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世界自然基金会中国项目年报

WWF CHINA PROGRAMME  
ANNUAL REPORT

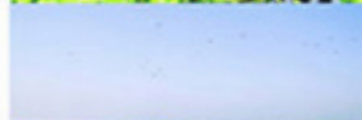
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# 为了一个和谐发展的中国 Towards a Harmonious Society in China

1980年，WWF作为第一个进入中国的国际环保组织，在中国开展保护工作。与那时相比，如今中国的环境已经发生了很多变化。尽管面临着种种挑战，我们的努力依然取得了不少成就，给众多中国人的生活和环境都带来改善。2006年10月“献给地球的礼物”颁奖仪式就是个很好的例子。“献给地球的礼物”是WWF对重大保护成果的最高荣誉。去年，WWF向四川和甘肃两省政府颁发该奖项，以表彰两省政府承诺保护150多万公顷的大熊猫栖息地及其潜在栖息地。世界上半数以上的大熊猫从此得到更好的保护。

接下去，WWF将加强在青藏高原、岷山地区和黑龙江地区的濒危野生动物及其栖息地的保护工作，通过季节性开闸保护长江流域的湖泊和湿地，并推动成立FSC中国工作小组和中国森林贸易网络，帮助中国的企业进行可持续的木材贸易，保护中国东北辽阔的森林。我们非常高兴地看到，中国政府已经充分意识到，没有健康的环境，社会就难以实现和谐。通过开展“20行动”等一系列大型节能活动，WWF也将积极配合中国政府努力实现经济发展和环境保护的目标。

一路走来，WWF特别要感谢所有的政府合作伙伴，尤其是中国国家林业局、国家环境保护总局、水利部等部委的大力支持，以及其它在当地和我们一起工作的省级和地方政府的支持和帮助。我们也知道，没有汇丰银行等企业

合作伙伴的有力支持，就没有我们保护事业的成功。

我们希望这份报告能让大家更多地了解到WWF（中国）的工作情况。我同样欢迎您加入我们的队伍，让我们一起努力，给我们的后代一个充满生命力的星球！

欧达梦

欧达梦  
WWF(中国)首席代表

“没有健康的环境，社会就难以实现和谐。”





“social harmony is impossible  
without a healthy  
environment”



欧达梦  
WWF(中国)首席代表  
Dermot O’Gorman  
WWF China Country Representative

Although a lot has changed since WWF began work in China in 1980, we have managed to keep delivering results to meet the challenges and benefit the people and the environment across the country. There can be no better illustration of this than the Gift to the Earth, WWF’s highest accolade for large-scale conservation, which was awarded to the Sichuan and Gansu provincial governments in October 2006 for their commitment to protecting over 1.5 million hectares of land, thus ensuring protection for over half of the world’s wild pandas.

While the protection of the endemic wildlife in the Tibetan Plateau, Minshan and the Amur-Heilong region are being reinforced, efforts to protect the lakes and wetlands along the Yangtze River and the vast forests in Northeast China have also yielded success, following the seasonal opening of sluice gates and the establishment of the China National Working Group - Forest Stewardship Council and the promotion of the China Forest and Trade Network that will help Chinese enterprises achieve

sustainable timber practices. We admire the country’s resolution in fully embracing the fact that social harmony is impossible without a healthy environment. With various activities like the “20 ways to 20%” energy saving campaign, WWF is working actively to help China strive for environment conservation and economic development.

Looking back, WWF is enormously grateful for the strong and consistent support from all of our government partners at all levels, from the State Forest Administration (SFA), the State Environmental Protection Administration and the Ministry of Water Resources, to provincial and local partners working with us on the ground. We also recognise the invaluable support of our corporate partners like HSBC. Without their support, our conservation pursuits would be impossible.

We hope you enjoy learning more about the work of the WWF China Programme and invite you to join us so that together we can leave our children a Living Planet!

Dermot O’Gorman  
WWF China Country Representative

# WWF's Priority Ecoregions in China

工作区域

Where We Work

## 西藏地区：

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

## Tibet:

The Tibetan Plateau is one of the world's most complex and intact alpine ecoregions.

## 湄公河上游流域：

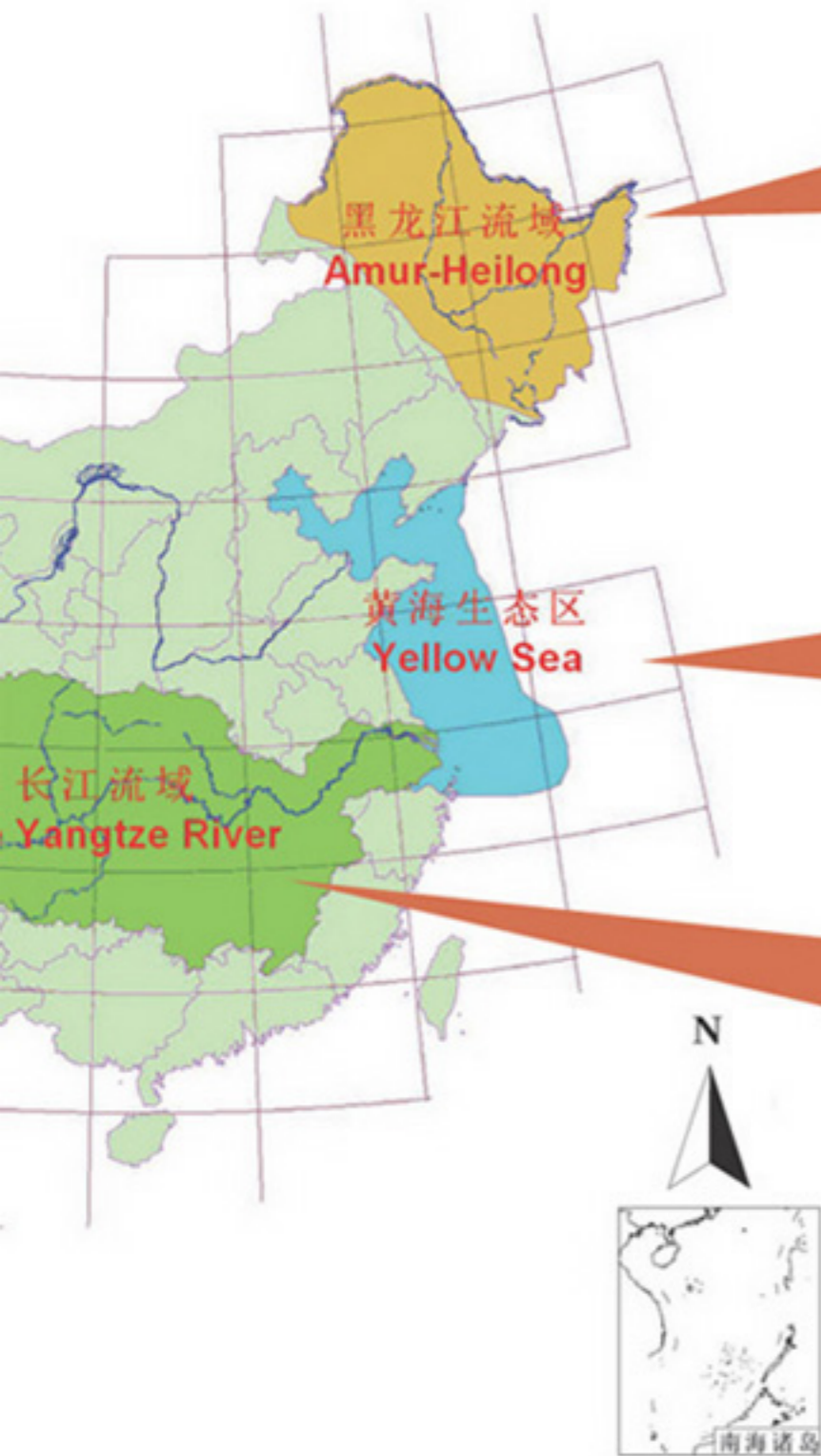
这条源自青藏高原的河流滋养着6000多万人口和100多个少数民族。

## Upper Mekong:

Rivers from Tibetan Plateau provide water to over 60 million people and nearly 100 distinct ethnic groups.



400 0 400 800 km



**黑龙江流域(黑龙江、松花江、乌苏里江):**  
这是东半球自然状态保持最良好、拥有最丰富的生物多样性的温带区域。在茂密的森林里，生活着仅存的野生东北虎和远东豹。

**Amur-Heilong:**  
Vast forests, the most natural and diversified region in the Eastern Hemisphere, last refuge of the Amur tiger and Amur leopard.

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

**Yellow Sea:**  
One of the 43 marine ecoregions in the Global 200, which encompasses the most distinctive examples of the five major marine habitat types, from polar seas to tropical coral reefs.

**长江流域:**  
长江，中华民族的母亲河，直接养育了中国三分之一的人口。该流域的森林里生活着世界上仅存的野生大熊猫。

**The Yangtze River:**  
The Yangtze River, the mother river of China, provides water to one-third of Chinese population and shelters giant panda with forests as the sole wild refuge.



# “母亲河” 长江

## Saving China's Mother River — Yangtze River

“长江流域内生活着4亿多人口以及大量的珍稀和特有物种”

长江是中国第一、世界第三大河。她发源于青藏高原的格拉丹冬主峰，从7500米的冰川上汇流而下，蜿蜒6300公里，最后投入太平洋的怀抱。长江流域面积180万平方公里，养育了4亿多人口，流域内生存着大量的珍稀濒危物种。长江流域是WWF全球工作的重点之一，通过推动综合流域管理和综合生态系统管理，WWF在长江流域开展了恢复生态系统、保护旗舰物种等工作，以保护人与自然的长期可持续发展。

### 重建生命之网

在汇丰银行的支持下，WWF成功地推动了6个水闸的季节性开闸，实现了洪湖、涨渡湖、天鹅洲以及安庆芦苇湖等11个阻隔湖泊的季节性江湖连通。通过四年的努力，湖北省政府承诺重新恢复洪湖湖面412平方公里。在2006年举行的第十一届世界生命湖泊大会上，洪湖也因此被授予“生命湖泊最佳保护实践奖”。

下游地区扩张，计划继续在长江中下游地区开展项目，目标是减少气候变化对当地环境的影响，同时提高当地居民的生活水平。

在湖南省，WWF成功推动了《湖南省湿地保护条例》、《湖南省渔业管理实施办法》于2005年10月和2006年7月出台。在西洞庭湖和青山垸示范点，WWF开展了社区共管、生态渔业、生态旅游以及湿地恢复等工作，加强了湿地的可持续利用，不仅改善了环境，还使当地农民的生活水平显著提高。同样是在2006年，在西畔山洲垸，WWF替代生计

2006年开始，湿地保护区网络开始由湖北省向长江中





“*The Yangtze River Basin shelters four hundred million people, contains a high concentration of rare endangered and endemic species*”

© WWF-Canon/Michel GÜNTHER

WWF 成功地推动了 6 个水坝的季节性开闸，实现了包括洪湖、张渡湖、天鹅洲以及安庆芦苇湖等 11 个阻隔湖泊的季节性江湖连通。

WWF successfully facilitated the seasonal opening of six sluice gates to reconnect 11 lakes to the main course of the Yangtze River including Lake Hong, Zhangdu Lake, and Tian'e'zhou Oxbow and Anqing cluster lakes.

The Yangtze River is the largest river in China and the third longest in the world, descending 7,500 metres from the pristine Tibetan Plateau to the Pacific Ocean over the course of 6,300 kilometres. Covering 1.8 million square kilometres, the Yangtze River Basin shelters four hundred million people, contains a high concentration of rare endangered and endemic species and is thus one of the global priority areas of WWF. With an integrated ecosystem management approach, WWF has been conserving and restoring important ecosystems, protecting key species and securing the long-term sustainability of man and nature in this region.

### Restoring the Web of Life

With the support of HSBC, WWF successfully facilitated the seasonal opening of



© WWF-China

six sluice gates to reconnect 11 lakes to the main course of the Yangtze River including Lake Hong, Zhangdu Lake, and Tian'e'zhou Oxbow and Anqing cluster lakes. Linking these bodies of water have improved the exchange between ecosystems, fishing resources, water quality and biodiversity. They also serve to reduce the risk of floods.

After four years of work, the Hubei provincial government became committed to restoring all 412 square kilometres of the fabled Lake Hong. This restoration work was awarded the "The Best Conservation Practice of World Living Lakes" prize at the 11th International Living Lakes Conference in 2006.

With WWF's support, a network of wetland protected areas in Hubei Province were extended to the middle and lower Yangtze River in 2006. The freshwater restoration programme will be designed on the central and lower Yangtze with the aim of reducing the impact of climate change and improving local livelihoods and water management.

In Hunan Province, WWF played a key role in the provincial government's promulgation of two important



四川省副省长郭永祥，国家林业局副局长赵学敏，WWF全球总干事詹姆斯·李普及甘肃省委书记陆浩在献给地球的礼物颁奖典礼上（从左至右）

Guo Yongxiang, deputy governor of Sichuan Province, Zhao Xuemin, deputy director of State Forestry Administration, James Leape, WWF International Director General and Lu Hao, secretary of the Gansu Provincial Party Committee at the Gift to the Earth ceremony (from left to right)

项目引入种植的有机柑橘第一次出口到了加拿大。

## 保护大熊猫的家园

岷山位于中国的西南部，横跨四川和甘肃两省，是大熊猫等众多珍稀濒危物种的家园。保护旗舰物种大熊猫及其栖息地一直是WWF在那里长期以来的工作重点。2006年这一工作取得了重大的进展，四川和甘肃两省政府共新建保护区91,700公顷，并承诺将对岷山山系1,590,400公顷的大熊猫栖息地以及潜在栖息地加强管理和保护。2006年10月，WWF在人民大会堂为四川、甘肃两省政府颁发了“献给地球的礼物”的奖励。该奖项是WWF表彰重大保护成果的最高荣誉。

岷山景观保护项目也取得了很大进展：在火溪河流域建立了由当地利益相关者参与的流域共管机制，进行了土地岭熊猫走廊带的本底调查，并正在设计生态恢复计划。目前，WWF已经把岷山景观保护项目的成功经验推广到另一个主要的大熊猫栖息地——凉山—相岭地区。

经过与陕西当地合作伙伴的共同努力，WWF在秦岭地区108国道隧道上方种植上竹子，为大熊猫搭建了绿色走廊，重新连接了大熊猫的栖息地。同时，WWF协助陕西省林业厅制订了今后10年的《陕西省秦岭大熊猫栖息地保护工程总体规划》和《栖息地管理计划》。在WWF的帮助下，陕西黑河森林公园成功地从省级森林公园升级为国家级森林公园。2006年，陕西省大熊猫栖息地监测巡护网络也已建立，在接下来的几年内将继续完善。

## 与当地居民一起保护环境

在中国西南部，WWF的生态旅游和替代生计项目迅速发展，有效地减轻了人类对自然环境的影响，同时提高了当地居民的收入及环保意识。

2006年，秦岭的大熊猫栖息地周边社区居民安装了190台节能炉，每年可使190公顷森林免遭砍伐。而在岷山地区，居民安装的1019个沼气池以及619个节能炉，每年可挽救660公顷森林。WWF协助秦岭南太白山区域的5个村庄49户居民开展了“农家乐”生态旅游，每户居民收入增加了

5700元（750美元），养蜂的替代生计项目则使居民年均收入增收2000元（250美元）。

岷山地区的居民同样受益于养蜂、生态旅游以及WWF支持的非木材林产品（NTFPs）的合理利用。四川的花椒等非木材林产品通过WWF提供的特殊渠道，在成都、重庆、北京及上海的家乐福店中销售，为王朝和白河自然保护区的周边居民带来了14万元（17,500美元）的收益。

在云南，WWF与云南省扶贫办一起追踪和监测在扶贫中关注环境问题项目的执行状况，目前已经在五个地区进行试点。在云南西北部开展的可持续松茸资源管理已经成为白马雪山保护区和当地居民共同管理资源的典型案例，参与的村镇数量从12个增加到80多个。2005年11月，WWF与国务院扶贫办、世界银行北京代表处在北京举办了贫困与环境国际研讨会，来自国内外200多名代表参加了会议。

这些颇有成效的工作使WWF信心倍增。接下来，WWF将在老县城自然保护区继续推进替代生计项目，并在陕西朱鹮国家级自然保护区开展以社区为基础的社区发展项目。WWF还将为20个大熊猫自然保护区和走廊地带的周边社区

“2006年，我们村里从事由WWF支持的有机柑橘种植的农户人均增收1500元。”

— 蒋家嘴村村民汤传云

“Last year, people in my village earned an average income of 1,500 yuan (US\$ 188) from organic orange plantation implemented by WWF.”

— Tang Chuanyun, a local villager in her 50's at Jiangjiazui Village.



regulations: the Hunan Provincial Wetlands Conservation Regulations in October 2005 and the Protection Regulation on Fishery Resources in Dongting Lake in July 2006. The sustainable use of wetlands was strengthened through community-based co-management on eco-fishing, ecotourism and wetland restoration in west Dongting Lake and Qingshan Polder. This had the dual effects of remarkably improving the conditions of local farmers in addition to the environment. Also in 2006, organic oranges from WWF's alternative livelihood programme in Xipanshanzhou Polder were exported to Canada for the first time.

### Conserving Panda Habitats

Straddling across the borders of Sichuan and Gansu provinces in western China, the Minshan mountain range is an extremely important area for nature conservation with a variety of rare and endangered species, including the giant panda.

In 2006, WWF's long-term priority to protect this flagship species and its habitats saw exciting achievements as new protected areas totalling 91,700 hectares were established in Sichuan and Gansu. In addition, the commitment by both provinces to designate a total of 1,

592,400 hectares as protected areas for the giant panda in the Minshan mountain range was awarded the Gift to the Earth at a grand celebration held at the Great Hall of People in October 2006, WWF's highest accolade for significant conservation achievements.

The Minshan Landscape Initiative in Sichuan Province was also furthered through the establishment of a co-management mechanism involving key local stakeholders in Huoxi watershed and the completion of a baseline survey of the Tudiling panda corridor. With this completion, we have begun designing a master plan of habitat restoration to guide future panda conservation efforts. Building on these successes, WWF's landscape approach is now being extended to protect pandas in another priority area known as the Liangshan-Xiangling landscape.

By working with local partners in Shaanxi Province, WWF restored the separated panda habitat by creating a bamboo corridor above the Qinling Tunnel on the National Highway 108, and assisted the Shaanxi Forestry Department to develop a Provincial Giant Panda Conservation Strategy and Management Plan for

the next 10 years. With WWF's help, Shaanxi Heihe Forest Park succeeded in its bid to upgrade from a provincial level forest park to a national one. In addition, a provincial giant panda habitat monitoring and patrolling network system was established in 2006, which will continue to be developed in the coming years.

### Working with People to Help the Environment

In Southwest China, WWF's ecotourism and alternative livelihoods programmes continued to harmonize human development with conservation by mitigating human impact on the environment and nature reserves while increasing environmental awareness and income generation opportunities for local communities.

A total of 850 hectares of forest were saved to be used for firewood after 190 energy-saving stoves, 1,019 biogas tanks and 619 similar energy-efficient stoves were installed in local households in neighbouring panda habitats in Qinling and Minshan respectively in 2006. In the Qinling region, the WWF-facilitated ecotourism homestays in 49 local households generated an average income of 5,700 yuan (US\$ 750) for each household in five villages in South Taibai Mountains in 2006, while



“遍及全国和各个重点地区的宣传教育活动使可持续发展教育的理念在两亿多学生、众多的社区、自然保护区工作人员、政府官员及普通公众中普及和推广。”

提供技术支持和小额贷款。

### 为可持续发展创造条件

2001年创办的“湿地使者行动”吸引了全国各地大学生参与环境保护的工作，影响日益扩大。2006年，21支来自全国各地高校的队伍参加了该活动。湿地使者在长江流域开展了大量的湿地调查和环境宣传活动，并提交了许多有深度的报告。

香格里拉可持续社区项目 (SSCI) 是一个以社区为基础的教育项目，目前该项目已覆盖了青藏高原东南部的众多社区，为居民提供各种社区学习、培训和活动的机会，提高了社区的社会、经济和环境条件。遍及全国和各个重点地区的宣传活动使可持续发展教育的理念在两亿多学生、众多的社区、自然保护区工作人员、政府官员及普通公众中得到普及和推广。

在WWF的支持下，两年一次的长江论坛建立了中英文官方网站，成立了长江论坛秘书处，并起草发布了《长江保护与发展报告》，这些都极大地扩大了长江论坛的影响力。

“National and local initiatives enabled WWF’s education programme to reach 200 million students, dozens of local communities, countless nature reserve employees, government officials and a wide range of general public across the country.”



farmers participating in WWF’s alternative livelihood programme of beekeeping on average earned an additional 2,000 yuan (US\$ 250) per year.

In the Minshan Mountains, local communities also benefited from beekeeping, ecotourism and a Non-timber Forest Products (NTFPs) programme aided by WWF. Sichuan pepper and other NTFPs were channelled by WWF to special fairs in Carrefour stores in Chengdu, Chongqing, Beijing and Shanghai in 2006. Sales from these fairs provided about 140,000 yuan (US\$ 17,500) income for target communities around the Wanglang and Baihe nature reserves.

WWF is also working to alleviate poverty in Yunnan Province, where programmes co-developed with Yunnan Poverty Alleviation Office have begun in five pilot counties. In Baimaxueshan Nature Reserve, sustainable Matsutake management has become a great showcase of joint resource management by local governments and communities with participating villages increasing from 12 to over 80. WWF supported an international workshop on Poverty and Environment Linkage held in Beijing in cooperation with the State Council Leading

Group Office of Poverty Alleviation and Development and the World Bank Beijing office in November 2005 with over 200 attendees from home and abroad.

Reassured by the success in 2006, WWF plans to enhance the alternative livelihoods programme to further ecotourism in Laoxiancheng Nature Reserve and initiate a community-based community development project in Crested Ibis Nature Reserve in Shaanxi Province. We will also provide technical and small grant support to communities neighbouring 20 panda nature reserves and corridors.

### Creating Conditions for Sustainable Development

Our Wetland Ambassador Action continues to draw talented students to conservation issues by giving them the opportunity to get involved in the conservation cause. Since launched in 2001, the annual event has become increasingly influential, attracting 21 teams from colleges and universities in 2006. The “wetland ambassadors” conducted field surveys on wetlands and held environmental awareness-raising activities along the Yangtze River, gathering valuable information that

serves in turn, practical reference to illustrate the realistic situations of the wetlands.

The Shangri-la Sustainable Community Initiative (SSCI), expanded to engage a wide range of communities in the southeast Qinghai-Tibet Plateau through community learning and projects to improve their social, economic and environmental conditions. National and local initiatives enabled WWF’s education programme to reach 200 million students, dozens of local communities, countless nature reserve employees, government officials and a wide range of general public across the country.

With WWF’s support, the biannual Yangtze Forum has become increasingly influential with the establishment of the official Chinese-English website and secretariat of the forum and the first Yangtze Conservation and Development Report published.



## “世界屋脊”——青藏高原 Under the “Roof of the World” — Tibetan Plateau

青藏高原是世界上最复杂的高海拔湿地草原地区，也是亚洲许多主要河流的发源地。这里栖息着藏羚羊、野牦牛、雪豹等濒危珍稀物种，也是数百万游牧藏民的家园。

2005年，WWF开展了亚洲大型猫科动物保护项目(ABC)，致力于保护生活在西藏自治区的孟加拉虎、金钱豹、雪豹等物种。2006年，我们通过一系列活动来加强与政府的合作，提高市场监管力度，减少当地大型猫科动物皮毛制品的消费。同时，WWF和TRAFFIC一起在青海省和西藏展开关于大型猫科动物皮毛交易的实地调查，为制定有效的保护措施搜集了信息。经过努力，目前黑市上对皮毛制品的需求已经下降，一张豹皮在黑市的交易价格已从40000元(5000美元)下降到了12000元(1500美元)。

WWF还加强了和当地组织的合作，帮助地方自然保护区提高管理能力，保护高原特有的野生动物。在以往环境教育活动的基礎上，WWF将通过能力建设、与政府合作进行宣传和组织征文大赛等方式，继续努力提高当地人保护环境意识。

在羌塘自然保护区內，野生动物造成的牲畜损失是当地居民面临的一大问题。WWF实地调查的核心工作之一，就是在羌塘针对人类与野生动物的冲突问题展开调查。2006年9月，在德国波恩举行的第十一届国际藏学研讨会上，WWF阐述了这一问题，引起更为广泛的国际关注。同时，WWF还与西藏自治区林业局合作，在羌塘以及西藏的其他自然保护区建立了地理信息系统(GIS)实验室。此外，WWF还和双湖特别区政府共同建立了基金。2006年，266户因野生动物侵扰而受到损失的当地居民从该基金中得到了赔偿。

提高公众意识也是WWF在西藏的一个重要目标。2006年7月，青藏铁路通车，WWF在沿线发放环保手册，



“一张雪豹皮在黑市的交易价格已从40000元(5000美元)下降到了12000元(1500美元)。”

“The average price of a leopard skin has decreased from 40,000 yuan (US\$ 5,000) to 12,000 yuan (US\$ 1,500) on the black market.”



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The Tibetan Plateau is one of the most complex high altitude grassland-steppe regions on earth and is also the source of many of Asia's major rivers. It is home to millions of nomadic Tibetans and many rare, endangered and endemic species such as the Tibetan antelope, wild yak and snow leopard.

In 2005, WWF launched the Asian Big Cats (ABC) programme with the aim of protecting species such as the Bengal tiger, common leopard and snow leopard

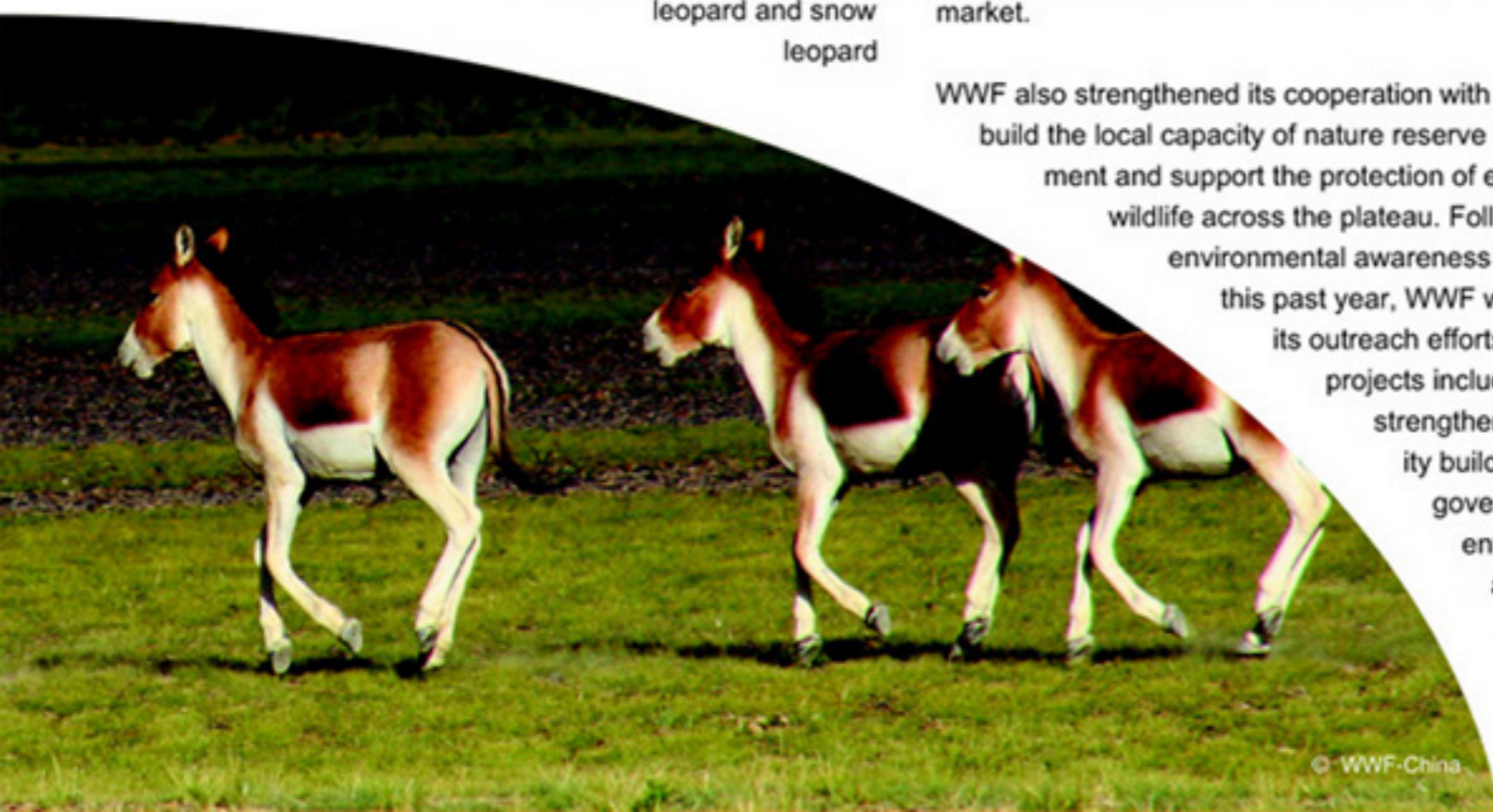
in Tibet Autonomous Region (TAR). Last year we planned a series of activities to strengthen enforcement, improve market monitoring and reduce the sale of cat skins in Tibetan region. In addition, field surveys about the ABC market were conducted along with TRAFFIC in Qinghai Province, Lhasa and Nakchu Prefecture in Tibet to gather information for devising effective conservation measures. The hard efforts have paid off as the average price for a leopard skin has decreased from 40,000 yuan (US\$ 5,000) to 12,000 yuan (US\$ 1,500) on the black market.

WWF also strengthened its cooperation with partners to build the local capacity of nature reserve management and support the protection of endemic wildlife across the plateau. Following environmental awareness activities this past year, WWF will expand its outreach efforts with new projects including strengthened capacity building, governing enforcement advocacy and a big

writing contest.

Meanwhile in Chang Tang Nature Reserve, local farmers are faced with the continued threat of livestock to wildlife. A WWF report was published addressing human-wildlife conflicts in the Chang Tang Nature Reserve, the mitigation of which remains one of the core objectives of our field surveys in the region. Besides presenting the issue for wider international attention at the 11th Symposium of International Association for Tibetan Studies in Bonn, Germany in September 2006, WWF also collaborated with the Tibetan Forestry Bureau to establish a GIS lab for Chang Tang and other nature reserves in Tibet. In 2006, 266 households that suffered losses from wildlife raids received compensation from a fund jointly established by WWF and the Tsonyi Special Area Government.

Improving awareness and our presence in Tibet is an important goal of WWF. Upon the opening of the Tibet-Qinghai Railway in July 2006, WWF acted to distribute a special brochure educating passengers on the harm of buying products derived from Tibetan wildlife. Also in 2006, an article about the Tibetan antelope by Dawa Tsering, director of WWF China's Lhasa Office, was formally included into textbooks for middle school students in Tibet.



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## 白山黑水－黑龙江流域生态区

# Protecting the Wildness of Northeast China – Amur-Heilong

“通过我们的努力，去年在黑龙江流域共有43万公顷的森林通过了森林认证。而另外22万公顷森林的认证工作也即将于2007年6月完成”

黑龙江流域是一个跨国界的淡水和森林生态区。东北虎、远东豹在这里栖息，三种濒危的鹤类在这里繁衍。黑龙江的森林跨越中俄边界，生物多样性极为丰富。然而，东亚地区对木材和能源的需求增加，使这些当地宝贵的资源面临着威胁。

不过，现在行动，为时未晚。WWF已将黑龙江流域作为未来十年全球优先保护的重点生态区域，并于2006年5月在哈尔滨设立了办公室，旨在进一步加强湿地、森林和物种的保护工作。在我们的努力下，去年黑龙江流域共有43万公顷的森林通过了FSC认证。另外的22万公顷森林的认证工作也即将于2007年6月完成。为此，WWF将与当地的政府和社区紧密合作，实施自然资源可持续利用示范项目，推动自然保护区建设及其有效管理，开展高保护价值森林判定与示范项目，推广森林认证，并通过对长白山、完达山等景观森林与湿地的保护和管理，加快东北虎、远东豹和东方白鹳种群数量的恢复与保护。

2006年，WWF授予了吉林省政府“自然保护领导者卓越贡献奖”，以表彰其在过去十年为当地自然保护所付出的努力。WWF将会进一步加强在这一区域内的保护力度，在珲春自然保护区内建立中俄交界区东北虎监测点，并在木材生产企业中推广高价值森林判定与示范项目。



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WWF China Country Representative Dermot O'Gorman (left) presents the LLP award to Wang Min, governor of Jilin Province in Changchun November 2006.

2006年11月，WWF中国首席代表欧达梦（左）在长春向吉林省省长王珉颁发“自然保护领导者卓越贡献奖”。

“ With our efforts, 430,000 hectares of forest in the Amur-Heilong region have passed the FSC certification in the past year, with an additional 220,000 hectares in Heilongjiang Province to be certificated in June 2007. ”

The Amur-Heilong River Basin is a transnational freshwater and forest ecoregion and home to the Amur tiger, three endangered crane species and the Amur leopard. Straddling the China-Russia border, the Amur-Heilong forest is the most biologically diverse temperate forest in the world, but its rich local resources are threatened by the timber and energy demands of East Asia.

But there is still time to save this great place. The Amur-Heilong river basin has been set as a global priority region for WWF over the next decade. To this end, we opened the WWF Harbin Office in May 2006 to strengthen our conservation work in this vast and complex international region.

Working closely with the local people and governments, WWF aims to demonstrate the sustainable use of natural resources, help establish protected areas and improve their management effectiveness, integrate High Conservation Value Forests (HCVFs) identification into government regulations and promote the Forest Stewardship Council (FSC) certification among the forestry sectors. With our efforts, 430,000 hectares of forest in Amur-Heilong region have passed the FSC certification in the past year, with an additional 220,000 hectares in Heilongjiang Province to be certificated in June 2007.

We also plan to protect focal species such as the Amur tiger, Amur leopard, oriental white stork and their habitats by focusing on particularly delicate landscapes like the Changbaishan Mountain and wetlands in this region.

With the awarding of Leaders for a Living Planet (LLP) to Jilin Government in 2006 for their conservation efforts over past decade, WWF will strengthen its presence in the region to carry out Sino-Russia joint monitoring of the Amur tiger in Hunchun Nature Reserve, promote the HCVFs identification among manufactures and other conservation measures. It is our hope that this is only the beginning of a long term effort that will ensure the protection of the Amur-Heilong river basin while providing sustainable economic solutions.



Protecting the Wildness of Northeast China



## 黄海生态区

## Safeguarding China's Oceans—Yellow Sea

黄海地区是 WWF 全球最优先保护的 200 个地区之一。它跨越中、朝、韩三国，是一个半封闭的海域。环境污染、过度捕捞和沿海地区发展不平衡使黄海面临着威胁。WWF 在黄海的长期目标是与当地机构紧密合作，建立生态系统管理体系，以维护黄海大海洋生态系统和生物多样性，保护那些濒临灭绝且极具商业价值的物种。

2002 年，WWF 联合中国、韩国、日本以及香港的研究机构和科学家启动了“黄海生态区规划项目”。2005 年，根据海洋哺乳动物、鸟类、鱼类等 6 个生物类群对栖息地的需求，黄海生态区的潜在优先保护地区已经确定。WWF 推动的“黄海生态区规划项目”首次与由全球环境基金资助、联合国开发计划署实施的“黄海大海洋生态系统项目”签订了谅解备忘录。该备忘录确定了区域性协调的黄海生物多样性保护战略和行动计划。WWF 的生态评估和优先保护区划分结果都将公布，并与联合国开发计划署共享。

2007 年，WWF 将会与政府合作，对现有黄海保护区域进行现状分析和成效评估工作，并关注更多的海洋保护区域。

“在全球 63 大型海洋生态系统中，黄海是遭到人为活动影响最严重的大型海洋生态系统之一。”

— 联合国开发计划署 / 全球环境基金黄海项目网站

“ Among the 63 large marine ecosystems (LMEs) in the world ocean, the Yellow Sea LME has been one of the most significantly affected by human development. ”

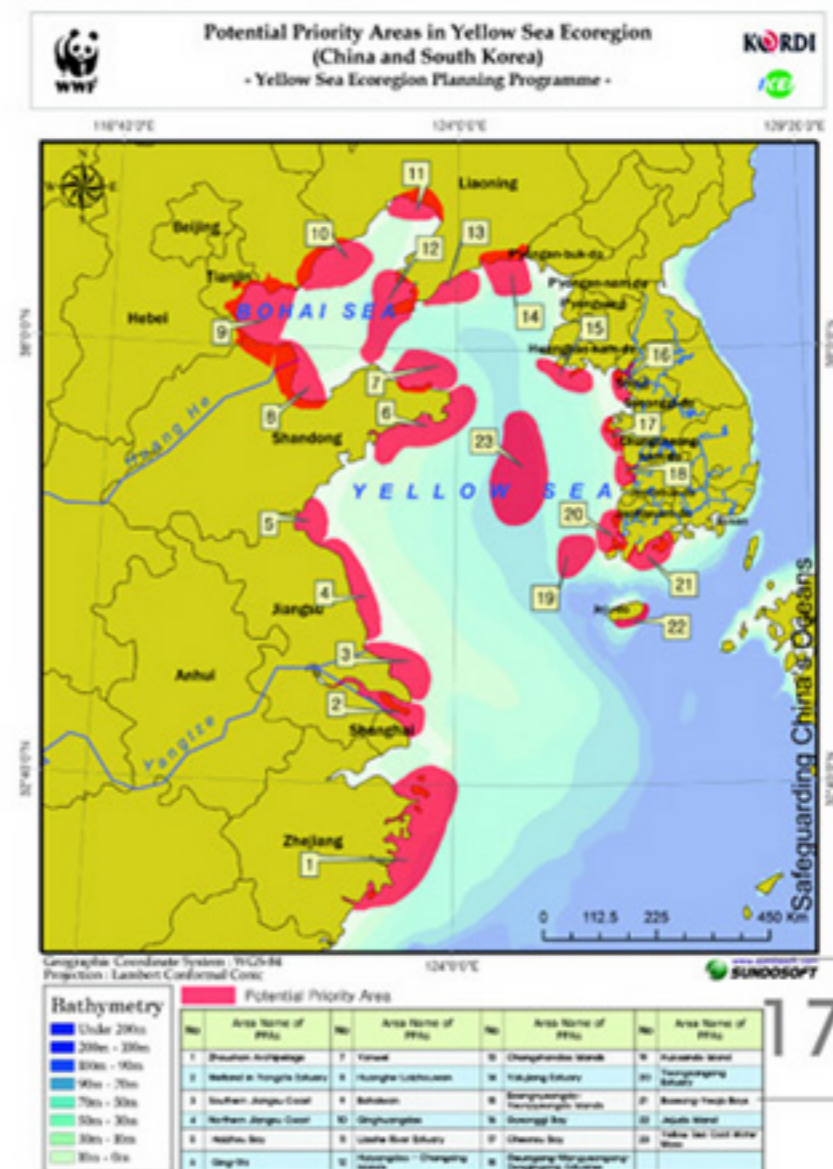
- UNDP/GEF Yellow Sea Project website

The Yellow Sea, one of WWF's Global 200 Ecoregions, is a portion of the Pacific Ocean shared by China, the Republic of Korea and the Democratic People's Republic of Korea. It faces the threats of pollution, over-fishing and incompatible coastal development. WWF's long-term goal is to, with partners, realize ecosystem-based management for the Yellow Sea and its biological diversity resources, particularly for endangered species and those with high commercial value.

Since 2002, WWF has been working on the Yellow Sea Ecoregion Planning Programme (YSEPP) in partnership with research institutes and scientists in China, South Korea, Japan and Hong Kong. In 2005, the YSEPP successfully identified priority areas for conservation based on the habitat needs of six taxonomic groups varying from marine mammal to algae. With this complete, WWF and the Global Environment Facility (GEF) sponsored UNDP Yellow Sea Large Marine Ecosystem project signed an MOU with the aim to promote a regionally coordinated biodiversity strategy and action plan. The findings of WWF's biological assessment and priority areas selection was published

and shared with the UNDP-GEF Yellow Sea Large Marine Ecosystem Project to prioritize Yellow Sea conservation.

In 2007, WWF plans to initiate cooperative work with key government partners on gap analysis and assessment of the existing protected areas in the Yellow Sea. Such work will allow WWF to extend its support for conservation work on a larger perspective focusing on marine protected areas.



# 大河之源

## At the Source of One of the Earth's Great Rivers — Lancang-Mekong

澜沧江—湄公河是世界上第六长河，它是亚洲唯一一条流经六个国家的河流。同样作为WWF全球最优先保护的200个地区之一，这条河流现在正面临着环境污染、生物多样性减少和环境退化等多种问题。WWF在湄公河上游进行的保护工作是WWF大湄公河项目的一部分，旨在保护湄公河流域的环境和促进生物多样性的恢复。

WWF现在的重点放在澜沧江—湄公河上游的三个区域：高山草甸和草原发源地、西藏东南部与云南西北部交界的高山峡谷地带以及云南西南部的热带雨林。WWF开始关注的主要领域包括如何管理由于基础设施开发、开矿和毁林造成的西藏和云南西北部陡坡山地的水土流失，以及制定青海和西藏源头区高原湿地的管理策略。WWF还将加强与云南省政府、亚洲开发银行、NGO组织及当地居民的合作，一起推动湄公河上游的保护工作。未来一年进行的调研分析工作将为减轻大湄公河流域面临的各种威胁而采取的直接行动打下基础。





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湄公河巨鲶

Mekong River's giant catfish  
(Pangasianodon gigas)



© WWF-Canon / Zeb HOGAN

The Lancang-Mekong River Basin is another one of WWF's Global 200 Ecoregions. The Lancang-Mekong River is the sixth longest river in the world, and the only river in Asia that crosses six countries as it meanders from the Tibetan plateau all the way through to Vietnam where it empties into the Pacific. Its importance as a source of life for humans and animals cannot be understated. It faces threats of pollution, biodiversity reduction, development and environmental degradation. Our work in the Upper Mekong is part of WWF's Great Mekong Programme that aims to revive and protect the

biodiversity and environment of this vital waterway.

The current work of WWF Lancang-Mekong conservation programme is focusing on three regions: alpine meadow and grasslands in the source area, deep and dry valleys and mountainous areas in southern Tibet and northwest Yunnan, and tropical forests in southwest Yunnan. Our initial emphasis includes managing the slope and sediment caused by the infrastructure construction, mining and deforestation in the deep valleys and mountains of Tibet and Northwest Yunnan. WWF will also strengthen its important partnership with Yunnan provincial government, Asian Development Bank, other NGOs, local communities and enterprises to further our work in the Upper Mekong. Analytical activities conducted over the next 12 months will establish the basis for direct actions to mitigate threats and disturbances to the Greater Mekong Sub Region.

# 工作项目 What We Work

## 行动起来，阻止气候变化 Acting on Climate Change

2006年，气候变化和能源安全引起了全球更多的关注。随着人类对化石能源需求增加，许多城市污染加剧，中国政府也意识到了减少温室气体排放、发展可再生的清洁能源的重要性。能源相关的二氧化碳排放占中国二氧化碳排放总量的96%。WWF致力于减少二氧化碳的排放，推动中国的可再生能源发展，以避免全球变暖产生不可恢复的影响。

WWF开展了“26度行动”和“20节能行动”，向大众宣传如何节约能源。同时，WWF还支持了可再生能源、气候变化等领域的51个项目。针对一些易受气候变化影响的重要自然保护区，WWF还将帮助它们提高对气候变化影响的抵抗力和恢复力，并将示范项目中探索各种方法和措施，贡献于全国气候变化适应计划。在其他机构和合作伙伴的支持下，WWF推动了黄金标准在中国的应用，为碳交易市场增加高质量的“节能与可再生能源CDM项目”。黄金标准于2003年建立，是第一个针对CDM和JI温室气体减排项目而开发的独立的、具有良好实用性的基准方法。同时，“气候变化见证人”活动也即将在中国启动，寻找受气候变化影响的生态区域的当地居民，记录他们眼中气候变化对他们生活的影响。

通过建立政府、企业、其他NGO组织和公众交流的平台，WWF希望通过推动国家政策的制定和执行，使中国能够实现

经济增长的同时，能源强度降低的可持续发展道路。我们将通过政策研究与实践，共商企业活动和公众行为，使可持续发展理念得到实地示范，并通过加强示范项目的宣传工作，激励更多的机构积极效仿。WWF还计划未来五年内，在中国开展低碳城市发展项目，选择不同规模、不同发展类型的示范城市，探索一条通向低碳发展的道路，从而最终实现中国整体上的低碳发展。



WWF“20节能行动”气球：少开车，看看你排入空气的二氧化碳会少多少。

WWF“20 ways to 20%” energy saving campaign: Drive less, see how much CO<sub>2</sub> emission you can cut.

In 2006, the world saw more attention drawn to the issue of climate change and energy security. With rising energy demands, pervasive pollution in many Chinese cities and an increasing dependence on fossil fuels, the Chinese government recognises the importance of reducing greenhouse gases and finding sources of clean, renewable energy. Aiming to reduce carbon dioxide emissions and prevent global warming, WWF is a proponent of energy conservation and renewable energy development in China, where 96 per cent of all carbon dioxide emissions are energy related.

WWF launched "26 Degrees" and "20 ways to 20%" in past year, energy-saving initiatives that focus on local consumption and how individuals can reduce their energy intake. WWF also sponsored a total of 51 other projects addressing energy efficiency and climate change.

Our initiatives also works to mitigate the effects of climate change in areas where the flora and fauna are most vulnerable and integrate these approaches, developed first as demonstration projects, into a national adaptation plan. Together with partners, WWF facilitated the utilization of the Gold Standard for renewable energy and energy efficiency Clean Development Mechanism (CDM) projects. The Gold Standard was established in 2003 as the first independent best practice benchmark for CDM and Joint Implementation greenhouse gas offset projects. Meanwhile, a campaign called "climate witness" will be initiated in China to find out how climate

change impacts local individuals.

Through communication and providing platforms for the government, businesses, other NGOs and the general public, WWF hopes to influence China's national policy to follow a development path that decouples economic development from energy intensity. By implementing small scale projects on the ground through policy study and practice, business and industry initiatives and public actions we can then expand to bigger initiatives and inspire others to follow. We will carry out a Low Carbon City Initiative in China in next five years with an aim to build success stories in 3-5 cities on their own development path toward low carbon emissions that showcase how China can best achieve the sustainable development path.



小学生们在“20节能行动”启动仪式上拼贴WWF的20个节能小窍门。

Primary school students put up WWF's 20 tips on energy saving at the "20 ways to 20%" launch ceremony.

# 保护野生动物

## Protecting Animals One by One

“到2020年，全省森林、湿地和野生动植物自然保护区总数将达到150个左右，占全省总面积的比例将达17%。届时，95%的国家重点保护野生动植物和95%的典型生态系统将得到有效保护。”

— 四川省副省长郭永祥

物种保护继续成为 WWF 在中国的主要工作。在人与野生动物和谐共处的需求基础上，物种项目针对一些特别敏感的旗舰物种的保护政策，向政府提供专业意见。“小额基金”项目今年共支持了十个实地野生生物保护项目。同时，物种项目通过与野生生物贸易监测网络 TRAFFIC 的合作，确保减少野生动植物贸易对自然的威胁。

物种项目正发展以大熊猫、亚洲大型猫科动物等旗舰物种的保护行动策略，并分别推动长江上游、青藏高原和黑龙江流域地区的保护工作。“小额基金”将继续支持实地野生生物保护项目，并使用地球生命力指数评价中国的生物多样性。



All photos © WWF-China



Species conservation continues to be an integral part of our work in China. By protecting high profile species, we can ensure the health of the surrounding ecosystem. On the basis of conserving wildlife while balancing human needs, the Species Programme provided expert counsel to governments on policies regarding particularly sensitive flagship species. Additional successes were seen through our Small Grants Fund, which provided support for 10 field-based wildlife conservation projects, and through work with the wildlife trade monitoring network, TRAFFIC, to ensure that trade in wild plants and animals does not threaten nature conservation.

To strengthen the pillar work of conserving flagship species including the giant panda and big cats, we will develop a strategic action plan tailored for each species. This will boost conservation work both in upper Yangtze, Tibetan Plateau and Amur-Heilong eco-region for WWF and our partners. Meanwhile, the Small Grants Fund will continue to support more field-based wildlife conservation projects, along with the exploration of WWF's Living Planet Index to be used to assess the biological state in China.



Regular monitoring and patrolling networks supported by WWF were adopted and carried out by the Gansu and Sichuan governments in November. Patrols began in 26 panda protected areas. Both joint anti-poaching patrols in last May and November in Minshan were also covered by China Central Television (CCTV).

迄今为止，WWF已经协助全国26个大熊猫保护区建立有规律的检测和巡查网络。四川、甘肃两省林业局、岷山当地政府和保护区的管理人员都运用了这一网络。中央电视台还在2006年5月和11月分别报道了岷山地区的联合反盗猎行动。



# 生命之水 Fresh Hope for China



中国的湿地不仅对生物多样性具有极其重要的作用，如果理性地利用湿地，它也会为当地居民生活水平的提高起到积极的作用。除了继续加强长江流域已有的保护工作，淡水项目将会在推动中国的流域综合管理的基础上，加强湿地可持续利用，提高人民生活水平，促进饮水安全，并支持中国申报更多的世界重要湿地。

从与政府合作到实地项目，从推动政府开展流域综合管理到水鸟调查，淡水项目在中国的湿地保护和可持续利用、提高公众对湿地保护和河流生命力的认识等领域都取得了重要成就。

WWF也致力于寻找减少水利基础设施和水电工程对生态和环境影响的解决办法，并于2006年出版了《绿色水电与低影响水电认证标准》一书，向中国介绍瑞士和美国介绍推广的经验和认证标准。

与此同时，每年一度的“湿地使者”行动也已经成为一个大学生们广泛参与、具有影响力的大型环保活动，提高了公众的环保意识。2007年4月，由WWF支持协办的第二届长江论坛也成功地在湖南长沙举办，该论坛已经成为各方探讨长江问题的一个重要平台。

汇丰中国业务总裁翁泽富与 WWF 员工雷刚在洪湖

HSBC China CEO Richard Yorke with WWF staff Lei Gang in Lake Hong in Hubei Province.

China's wetlands play an extremely important role biologically, yet also play an important role in local livelihoods when used rationally. To strengthen current protection along the Yangtze, the programme will continue to devote resources to wetland sustainable use for livelihoods and clean drinking water for people and support the designation of new Ramsar sites in China based on IRBM.

From high profile projects to local field activities, WWF's work on freshwater has made important contributions to sustainable use and conservation of China's wetlands by conducting water bird surveys and providing policy advocacy for Integrated River Basin Management (IRBM), as well as increasing public understanding of wetland conservation and living rivers.

WWF is also determined to find solutions to minimize the impacts of water infrastructures and hydropower projects upon the ecology and environment. International experiences and certification standards were introduced into China with a book on "green hydropower" and "low impact hydropower" certification standards in Switzerland and the United States published last year.

Meanwhile, the annual Wetland Ambassador Action has become an influential action that has successfully promoted the conservation awareness and involvement of wetland protection among the public. With WWF's support, the second Yangtze Forum concluded successfully in April 2007 in Changsha, Hunan Province with increased recognition as an ever important platform on Yangtze related issues.



“保护湿地，就是保护鱼类的家园，就是保护人类食物的来源。”

— 国家林业局局长贾治邦在 2006 年世界湿地日庆祝活动上

“Protecting wetlands is protecting the homeland of fish and human' food source as well.”

- Jia Zhibang, Director General of State Forestry Administration

# 生命的呼吸

## The Breath of Life

森林项目继续推动森林认证体系，通过中国森林贸易网络建立市场联系，在中国政府和企业促进可持续森林经营，并把减少中国与俄罗斯、马来西亚和印度尼西亚等国之间非法来源的木材贸易作为工作重点。

2006年，FSC中国森林认证工作组启动并迅速发展壮大，目前已有120多名会员加入。WWF还成功地推动了中国最大的粮油进出口商——中粮集团承诺继续加入可持续棕榈油圆桌进程。

同时，森林项目在长江和黑龙江流域加强森林景观保护和恢复，有效提高了保护区的管理水平。

除了支持FSC中国工作组和中国森林贸易网络，森林项目将努力协助政府制定中国企业在俄罗斯及亚太地区资源开发利用投资指南，并努力提高木材和棕榈油供应链的合法性。





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WWF's Forest Programme continued to encourage sustainable forest management among the Chinese government and enterprises by promoting the development of a forest certification scheme and establishing market links by the China Forest and Trade Network (CFTN).

Particular emphasis has been placed on combating illegal sources of timber trading in China, Russia, Malaysia and Indonesia. The Forest Stewardship Council (FSC) China National Initiative launched in March 2006 has developed soundly with more than 120 registered members. We have also successfully brought COFCO, the largest oils and food importer and exporter in China and a leading food manufacturer, to commit to continue its involvement in the Roundtable on Sustainable Palm Oil (RSPO). Other Forest Programme projects in 2006 include enhancing forest landscape protection, restoration, and pro-

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“成立FSC中国森林认证工作组是中国森林认证发展的里程碑，在很大程度上推动了我国的森林认证”。—王小平，北京林学会秘书长，FSC森林认证中国工作组筹备组组长

“The launch of FSC China National Initiative is a milestone of forest certification in China and it has remarkably promoted the development of China's forest certification.” — Wang Xiaoping, secretary of Beijing Forestry Society and director of FSC China National Initiative preparation group

tected areas management in the Yangtze and Amur-Heilong eco-regions.

With continued support from the Forest Stewardship Council (FSC) National Working Group and CFTN, WWF will work hard to assist the Chinese government in developing guidelines on resource management of overseas Chinese enterprises in Russia and the Asia-Pacific region. We will also undertake efforts to reduce illegal practices along the timber trade supply chain and palm oil importation.

# 启迪未来

## Enlightening Minds

环境保护从个人做起。在中国这个世界上人口最多的国家，WWF 意识到，环境教育要先行。可持续发展教育项目在中国开展了一系列环境教育活动，促进中小学环境教育实施指南 (NEEG) 在学生、社区、自然保护区工作人员、政府官员及普通公众中普及和推广。

通过与教育部和 BP 的 10 年合作，在全国试点学校及 21 所大学的可持续发展教育中心开展的中小学环境教育实施指南已被纳入正规教育课程大纲。然而，我们不仅在正规教育领域取得了成功。在中国的西部，“香格里拉可持续社区项目” (SSCI) 推动了非正规教育。该项目建立“香格里拉社区学院”，青藏高原东部的广大社区通过各种学习、能力建设活动，极大改善了当地的生活、经济条件，提高了社区成员保护环境的能力。

WWF 将建立可持续发展教育中国网络 (ESC)，支持社区可持续发展教育在全国的推广，并促进国内外专家的对话与交流。现有的儿童网站“地球的孩子”也将继续发展为学生、当地居民、政府官员和广大群众学习和参与的一个平台。





“中小学环境教育实施指南已被纳入正规教育课程大纲并在全中国 160 多所试点学校及 21 所大学的可持续发展教育中心全面展开。”



“The National Environmental Education Guidelines have been implemented in 21 ESD Centres in universities and over 160 pilot schools across China.”

Conservation starts with the individual, and in the world's most populous country, WWF recognizes that environmental education needs to play a leading role. WWF's Education for Sustainable Development (ESD) Programme made great headway across China in 2006 as National Environmental Education Guidelines having been implemented in 21 ESD Centres in universities and over 160 pilot schools as a result of our 10-years partnership with Ministry of Education and BP.

But we not only had success in the formal education sector. In western China, communities are tied to the land and dependant on a healthy ecosystem for their livelihood. With the Shangri-la Sustainable Community Initiative, WWF has engaged a wide range of local communities in the eastern Tibetan Plateau. Capacity

building tailored to the needs of each specific area have improved social and economic conditions as they relate to conservation.

In the coming year the programme will develop an Education for a Sustainable China network to support ESD communities across China, and facilitate dialogue between ESD professionals at home and abroad. The existing kids' website, Children of the Earth, is to be developed to be a learning platform for school children as a tool to promote the implementation of the Environmental Education Guidelines among students, local communities, government officials and the general public.

# 改革与发展

## Transforming Development

“更重要的是要引导各方面认真落实科学发展观,把工作重点放到优化结构、提高效益、节能降耗和污染减排上来。”

— 国务院总理温家宝

WWF致力于通过持续的努力,为国家制订和实施可持续发展政策贡献力量。通过在地方和国家两个层次上实施一系列具体项目,如淡水管理、森林产品贸易、气候变化、野生动植物贸易、生物多样性保护和环境教育等,达到推动和影响国家政策的目的。

WWF与一些重要的经济政策决策部门建立了工作联系,共同探讨如何提高中国的自然资源利用效率,如何向高附加值的经济增长模式转化。2006年,WWF发布了《亚太区2005生态足迹与自然财富》和《2006地球生命力报告》两份报告,强调了全球自然资源与人类“生态足迹”之间的关联。WWF秉承“只有一个地球”的理念,开展了实地示范项目,以探索可持续发展的具体途径。

与此同时,WWF也积极参与了提升中国公司企业社会责任意识的活动。我们与一些著名的大学

和科研机构共同初步建立了学术研究的网络,针对中国和国外的可持续性的贸易和投资方式,开展相关政策研究工作。

作为“中国环境与发展国际合作委员会”中唯一来自环保领域的国际非政府组织的代表,WWF积极参与了该委员会的年会和其他活动。WWF将继续与包括政府机构在内的相关机构,就贸易、投资与金融、扶贫与环境,以及消费与可持续生活方式等议题,开展进一步的合作。在新的一年里,WWF将着手研究中国的生态足迹、经济政策与经济发展之间的关系,希望能够通过参与中国建设环境友好、资源节约型经济的进程,为解决全球性可持续发展所面临的挑战作出应有的贡献。





“*To conscientiously put into practice the Scientific Outlook on Development, focus on improving the economic structure and economic performance, saving energy, reducing energy consumption and cutting down on the discharge of pollutants.*”

– Wen Jiabao, Premier of the State Council of P.R. China

WWF continued to promote national policies enabling sustainable development by implementing these new, science-based programmes at the local and national levels: freshwater management, forest products trade, climate change, wildlife trade, biodiversity conservation and environmental education.

In addition, we have worked with key economic decision-making agencies to find opportunities for China to move up to a more value-added economic development path with efficient natural resource consumption. The past year also saw the releases of two important reports, *The Asia-Pacific Ecological Footprint Report 2005* and *Living Planet Report 2006*, which examined how the Earth is being used and impacted by human activities worldwide. With One Planet Living principles we are initiating demonstration projects on the ground level to illustrate a practical path to sustainable development. Meanwhile, the programme continues to promote responsibility among Chinese companies and establish a network for academic research on sustainable trade and investment

with universities and research institutes.

Based on our current cooperation with China Council for International Cooperation on Environment and Development (CCICED), WWF will continue to work with and engage key stakeholders, including government authorities, on policy-related issues including trade, investment and finance, poverty, environment, consumption and sustainable lifestyles. In the coming year, we plan to begin work on how the eco-footprint relates to current issues in China in an effort to provide China's leadership with solutions to meet global challenges on sustainable development.



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WWF 于 2006 年 10 月在北京发布了《2006 地球生命力报告》。

WWF launched the Living Planet Report 2006 in October 2006 in Beijing.

# 宣传推广

## Getting the Message Across

提升公众环境意识、宣传保护项目成果、加强品牌宣传，是 2006 年 WWF 对外宣传交流活动的重要支柱，均取得了斐然的成就。

### 号召公众参与

为使公众更深刻地意识到我们面临的环境挑战，鼓励大家切身参与环境保护，2006 年，WWF 以极富创造性和参与性的方式，向广大公众渗透积极可行的环保知识并鼓励大家亲身参与。我们在北京西单广场设置“融化的北极熊”冰雕，生动形象地向公众传达全球变暖带来的严重威胁。在三月份举行的 WWF-HSBC 上海图片展上，一幅幅生动翔实的图片向观众展示了保护母亲河长江及其沿岸人民生活的紧迫性。通过参与新浪“嘉宾访谈”栏目，向广大网友普及了“生态足迹”的知识并呼吁大家从自身做起，降低“生态足迹”。

### 传播信息

2006 年，作为可信赖的国际领先环保组织之一，WWF 在

关于环境方面的话题和观点频频被国内外媒体转载和引用。从大熊猫到东北虎，从青藏高原到长江，从森林保护到气候变化，从高层的评论到全国各个办公室的实践，WWF 都发出了自己的声音，而媒体对 WWF 专家的采访则让人们更多地了解这个国际组织。据统计，在 2006 年，关于 WWF 的国内报道超过 1000 份，另外还有数百篇来自国外媒体的报道。其中，两份重要的 WWF 环保报告——亚太地区生态足迹报告（中文版）和 2006 年地球生命力报告在全球媒体中引起了强烈反响，为教育公众降低生态足迹，实现资源消耗与恢复的平衡做出了巨大贡献。

### 提高知名度

WWF 同样意识到了提高公众知名度的重要性。通过杂志、报纸、地铁及北京国际机场等媒介的广告宣传，WWF 将环保意识传播给身边的每一个人。



WWF ad



一个小女孩在WWF(中国)2005年11月举办的北极熊冰雕展上。  
A little girl holds a paper windmill at WWF's polar bear ice sculpture exhibition held in November 2005 in Beijing.



WWF(中国)于2005年7到8月在北京上海举办了25周年图片展。  
WWF held its 25th anniversary photo exhibition in Beijing and Shanghai during July and August 2005.



WWF志愿者在行动  
WWF volunteers in action

All photos © WWF-China

Raising public awareness on environmental issues, promoting conservation results and increasing our visibility are the three main goals of WWF's communications work. In 2006, all have yielded fruitful results, with the help of art, ice and the Internet.

### Reaching and Involving the Public

WWF worked hard in 2006 to creatively disseminate the message of conservation among the general public using everything from art to the Internet. In November 2005, an ice sculpture of a polar bear was displayed in downtown Beijing to melt to illustrate the impact of climate change. In Shanghai the following March, we drew a lot of public attention to the urgency of the Yangtze River's environmental crisis through a street photo exhibition that educated people about threats and the impacts to be had on the people who live on it. Through online chats, WWF approached numerous netizens with an introduction to what our ecological

footprint is and how we can reduce it.

### Spreading the Message

In 2006, WWF remained distinguished as one of the leading accountable international conservation organizations as reflected in our media coverage. The Chinese media frequently covered our work in China and abroad, interviewing WWF experts on subjects ranging from panda conservation to tiger protection, the Tibetan Plateau to the Yangtze River, forests to the climate change and from high-level advocacy to grass-root projects across the country. It is estimated that there were more than 2,000 reports concerning WWF in the Chinese media during last fiscal year, along with hundreds of reports by overseas media organizations. More particularly, the launches of two important WWF conservation reports *The Asia Pacific Ecological Footprint Report 2005* and the *Living Planet Report 2006* made world headlines, significantly educating the public on the

importance of reducing our footprint and reaching a balance between resource consumption and restoration.

### Increasing Our Visibility

To promote the image of WWF and to spread the message of conservation, WWF employed various means to reach members of the public through national magazines, newspapers and in public places such as subways and Beijing Capital International Airport.

# 携手环保

## Engaging Corporate Partnerships for a Common Vision

“汇丰相信，以持续发展为本的经营理理 才是长远的制胜之道，而可持续发展离不开对环境的保护。我们对有机会与世界自然基金会合作表示由衷的感谢。”

— 汇丰中国业务总裁翁富泽先生

在2006年，WWF在自然保护的道路上，继续追寻自己的目标与使命。WWF鼓励企业参与负责任的经济活动，提高企业及其员工的环境意识，并发展了新的企业合作伙伴。2006年7月，WWF在中国最具经济活力的城市——上海建立了办公室，期望拓展更为广泛的企业合作伙伴关系。我们希望这一举措能加强与企业之间的交流，并发展潜在的合作伙伴。

在合作伙伴的大力支持下，我们与汇丰银行、利乐集团、家乐福以及欧姆龙的合作有了进一步的拓展。汇丰银行为中国的自然保护事业制定了目标更为远大的支持计划。

而其他合作伙伴也承诺与WWF在环保事业上继续合作。2006年末，WWF在上海举行了年度合作伙伴答谢晚宴。超过50家跨国公司的高级代表以及重要政府官员出席了这次晚宴。在答谢晚宴上，WWF首次向汇丰银行和家乐福颁发了企业合作伙伴奖，以表彰他们为自然保护事业做出的杰出贡献。

成功的企业合作伙伴关系始终在WWF的保护工作中发挥着至关重要的作用。我们的目标是，与中国企业分享WWF和当前业界领袖合作的经验，并推动更多的中国企业参与到可持续发展的事业中来。



HSBC 汇丰



汇丰中国业务副总裁Bryan Stiles与WWF（中国）首席代表欧达梦共同启动了于2006年3月在上海举办的保护长江图片展。

HSBC China Deputy CEO Bryan Stiles joined WWF China Country Representative Dermot O'Gorman to kick off the Yangtze photo exhibition held in March 2005 in Shanghai.

2006年，WWF发布的《与我们共同努力，让世界因此不同》企业合作伙伴报告介绍了WWF在中国与企业发展合作伙伴关系的策略以及工作流程，并为那些期望发展企业社会责任的中国公司提供简明指导。



WWF corporate partnerships report Working Together to Make A Difference in 2006 introduces the strategy and process of WWF's cooperation with businesses with simple guide for companies concerned about developing corporate social responsibility programmes in China.

“HSBC believes that the long-term success of an enterprise depends on managing its business in a sustainable way and we are very grateful for the opportunity to work closely with WWF.”

-Richard Yorke, CEO HSBC China



图中由左至右：WWF(中国)市场推广总监丁鹤；WWF(中国)项目战略总监李琳；WWF总部首席运营官Paul Steel；家乐福(中国)总裁Jean Luc Chereau；上海环保局副局长严舜钧；汇丰中国业务总裁翁泽富；WWF(中国)首席代表欧达梦；WWF(中国)项目实施总监朱春全

Pictured (from left to right) are Ding Jing, Head of Marketing, WWF China, Li Lin, Head of Conservation Strategies, WWF China, Paul Steel, COO, WWF International, Jean Luc Chereau, President, Carrefour China, Yan Shunjun, deputy director of Shanghai Environmental Protection Bureau, Richard Yorke, CEO HSBC China, Dermot O’Gorman, WWF China Country Representative and Zhu Chunquan, Head of Conservation Operations, WWF China.

In 2006, WWF continued to pursue its conservation commitment while encourage companies to engage in responsible and ethical business practices, raise environmental awareness among the business community, and develop new partnerships with companies.

WWF’s commitment to building stronger partnership with businesses was strengthened through the opening of a branch office in Shanghai in July 2006. We hope that the initiatives in China’s most dynamic economic centre will strengthen communications with business and find new partnerships.

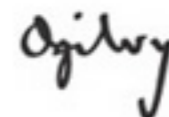
Thanks to the support of our partners, we expanded cooperation with HSBC, Tetra Pak, Carrefour and Omron in 2006. HSBC has expressed its ambitious plan to continue its contribution to China’s nature conservation. This along with the firm commitment by other corporate organizations to WWF, keeps our support base strong as these industry leaders help to push the cause forward.

The end of 2006 was marked by WWF’s yearly corporate appreciation dinner held in Shanghai. WWF used this opportunity to present our first series of WWF Corporate Awards to HSBC and Carrefour for their continued support and contributions to nature conservation. The formal event featured 50 high-ranking representatives from multinational companies and the government.

Having such great partnerships has played an essential role in our past and current conservation work. Demonstrating our partnerships with some of the best and most upstanding industry leaders, we aim to keep engaging leading Chinese companies in the journey towards sustainability.

WWF is also pleased to thank our Panda Friends who are donating their free services and equipment to support our conservation goals: 21<sup>st</sup> Century Business, China Economic Review, EuroBiz, Shanghai Business Review renewing and O<sub>2</sub>

### CONSERVATION PARTNERS IN 2006:



## 合作伙伴 (按英文名称排序)

## Partners in Conservation (in alphabetic order)

### 国家各政府部门:

中华人民共和国发展和改革委员会能源局  
长江水利委员会  
中国气象局  
国家渔业局及所属研究机构  
全国人民代表大会环境与资源保护委员会  
外交部  
农业部  
教育部  
科技部  
水利部  
国家环境保护总局  
国家林业局及相关所属机构  
国家海洋局及所属研究机构  
长江渔业资源管理委员会

### 省级政府机构:

湖南省农业厅, 能源办公室, 环境保护局, 水利厅及林业厅

贵州省环境保护局, 林业厅  
吉林省林业厅  
吉林省环保局  
甘肃省林业厅  
黑龙江省林业厅  
湖南省人大常委会  
陕西省林业厅, 旅游局  
上海市人民政府及上海市林业局  
四川省林业厅  
江西省山江湖开发治理委员会办公室  
湖北省人民政府  
江西省人民政府  
西藏林业局  
云南林业局

### 学术研究所:

中国生物质能开发中心  
农业部中国农村经济调查研究中心

中国林业科学院  
中国科学院及其所属各研究所  
中国社会科学院  
农村经济研究中心  
国家能源经济研究中心

### 全国 60 个自然保护区

### 主要大学:

北京林业大学  
北京师范大学  
中央民族大学  
复旦大学  
中国海洋大学  
北京大学  
四川大学  
清华大学



## State Government Agencies:

- State Forestry Administration and affiliated bureaus
- Bureau of Energy of the National Development and Reform Commission
- Changjiang (Yangtze) Water Resources Commission (CWRC)
- China Meteorology Administration
- Chinese Fishery Bureau and its affiliated research institutes
- Environment and Resources Conservation Committee,
- National People's Congress
- Minister of Foreign Affairs
- Ministry of Agriculture
- Ministry of Education
- Ministry of Science and Technology
- Ministry of Water Resources (MWR)
- State Environmental Protection Administration (SEPA)
- State Oceanic Administration and its affiliated

- research institutes
- Yangtze Fishery Administration Commission

## Provincial and Municipal Government Agencies:

- Agriculture, Energy, Environmental Protection, Water Resource and Forestry departments of Hunan Province
- Environment Protection and Forestry departments of Guizhou Province
- Environment Protection and Forestry departments of Jilin Province
- Gansu Provincial Forestry Department
- Heilongjiang Provincial Forestry Department
- Hunan People's Government and Congress
- Shaanxi Forestry Department and Tourism Administration
- Shanghai Municipal People's Government and Shanghai Forestry Bureau
- Sichuan Provincial Forestry Department

- The Mountain-River-Lake Development Committee of Jiangxi Province and its Office
- The People's Government of Hubei Province
- The People's Government of Jiangxi Province
- The Tibet Forest Bureau
- Yunnan Forestry Bureau

## Academic Institutes

- China Biomass Development Centre
- China Rural Economic Research Center of State Ministry of Agriculture
- Chinese Academy of Forestry
- Chinese Academy of Sciences (CAS), and affiliated institute
- Chinese Academy of Social Sciences
- Research Centre for Rural Economy
- State Power Economic Research Centre

## 60 Nature Reserves across the Country



## 组织：

中国环境与发展国际合作委员会  
中国青少年发展基金会  
能源基金会  
自然之友  
地球村  
国家自然科学基金委员会  
联合国开发计划署黄海大海洋生态系统项目  
大自然保护协会  
国际野生动物保护学会  
长江论坛秘书处

## 捐赠方：

Blue Moon

BP  
佳能  
家乐福  
关键生态系统合作基金  
欧盟  
杰尼亚基金  
福特基金会  
汇丰银行  
宜家集团  
拉法基集团  
诺维信  
荷兰乐施会  
理光  
瑞典国际发展署  
STF  
施华洛士奇  
利乐

TBF  
世界银行

## 世界自然基金会全球网络：

世界自然基金会德国分会  
世界自然基金会香港分会  
世界自然基金会印度尼西亚分会  
世界自然基金会总部  
世界自然基金会日本分会  
世界自然基金会荷兰分会  
世界自然基金会瑞典分会  
世界自然基金会瑞士分会  
世界自然基金会英国分会  
世界自然基金会美国分会





### Major Universities

- Beijing Forestry University
- Beijing Normal University
- Central University for Nationalities
- Fudan University
- Ocean University of China
- Peking University
- Sichuan University
- Tsinghua University

### Organizations:

- CCICED (China Council for International Cooperation on Environment and Development)
- China Youth Development Foundation
- Energy Foundation
- Friends of Nature
- Global Village of Beijing
- Gold Standard Foundation
- National Natural Science Foundation of China

- (NSFC) UNDP Yellow Sea Large Marine Ecosystem Programme
- TNC
- WCS
- Yangtze Forum Secretariat

### Donors :

- Blue Moon
- BP
- Canon
- Carrefour
- Critical Ecosystem Partnership Fund
- EU
- Ermenegildo Zegna Foundation
- Ford Foundation
- HSBC
- IKEA Group
- Lafarge
- Novozymes
- Oxfam-Novib

- Ricoh
- SIDA
- STF
- Swarovski
- Tetra Pak
- TBF
- World Bank

### WWF Network:

- WWF-Germany
- WWF-Hong Kong
- WWF-Indonesia
- WWF-International
- WWF-Japan
- WWF-NL
- WWF-Sweden
- WWF-Switzerland
- WWF-UK
- WWF-US

# WWF 中国项目财务报表

## WWF China Financial Report

### 2005/2006 年度合并收支报表 Income & Expenditure Report-CONSOLIDATED

截止于 2006 年 6 月 30 日  
For the year ended 30th June 2006

		美金金额 in USD
收入	INCOME	
WWF 机构收入	from WWF sources	5,320,263
政府捐资	from GAA sources	943,292
其它直接捐资	Other direct donations	102,064
其它收入(含汇兑损失)	Other income (include Exchange losses)	(71,895)
收入合计	TOTAL INCOME	6,293,724
支出	EXPENDITURE	
办公室主要费用	Core activity	272,895
项目费用	Project costs	6,000,478
支出合计	TOTAL EXPENDITURE	6,273,372
净余额	NET SURPLUS (DEFICIT)	20,352

## WWF China Senior Management Team Members:



首席代表欧达梦  
Dermot O'Gorman  
Country Representative



项目实施总监朱春全  
Zhu Chunquan  
Head of Conservation Operations



项目战略总监李琳  
Li Lin  
Head of Conservation Strategies



市场推广总监丁静  
Ding Jing  
Head of Marketing



对外联络部主任荆卉  
Jing Hui  
Head of Communications



人力资源与行政主任马富超  
Ma Fuchao  
Director of Human Resources and Administration



财务总监孟岚  
Meng Lan  
Finance Director

## 合并资产负债表 (2006年6月30日)

### BALANCE SHEET-CONSOLIDATED (as at 30th June 2006)

		美金金额 in USD
<b>资产</b>	<b>ASSETS</b>	
现金和银行存款	Cash & Bank Balances	3,570,168
预支款、应收款和存货	Advances, Receivables & Inventory	548,461
预付款	Prepayments	5,520
<b>资产类合计</b>	<b>TOTAL ASSETS</b>	<b>4,124,149</b>
<b>负债和所有者权益</b>	<b>LIABILITIES, RESTRICTED FUNDS AND EQUITY</b>	
应付款及预提费用	Accounts payable and accrued expenses	1,055,918
限制性资金	Restricted funds	2,273,349
非限制性资金	Unrestricted funds (equity)	794,882
<b>负债和所有者权益合计</b>	<b>TOTAL LIABILITIES, RESTRICTED FUNDS AND EQUITY</b>	<b>4,124,149</b>

世界自然基金会北京办事处  
北京市东城区劳动人民文化宫文  
华宫1609室  
邮编: 100006  
电话: 010-6522 7100  
传真: 010-6522 7300

**WWF Beijing Office**  
Room 1609, Wen Hua Gong  
Beijing Working People's  
Culture Palace, Beijing,  
100006  
Tel: 010-6522 7100  
Fax: 010-6522 7300

世界自然基金会长沙办公室  
湖南省长沙市劳动西路386号  
湖南佳程酒店1505室  
邮编: 410007  
电话: 0731-5110 087, 0731-5827 102  
传真: 0731-5110 607

**WWF Changsha Office**  
Room 1505, Hunan Bestride  
Hotel, No.386  
West Laodong Road, Changsha,  
Hunan Province, 410007  
Tel: 0731-5110 087, 0731-5827  
102  
Fax: 0731-5110 607

世界自然基金会成都办公室  
成都市一环路北二段100号  
五丁苑山羊座606室  
邮编: 610081  
电话: 028-6800 3625  
传真: 028-8319 9466

**WWF Chengdu Office**  
Room 606, Wu Ding Yuan Shan  
Yang Zuo, No.100  
Bei Er Duan, Yi Huan Lu  
Chengdu, Sichuan Province,  
610081  
Tel: 028-6800 3625  
Fax: 028-8319 9466

世界自然基金会昆明办公室  
云南昆明翠湖北路2号  
(云南大学)  
邮编: 650091  
电话: 0871-5039066  
传真: 0871-5039068

**WWF Kunming Office**  
No. 2 Cuihu Beilu (Yunnan  
University) Kunming, Yunnan  
Province, 650091  
Tel: 0871-5039066  
Fax: 0871-5039068

世界自然基金会拉萨办公室  
拉萨市林廓北路24号  
(团结新村南路口)  
拉萨吉祥宝马宾馆1206室  
邮编: 850000  
电话: 0891-6364 380, -6324 791  
传真: 0891-6364 380

**WWF Lhasa Office**  
Room 1206, Lhasa Tashi Nota  
Hotel  
No.24 Linkuo Beilu, Lhasa,  
Tibet Autonomous Region,  
850000  
Tel: 0891-6364 380, -6324 791  
ext. 1206  
Fax: 0891-6364 380

世界自然基金会西安办公室  
陕西西安市文艺北路中联颐华  
苑A栋2504号  
邮编: 710054  
电话: 029-8781 8602  
传真: 029-8780 3597

**WWF Xi'an Office**  
Room 2504, Tower A  
Wen Yi Bei Lu Zhong Lian  
Yi Hua Yuan, Xi'an, Shaanxi  
Province, 710054  
Tel: 029-8781 8602  
Fax: 029-8780 3597

世界自然基金会武汉办公室  
湖北省武汉市徐东大街340号中  
国科学院测量与地球物理所6楼  
607室  
邮编: 430077  
电话: 027-8275 3845  
传真: 027-8275 3847

**WWF Wuhan Office**  
Room 607, Institute of  
Geodesy and Geophysics, CAS  
No. 340 Xudong Road, Hubei  
Province, 430077  
Tel: 027-8275 3845  
Fax: 027-8275 3847

世界自然基金会哈尔滨办公室  
哈尔滨市动力区和兴路26号  
东北林业大学生命科学学院  
邮编: 150040  
电话: 0451-8219 1392  
传真: 0451-8219 1392

**WWF Harbin Office**  
Room 103, Life Science  
Institute,  
Northeast Forestry University  
No. 26, Hexing Road, Harbin,  
Heilongjiang Province, 150040  
Tel: 0451-8219 1392  
Fax: 0451-8219 1392

世界自然基金会上海办公室  
上海市黄浦区延安东路222号  
外滩中心楼  
邮编: 200002  
电话: 021 6132 3871  
传真: 021-6335 1336

**WWF Shanghai Office**  
The Bund 18/F  
Regus Business Centre  
222 Yan An Dong Road,  
Shanghai, 200002  
Tel: 021-6132 3871  
Fax: 021-6335 1336

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

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

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.