



for a living planet®



2007

**WWF CHINA PROGRAMME
ANNUAL REPORT**

世界自然基金会中国项目年报



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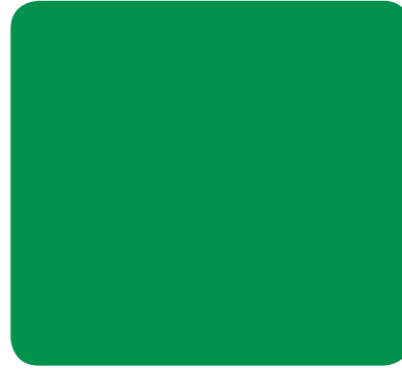
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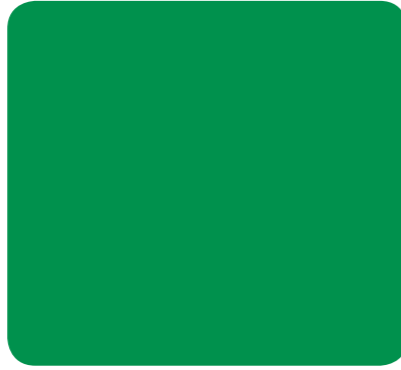
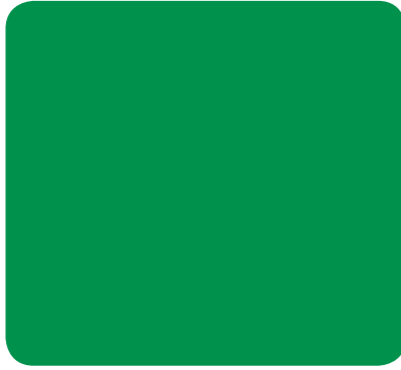
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为构建中国生态文明而努力



欧达梦
世界自然基金会中国首席代表
Dermot O'Gorman
WWF China Country Representative

中国近几十年里快速的经济发展吸引着全世界的目光。同时，世界也对中国“构建和谐社会”的承诺充满期待。中国国家主席胡锦涛在中国共产党第十七次全国代表大会上提出构建“生态文明”、更好地建设和谐社会的目标。实现这个宏伟目标需要全社会的力量，而作为以“创造人类与自然和谐共处的未来”为使命的全球性保护组织，WWF也将一如既往地在中国发挥应有的作用。

对于WWF来说，去年是重要的一年。WWF主席和全球各分会的CEO们与中国国务院副总理曾培炎、联合国前秘书长科菲·安南等在“世界地球日”当天齐聚北京，共同参加首次在中国举办的WWF年会。

而2007年对于WWF中国项目而言，是一个不断巩固现有合作伙伴、开拓新的合作关系的一年。我们与国家林业局的长期合作得到了进一步的发展，同时加强了与国家环保总局、水利部、国家发展和改革委员会、商务部及相关各省市的合作。我们与企业的合作也取得了新的进展，包括与汇丰银行和可口可乐公司分别合作应对气候变化及保护水资源。与世界自然保护联盟、国际

野生生物保护学会、大自然保护协会、能源基金会及北京地球村等组织的合作也更上一层楼。广泛的合作为WWF更好地保护濒危动物、恢复江湖流通、倡导遏制气候变暖的行动、保护海洋及促进可持续林业发展提供了有力的帮助。WWF对所有合作伙伴表示衷心的感谢，没有你们的帮助，就没有我们今天的成绩。

我们还继续努力传播环保讯息，通过“20行动”、“夺金路，碳中和”等活动，发动公众为帮助中国实现节能和举办绿色奥运的目标采取积极行动。提升环保意识、加强环境教育是实现中国和谐社会的重要途径之一。

从这本年报中，你不仅可以了解到WWF去年所取得的斐然成绩，也能看到我们为未来努力的方向。希望大家都能加入到WWF的环保事业当中，为子孙后代建设一个生机勃勃的地球家园！

欧达梦
世界自然基金会（瑞士）北京代表处首席代表

Building a Conservation Culture for China

China has drawn a lot of the world's attention for the remarkable economic development achieved in the past decades. Nevertheless, the world is also watching with anticipation to see how China will strive to fulfill its pledge to build a harmonious society. The ultimate goal was reinforced at the 17th National Congress of the Communist Party of China in 2007 when Chinese President Hu Jintao set out a vision for building a "conservation culture" in China. This requires all sectors of society in China to make contribution to this vision. WWF will strive to play its role to continue delivering results that benefit both people and the environment.

The past year was an important one for WWF in China. The WWF Annual Conference was held for the first time in China, with WWF's Chairman and CEO's from over 70 Offices around the world attending. They were joined by former UN Secretary General Kofi Anan and Chinese Vice Premier Zeng Peiyan to celebrate World Environment Day in Beijing.

For WWF-China, 2007 was a year of strengthening existing partnerships and building new working relationships. We furthered our long term cooperation with the State Forestry Administration along with other departments like the State Environment Protection Administration, Ministry of Water Resources, National Development and Reform Commission, Ministry of

Commerce and linked with hundreds of provincial partners around China. We developed corporate relationships that helped to promote new ways of working, such as joining efforts with HSBC and The Coke Cola Company to tackle climate change and water conservation. New partnerships with IUCN, WCS, TNC, the Energy Foundation and Global Village Beijing were improved. All these partnerships helped WWF-China to protect endangered wildlife, revitalize the free flow of rivers, advocate actions against climate change, save marine habitats and promote sustainable forest practices. WWF-China would like to thank all of our partners for their support during 2007 - without them our conservation efforts would not be possible.

WWF continued to communicate the important message of conservation across China, with campaigns like 20 Ways to 20% and Go for Gold that enabled us to engage individuals in simple actions to help China achieve its goal of saving energy and staging a green Olympics. We see raising awareness and promoting education as key tools in moving China toward a harmonious society.

In this year's Annual Report 2007, you will find a vivid picture, not only of what we have achieved, but also a clear message of what needs to be done in the future. I hope you can join us in 2008 to promote a

"conservation culture" and help leave our children a Living Planet!

Dermot O'Gorman
WWF-China Country Representative



Building a Conservation Culture for China

WWF's Priority Ecoregions in China

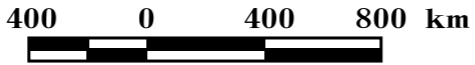
工作区域

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.



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。

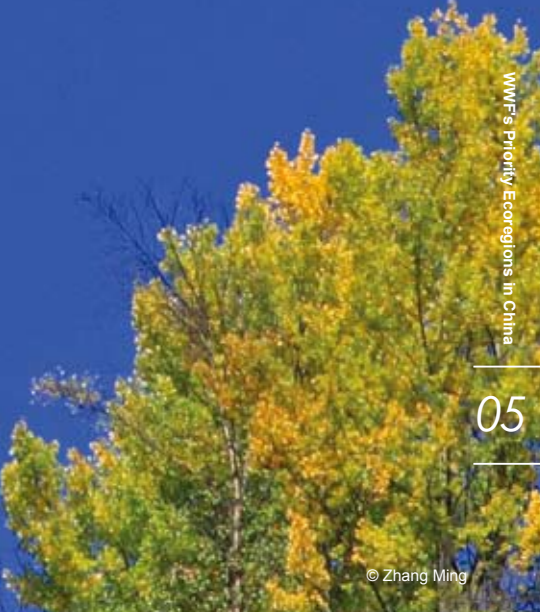
Amur-Heilong:
Vast forests, the most natural and diversified region in the Eastern Hemisphere, last refuge of the Amur tiger and Amur leopard.

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, it 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.



WWF 2007年会：我们只有一个地球

2007年的世界环境日，以“我们只有一个地球”为主题的WWF2007年会在北京举行。这是首次在中国举办的WWF年会，具有里程碑的意义。

世界领袖、工商业伙伴和环保工作者济济一堂。中国国务院副总理曾培炎、联合国前秘书长科菲·安南出席会议；可口可乐，诺基亚和汇丰银行等部分WWF合作伙伴的高层领导分享了各自的环保理念。与会各方共同关注当下最迫切的环境问题——阻止气候变化，在地球有限的自然资源下发展。

联合国前秘书长科菲·安南在开幕演讲中，呼吁各国的领导人和民众改变现在对能源的态度和使用方式，

阻止气候变化，创造一个人人平等和公平的社会。可口可乐公司与WWF共同启动了保护淡水资源的合作项目。在内部议程中，WWF讨论并通过了去年“全球行动小组”及其委员会制定的一系列工作计划。

WWF2007年会是一次成功的盛会，它给我们提供了一个绝佳的机会，让我们能就当前的一些环境问题，与各方合作伙伴以及整个WWF全球网络展开探讨。它为我们勾勒了一幅激动人心但也同样充满挑战的前景，需要我们及我们的支持者、合作者一起采取行动，为了更好应对全球所面临的挑战，找到更有效的解决方案而不断努力。

Living Within One Planet – WWF 2007 Annual Conference

WWF 2007 Annual Conference kicked off on World Environment Day in Beijing with the theme of Living Within One Planet, marking a milestone in the history of our conservation cause. This was the first Annual Conference ever held in China.

More than 200 delegates including world leaders, corporate partners and conservationists took part in the conference. The prominent guests at the conference included Chinese Vice Premier Zeng Peiyan, former UN Secretary General Kofi Annan and leaders from some of our most important partners, such as The Coca-Cola Company, Nokia, and HSBC. They convened together to join forces in a renewed

resources of the planet.

In his opening address, former UN Secretary General Kofi Annan urged nations and citizens to change the way they think about and use energy to halt climate change and create a more fair and equitable society for all. During the conference, The Coca-Cola Company pledged to launch a multi-year partnership with WWF to conserve and protect freshwater resources. We also tackled an ambitious internal agenda, reviewing and endorsing a robust set of initiatives developed by WWF's Network Executive Team (NET) and its committees over the past year.

The WWF 2007 Annual Conference proved to be a successful event as it combined opportunities to engage timely conservation issues with our external partners as well as within our network. It unveiled an ambitious yet challenging prospect that requires our further actions along with those who support us and those who work with us side by side. WWF will spare no efforts to better position ourselves to meet the global challenges facing us today and to respond on a scale that really matters.



中国国务院副总理曾培炎、联合国前秘书长科菲·安南及WWF全球主席安耀库在国家林业局局长贾治邦、WWF全球总干事詹姆斯·利普及WWF中国首席代表欧达梦的陪同下共同进入人民大会堂会场。

Vice Premier Zeng Peiyan, former UN Secretary General Kofi Annan, and WWF President Chief Emeka Anyaoku entering the Great Hall of the People, followed by Minister of State Forestry Administration, Jia Zhibang, WWF Director General James P. Leape, and WWF-China Country Representative Dermot O'Gorman.

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Species Programme

物种项目

保护野生动物和它们的家园

WWF在中国的物种保护工作，主要是在长江中上游、黑龙江流域、湄公河上游流域、黄渤海区域和青藏高原的部分省区开展，以一些旗舰或伞物种为号召和关键目标，通过与各级政府部门、社区和利益相关部门共同工作，达到保护旗舰物种同域生物多样性的目的。

为了大熊猫和它们的家园

为了保护大熊猫和它的栖息地，WWF制定了一个为期三年的大型综合保护计划——“跳动的绿色心脏”。这个计划将把我们多年来在岷山和秦岭地区的实践经验，拓展到凉山、邛崃山、大相岭和小相岭地区。同时，我们也正在制定《大熊猫保护行动计划》，其中包括如何解决在中国经济快速发展过程中，大熊猫所面临的威胁等办法，为大熊猫的长期保护工作提供一个指导性的参考。

随着保护大熊猫栖息地的力度加强，大熊猫的安全获得了更多的保证。在陕西，WWF支持下的2006年大熊猫及其栖息地巡护监测结果表明，与第三次全国大熊猫调查（1999年—2003年）相比，大熊猫主食的竹类资源更新状况良好，大熊猫在秦岭的出现范围有所扩大，在东西南北四个方向扩散增加了13570公顷。土地岭大熊猫走廊带恢复项目取得进展，目前已经完成土地岭走廊带恢复总体规划，完成了10公顷油松/华山松纯林和10公顷灌木林地改造。去年，四川、甘肃两省政府承诺新建近160万公顷的大熊猫栖息地，获得了WWF颁发的“献给地球的礼物”奖项，这意味着世界上近半数野生大熊猫将获得保护。此外，WWF还支持甘肃省文县林业局申请建立尖山大熊猫保护区的区划工作。

在岷山的北部，我们组织了为期一个月的竹子开花死亡情况调查。调查结果显示，竹子开花区域只有1437.75公顷，占熊猫总栖息地面积的0.08%，不会对熊猫产生直接影响。同时，WWF一如既往地支持岷山27个大熊猫保护区以及有野生大熊猫生活的4个林场每个季度开展一次巡护监测行动。

在建成厚畛子、大树坪、九池河、菜子坪、二郎坝5个大熊猫走廊带的基础上，WWF在陕西继续推动了108国道秦岭隧道上方走廊带的建设，人工栽种100公顷的竹林，联接分隔于国道两侧的兴隆岭和天华山局域种群，改善了栖息地破碎化和退化的状况。在WWF的支持下，陕西省青木川自然保护区牵头开展川陕甘三省联合反盗猎活动，打破了行政疆域界限，共收缴猎套20多个，取得了明显的联合治理成果。



护林员在用遥感监测熊猫活动情况。
Rangers use remote sensing to monitor pandas.

© WWF-China

Protecting Wildlife and Their Habitats

WWF's species programme is focused on conserving flagship and umbrella species in five ecoregions in China. This includes the Yangtze River, Yellow Sea, Amur-Heilong, Upper Mekong and the Qinghai-Tibet Plateau. Joined by governments, nature reserves, local communities and other stakeholders, we work to conserve typical flagship species and biodiversity sharing the same landscapes.

For giant pandas and their habitats

WWF has established a three-year integrated conservation plan for the giant panda and their habitats - The Green Heart of China - is a three-year conservation plan for the giant panda and their habitats. This plan continues our conservation practices in the areas of Minshan and Qinling, to Liangshan, Qionglai and Xiangling. Meanwhile, the Panda Conservation Action Plan is currently being drafted as the guideline for the long-term conservation of pandas and will include ways to face the new challenges triggered by China's rapid developments.

Effective habitat protection goes a long way to ensure the giant panda's safety. Records from Shaanxi Province show that the habitat in the Qinling Mountains has expanded by 13,570 hectares compared to records from the Third National Giant Panda Survey (1999-2003). The Tudiling Panda Corridor Restoration Project has furthered landscape protection by converting 20 hectares of pine trees and shrubbery back to the original vegetation in the region. The commitment by both Sichuan and Gansu provinces to establish almost 1.6 million hectares of

new protected areas has been recognized as a Gift to the Earth by WWF in October 2006. This has ensured that nearly half of the world's wild pandas would be placed under protection. We are also supporting the Wenxian Forestry Bureau in their application to establish the Jianshan Panda Nature Reserve.

A month-long survey on the flowering of bamboo, which signifies the death of the plant, in the northern part of Minshan found that the situation poses no direct threat to the panda's food source. Our survey found that about 1,438 hectares of bamboo has flowered, accounting for only 0.08 per cent of the total amount. Other biodiversity monitoring efforts takes place on a quarterly basis in all 27 panda nature reserves in Sichuan Province and four forest farms neighbouring Gansu Province.

Following the establishment of five panda corridors in Houzhenzi, Dashuping, Jiuchihe, Caiziping and Erlangba, we have also reconnected the sub-populations in Xinglongling and Tianhuashan. This was done by planting 100 hectares of bamboo above the Qinling Tunnel of the National Road 108. With WWF's support, a joint anti-poaching campaign also cleared more than 20 snares in the Qingmuchuan Nature Reserve bordering the Shaanxi, Gansu and Sichuan provinces.



由WWF牵头，旨在鼓励高校学生与秦岭当地社区建立联系的“秦岭青年使者”正式启动。陕西九所高校的230多名大学生作为“秦岭青年使者”，奔赴秦岭大熊猫栖息地周边的19个社区，探访农户2500余户，形成了详实的社会经济本底调查报告。同时，开展农业培训百余场，受益农民近千人。

Over 230 college students from nine universities took part in the Qinling Youth Ambassador activity. The students drafted a social-economic report of the region after visiting more than 2,500 families in 19 communities neighbouring panda reserves in Qinling. They have also given over 100 agricultural training sessions for nearly 1,000 villagers in this area.

© WWF-China



东北虎 Amur tiger © WWF-Canon / Vladimir Filonov

聚焦亚洲大型猫科动物

2006年11月，WWF向吉林省颁发了“自然保护领导者卓越贡献奖”，以表彰其在全省范围内实施禁猎的决定。吉林省还承诺改进、新建保护区，并加强与WWF合作，共同保护野生动物和森林资源。WWF与吉林省林业厅合作，共同开展“清套”工作，半年时间里累计在东部山区清套28000多个。活动在俄罗斯远东地区及黑龙江流域生态区的野生东北虎目前已经处于良好的监测下。同时，跨界的信息交流也已经正式就位。此外，WWF为汪清、东宁、珲春等保护区购置了红外相机、GPS、交通工具等，支持保护区进行野生动物监测巡护。

WWF在羌塘保护区内进行了较为全面的调查，对保护区内的人与野生动物冲突的现状作了分析和研究，发表了《冲突与和谐：羌塘地区人与野生动物生存研究》调查报告，提出了解决这些冲突的建议。针对越来越多的牧民抱怨雪豹对家畜的袭击及其造成的经济损失，我们正对该地区雪豹的活动进行研究，一份较为完整的报告将于2008年初完成。

尽管亚洲大型猫科动物皮毛的贸易自2006年来有所减少，但对相关的地下市场的关注依旧是我们另一工作重点。WWF对西藏和青海的主要城市和城镇的动物皮毛市场进行的调查显示，除了将亚洲大型猫科动物的皮毛用于传统的藏族服饰外，这些地方的部分商人正在寻求其他的市场。为加深中国与尼泊尔两国林业和海关的沟通与合作，WWF组织了西藏自治区林业和海关赴尼泊尔考察，双方同意就加强对濒危野生动植物的反走私活动进行合作。

WWF今年还制定了《亚洲大型猫科动物保护对策行动计划》，为WWF和有关部门在中国开展老虎、金钱豹、雪豹、云豹的保护活动提供行动指南。我们与

合作伙伴紧密合作，签署了《珲春监测培训调查备忘录》，并正在修改《东北虎保护行动计划》。由“欧盟—中国生物多样性项目”资助的为期3年的“大羌塘地区生物多样性保护和可持续发展利用项目”也已于2007年初正式启动。

合力保护其他物种

WWF同样关注和支持的其他关键物种，例如金丝猴、江豚、朱、东方白鹳、黑脸琵鹭等，并就这些物种保护政策和对策，向当地和中央政府部门提出建议。创立于2001年的野生动植物保护小额基金先后得到诺维信和关键生态系统基金资助，正继续支持那些受关注度低的非旗舰濒危珍稀物种的保护工作。

2007年，在128个申请项目中，专家评审团确定资助18个项目，范围覆盖了哺乳类、鸟类、两栖爬行类、鱼类、昆虫、植物等。这些项目不仅对物种致危因素及其栖息地进行调查研究，还在项目地开展有针对性的生物多样性保护宣传教育活动，并向当地政府提出科学合理的保护建议。例如，在白水江自然保护区，三尾褐凤蝶因茶叶种植、喷施农药等活动而不断减少，栖息地受到破坏。三尾褐凤蝶种群及栖息地调查保护项目的工作人员通过协商，针对在当地种植寄主植物的问题与村民达成了共识，以更好地保护三尾褐凤蝶及其栖息地。而公路对若尔盖高寒湿地两栖动物影响项目开展的野生动物调查结果令人震惊：仅一场雨后，就有4600只两栖动物成为车下冤魂。调查结果直接带动了相关部门沿213国道设立了野生动物通道和标识的决定。



Another focal

雪豹 Snow leopard © WWF-Canon / Martin HARVEY

Asian big cats in focus

WWF presented the Leaders for a Living Planet award to Jilin Province in November 2006 to recognize its extension of the hunting ban across the province. This decision includes establishing new protected areas and cooperating closely with WWF to protect wildlife and the natural forest. Within half a year, more than 28,000 snares were removed throughout the province's eastern mountain area in a joint action with the Jilin Forestry Department. The wild Amur tigers in the far eastern Russia and Amur-Heilong ecoregions were placed under improved monitoring, and a cross-boundary information sharing system was also put in place. In addition, equipment such as digital cameras, GPS and vehicles were supplied by WWF to the Wangqing, Dongning and Huichun nature reserves to support monitoring and patrolling.

The report Competition and Coexistence: Human-Wildlife Conflict in the Chang Tang Region of Tibet was published after WWF conducted an extensive survey in the Chang Tang National Nature Reserve to learn about its growing human-wildlife conflicts. Efforts were made to study the case of the snow leopard, which locals complained of increasing attacks to the nomads' sheep in Chang Tang. A report will be published on this study in early 2008.

issue is the underground wildlife market despite the fact that the Asian big cat (ABC) skins trade have shown a decrease since 2006. The extensive survey of major cities in the Tibetan and Qinghai regions shows the tendency for traders to seek alternative markets. WWF organized a study tour for Tibetan forestry and customs officials to meet their counterpart in Nepal. Both sides have agreed to strengthen cooperation in the fight against illegal cross-boundary trade of endangered species.

This year's release of Asian Big Cats Strategic Action Plan for China: 2007-2017 provided guidelines for WWF to join with other organizations to conserve tigers, common leopards, snow leopards and clouded leopards. Working closely with our partners, we have signed the Memorandum of Understanding for Hunchun Monitoring Survey Training and are redrafting the Amur Tiger Conservation Plan. The 3-year programme of Biodiversity Conservation and Sustainable Nature Resource Use in the Chang Tang region, with funding by EU-China Biodiversity Programme, was launched in early 2007.

Pooling efforts for other wildlife

WWF has strived to conserve other key species such as the golden snub-nosed monkey, black finless porpoise, crested ibis, oriental white stork and black-faced spoonbill, and provided policy recommendations to both local and central governments. The Small Grant Fund (SGF) established with initial support from Novozymes and the Critical Ecosystem Partnership Fund in 2001 has continued to fuel support to the conservation of lesser known but equally endangered species.

In 2007, 14 species including mammals, birds, reptiles, amphibians, fish, insect and plants have



猎隼 Falco cherrug © WWF-Canon / Hartmut JUNGIUS

received protection from 18 projects supported by SGF. Chosen from 128 applications, these projects have not only investigated the threats to the species' population and habitats but also developed education activities and policy recommendations to the local governments. For example, the Bhutanitis thaidina protection project raised host plants for the butterfly in the Baishuijiang Nature Reserve and convinced local farmers to cut down tea planting and pesticide use. Another project probing into the impacts of road traffic on amphibians in the Ruo'ergai Alpine Wetland found that 4,600 reptiles and amphibians were killed by traffic after a single instance of rain. This led the local government to set up warning signs and animal channels along the National Road 213.

Freshwater Programme

淡水项目

合作伙伴是推动流域综合管理的核心手段，政府、企业界、非政府组织和科学界等要紧密合作，把长江论坛变成推动流域内人与自然和谐发展的有效平台。WWF期待，这个论坛的开展能给长江带来美好的未来。WWF也将与所有合作伙伴一起，为保护长江而努力。

— WWF全球总干事詹姆斯·利普在第二届长江论坛上的讲话

人类之水，生命之水

水是生命之源，湿地为“地球之肾”。在中国，WWF的淡水保护工作涉及到长江、澜沧江、黑龙江等多个关键流域。WWF淡水项目的愿景是使中国的河流、湖泊、湿地等淡水生态系统得到良好的保护和可持续利用，以满足保护生物多样性和人类经济社会发展的双重需求。

为共同的目标开展有影响力的行动

保护长江是我们与合作伙伴的共同目标。去年，WWF与相关职能部门、研究机构和地方合作伙伴签署了合作备忘录，将工作拓展到长江流域综合管理、长江水生生物保护、洞庭湖湿地保护与湖泊综合管理、长江源气候变化与适应等领域。

去年，WWF推动中国“绿色水电”，成立WWF流域综合管理核心专家组，主办“中国流域综合管理高级圆桌会议”。WWF组织的能力建设培训和大型湖泊的综合管理考察活动，也使工作在一线的保护区工作人员管理能力和知识大大提高。

2007年4月，第二届长江论坛成功召开，为保护长江的各利益相关方提供了交流的平台。国际权威机构、国内流域相关部门机构、沿江多个省市自治区及20多个国家的近600名代表，共同讨论了流域综合管理、健康河流、洞庭湖治理、中瑞防洪减灾以及企业参与环保等问题。WWF还发表了《长江保护与发展报告2007》，并分别与长江水利委员会、中国科学院及湖南省水利厅签署了未来5年工作的合作备忘录。

实地示范

2006年11月，在江西南昌举行的第十一届世界生命湖泊大会上，洪湖被授予“生命湖泊最佳保护实践奖”。从2004年启动WWF-HSBC长江项目以来，通过改造生境、调整养殖结构、重建江湖联系等一系列工程技术措施，洪湖生态环境显著改善，水草逐渐恢复，水质明显改善，迁徙候鸟回归，国际濒危物种东方白鹳等水鸟重现洪湖。

It is important to coordinate the management and development of the river basin so as to maximize the economic and social benefits in an equitable way while at the same time conserving freshwater ecosystems, species and services.

— WWF Internatioanl Director General James Leape at the second Yangtze Forum

Water for People, Water for Life

Water is the source of life, while the wetlands are the kidney of the Earth. WWF's Freshwater Programme is working in key river basins of the Yangtze, Lancang (Mekong) and Heilongjiang rivers to ensure that China's freshwater ecosystems are well-protected and sustainably used.

Influencing action for common goal

Conserving the Yangtze River is the common coal for WWF and many of our partners in China, including governments, research institutes, local reserves and corporate organizations. We have singed new Memorandums of Understandings (MOU) with partners to extend our work into the areas of Integrated River Basin Management (IRBM), aquatic wildlife protection, Dongting Lake Wetland protection and climate change adaptation in the Yangtze River.

WWF continued to play an active role by promoting “green hydro” in China and organizing an IRBM core expert team and roundtable. The capacity building activities and overseas study tour on lake management have greatly improved the skills and knowledge of the local reserve staff who work on the forefront of this field.

WWF's effort to establish a platform for stakeholders on Yangtze conservation was highlighted by the successful co-organization of the second Yangtze Forum in April 2007. Nearly 600 delegates from home and abroad assembled in Changsha, Hunan Province to discuss issues such as IRBM, healthy river flow, conservation of Dongting Lake, Sino-Swiss flood prevention and relief, and corporate engagement in Yangtze protection. The Forum premiered with the release of the Yangtze Conservation and Development Report, followed by Memorandum of Understandings (MOU) signed with the Yangtze Water Resources Committee, Chinese Academy of Sciences and Hunan Water Resources Bureau respectively to outline the cooperation framework for the next five years.

Concrete efforts on-site

WWF's conservation project in Lake Hong was awarded the Best Conservation Practice of World Living Lakes at the 11th International Living Lakes Conference held in Nanchang, Jiangxi Province in November 2006. The lake's ecological conditions have improved remarkably since 2004 when the WWF-HSBC Yangtze Programme was launched to restore and protect the lake's environment. This

was accomplished through approaches including habitat rehabilitation, restructuring of fish farming and restoration of the natural hydrological link with the Yangtze River. The result sees aquatic plants growing, migrant birds returning, and even the oriental white stork has made a comeback.



WWF全球总干事詹姆斯·利普在第二届“长江论坛”上。
WWF Internatioanl Director General James Leape at the second Yangtze Forum



2006年11月，在江西南昌举行的第十一届世界生命湖泊大会上，洪湖被授予“生命湖泊最佳保护实践奖”。

WWF's conservation project in Lake Hong was awarded the Best Conservation Practice of World Living Lakes at the 11th International Living Lakes Conference held in Nanchang, Jiangxi Province in November 2006.
© WWF-China / Wei Baoyu

WWF恢复江湖联通的工作始于2002年，迄今已经有17个湖泊实现了与长江的重新互连。2006年6月安徽省长江北岸的破罡湖、白荡湖和杨湾大座闸同时开启，实现了约80000公顷江湖的季节性水文与生态联系。一年以后，白荡湖闸、枞阳闸、破罡湖闸、杨湾闸、华阳闸被同时开启，沿江14个总面积约117000公顷的湖泊实现同步与长江联系。

保护因人类影响而不断恶化的生物多样性也是我们工作的重要组成部分。2006年11月，长江中下游第一个湿地保护区网络正式成立，长江中下游20个湿地保护区和多家NGO组织联手应对湿地保护面临的挑战。长江中的白暨豚面临着绝迹的命运，而江豚数量也急剧锐减，将加强对长江淡水豚类及它们栖息地的保护工作是WWF未来的重要工作内容。

号召公众行动

WWF长期致力于通过各种宣传活动提高大家的环保意识。洞庭湖观鸟大赛在WWF的支持下已举办了四届，规模和影响也日益扩大，不仅成为广大观鸟爱好者的节日，也是人们了解了湿地和野生动物保护的重要窗口。参加2006年9月举办的第五届世界水大会，也给我们提供了向公众展示水及湿地对人类重要意义的契机。

2006年湿地使者行动以“维护人类饮水安全，保护鱼类生命家园”为主题，21支来自全国各高校的湿地使者队伍走访了长江干流的20个重要湿地，撰写了富有价值的考察报告，促进了湿地保护意识，对提高这些地区的湿地管理具有很好的借鉴意义。2007年2月，在第11个“世界湿地日”上，WWF举行了盛大的2006年湿地使者行动颁奖活动。



© WWF-China / Caroline Liou

Reconnection with the Yangtze River has been realized in 17 lakes since 2002 when WWF advocated for the re-linking of isolated lakes to restore the natural flow across the river basin. We managed to facilitate the opening of sluice gates at the Pogang, Baidang and Yangwan lakes in June 2006, reconnecting more than 80,000 hectares of lakes with the Yangtze. One year later, sluice gates in 14 lakes of Zongyang, Pogang, Yangwan and Huayang were simultaneously opened to the Yangtze, totalling about 117,000 hectares.

Preventing biodiversity deterioration caused by human disturbances is another important component of our work. In November 2006, the first protected wetland network, involving 20 wetland nature reserves along the middle and lower Yangtze and other NGOs, was established with WWF's facilitation to jointly tackle the challenges endangering the biodiversity in the region. We have been working to strengthen the protection of the freshwater dolphins and their habitats in the Yangtze River, where the Baiji dolphin is facing distinction and the finless porpoise population has decreased drastically.

Reaching the public for actions

WWF has always been determined to raising the public's awareness on water conservation. With continuing support from WWF in the past four years, the Dongting Lake bird-watching festival has grown into an increasingly noted occasion. Not only an exciting event for bird lovers, but the festival also gives the public a chance to learn about wetland and wildlife protection. Participating in the World Water Conference in September 2006 also enabled us to exhibit why water and wetlands are crucial means to the life of the people.

Launched in 2001, the 2006 Wetland Ambassador Action, with the theme of Safeguarding Drinking Water Security and Protecting the Home for fish, attracted 21 ambassador teams from universities across China. They conducted field visits to 20 wetlands along the Yangtze to promote environmental awareness and wetland protection. A grand celebration was held on the 11th World Wetlands Day.

继2005年首头人工豢养长江江豚自然繁殖成功之后，世界第二例长江江豚在2007年6月顺利降生在中国科学院水生生物研究所白暨豚馆。

A Yangtze finless porpoise bred in human captivity was born in the Hydrobiology Institute of Chinese Academy of Sciences (CAS) in June 2007, the second of its kind since 2005.



© Chen Yong

Water for People, Water for Life

Climate Change and Energy Programme

气候变化与能源项目

变化：为了共同的目标

WWF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，推动政府制定更为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。

为积极改变而努力

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



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力支持项目”成立了项目指导委员会，针对中国进出口内涵能源、气候技术国际合作和转移机制、以及中国温室气体排放情景等进行了相关研究，希望多角度帮助中国思考“后京都框架”对社会经济发展的影响，同时增进其他国家对中国应对气候变化政策和行动的了解。

WWF与相关部委和研究机构建立了良好的合作关系，在低碳政策研究、项目成果宣传等方面开展工作。我们还与合作伙伴们联合编写了《中国太阳能光伏报告》，对中国太阳能光伏产业的发展现状进行了总结和分析。同时，我们正在为建立“中国可持续能源企业家俱乐部”做前期筹备工作。此外，WWF在北京参与了能源法国际合作论坛，就能源法的起草与相关机构交换意见。

Changes Towards a Common Goal

WWF has been facilitating the development and implementation of Chinese national policies to follow a path that separates economic growth from intensive energy use. This is done through raising public and policy makers' awareness of climate change and increasing the resistance of key ecoregions and the areas most vulnerable to the impacts of climate change. We also partner with businesses to encourage investment in low-carbon technology development and application and advocate for sustainable production and consumption.

Striving for the right changes

WWF has been actively working with governments, research institutes, NGOs and businesses to increase the awareness and capacity of climate change negotiation, which helps China to play an active role in post-2012 negotiations. The ongoing SNAPP 2012 project, Supporting National Assessments of Post-2012 Proposals for Climate Protection and

Sustainable Development, established a steering committee that has studied key issues such as embedded energy, technology cooperation and transfer and China's greenhouse gas emission scenario. It will also enhance other countries' understanding of China's climate change policies and actions.

We have built strong partnerships with governments and think tanks to deliver policy research that contributes to low carbon development and best practice dissemination. In cooperation with partners, we compiled the China Solar Report on the development of solar photovoltaic industry in China, and prepared the establishment of the Sustainable Energy Business Club. Moreover, the participation in the Energy Law International Cooperation Forum in Beijing enabled us to exchange thoughts and comments with the relevant organizations on energy legislation in China.



Changes Towards a Common Goal

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保定太阳能光伏照明示范路
Model street of solar PV lightening in Baoding
© WWF-China

另一方面，我们正通过与不同类型的企业接触，不断提高工商界对全球气候变化问题的认识，并推动“碳减排先锋”项目在中国的实施，鼓励工商企业采取节能减排行动，减缓气候变化。我们成功地与可口可乐中国公司商讨，推动其在“碳减排先锋”项目框架下，和原料供应商一起，对温室气体的减排指标和减排方案进行探讨。在此基础上，可口可乐去年在上海与其他企业分享了它的气候变化解决方案。

建设低碳榜样

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正在中国开展低碳城市发展项目。项目积极探索将上海市和保定市作为示范城市，分别在建筑能效提高和促进可再生能源产品生产及应用方面探索低碳发展之路。

在上海，WWF将与合作伙伴一起讨论建立大型商业建筑的能耗统计制度和能耗公示制度，开展能耗调查和能效管理方面的培训，并对选择典型建筑进行能源审计；同时探索推进生态建筑的政策机制。

在保定，WWF将与合作伙伴一起帮助保定建设“太阳能示范城”和新能源制造基地，建设可再生能源信息交流与技术合作网络，促进可再生能源产品的投资与出口。

提高公众意识

为了发动公众亲身参与节约能源，帮助中国实现20%的节能目标，通过广泛联合合作伙伴的力量，大型节能活动“20行动”于2007年1月正式启动。不论商业公司还是普通家庭，广大公众都积极按照WWF提供的20条节能窍门在日常生活中采取节能措施，也为我们计划于2007年9月启动的全国节能竞赛做了良好的铺垫。

At the same time, we are gearing up to engage the business sector to increase their climate awareness. The global Climate Saver programme is being promoted in China to encourage businesses to contribute to the climate change mitigation. Through negotiations, The Coca-Cola Company has been working to examine the greenhouse gas reduction index and scheme with its chain suppliers under the Climate Savers framework. On this basis, Coca-Cola's Climate Solution was shared with other corporations in the past year in Shanghai.

Building low carbon examples

WWF is delivering a Low Carbon City Initiative (LCCI) in China to help the country achieve the national target of reducing its energy use by 20 per cent by 2010, and facilitate low carbon development that keeps carbon emission below economic growth in China and the rest of the world. LCCI is exploring low carbon development models in Shanghai and Baoding, where



生产高效设备的电气公司员工正对节能产品进行检测。
A worker oversees quality test of renewable products.

© WWF-China

energy efficiency and renewable energy developments are being carried out.

In Shanghai, WWF has been exploring with local partners to establish energy consumption statistics and disclosure systems of large commercial buildings, organize training on energy consumption survey and management, conduct energy audits on selected commercial buildings, and carry out research on eco-building promotion policy.

In Baoding, WWF is working with the partners to help design and implement sustainable development projects such as the Solar Energy Demonstration City action plan and an Energy Efficiency Industrial Park. We are supporting the establishment of a network for information exchange on policy and technology cooperation in renewable energy field, to promote the investment and export of renewable energy products.

Raising public awareness

Involving a wide range of partners, the 20 Ways to 20% energy saving campaign was launched in January 2007 with an aim at encouraging people to help China achieve its goal of reducing its energy consumption by 20 per cent by 2010. The 20 energy saving tips have been widely adopted by families and companies, paving the way for a nation-wide energy efficiency competition scheduled in September 2007.



WWF中国首位欧达梦在“20行动”启动仪式上。
WWF-China Country Representative Dermot O'Gorman at the "20 ways to 20%" launch
© Deng Jia



Forest Programme

森林项目

保护我们的绿色财富

2007年，WWF积极推动森林可持续经营，加强保护区及周边社区建设，在木材及木制品生产、加工、销售的企业中推广合法木材贸易和森林管理委员会(FSC)森林认证，加强中国在全球森林保护方面的作用。

推动可持续森林经营

2007年6月，东方红林业局通过认证森林面积超过280000多公顷森林通过SFC认证，至此，中国FSC认证森林面积由原来占世界不到5%的比例一下上升到将近8%，达到717542公顷。认证试点从东北开拓到了中国南方的福建省。

2007年6月，第45届FSC董事会在北京正式批准成立FSC中国工作组，并就FSC标志的使用等问题与FSC中国工作组代表正式签订合同。这是中国森林可持续经营推广过程中新的里程碑。

作为森林可持续经营重要组成部分，“高保护价值森林”(HCVF)的概念已被WWF引入了中央和有关省份的森林经营管理中。目前，WWF在吉林省珲春市和黑龙江省东宁市开展了高保护价值森林的判定示范项目，其他正在进行FSC认证的林业局也正在开展同样的项目。

WWF在黑龙江流域参与资助了5个保护区（含保护小区）的建设工作，新建保护面积总计达124418公顷。

保护区名称	级别	面积（公顷）
松江河	保护小区	8,150
长白	保护小区	6,081
白山	省级	12,453
小北湖	省级	39,774
绥滨两江	省级	57,960

Defending Our Green Asset

WWF has attained solid achievements in forest conservation with continued efforts in the promotion of sustainable forest management, improvement of nature reserves and local communities, and engagement of wood-based companies in legal trade and Forest Stewardship Council (FSC) to strengthen China's role in sustainable global forest conservation.

Promoting sustainable forest management

A total of 717,542 hectares of forest have passed FSC certification in China in June 2007. This includes the certification of 280,000 hectares of forest in the

Dongfanghong Forest Bureau in June which stood to be the major contributor to the achievement. The certified FSC forest in China has increased from less than 5% to nearly 8% of that of the world's total. With continued promotion of sustainable forest management, we have expanded new demonstration sites of FSC certification from the northeast to the south of China in Fujian Province last year.

The FSC China Working Group launched with WWF's support in 2006 was officially accredited at the 45th FSC board meeting in Beijing in June 2007. With WWF's facilitation and participation of stakeholders,

the FSC board has also agreed on the use of the FSC logo in China. Both marked a milestone in sustainable forest management in China.

We have also introduced the High Conservation Value Forests (HCVFs) identification to the governments we work with as an important element to promoting sustainable forest management in China. Demonstration of HCVFs identification is being conducted in Hunchun, Jilin Province and in Dongning, Heilongjiang Province. Similar identification is underway in the forest bureaus that are applying for FSC certification.

Last year, WWF supported the establishment of five new nature reserves totalling 124,418 hectares in the Amur-Heilong ecoregion in China.

Name of nature reserves	Level	Area (hectare)
Songjianghe	Small PA	8,150
Changbai	Small PA	6,081
Baishan	Provincial	12,453
Xiaobeihu	Provincial	39,774
Suibinliangjiang	Provincial	57,960



羌族刺绣
Embroidery of Qiang minority
© WWF-China

为关键物种栖息地周边社区减贫

WWF在中国西南部重点区域一直进行着生计替代项目，改善当地居民生活，降低他们对保护区的人为影响。我们在岷山地区支持修建了1215口沼气池和1105座节柴炉，不仅减轻了当地对自然森林资源的需求，也使当地政府意识到了这项工作的重要性，开始提供配套资金，支持在目标社区开展节能项目。通过支持当地居民种植中草药，生产本地特色产品以及开展生态旅游等项目，在增加他们收入的同时，减少人对周边环境的影响。

在陕西地区，WWF支持了桑园保护区的20户农户种植无公害蔬菜，目前每户年均蔬菜收入为1500元。而

在陕西朱鹮国家级保护区外围，开展农家乐的10户人家每户每年增收10000元。通过与家乐福等公司合作，我们帮助农民在市场上销售四川花椒、羌族刺绣等具地域特色的生计替代产品。而各种技术的支持和实践机会也大大锻炼了农民应对市场的能力。

从2006年在湄公河上游地区实施非木材林产品分区利用管理试点以来，WWF继续在白马雪山自然保护区，推动以自然保护区管理局和当地社区为主的“松茸资源可持续管理”活动。项目提高了村民对松茸及虫草、药材、羊肚菌等非木材林产品，以及薪材、建房用材等进行可持续利用管理的意识，建立了一个非木材林产品管理网络农民协会，提供相关的激励机制保障，从而可持续利用管理松茸。

在陕西朱鹮国家级保护区外围，开展农家乐的10户人家每户每年增收10000元。



10 families running home-stay tourism programmes on the outskirts of the Shaanxi National Nature Reserve of Crested Ibis have increased their income by 10,000 yuan (US\$1,333) per household.

© WWF-China

Reducing poverty in key landscapes

WWF has implemented alternative livelihood projects in key landscapes in the southwest of China to increase the life standards of local residents without disturbing the environment. The installation of 1,215 biogas units and 1,105 fuel-saving stoves in the Minshan area has not only lessened the community's demands for natural forests but also convinced the local authorities to provide matching funds for a larger energy efficiency programme. Meanwhile, the local residents were supported to explore alternative sources of income including planting traditional Chinese medicine, selling locally made products and conducting eco-tourism.

Take Shaanxi Province for example, 20 families near the Sangyuan Nature Reserve earn an average annual income of 1,500 yuan (US\$200) from planting vegetables while another 10 families running home-stay tourism programmes on the outskirts of the Shaanxi National Nature Reserve of Crested Ibis have increased their income by 10,000 yuan (US\$1,333)

WWF生计替代项目提供的蜂箱
Beehives provided by WWF's alternative livelihood programme
© WWF-China



per household. Special local products such as dried Sichuan peppers and embroidery from the Qiang ethnic minority are sold through the cooperating market channels between WWF, Carrefour and other corporations. The local farmers were also offered technical support and opportunities to market their products.

In the Upper Mekong ecoregion, WWF has continued supporting the sustainable Matsutake resources management project. This has been led by the management bureau and local villagers in the Baimaxueshan Nature Reserve since the Non Timber Forest Products (NTFPs) management was implemented in 2006. The project has increased the local villagers' awareness to sustainably manage not only Matsutake but also Chinese caterpillar fungus, Chinese medicine and other mushrooms, as well as firewood and construction timber. The villagers' NTFPs management union and incentive mechanism were established to safeguard the sustainability of Matsutake resources by local communities.

促进合法森林贸易

去年，六家企业加盟中国森林和贸易网络（CFTN），成为新成员。自从2005年3月以来，中国森林和贸易网络提供了一个透明的交流平台，已加入的14家CFTN成员企业也公开承诺，制造和购买负责任的林产品，促进和推行可持续森林管理。

自从2005年以来，CFTN成员企业和申请商已获得31宗市场需求，总价值210万美元。其中有26宗成交，总价值约200万美元。在CFTN的帮助下，白河林业局向美国出口了第一批FSC认证地板。2007年6月，一家英国森林和贸易网络成员企业与黑龙江省友好林业局开展了贸易往来，实现了第一宗贸易。

CFTN与北京奥组委合作，在北京奥运会相关建筑的建设中引入FSC认证产品。三家企业已签署合同，将为奥运村的一座建筑提供FSC认证地板和木门。该建筑在奥运会结束之后将被用作幼儿园，作为节能的标志性建筑。

自2006年9月以来，WWF持续推动，国家林业局制定《中国海外企业的可持续造林指南》和《中国在俄企业森林资源开发的技术指南》。这是第一个针对中国企业境外从事森林培育活动的行业指导性规范。它指导中国企业在境外要高度重视可持续发展生物多样性和生态保护，促进当地经济社会及森林资源可持续发展。为了抵制俄罗斯非法木材的采伐，鼓励中国企业在俄罗斯开展合法林业经营活动，WWF编辑翻译了《遵从法律手册》，并对木材产品贸易和加工企业

进行培训，以推广识别合法采伐木材的方法。同时，WWF启动了中俄木材供应合法监管示范项目，对中俄边贸的海关管理程序和统计方法进行了比较研究。

WWF还积极配合中国最大的食用油和大豆的生产企业——中国粮油食品（集团）公司参与可持续的棕榈油圆桌进程（RSPO）的相关活动，支持其对供应商的评估。2007年4月，WWF组织了“第一届可持续棕榈油行业会议”，全面的介绍RSPO的理念和发展状况，来自政府、协会和油脂行业企业200余人参加，取得了积极的反响。



太白雪峰
Snowcapped Taibai Mountain

© Sun Ruiqian

Engaging efforts for legal trade and protection of forest

Joined by another six new member companies, the China Forest and Trade Network (CFTN) launched in March 2005, has established itself as a globally transparent platform. Through the network, 14 participants have committed to producing and purchasing responsible forest products and promoting sustainable forest management.

The CFTN has played a catalyst role in connecting participants and applicants with a total of 31 business enquiries worth US \$2.1 million since 2005, resulting in 26 deals amounting to US\$2 million. Assisted by CFTN, the Baihe Forestry Bureau participant made the first exportation of FSC flooring to the United States. Another case saw the launching of a trading relationship in June 2007 between a British Forest Trade Network participant and a CFTN participant Youhao Forest Bureau with a modest volume of FSC timber exported to England.

Through working with the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), the CFTN introduced FSC products to the construction of the Beijing Olympic Games Village. Three CFTN companies have signed contracts to supply FSC flooring and doors to a building within the Village. This building will later be turned into a kindergarten after the Olympic Games as a low energy demonstration building.

Since September 2006, WWF has been supporting the State Forestry Administration (SFA) to formulate the National Guidance on Sustainable Silviculture for China's Overseas Enterprises and Technical Guidance of Russian Forest Resources Development for Chinese Enterprises in Russia. Both documents will require Chinese companies to adopt a sustainable manner regarding biodiversity and ecological protection to enhance the sustainable development of local economy and forest resources. We have translated the Keep it Legal toolkit into Chinese to help boycott the illegal logging activities in Russia and encourage legal forestry business transactions between China and Russia. We organized trainings for wood products trading and processing enterprises to promote legal timber verification methods, launched a demonstration project of Sino-Russian legal timber supply, and analyzed the Sino-Russian border trade customs management procedures and statistical methods.

WWF supported China's largest edible oil and soybean producer, COFCO Ltd. to participate in the Round Table on Sustainable Palm Oil (RSPO) activities and carry out supplier assessment in Indonesia and Malaysia. The first International Seminar on Sustainable Palm Oil organized by WWF in April 2007 attracted more than 200 people from governments, industry associations and oil companies, and collected positive feedbacks from big users of palm oil in China to pursue sustainable palm oil.



2007年6月，东方红林业局280000公顷森林通过了FSC认证。

A total of 280,000 hectares of forest in Dongfanghong Forest Bureau passed FSC certification in June 2007.

© Deng Jia

保卫海洋

黄海生态区是WWF全球最优先保护的238个生态区之一。它拥有280种鱼类、500种无脊椎动物等丰富的生态资源，千百年来，一直以其丰富的渔业资源，养育着沿海各国的人民。然而，过去几十年间，由于人类活动、过度捕捞和污染的因素，黄海生态区生态环境急剧恶化，成为世界上受人类活动影响最严重的海洋生态区。

2002年，WWF与中、日、韩三国专家一道，开始了针对黄海生态区的保护规划项目。经过四年的不懈努力，在2006年底的东亚海大会上，WWF展示了黄海生态区23个潜在优先保护区域图。目前，WWF即将完成黄海生态区生物多样性评估报告。该报告将覆盖中、韩两国六大类群的数百种海洋动植物的生物学、生态学信

息，为日后的实地保护工作提供科学依据。

2007年，WWF与诸多重要合作伙伴的合作关系得到进一步加强。WWF参与了联合国开发计划署黄海大海洋生态系项目的多次重要会议并参与决策。双方发挥各自优势，优化资源配置，力争将可持续的管理模式早日引入黄海生态区，保证生态系统的健康和完整。WWF还通过小额基金，支持黄海沿岸潜在优先地区的地方团体开展公众宣传活动，宣传海洋生物多样性，保护关键栖息地。WWF与合作伙伴将建立有代表性的关键栖息地网络，开展栖息地保护示范项目区的选址工作，并与中央和地方各级有关政府部门建立有效的战略合作机制。



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Safeguarding China's Oceans

The Yellow Sea Ecoregion (YSE), one of WWF's Global 200 Ecoregions, is home to a rich biodiversity including 280 species of fish and 500 species of invertebrates and has been a source of nutrients to people for thousands of years. However, it is also one of the world's most heavily disturbed ecoregions of its kind as ecological environment has deteriorated steeply due to human activities, over fishing and pollution over the decades.

WWF launched its initiative to conserve the YSE's biodiversity in 2002 together with partners from China, Japan and Republic of Korea. After four years the Yellow Sea Ecoregion Planning Programme (YSEPP) was completed with a Map of 23 Potential Priority Areas in the Yellow Sea Ecoregion released at the East Asian Seas (EAS) Congress 2006. The Yellow Sea Ecoregion Biological Assessment Fact Sheets and Reports (BA) containing information on

indicator species distribution from six taxonomic groups will be completed to lay the foundation for future site-based conservation projects.

In 2007, WWF strengthened its partnership with the Global Environment Facility (GEF) sponsored UNDP Yellow Sea Large Marine Ecosystem project (YSLME) by contributing to YSLME's regional working group meetings and strategic planning process. WWF and YSLME managed to optimize the use of their resources in realizing the ecosystem-based management of the Yellow Sea Large Marine Ecosystem. A small grant was also set up to support local communities around YSE to implement projects that help raise public awareness on YSE's rich biodiversity and critical habitats. We are working with our partners to identify a network of representative YSE habitats, search for suitable sites for habitat management projects, and build an efficient strategic partnership with key relevant government agencies.



Scientific Development and International Policy Programme

科学发展与国际政策项目

着眼可持续发展

近年来，WWF在非传统的业务领域开展许多工作，如政策领域。政策领域的工作和保护项目密切相关，却又涉及不同的保护项目。

目前WWF工作重点之一是贸易、投资与金融方面的政策研究，取得了坚实的进展。WWF发布的《重新思考中国境外投资》引发了大家对日益重要的中国海外投资的关注，并为在中国、非洲和欧洲开展与木材相关的贸易流和投资政策研究做了铺垫。WWF与商务部世贸司达成了谅解备忘录，为中国的可持续发展提供贸易方面的战略性支持，将与其在明年共同完成“全球贸易管理体系与中国创新性技术和节能产品”的案例研究。与此同时，我们研究了贸易政策对贫困和环境的影响，将完成两份项目咨询报告，并分别提交中央和省级政府相关政策部门，作为决策参考。

与银行业的合作战略尚在形成和发展中，与中国

人民银行、中国进出口银行达成了合作意向。明年，WWF与中国人民银行和进出口银行合作的两份报告将完成，WWF的银行业合作战略将帮助中资银行借鉴国际金融机构的范例，制定有中国特色的环境友好信贷政策。

促进可持续的生活和消费，从而减少人类的生态足迹，是WWF全球两大核心目标之一，也是政策项目的另一主要工作领域。WWF加强与中国环境与发展国际合作委员会合作，并将在明年正式发布《中国生态足迹报告》。

WWF将进一步参与“可持续人类生态足迹——中国的作用”全球网络行动。通过这一行动，我们将力求在保持经济发展的同时，把中国的生态足迹控制在可持续的范围内，为全世界可持续发展贡献重要力量。

Shifting Focus on Sustainability

In recent years, WWF has embarked on the exploration of some non-traditional fields of business such as the crosscutting policy research and advocacy that are closely related to our conservation programmes.

Policy research and advocacy in trade, investment and finance has been one of our programme's focal areas with solid progress achieved. The released Rethink of China's Outwards Investment Flows report has attracted wide attention to China's growing overseas investment. The report was the lead-up to a test study on timber-related trade flows and investment policy to be developed in China, Africa and Europe. By finalizing an MOU with the WTO Affairs Department of the Ministry of Commerce (MOFCOM), we were able to provide strategic trade support to China's sustainable development, work to complete the WWF-MOFCOM research studies on global trade governance as well as several case studies on innovative technology and energy-efficient products next year. We have also looked into the impact of trade policies on poverty and the environment by working on two analysis reports that will be submitted to government policy-makers in the future.

The ongoing engagement strategy with the banking sector saw steady development as some preparatory works, including concept papers and consensus reports with the People's Bank of China and China Export and Import Bank, were completed. With the completion of another two joint study reports on banking engagement policy next year, WWF's strategy is expected to play a bigger role in helping Chinese banks develop their own environmentally-friendly lending policy by learning the feasible practice of international financial institutions.

Promoting sustainable lifestyle and consumption (ecological footprint) is another major area we focus on. It is one of the two major goals of the WWF network to reduce and redistribute humanity's ecological



环保总局局长周生贤与WWF全球总干事詹姆斯·利普及WWF中国首代欧达梦。
State Environment Protection Administration director Zhou Shengxian (right) met with James Leape (left) and Dermot O'Gorman (centre).
© Deng Jia

footprint to a sustainable and equitable level. The strengthened partnership with the China Council for International Cooperation on Environment and Development (CCICED) has enabled us to play an active role in this field, including delivering a joint China's Ecological Footprint Report next year.

Integrating our resources and strengthening efforts will help in the development of China for a SHIFT (Sustainable Human Ecological Footprint) Network Initiative. With SHIFT, we will look for ways to promote China's development while keeping its ecological footprint at a sustainable level and magnifying China's growing influence into an important contribution to the world.

Education for Sustainable Development Programme

可持续发展教育项目



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为未来播种

通过教育向广大学生普及环境意识和行为，也是WWF保护工作的重要组成部分。

“青少年爱水行动”项目已经开展了七年，在北京市、青海省与内蒙古自治区的城市与乡村四十余所中小学校开展试点项目。项目活动扩展了学校的课程资源，促进了教师的职业发展，培训了学生对社区生活的关注与参与能力，促进了当地社区环境意识的提高与环境状况的改善。在北京，WWF选定北京建院附中为试点学校，在节能校园、课程开发与学校管理等方面与学校开始合作，建立生态学校示范。

“青少年爱水行动”项目正着手开发一套涵盖小学到高中的全新可持续发展教育教学资源包，将可持续发展教育在中国十年的实践经验与最新的国际可持续发展教育理念结合，为中小学校提供丰富有效的活动与案例，促进《中国中小学环境教育实施指南》在中小学校的有效实施。

中国中小学绿色教育行动（EEI）项目与教育部合作，于2006年在全国性发行的《基础教育课程》杂志上设立了项目专栏，既为项目提供了经验交流和案例分享的平台，也为可持续发展教育在中国的实践与探索提供了对话的阵地。该项目荣获了由民政部，全国总工会和全国妇联共同颁发的“社会公益示范工程十佳示范项目”，成为参选的200多个公益项目中惟一的环境保护项目。

WWF推进的可持续发展教育不仅在北京、上海、海南、福建等发达地区和城市取得了显著的成效，在云南香格里拉、贵州、广西、内蒙、青海、西藏等西部省市和少数民族地区也产生了极大的效应。例如，在北京，试点学校已将环境教育融入学校的教育教学中；在福建，地区性中小学可持续发展教育工作网络已初具规模与成效；在青海，环境教育与藏区中小学课程改革结合起来；在贵州，农村学校环境教育的尝试取得极大成功。

Planting Hope for Future

An important part of WWF's work is to equip school students with the how-to of sustainable living through education.

The Educators' Initiative for Water (EIW) project has been implemented in the past seven years in more than 40 rural and urban schools in Beijing, Qinghai Province and Inner Mongolia Autonomous Region. The project has been helping to enrich the schools' educational resources, introduce interactive learning, and develop stewardship towards the community's social and natural environment. In Beijing, WWF has selected to transform the Beijing Jianyuan Middle School into a demonstration eco-school by supporting its construction of energy-efficient buildings, development of a holistic curriculum, and further improvements to the school's management policy.

Based on WWF's 10-year experiences on education for sustainable development (ESD), a resource package for ESD education from primary school to high school is being developed. The package will provide formal and non-formal education sectors with resources that can be applied to address environmental issues, further promoting the effective implementation of the National Environmental Education Guidelines (NEEG) across the country.

Collaborating with the Ministry of Education, WWF's Environmental Education Initiative (EEI) project launched a special column in the nationwide monthly periodical Basic Education in 2006 as a platform

for experience sharing and dissemination. The EEI project was also awarded as one of the Top 10 Social Public Welfare Model Projects by the Ministry of Civil Affairs, the All-China Federation of Trade Unions and the All-China Woman's Federation

The project has not only achieved progress in large cities like Beijing, Shanghai, and in the provinces of Hainan and Fujian, but also results in remote areas

like the Shangri-la where are predominated by ethnic minorities. In Beijing, the programme was integrated into the school curriculum in some primary and middle schools while a regional ESD network was set up on a more modest scale in Fujian Province. The programme has also seen successes in being introduced to curriculums in primary and middle schools in rural areas in the Qinghai and Guizhou provinces.



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节能“20行动”海报设计大赛的获奖作品
Selected winning works from the poster competition of “20 ways to 20%” campaign

From top
© Guo Qing
© Zhao Yongjun
© Zhang Zhen

倡导环保，携手同行



“点亮节能灯，省电看得清”
“屏幕暗一点，节能又护眼”
“多乘公车出行，减少地球负担”

这些琅琅上口的文字，都是WWF《节能20行动手册》里推荐的家庭节能妙招。在全球变暖的今天，WWF于2007年发起全国性节能活动“20行动”，配合国家实现“十一五”期间单位GDP能耗降低20%的目标。活动第一阶段“节能从小做起”推出了20个简单易行的节能窍门，引导公众从一点一滴做起，用实际行动减缓全球变暖；半年间，精彩纷呈的户外广告、海报大赛等活动吸引了众多NGO、企业、社区和个人的加入，组成了名副其实的节能大家庭。目前行动已进入第二阶段——“节能英雄竞赛”，一场全国性的节能活动正如火如荼地开展。到2008年奥运会前，竞赛结果的揭晓将会把“20行动”推向高潮。

在距奥运会500天之际，WWF在全球发起了“夺金路，碳中和”行动，号召参加2008奥运会的运动员们购买飞行途中产生的碳排放量，投资到“黄金标准”减排项目，为“绿色奥运”做贡献。无论是运动员个人还是奥运代表团，加入“夺金路，碳中和”行动都将成为全球遏止气候变化生力军的一员，夺取减碳排的金牌。

在大力宣传节能减排的同时，WWF在其它项目的宣传领域也硕果累累：2006年10月，WWF全球总干事向四川和甘肃政府颁发“献给地球的礼物”证书，标志着全球半数以上的大熊猫将获保护；同期，WWF发布《地球生命力报告》，以其具有震撼力的数据引起了全社会对过度消耗地球资源问题的广泛关注；2007年1月，WWF协助媒体探访洞庭湖，推动洞庭湖的环保立法；4月的“长江论坛”上，WWF倡导流域综合管理，提出解决长江问题的办法，吸引了众多的媒体报道；6月，WWF携专家、媒体在长江源探寻气候变化的踪迹，警示人们遏制全球变暖，保护共同的家园。这一年，从东北虎的保护到对白 豚的关注，从岷山反盗猎到湿地使者行动，WWF的各个项目宣传不断加强。

2007年，志愿者的阵容进一步扩大，对保护工作提供了宝贵的支持。关于WWF的国内媒体报道超过2500次，国外报道100余次，网站月平均浏览量突破四百万。公益广告借助杂志、报纸、地铁等渠道，将环保信息传递到千家万户。

保护环境是社会的共识，在资源消耗的增长超过地球承载力的今天，环保已不是奢侈品，而是必需品。让我们共同探索，共同努力，为创造一个人与自然和谐共处的未来而携手同行。

2007年1月20日，“20行动”正式启动，一个七米高的汽车尾气状黑色气球在北京中关村震撼亮相。气球上“少开车，看看你排入空气的二氧化碳会减少多少”的字样引发大家对节约能源的深层思考。
The 20 Ways to 20% campaign was launched on 20 January 2007 with an exhaust-shaped balloon exhibited in Beijing saying “Drive less, see how much CO2 emission you can cut.”
© WWF-China



Joining Hands for Conservation Communications

“With energy efficient light bulbs, saving power becomes obvious”;
“Setting the screen a little darker saves energy and protects eyes”;
“Use more public transportation, lower the burden on our earth”

These interesting energy-saving tips were presented by the 20 Ways to 20% campaign, a WWF initiative to leverage the public to help the country achieve its goal of increasing per GDP energy efficiency by 20% by 2010. As a result of many engaging activities, citizens were motivated to voluntarily save energy in their daily life, and a big energy saving family was formed compassing NGOs, businesses, communities and individuals. Now the campaign has advanced into a national competition called the Efficiency Games. Before the 2008 Olympics Games, a grand celebration will be organized to award the winners of the competition.

In March 2007, WWF launched a global campaign called Go for Gold to encourage Olympic athletes

competing for the Beijing Games to donate the equivalent cost of the carbon emissions from their flights to meet the Gold Standard. By signing on, as individual athletes or an entire Olympic delegation, participants can become a member of the global team in the race against climate change. The team members will already be taking home the gold, even before the Olympic Games commence, for their efforts in offsetting their carbon emissions.

Proactive communications were achieved in many other facets as well: in October. 2006, with the Gift to the Earth conferred to the provincial governments of Sichuan and Gansu, half of the world’s panda population in the wild are to be protected. The Living Planet Report launched in October attracted extensive attention from the globe on the over-consumption of resources. WWF facilitated a media trip to the Dongting Lake in January 2007, which pushed forward the environment legislation in the Lake. At the Yangtze Forum in April, WWF promoted the approach of integrated management to solve issues along the Yangtze. In June, WWF organized a trip to the source of the Yangtze River, where experts and journalists

observed the traces of climate change, and called for immediate actions to protect our homeland. Besides these, the protection of Amur tiger, searching for the last Baiji, anti-poaching in Minshan and Wetland Ambassador Actions, etc. all helped WWF spread the conservation messages to more people.

2007 also saw an increase in WWF volunteers who are providing valuable support to WWF’s work by various means. We saw over 2,500 media clippings in the domestic media and over 100 from the foreign media. The average pageview of our website reached 4 million per month. Publicity advertisements for WWF were published in magazines, newspapers, subways, bus stations, and at other venues to raise public awareness on conservation.

Environmental protection and conservation is a consensus reached by all. Given the fact that resource consumption outgrows the capacity of the Earth, protecting the nature is no longer a luxury but a necessity. Let us join hands in the determined efforts to create a future in which humans live in harmony with nature.



企业：可持续发展的引擎

中国“十一五”期间的节能目标给企业提出了改善生产的硬指标，激烈的市场竞争迫使企业将竞争力元素延伸到质量、技术、服务之外的社会责任。这无疑为WWF企业合作的战略提供了良好的社会环境。

2007年，WWF与企业在中国的合作取得了令人兴奋的成果。我们建立了更多的新的企业合作关系，如可口可乐、松下电器、帝亚吉欧（Diageo）、百安居等，并进一步延续和拓展了与汇丰银行、家乐福、利乐等长期合作伙伴的合作。

WWF与企业的合作正在逐渐超出传统的“给予”与“接受”的关系，而是更多地结合多方优势，寻找实现保护自然资源、提高公众参与、推进可持续生产共赢的解决方案，并希望以此带动同行业其他企业的积极参与。

寻找共同目标，参与资源保护

通过反复的交流和探讨，2007年，我们与九家企业找到了在环境保护方面的共同目标，帮助他们参与到了

自然资源保护项目中。可口可乐公司宣布与WWF的全球合作，并启动了为期五年的对中国长江上游水资源保护的项目；帝亚吉欧公司在太湖遭受轰动水污染后，携手WWF致力改善东太湖水质；汇丰银行在与WWF的全球合作框架下，启动了五年项目，在中国减少气候变化对长江的影响。

面对消费者，打开环保参与大门

企业总是能最直接接触到消费者。他们所传播的信息和理念对消费者的行为与意识有不可估量的影响。2007年，WWF的节能“20行动”全面启动后，得到了汇丰银行、爱步（ECCO）、迪堡、家乐福等公司的积极参与和支持，让消费者了解到了节能的小窍门。

携手领军企业，带动行业参与

企业对自然资源和能源的消耗，是地球资源能否可持续供给的关键。长江论坛的企业分论坛为企业如何在长江流域的保护中起到积极作用，建立了企业、政府与非政府之间的交流平台。在与可口可乐的合作中，我们开始探讨如何进一步在中国提高其商业过程的水和能源利用效率。家乐福中国区总裁也已在WWF全球年会上宣布，承诺“至2008年底，在中国的每个超市节能20%”。

2007年10月30日，上海美国商会授予WWF“环境合作奖”，表彰WWF为促进企业参与社会责任所做的努力。

WWF was honoured with the Environmental Cooperation Award by the American Chamber of Commerce in Shanghai on October 30th, 2007 as recognition of its great effort to promote corporate social responsibilities.

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Corporate Support – the Engine of Sustainable Development

The production improvement established in China's 11th Five-Year Plan and corporate competitiveness extending from quality-technology-service to social responsibility has provided WWF with the necessary social environment for corporate cooperation.

In 2007, WWF developed new partnerships with many companies including the Coca-Cola Company, Panasonic, Diageo, and B&Q while maintaining and expanding long-term corporate cooperation with HSBC, Carrefour and Tetra Pak.

The relationship between WWF and corporate partners is gradually redefining “giving” and “taking” in the traditional sense. It integrates the advantages of partners, seeks solutions to the conservation effort of natural resources, and enhances public participation and sustainable production.

Seeking common goals, participating in resources conservation

We have set up conservation programmes

“Our goal is to replace every drop of water we use in our beverages and their production. For us that means reducing the amount of water used to produce our beverages, recycling water used for manufacturing processes so it can be returned safely to the environment, and replenishing water in communities and nature through locally relevant projects.”
E. Neville Isdell, Chairman and CEO of The Coca-Cola Company
© WWF-China / Zhang Yifei

with nine enterprises in 2007. The Coca-Cola Company and WWF launched a global five-year water neutrality and watershed protection programme, which includes the upper reaches of the Yangtze River. The new engagement of Diageo means working with WWF to improve the water quality of the Taihu Lake after a pollution accident early last year. WWF and HSBC launched a five-year programme to tackle climate change impacts upon the Yangtze River.

Getting consumers involved in environmental conservation

The corporate cooperation projects have also helped to encourage wider involvement by consumers, whose consuming behaviours are greatly influenced by the communications efforts of the companies. With strong support and active participation of HSBC, ECCO, DIEBOLD and Carrefour, WWF's 20 Ways to 20% energy saving campaign has succeeded in making more individuals understand what they can do to save energy in the simplest way.

Key companies leading the participation of an entire industry

Undoubtedly, cutting down natural resources and energy consumption by corporations is critical for the sustainability of the Earth's resources. The Yangtze Forum has gathered enterprises, governments and

MAJOR CONSERVATION PARTNERS IN 2007:



NGOs on a platform to discuss how corporations can play active roles in the cause. The WWF and the Coca-Cola Company partnership works to improve the efficient use of water and energy in its business in China. Carrefour China's President has announced at the WWF global Annual Conference that the company is committed to reducing the electricity consumption in its stores in China by 20% and installing water saving equipment by the end of 2008.

绿色行动，为碳中和努力

作为一个坚定的环保组织，WWF从自身做起，带头实施“绿色办公室计划”。

这个计划的主要内容是，在未来的5年内，通过大量减少差旅，使WWF成为一个“碳中和”的环保组织。WWF制定了减少差旅计划，严格控制需要频繁飞行的大型会议；我们在整个办公室鼓励尽可能乘坐火车出行。对不可避免的飞行，我们也会通过购买碳排放量，投资于“黄金标准”等清洁发展机制，来抵消因此产生的二氧化碳。从2006年7月到2007年6月间，WWF已经购买了所有员工的飞行产生的二氧化碳排放量 365.918吨。

新计划不仅减少了碳排放，也节省了资金，提高了工作效率。此外，通过节约用水、提高空调系统和废物处理，我们也力争减少自身的生态足迹。

Going Green - Carbon Neutrality

WWF started the Green Office Strategy Implementation Plan to fulfil our conservation commitment – going green ourselves.

The major part of the implementation plan is to reduce WWF’s travel significantly in next five years. From July 2006 to June 2007, WWF has neutralized all air travels by our staff, equalling an offset of nearly 366 tonnes of carbon dioxide.

In order to make real and fundamental changes, we have set targets for travel reductions and taken a strict

approach to avoid large meetings involving frequent air travels. Instead, alternative train travel is encouraged under reasonable circumstances. For unavoidable flights, WWF will offset the carbon emissions by investing in Clean Development Mechanism projects through Gold Standard.

The new plan has effectively changed our meeting culture in a way that not only saves money but also emissions. In addition, we also aim to cut down our water consumption, improve heating and air conditioning as well as waste management.

合作伙伴

(按英文名称排序)

国家职能部门

国家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
黄河水利委员会

省级政府机构

湖南省农业厅，湖南省能源办公室，湖南省环境保护局，湖南省水利厅及湖南省林业厅
吉林省环保局，吉林省林业厅
甘肃省林业厅
黑龙江省林业厅
湖南省人民政府及人民代表大会常务委员会
贵州省人大、环境保护局、贵州省林业厅
陕西省林业局
上海市人民政府、上海市林业局及上海市水务局
四川省人大、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
云南省人大、林业局

学术研究单位

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
国家发改委能源研究所
农村经济研究中心
国家能源经济研究中心
云南发展研究院

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
西北农林科技大学
中国海洋大学
北京大学
四川大学
清华大学
组织

亚洲国际河流中心
中国环境与发展国际合作委员会
中国民主促进会中央委员会
中国青少年发展基金会
中华人民共和国商务部世贸司
中国进出口银行经济研究部
能源基金会
中国人民银行研究局
自然之友
环球足迹网络（美国）
北京地球村
黄金标准基金会
黄河论坛秘书处
国家自然科学基金委员会
大自然保护协会
联合国开发计划署黄海大海洋生态系统项目
国际野生动物保护学会
长江论坛秘书处

全国60个自然保护区

捐赠者

Blue Moon
BP
佳能
家乐福
关键生态系统合作基金
欧盟
杰尼亚基金会

福特基金会
汇丰银行
宜家集团
拉法基
诺维信
荷兰乐施会
理光
瑞典国际发展署
STF
施华洛士奇
TBF
可口可乐公司
利乐
世界银行

世界自然基金会全球网络

世界自然基金会－亚太区
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

Partners in Conservation (in alphabetic order)

State Governing Agencies:

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
Ministry of Agriculture
Ministry of Education
Ministry of Foreign Affairs
Ministry of Science and Technology
Ministry of Water Resources (MWR)
State Environmental Protection Administration (SEPA)
State Forestry Administration and affiliated bureaus
State Oceanic Administration and its affiliated research institutes
Yangtze Fishery Administration Commission
Yellow River Conservancy Commission-YRCC

Provincial and Municipal Government Agencies:

Agriculture, Energy, Environmental Protection, Water Resource and Forestry departments of Hunan Province
Environment Protection and Forestry departments of Jilin Province
Gansu Provincial Forestry Department
Heilongjiang Provincial Forestry Department
Hunan People's Government and Congress
People's Congress, Environment Protection and Forestry departments of Guizhou Province
Shaanxi Forestry Department
Shanghai Municipal People's Government, Shanghai Forestry Bureau and Shanghai Municipal Water Affairs Bureau
Sichuan Provincial People's Congress and 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 Provincial People's Congress and 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
Energy Institute of National Development and Reform Commission
Research Centre for Rural Economy
State Power Economic Research Centre
Yunnan Development Research Institute

Major Universities:

Beijing Forest University
Beijing Normal University

Central University for Nationalities
Fudan University
Northwest Agriculture and Forestry University
Ocean University of China
Peking University
Sichuan University
Tsinghua University

Organizations:

Asian International Rivers Center
CCICED (China Council for International Cooperation on Environment and Development)
China Association for Promoting Democracy
China Youth Development Foundation
Department of WTO Affairs, Ministry of Commerce
Economic Research Department, Export -Import Bank of China
Energy Foundation
Financial Research Institute, People's Bank of China
Friends of Nature
Global Footprint Network
Global Village of Beijing

Gold Standard Foundation
International Yellow River Forum Secretariat
National Natural Science Foundation of China (NSFC)
TNC
UNDP Yellow Sea Large Marine Ecosystem Programme
WCS
Yangtze Forum Secretariat

60 Nature Reserves across the country

Donors

Blue Moon
BP
Canon
Carrefour
Critical Ecosystem Partnership Fund
EU
Fondazione Zegna
Ford Foundation
HSBC
IKEA Group
Lafarge

Novozymes
Oxfam-Novib
Ricoh
SIDA
STF
Swarovski
TBF
The Coco Cola Company
Tetra Pak
World Bank

WWF Network

WWF Asia-Pacific
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

2007年度合并收支报表

Income & Expenditure Report - CONSOLIDATED

截止于2007年6月30日
For the year ended 30th June 2007

		人民币金额 in CNY
收入	INCOME	
WWF机构收入	from WWF sources	40,866,720
政府捐资	from GAA sources	8,232,414
其它直接捐资	Other direct donations	2,047,910
其它收入(含汇兑损失)	Other income(include Exchange losses)	(1,095,095)
收入合计	TOTAL INCOME	50,051,948
支出	EXPENDITURE	
办公室主要费用	PO core activity	3,936,501
项目费用	Project costs	46,345,181
支出合计	TOTAL EXPENDITURE	50,281,682
净余额	NET SURPLUS (DEFICIT)	(229,735)

合并资产负债表（2007年6月30日）

BALANCE SHEET - CONSOLIDATED (as at 30th June 2007)

		人民币金额 in CNY
资产	ASSETS	
现金和银行存款	Cash & Bank Balances	21,094,589
预支款、应收款和存货	Advances, Receivables & Inventory	9,229,793
预付款	Prepayments	212,881
资产类合计	TOTAL ASSETS	30,537,262
负债和所有者权益	LIABILITIES, RESTRICTED FUNDS AND EQUITY	
应付款及预提费用	Accounts payable and accrued expenses	6,221,145
限制性资金	Restricted funds	20,770,448
非限制性资金	Unrestricted funds (equity)	3,545,669
负债和所有者权益合计	TOTAL LIABILITIES, RESTRICTED FUNDS AND EQUITY	30,537,262

* The Balance Sheet and Income & Expenditure report were audited by PriceWaterhouseCoopers

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

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

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.

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