

WWF的使命是遏止地球自然环境的恶化，创造人类与自然和谐相处的美好未来，为此我们致力于：

- ◇ 保护世界生物的多样性；
- ◇ 确保可再生自然资源的可持续利用；
- ◇ 推动降低污染和减少浪费性消费的行动。

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

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



*for a living planet®*



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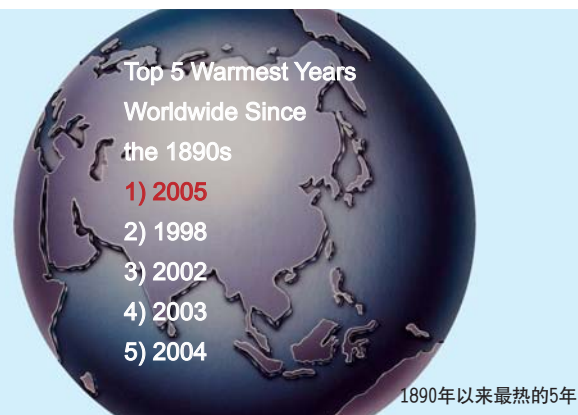
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# 气候变化与能源

## Climate Change and Energy





“我们现在对减缓气候变化采取的行动越少，未来需要适应气候变化的难度就越大。”

——Stern Review

- ◇ 在过去的100年里，地球温度已经上升了0.74摄氏度；
- ◇ 北极气温升高是全球平均值的两倍，北极海冰每10年以3%的速度消失；
- ◇ 地中海、非洲南部和部分南亚地区的干旱趋势加重；
- ◇ 热带和亚热带地区自20世纪70年代以来干旱的时间和强度增加，强降水和热浪发生的频率增加，热带飓风的强度加大；
- ◇ 大气中二氧化碳的浓度为地球65万年以来的最高值，比工业化前高约35%。

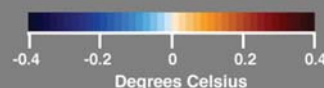
IPCC第四次评估报告再次证明了全球气候变化已是一个不争的事实，而且90%是因为人类活动排放的温室气体所致。众多独立的研究表明，人类只有将气温升高控制在2摄氏度以内，才能避免气候变暖对自然环境、人类和全球经济产生灾难性影响。

我们仍然有足够的时间来实现这一目标，但前提是一些必要的决定必须在近几年内达成。

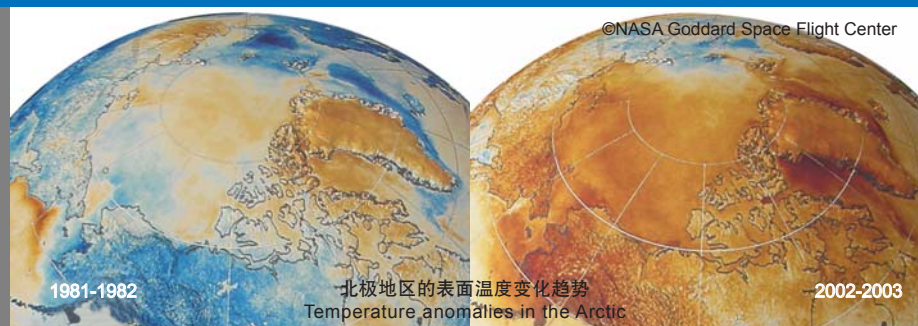
- ◇ 紧迫性：需要在未来五年内，真正落实推动低碳技术开发和应用的政策和措施；任何延迟都会加大减缓气候变化的难度和成本；
- ◇ 全球性：需要各国并肩作战，以避免气候变化造成更大的威胁，尽管每个国家的国情不同，责任和首要任务也不相同；
- ◇ 领导力：需要各国政府采取有领导力的行动促成目标统一，制定并实施有效策略，影响并协调未来的投资。

尽管《京都议定书》对发展中国家没有规定强制性的减排目标，然而作为一个负责任的人口大国，中国在快速发展经济的同时，更需要积极参与国际合作，共同致力于减缓和适应气候变化的行动。近年来中国境内青藏高原冰川持续退缩，水资源危机日益凸现，干旱、洪涝等极端气候事件频频导致经济和生命损失……这些问题无不在提醒我们需要更快地采取行动以应对气候变化的挑战。

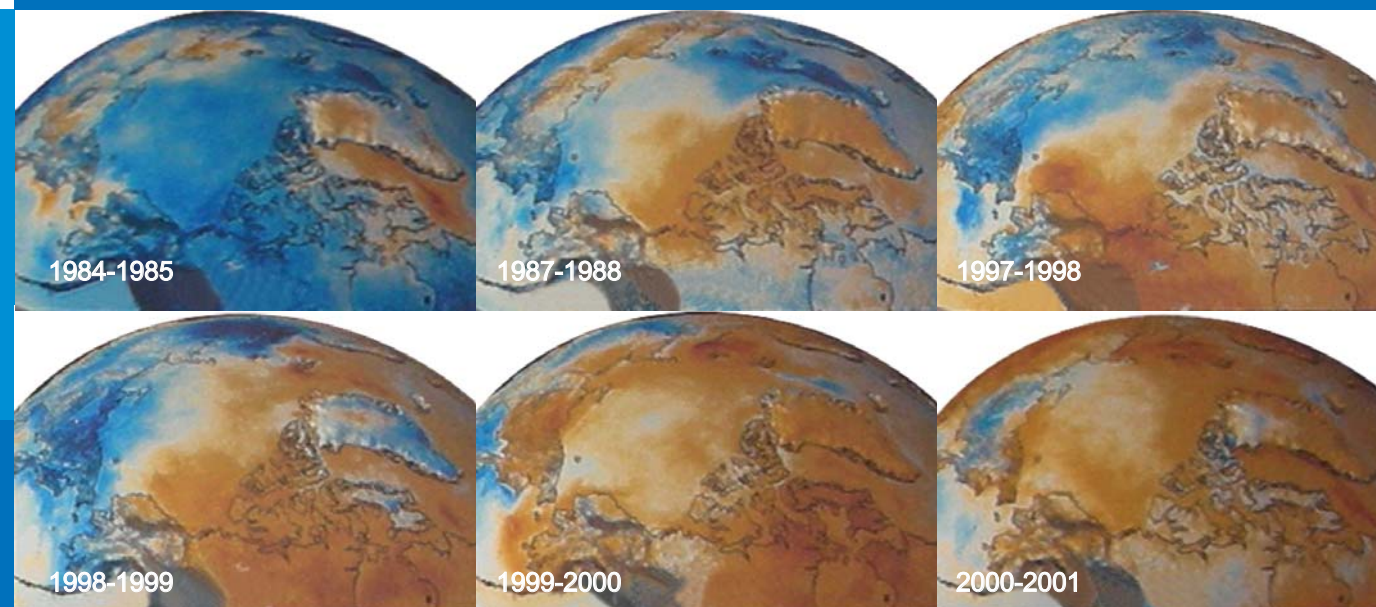
为此，WWF中国气候变化与能源项目将致力于提高公众及决策制定者对气候变化的认识，帮助易受影响的自然生态系统及社区增强适应气候变化的能力，倡导公众采取可持续的消费和生活方式，推动政府制定更有效的政策以提高能源效率、减少温室气体排放；与富有战略眼光的企业建立新型伙伴关系，鼓励企业投资并从事低碳技术的开发和利用，采取有利于减缓气候变化的生产和运营方式。



图解  
Trend Color Bar



北极地区的表面温度变化趋势  
Temperature anomalies in the Arctic



The less mitigation we do now, the greater the difficulty of continuing to adapt in future.

——Stern Review

- ◇ Over the last 100 years, the earth has warmed 0.74°C.
- ◇ Arctic temperatures increased at almost twice the global average, and the Arctic sea ice has shrunk by about 3% per 10 years.
- ◇ Significant drying trends have been observed in the Sahel, Mediterranean, southern Africa and parts of southern Asia.
- ◇ The tropics and subtropics have experienced more intense and longer droughts since the 1970s.
- ◇ Extreme weather, including heavy precipitation events and heat waves, has increased in frequency, and tropical cyclones have increased in intensity.
- ◇ The concentration of atmospheric carbon dioxide is at the highest rate since 65 million years. It's 35% higher than pre-industrial time.

According to the Fourth Assessment Report of the United Nation's Intergovernmental Panel on Climate Change (IPCC), climate change is happening, and it is 90% likely that humans have caused most of the observed increase in global temperatures. Numerous independent studies have shown that humans have to keep this temperature increase well below two degrees Celsius compared to pre-industrial levels in order to avoid the disastrous impacts of global warming on the people, nature and the global economy.

For now, there is still sufficient time to stop the worst effects of climate change, however only if the necessary decisions are made within the next five years.

- ◇ Urgency: Within five years, measures must be in place to drive the urgent development and deployment of low carbon technologies. Delays make the mitigation increasingly difficult and costly, and the risks of failure more perilous.
- ◇ Global effort: If the worst threats of climate change are to be avoided, all countries must shoulder the challenges identified here, although each nation has different circumstances, responsibilities, and priorities in addressing these issues.
- ◇ Leadership: Action is needed by governments of all over the world to agree upon targets, to collaborate in effective strategies, and to influence and co-ordinate the necessary investments.

Despite the fact that the Kyoto Protocol does not require mandatory reduction targets for developing countries, as a responsible country with a large population and rapidly developing economy, China also needs to actively participate in international cooperation on mitigation and adaptation actions. In China, the continuous retreat of glaciers in Qinghai-Tibet Plateau, increasing water crisis, growing loss of economy and life caused by more frequent droughts and floods, etc., are always reminding us the necessity of early actions to deal with climate change.

To this end, WWF China Climate Change and Energy Programme will facilitate the development and implementation of Chinese national policies to follow a development path that decouples economic development from energy intensity, through raising public and policy makers' awareness of climate change, increasing the resistance and resilience of key ecoregions and the areas most vulnerable to the impacts of climate change, partnering with business enterprises to encourage the investment in low carbon technology development and application, and advocating sustainable production and consumption.





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## 企业合作

当今，越来越多的商界企业已经意识到气候变化给人类生活以及自身企业发展所带来的巨大影响，也有越来越多的企业在积极采取行动应对这一变化。在平衡经济发展和资源利用，应对气候变化领域，企业所能发挥的作用比以往任何时候都更加突出。

在应对气候变化的过程中，WWF始终清晰地认识到，企业在该领域的作用毋庸置疑。我们相信，与企业的合作不但能够最大程度地推动这一事业的发展，也能够最大程度地贡献我们的力量。

### 通过与企业的合作，可以帮助我们：

- ◇ 将应对气候变化的知识和政策不断付诸实践，并证实在不损害经济发展的同时，减缓气候变化并非不可能；
- ◇ 通过市场化的手段，推动气候变解决方案的开发和推广。例如，促进节能减排技术和清洁能源技术的商业化应用；
- ◇ 通过企业的员工和客户，鼓励并促使更多的人参与到应对气候变化的行动中来。

### 通过与企业的合作，我们可以协助企业：

- ◇ 减少能源成本；
- ◇ 提前应对新的气候变化与能源政策的影响，减少由此带来的风险；
- ◇ 开展综合商业和环境考虑的长效投资，开发新的商业机会；
- ◇ 实施“企业社会责任”战略，提高企业声誉。

作为一个全球性的NGO，借助长期积累的国际声誉和广泛资源，WWF正在与不同国家的不同企业合作，共同应对气候变化问题；并通过与各国政府的良好合作关系，与各类国际研究机构的广泛知识共享，以及自身的全球信息共享网络，来共同促进和加强与企业的合作。

“碳减排先锋”项目，是WWF与商界领先企业共同应对全球气候变化的创新活动之一。目前，Johnson & Johnson、IBM、Lafarge、Nike、Tetra Pak等公司都已加入此项目，并承诺在一定时间内实现具有挑战性的温室气体减排目标。通过“碳减排先锋”项目，企业在保持其商业优势的同时，也在节能减排和应对气候变化方面发挥业界模范作用。

正如历史上人们得益于商界企业所提供的产品和服务而使生活水平日益提高一样，现如今，工商界在应对气候变化领域所贡献的每一个创新思想，所采取的每一项具体行动同样将使人类受益，而且我们深信，这种受益将更具持续性，更加广泛。

## Business Engagement

Business today has realized the tremendous impact that climate change has brought upon human life and business development. As a result, more and more corporations are taking actions as response to this change. By balancing economic development and utilization of resources, the role that businesses can play, has become more important than ever in climate combat.

WWF is aware of the key functions of businesses in dealing with climate change, and the cooperation with businesses will advance the progress in a positive way to the full extent.

### The cooperation with companies can help us:

- ◇ Practice climate change friendly technologies and policies to prove that climate safety can be achieved without sacrificing economic development;
- ◇ Develop and promote climate solutions through market instrument, e.g. commercialization of energy efficient and clean energy technology;
- ◇ Encourage more people to join the combat to climatic change through the staff and customers of companies.

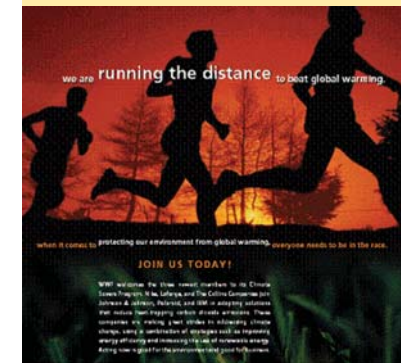
### Through the cooperation with companies, we can assist in:

- ◇ Reducing energy cost;
- ◇ Reducing the risk of climate change by early actions to climate change and energy related policies;
- ◇ Exploring new business opportunities and initiating long-term investments with both business and environment benefits;
- ◇ Enhancing the company's reputation through the implementation of corporate social responsibility.

As an international NGO of high reputation, WWF has been working with various business sectors in many countries to find solutions to the climate change challenge. The advantages of WWF in the good partnership with governments, wide knowledge sharing with international research institutes and our own global network, always help facilitate and strengthen the cooperation with businesses.

*"Climate Savers" is one of the key initiatives that WWF and leading companies are currently exploring to combat climate change. So far Johnson & Johnson, IBM, Lafarge, Nike, Tetra Pak, etc., have joined this project, promising respectively an ambitious yet achievable emission reduction target for a fixed period of time. "Climate Savers" provides quality assurance to ensure the selected companies are at the forefront of emissions reductions in their particular sectors, while maintaining profit commercially.*

Just as people benefited historically from the products and services that businesses have offered, the new innovative ideas and actions taken today by businesses to deal with climate change will also benefit the human being. We believe this kind of benefit is more sustainable, and even broader.



WWF正在与企业合作伙伴共同行动  
WWF taking actions together with  
business partners



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WWF代表与企业合作伙伴代表共同进行  
实地考察，法国  
WWF representative with employee of  
business partner, doing field investigation,  
France



“碳减排先锋”项目国际合作伙伴

Current partners for Climate Savers



# 低碳城市发展

作为人口众多的发展中大国，中国连续多年9%-10%的GDP增长速度，不仅引起世界对中国经济发展的关注，同时对中国的能源消耗、环境污染及气候变化责任也有了更多的关注。中国已经迈入城市化、工业化的进程，受全球和中国的资源与环境容量的限制，中国必须要探索一条可持续发展的道路。而这种道路的成功，不仅是对中国发展与安全的贡献，也是对全球发展与安全的贡献。

- ◇ 城镇化进程快速进行。从1978年到2005年，中国城市总数从193个增加到661个，其中特大、大城市分别从13和27个增加到54和85个。到2006年末，中国城镇化水平约为43.6%，正处于城镇化加速进行的过程中，预计到2050年会提高到75%左右。
- ◇ 重工业化加速发展。占全社会能源消耗70%的工业领域，重工业的比重达到了70%左右，且正处于加速上升阶段。
- ◇ 城市能源消耗急剧增加。建筑和交通是城市用能增长的主要领域。中国城镇既有建筑约170亿m<sup>2</sup>且以每年10亿m<sup>2</sup>的速度增加。中国机动车保有量快速增加，截至2007年6月已超1.5亿辆。另外，当前城镇人均能耗约为农村的3倍多，每年近千万人从农村转移到城市也导致能源消耗总量不断增加。
- ◇ 能源利用导致的城市环境问题日益突出。受城市规划、公共交通配套建设、机动车保有量和尾气排放标准等因素的影响，机动车尾气排放已经成为中国大城市空气的第一大污染源。

面对挑战，中国政府正积极采取措施降低能源消耗，并努力探索应对气候变化的有效途径。为贡献于中国“十一五”期间单位GDP能耗降低20%目标的实现，促进中国乃至全球的低碳发展，WWF在全球伙伴及国内外机构的支持下，计划在中国开展低碳城市发展项目。

项目拟选择不同规模、不同发展类型的城市，在工业、建筑、交通节能以及可再生能源领域探索低碳发展模式，并将成功的低碳发展经验推广到其他城市中去。

## 项目内容包括：

- ◇ 低碳发展的政策研究与实施；
- ◇ 节能及可再生能源能力建设及示范项目建设；
- ◇ 低碳技术转让与合作；
- ◇ 节能及可再生能源产业中的新型投资工具应用及贸易促进
- ◇ 公众宣传及意识提高。



上海生态建筑 Shanghai eco-building



保定风机叶片厂 Baoding manufactory for blades

# Low Carbon City Initiative



以太阳能和风能作为能源的路灯  
Street lamp using solar and wind energy

As a populous developing country, China has been one of the fastest growing economies in the world. In the past decades its fast-growing GDP rate - 9%~10% per year on average - has generated global attention. This interest is not only targeted to economic figures but also because of the related increase in energy consumption, environmental pollution and overall contribution to climate change. Due to limited resources and environmental capacity nationally and all over the world, China is impelled to explore a sustainable development path, which will contribute to development and security at national and international level.

**Rapid urbanization.** The number of cities in China has grown from 193 in 1978 to 661 in 2005. Of these, 54 are so-called mega-cities and 84 are large cities, compared to, respectively, 13 and 27 in 1978. By the end of 2006, the urbanization rate in China was of about 43.6% of the population. This rate is rapidly increasing, with an estimated 75% of the population forecasted to live in cities by 2050.

**Heavy industrialization on the rise.** Energy consumption in heavy industries - such as iron & steel, chemicals and energy - accounts for 70% of that of the industrial sector, and is still growing at a fast pace. Industries themselves represent 70% of China's total energy consumption.

**Energy consumption in cities increases rapidly.** In Chinese cities the increase in energy consumption derives in greater part from the buildings and transport sectors. There are 17 billion m<sup>2</sup> of existing buildings in China's urban areas and these are increasing by 1 billion m<sup>2</sup> per year. China's vehicle population is increasing quickly, having surpassed 150 million by June 2007. In addition, urban energy consumption per capita is estimated to be three times as high as that in rural areas. The annual migration of approximately 10 million people from rural areas to urban centers paint a scenario of continued and rapid increase in urban energy consumption.

**Energy consumption causes serious environmental problems in cities.** Vehicle gas emissions are the biggest air pollution source in cities. This source of pollution is the result of factors such as inappropriate urban planning, insufficient public transport investment, large vehicle population and low gas emission control standards, among others.

China's government attaches great importance to climate change and is taking a series of policies and measures to address the issue. One of the government's initiatives to reduce its contribution to climate change was to establish a national target to decrease energy intensity by 20% by 2010. In a move to help China achieve this target, and to facilitate a national and international low carbon development, WWF - with the support of local and global partners - will deliver a Low Carbon City Initiative (LCCI) in China in the next 5 years.

LCCI will explore low carbon development models in different cities, focusing on energy efficiency improvement in industry, building and transport and renewable energy development. The initiative will also replicate successful experiences in other cities in China.

## LCCI will focus on:

- ◇ Supporting policy research and implementation which contribute to low carbon development,
- ◇ Supporting capacity building on energy efficiency and renewable energy and building demonstration projects,
- ◇ Promoting energy efficient technology transfer and cooperation,
- ◇ Exploring new finance and investment instrument, and sustainable trade opportunities for energy efficiency and renewable energy industry,
- ◇ Improving public awareness on climate change.





WWF德国活动 WWF Germany Press Event

# Climate Change Post-Kyoto Negotiations

Global climate change is a complicated issue associated with politics, economy, environment, technology and legislation. The Kyoto Protocol has come into force in 2005 as an internationally binding legal treaty, and the first commitment period will expire by 2012 from 2008. The post-2012 negotiations have already started, focusing on review of the Protocol, deeper reduction of GHG emissions from developed countries and further engagement of large developing countries in the Protocol. The post-2012 international climate regime will be a further redistribution of global resources and, as a consequence, it will have great effects on the economic development of all countries. With conflicting views among different group, achieving a new and promising Protocol for the post - 2012 period will be a long and complicated negotiation process for the parties involved.

## China National Policies to Address Climate Change

The Chinese government has endorsed a series of policies to mitigate climate change. A National Leading Group to Address Climate Change and Manage Energy-Saving and Emission Reduction Work was set up to deal with the important national strategy, plans and measurements, and issues on international negotiations and cooperation. The National Assessment Report on Climate Change and the China's National Climate Change Program has announced the position, basic principles, policies and measures of China to address climate change. In the 11th Five-year Plan, China has released the 20% energy intensity improvement target. Being both a responsible developing country and a high-emission country, China's policy and position is of great importance to reduce the impact of climate change, as well as to the whole process of the post-2012 negotiations.

## WWF's Actions

As one of the largest independent conservation organizations, WWF keeps a high concern and active participation in the climate change negotiations, and is dedicated to develop the platform with governments, research institutions, business and social societies to enhance multi-discipline dialogues during the negotiation processes.

In China, WWF is actively working with governments, research institutes, NGOs and private enterprises to increase the awareness and capacity of climate change negotiation at various levels, so as to help China play an active role in post - 2012 negotiation. Through the ongoing project "SNAPP 2012 – Supporting National Assessments of Post-2012 Proposals for Climate Protection and Sustainable Development", a steering committee was set up. This committee is composed of some key governors, research institutes, and industry representatives. As a consequence of this project, key issues have been studied, such as on embedded energy, technology cooperation & transfer and the post-Kyoto regime effects on China. The outcomes of this project will be published at the 13th Conference of the Parties (COP) to the United Nations' Framework Convention on Climate Change (UNFCCC) and at other relevant meetings. WWF's aim is that, in addition to contributing to the Chinese government's climate change-related decisions, this project will enhance other countries' understanding of China's climate change policies and actions. Based on the platform and partnership on climate change, WWF will continuously seek more comprehensive cooperation with wider partners on energy and trade related issues, so as to explore and facilitate low-carbon economy development in China as contribution to global climate change combat.

全球气候变化是一个涉及政治、经济、环境、科技、法律的综合性问题。2005年生效的《京都议定书》以具有约束力的方式规定了工业国家的温室气体减排责任，第一履约期自2008年开始，将于2012年结束。2012年以后议定书履约的谈判工作已经启动，目前的焦点仍集中在议定书第一履约期执行效果的评价、发达国家后续减排指标的确定以及发展中大国如何做出更多贡献等问题上。后京都国际气候制度将会从更大程度上涉及全球公共资源配置的公平与效率问题，因而也会对各国经济发展产生更深远的影响。但各国在许多问题上还存在着严重利益分歧，能否达成有意义的新协议需要克服南北对立、美国单边政策和发展中国家的被动防御性战略等旧格局，这又将是一个复杂的博弈过程。

## 中国应对气候变化政策

为应对气候变化问题，中国政府已采取了一系列积极措施，在“十一五”规划中设定了20%的节能目标，成立了国家应对气候变化及节能减排工作领导小组，先后发布了《气候变化国家评估报告》和《中国应对气候变化国家方案》，明确了中国要遵循共同而有区别的责任、减缓与适应并重等原则以实现中国的可持续发展。作为温室气体排放大国，中国的政策和立场将对整个后京都气候谈判格局和进程产生重要影响。

## WWF的行动

作为全球最大的环境保护组织之一，WWF一直保持对气候变化谈判的高度关注和多层次参与，并建立了国际化和多元化的交流平台，以促进谈判进程中的沟通与交流。

在中国，WWF积极与政府、研究机构、非政府组织及企业建立伙伴关系，支持中国的气候变化谈判相关研究和能力建设，推动中国在后京都气候谈判进程中发挥积极作用。正在开展的“后京都气候变化和可持续发展国家能力支持项目”，成立了由政府、研究机构及企业界代表组成的项目指导委员会，针对中国进出口隐含能源、气候友好技术国际合作机制以及后京都框架对中国的影响等进行了相关研究，并在缔约方大会及国内外会议上广泛宣传研究成果，希望能多角度帮助中国思考后京都框架对社会经济发展的影响，同时也增进其他国家对中国应对气候变化政策和行动的了解。

通过气候变化伙伴关系和网络的建立，WWF将寻求与更多机构在能源、贸易等领域的全面合作，共同推动中国的低碳发展和对全球温室气体减排的贡献。

# 气候变化后京都谈判



京都测量仪 Kyoto-meter



2007UNFCCC维也纳对话会 Vienna Climate Change Talks 2007





# “20行动”

夏季空调调高一度，更换一个节能灯，选择公共交通工具出行……在日常工作生活中采用科学的节能办法，每一个人都可以为节能做出重要贡献。

为了发动公众亲身参与节约能源，WWF于2007年1月启动了大型节能活动“20行动”，通过培训、宣讲、竞赛等各种形式的活动，引发全社会对节能的关注，并联合其他民间机构共同推动政府相关政策的落实和执行，帮助中国实现十一五提出的20%节能目标。

## 节能从小做起

在“20行动”第一阶段，WWF陆续组织开展了海报设计大赛、社区节能宣传等活动，并积极参与了Live Earth上海演唱会。

活动期间，共计近百家电视台、电台、报纸、杂志和网站进行了多角度的报道；“20行动”的平面广告发布在30多家杂志、报纸以及数百个公交和地铁的灯箱上；超过两万张节能宣传贺卡通过北京一千家餐馆、酒吧分发；在世界环境日和Live Earth音乐会期间与北京交通广播电台、中国国际广播电台和上海文广音乐调频进行了栏目合作；海报设计大赛共收到来自全国各地共计756幅作品；地球日社区活动吸引了超过4千居民参与；6月，20行动启动仪式的黑气球活动赢得了戛纳广告节铜狮奖。

## 节能竞赛

“20行动”的核心——节能竞赛已于2007年9月启动，在北京、上海等城市的大中小学、社区同时开展，通过各种形式的比赛鼓励各个阶层的公民参与节能、宣传节能。竞赛评出的优秀个人和集体将被授予节能英雄奖章，成为整个社会学习的榜样。

- ◇ 社区节能实践竞赛：京沪两地40个社区的居民参与，在活动期间，人均月节能量最多的家庭胜出；
- ◇ 中小学节能教育竞赛：京沪两地60所中小学参与，根据节能教育计划的方案设计以及执行效果，选出最终的优胜者；
- ◇ 大学节能宣传竞赛：全国大学生参与，根据节能宣传计划的方案设计以及执行效果，选出最终的优胜者；
- ◇ 在线节能竞赛：参与者在线提交自己的节能故事，根据故事的科学性、生动性，选出最终的优胜者。

## NGO联合行动-节能20%公民行动

为了联合民间组织的力量，最大范围的发动公众参与节能，帮助中国实现20%的节能目标。在节能“20行动”的基础上，WWF连同国内近50家环保NGO共同发起了节能20%公民行动。在未来的几年中，将在全国范围内开展包括空调调温、能效标识推广、绿色出行、绿色照明、绿色居住以及节能办公方式等一系列公众宣传和公众参与活动。

如需更多信息，请访问节能20行动的官方网站[www.20to20.org](http://www.20to20.org)



启动仪式，七米高的黑色大气球警示人们减少能源消耗。

At the launch ceremony, 7-meter tall big black balloon warn



以节能和气候变化为内容和主题的“节能‘20行动’”海报设计大赛。

20 ways to 20% poster design competition.



世界地球日北京八社区节能宣传活动。

Energy saving dissemination activity in 8 communities on Earth day.



WWF参与Live Earth音乐会上海站活动。

WWF booth on the Live Earth Shanghai Concert.

# “20 ways to 20%” -- WWF's Energy Efficiency Campaign

In our daily lives, we all can save a lot of energy simply by using common sense. Actions such as raising the thermostat on the air conditioner one degree higher, replacing old incandescent bulbs with compact fluorescent bulbs, or choosing public transportation are easy steps anyone can take to save money and use energy wisely.

To raise public awareness of energy efficiency, and to extensively engage the people of China in energy saving, WWF has launched a large-scale campaign called “20 ways to 20%”. In collaboration with partners, WWF plans to initiate a series of activities, including training, advertising and efficiency contests to help China achieve its 20% efficiency target set in the 11th Five-Year Plan.

## Child's Play

During its first phase, the “20 ways to 20%” campaign has organized a variety of events and outreach activities, such as poster design competition, the Earth Day community activity, and the Live Earth Shanghai concert.

The campaign has won wide attention across the nation. Almost one hundred media outlets, including TV channels, radio stations, newspapers, magazines and websites have reported on the campaign. The campaign's print ads were published in more than 30 magazines and newspapers, and showed on hundreds of light boxes at bus stops and subway stations across Beijing and Shanghai. 20,000 postcards were printed and distributed for free in 1,000 restaurants, bars, and saloons in Beijing. The campaign has set up program cooperation with Beijing Traffic Radio, CRI, and SMG Music Radio. A grand total 756 inspired works of art were collected in our poster design competition. The Earth Day community activity engaged more than 4,000 community residents to make the commitment to save energy. WWF's “20 ways to 20%” black balloon stunt won the Bronze Prize at the Cannes Lions International Advertising Festival.

## “Cool Energy Hero” Contest

WWF carries out a “Cool Energy Hero” contest in communities, schools, colleges and online. The contest will run from September 2007 through July 2008, culminating in the “Heroes Award” ceremony, which will be held before the Beijing 2008 Olympics.

There are four categories for award, giving everyone a chance to compete and save energy:

- ◇ Community contest on efficient use of energy. Families in Beijing and Shanghai will participate in the contest. The family saving the most energy per person in a month will be the winner.
- ◇ School efficiency education contest. Schools in Beijing and Shanghai are eligible to participate. Schools developing and implementing the best education program will be the winners.
- ◇ College efficiency communication contest. College students throughout China are encouraged to participate in the contest. Students who develop and implement the best communications scheme will be the winners.
- ◇ Online efficiency contest. Participants will submit their efficiency stories via the website. Those who submit the best stories and strategies will be the winners.

## NGO consortium of “20 ways to 20%”

In an effort to extensively engage the public to save energy and help China achieve its 20% national energy efficiency target, WWF set up an NGO consortium including more than 50 influential NGOs in China. In the coming years, this consortium will carry out a series of national public awareness and engagement programs. These will include programs such as the 26 Degree Air Conditioner project, promoting energy efficiency labeling, green lighting options and green office strategies.

For more information, please visit the “20 ways to 20%” official website at: [www.20to20.org](http://www.20to20.org).