) Korean Ginseng <i>Panaxginseng</i> (Russian population) and American ginseng <i>Panaxquinquefolius</i> in CITES Appendix II 姜状三七濒危 高丽参和西洋参列为 CITES 附录 II	Ginseng roots are in wide demand for use in traditional medicine and a variety of food, herbal and aromatic products. Demand is highest for Asian species and for wild roots of all species. Ginseng species are relatively slow growing, taking multiple years to reach maturity. Demand has led to unsustainable and illegal harvesting with wild populations declining in many areas. 人参的根部广泛需求，用于中药及各种食材、植物和芳香剂。其中，亚洲种类的需求最高，其他所有物种的野生跟也需求很高。人参种类生长相对缓慢，需要很多年才能成熟。需求导致不可持续和非法采集，在重大地区引起野生种群的减少。
13. Korean (cedar) pine 13. 红松	IUCN Lower Risk/Least Concern CITES Appendix III (Russia) IUCN 中列为底风险、关注度低。 CITES 附录 III (俄罗斯)	Korean pine is under threat from illegal logging, with consequent impacts on species that share its habitat in the Russian Far East, including Amur leopard and Amur tiger. 红松由于非法砍伐而受到很大威胁，进而造远东地区远东豹和东北虎栖息地受到很大影响。
14. Cacti (many species) 14. 仙人掌 (多个物种)	Multiple species listed on the IUCN Red List. Entire family Cactaceae listed in CITES Appendix II, some species in Appendix I 多个物种列在 IUCN 红色名录中 整个仙人掌科列在 CITES 附录 II，一些物种列在附录 I	The key threats to cacti are illegal seed and plant collection and habitat loss. 仙人掌面临的主要威胁是非法种子和植物采集与栖息地丧失。

Plants 植物

Bigleaf mahogany (*Swietenia macrophylla*) 大叶桃花心木

Ramin (*Gonystylus* spp.) 白木

African teak (*Pericopsis elata*) 非洲柚木

Ginseng (*Panax* spp.) 人参

Korean cedar pine (*Pinus korajensis*) 红松

Cacti (family Cactaceae) 仙人掌

15. Cork oak 15. 栓皮栎	Cork oak (<i>Quercus suber</i>) has not been assessed under the IUCN Red List. 栓皮栎在 IUCN 红色名录中一直没有予以评估	The increasingly popular use of alternative stoppers threatens the environmentally and economically sustainable use of cork in the wine industry. Declining demand for cork will reduce incentives for conserving and sustainably managing cork oak forests, which provide important habitat for endangered species like Iberian lynx, imperial eagle and others. 越来越流行替代瓶塞的使用，威胁着葡萄酒工业中对栓皮栎的环境友好型和经济可持续利用。栓皮栎需求下降将降低保护和可持续管理栓皮栎林，为其他濒危物种如伊比利亚猞猁、东方蓝鸫及其他物种提供重要栖息地。
16. Albatross (manyspecies) 16. 信天翁 (多个物种)	Many species threatened, some Critically Endangered Phoebastria albatrus listed in CITES Appendix I, IUCN Vulnerable 许多信天翁物种受到威胁，一些物种极危，短尾信天翁列在 CITES 附录 1，IUCN 目录中	Commercial fishing practices leading to bycatch are considered the greatest threat to the survival of many albatross species. Other threats include loss of habitat, introduced predators, eating or becoming tangled up in plastic, oil spills and climate change. 商业渔业活动引起的误捕被认为是众多信天翁物种最大的威胁。其他威胁包括捕食者，取食或者塑料袋被套，石油钻探和气候变化。

Cork oak (*Quercus suber*) 栓皮栎

Birds 鸟类

Southern Ocean albatrosses (in the family Diomedidae) 南大洋信天翁