





1	
The state of the s	
4	

首	代寄语	02	Country Representative's Message
I	作区域	04	WWF's Priority Ecoregions in China
地	震专题	06	After the Quake
物	种项目	08	Species Programme
淡	水项目	16	Freshwater Programme
气候变化与能	源项目	24	Climate and Energy Programme
森	林项目	28	Forestry Programme
海	洋项目	34	Marine Programme
包世界革新"全理	求项目	36	China for a Global Shift Initiative
企:	业支持	38	Corporate Support
录色行动,实现·	碳中和	41	Going Green Carbon Neutrality
合	作伙伴	42	Partners in Conservation

"中国领跑世界革新"

绿色行动,

WWF中国项目财务报表 44

WWF-China Financial Report

## 首代寄语

## 展望未来

在目前中国面临的各种问题中,如何应对气候变化是最为紧迫的问题之一。

2008年,中国成为了世界最大的二氧化碳排放国,未来几年的二氧化碳排放趋势还将持续攀升。 不仅仅是中国,就连每一个的普通人,都能随时随地感受到气候变化带来的影响。反常的风暴、 骤变的气温以及不断变化的环境······这些都提醒我们,人类正在过度索取这个赖以生存的地球的 资源。

今年还有两件大事使中国受到全世界的关注: 5·12汶川大地震和北京奥运会。这两件大事都对中国产生了巨大的影响,而前者更是给人们留下了痛苦而又无法磨灭的创伤。我想借此机会向在这次地震中7万多名失去生命的民众的家人表达深切的同情,并承诺WWF将会持续提供援助。

在受灾地区逐步从地震影响中恢复的同时,中国迎来了奥运会。举办一届"绿色"奥运会的承诺不仅要求设立积极的减排目标,还意味着实施包括限制车辆运行和关闭工厂在内的许多净化北京空气的临时性举措。这些举措事后被证明取得了成效:北京城出现了近几十年来最为明朗的天空。这些政策应该在今后几年更持续、更深入地贯彻,并应更能适应中国的快速发展和全球气候变化。

更多的故事正在进行中。当中国逐年增长的碳排放引起国内外的关注时,各种迹象都表明中国 开始向新的可持续发展模式进行转变。2007年6月,中国政府发布的《中国应对气候变化国家方 案》明确了中国正努力推动众多可持续能源政策,以减轻气候变化影响。WWF组织的"低碳城市发展项目",节能"20行动"和"夺金路,碳中和"等活动都致力于达到这些必要目标。



环境问题也正逐渐走进中国的千家万户。2008年WWF进行公众意识调研结果显示,超过70%的受访者表示他们非常关注环保问题,其中主要包括大气污染、水质问题及气候变化等。

随着WWF和中国政府及其他合作伙伴合作越来越紧密,WWF今年在低碳发展项目以及海洋、森林和淡水项目中都取得了长足的发展,我们与国家林业局和水利部等重要政府机构的合作在今年都得到了加强。同时,我们也在可持续金融业方面获得重要进步。此外,我们还在相关领域扩展了与各个地方政府的合作关系。

企业合作项目也为我们提供了发挥作用的机会:与汇丰银行的合作项目已经开始了又一个5年计划,与可口可乐公司的合作也带来了新的机遇。同时,家乐福集团也为"20行动"竞赛提供了全力支持。

阅读这份年度报告时,你将会逐一了解WWF在2008年取得的成功进展,了解我们的团队克服了 无数困难来坚持创建生态地球的努力。最后,你也将体会到我们所面对的将会是一个需要我们共 同努力来迎接的挑战。

网丝梦

世界自然基金会(瑞士) 北京代表处首席代表

## COUNTRY REPRESENTATIVE'S MESSAGE

### Remapping the future

Of all the issues currently facing China, how the country responds to climate change is one of the most urgent.

In 2008, China became the world's largest emitter of CO2 emissions, a trend that's expected to escalate in the years to come. Even casual observers can see the effects of climate change here and now, and not just in China: freak storms, sharp spikes in temperature, and a changing environment are all reminders that we're asking too much from the only planet we have.

Two other major events also put China on the world stage this year: the devastating May 12th earthquake and the Beijing Olympics. Both had a huge impact on the country, but only one left painful and lasting scars. I'd like to take this opportunity to express our sympathy and continuing support to the families of the over 70,000 people that died in the quake.

With the area slowly getting back on its feet, expectations for the Olympics again came into view. Promises to host a "green" Games included aggressive emission reduction targets, and temporary measures such as vehicle restrictions and factory closures to clean Beijing's air. In hindsight we can see the measures were a success, with the city seeing some of the cleanest skies in recent decades. Nevertheless, policies like this need to continue—and indeed evolve—in the coming years to keep up with the country's rapid development and global climate change.

This is happening. As the nation's growing carbon footprint draws the ire of both domestic and international observers, there are signs of a shift to a new sustainable model of development. In June 2007, China's National Climate Change Program outlined many sustainable energy policies as key aspects of its climate change mitigation efforts. WWF-China's Low Carbon City Initiative, "20 ways to 20%" energy saving campaign, and carbon neutral Go for Gold drive all strive to make attaining these very necessary goals attainable.

The momentum has also brought environmental issues into a growing number of Chinese homes. A 2008 WWF survey found that over 70% of respondents were deeply concerned with conservation issues—air pollution, water quality and climate change were the most commonly cited.

Thanks to our ties with the Chinese government and other partners, WWF-China made big leaps forward this year, both in terms of our low carbon initiatives and marine, forest and freshwater programmes. Partnerships with important government bodies like the State Forestry Administration and Ministry of Water Resources were strengthened, while progress was also made in the area of sustainable banking. And in the field, we were able to broaden ties with groups at provincial and grassroots levels.

Corporate partnerships also gave us an opportunity to make a positive difference. The WWF-HSBC conservation partnership has been extended for another five years, and new targets have as been developed for the work we do with The Coca-Cola Company. Carrefour was also lent a great deal of support this year to WWF's "20 ways to 20%" campaign.

As you read though this annual report, you will gain a clear picture of the many successes WWF-China had in 2008. You will also see how incredibly hard our team works to ensure the drive for a living planet continues. And finally, you will understand this is a shared challenge that demands we all play a part.

Dermot O'Gorman

WWF-China Country Representative

## WWF'S PRIORITY ECOREGIONS IN CHINA 工作区域



#### 黑龙江流域(黑龙江、松花江、乌苏里江):

这是北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,居住着中国三分之一的 人口,该流域里生活着世界上仅存的野生大熊猫和 江豚。

#### The Yangtze River:

The mother river of China provides water to one-third of the Chinese population and shelters the finless porpoise and giant panda in forests that are its sole wild refuge.

#### 西藏地区:

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

#### Tibet:

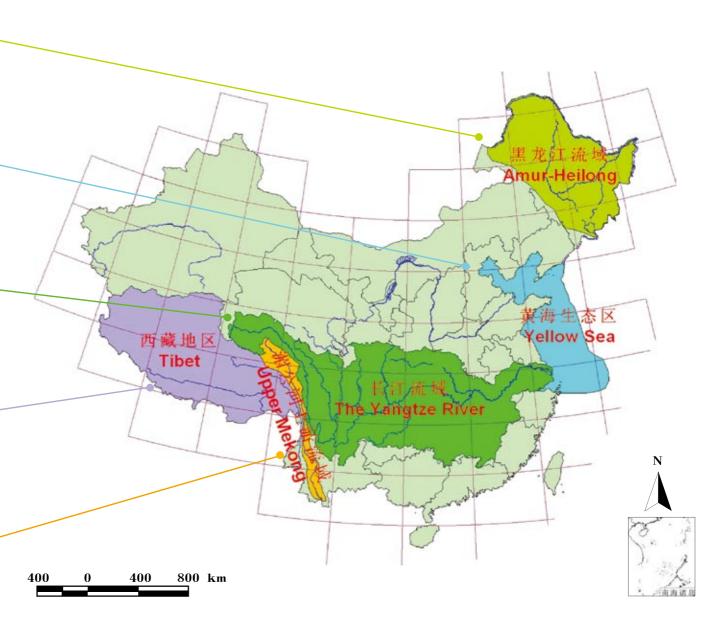
The Tibetan Plateau is one of the world's most complex and intact alpine ecoregions with rich freshwater and biological resources.

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



# AFTER THE QUAKE 地震专题

#### 2008年5月12日14点28分

2008年5月12日14点28分,在中国西南部的四川汶川发生了一场破坏性的特大地震。这场里氏8.0级的地震不但夺去了7万多人的生命,更给无数人带来了无法磨灭的心理创伤。房屋、学校、医院、道路和其他公共和私有设施被夷为平地,总损失达数十亿元。该地区的自然地貌也受到严重损毁,重要的大熊猫栖息地和自然保护区,如岷山,邛崃山以及秦岭,均遭破坏。

据国家林业局统计,超过83%的野生大熊猫栖息地受到地震影响,其中8.3%完全损毁。过去三十年间建立的大熊猫保护体系也遭受重创,自然保护区的基础设施、设备遭到严重破坏,大量保护站垮塌或成为危房,塌方的道路阻隔了救灾物资和人员通道。同时,大熊猫栖息地周边社区也遭受了严重的人员伤亡和财产损失。WWF在岷山地区进行的110个大熊猫保护和社区发展项目中,有86个项目被迫中断或停止。

三十年来,WWF在该地区开展了大量保护和社区发展项目活动。通过与自然保护区与林业部门的联系网络,WWF及时组织和运送了包括卫星电话、帐篷、食物、衣物、药品和其他生活必需品在内的救灾物资进入灾区。在5·12汶川大地震发生后的一个月内,超过一百万元的WWF救灾物资被运送到17个自然保护区、社区及学校,帮助灾区人民度过难关。







14:28 May 12, 2008

At 14:28 on May 12, 2008, a devastating earthquake hit Wenchuan County in China's southwestern Sichuan Province. The 8.0 Richter scale quake took more than 70,000 lives and permanently scarred countless others. Houses, schools, hospitals, roads and other public and private facilities were reduced to rubble, totaling billions of yuan in damages. The area's natural landscape suffered from the blow, with important nature reserves and panda habitats such as Minshan and Qionglai Mountain, as well as Qinling Mountain taking heavy damages.

The State Forestry Administration says more than 83 per cent of panda habitat has been affected, with about 8.3 per cent of the rare animals' habitat completely destroyed. And the panda monitoring and patrolling system that's taken over 30 years to develop was severely shaken: equipment and protection stations were destroyed, while damaged roads cut off access. Meanwhile, communities in the area suffered severe casualties and property loss. Of the 110 conservation and community development projects run by WWF in the Minshan landscape in Sichuan and Gansu, 86 were destroyed or halted.

WWF has worked on conservation and community projects in these areas for over thirty years. Our existing communication networks with nature reserves and forestry bureaus allowed us to organize and deliver relief materials, including satellite phones, tents, food, clothes, medicine and other necessities to affected reserves. Over RMB1 million in relief goods were sent to 17 reserves, communities and schools to help them through the first month after the May 12th earthquake.

WWF的全球网络和企业合作伙伴也在危难之时积极伸出援手。WWF荷兰分会、英国分会、美国分会、澳大利亚分会、日本分会、香港分会及WWF总部慷慨支援了540多万元人民币,用于WWF的灾后重建项目。

WWF支持的重建项目重点关注两大领域:大熊猫栖息地及其周边社区。我们的目标是通过环保的手段,以环境友好的方式重建受灾栖息地及社区。

迄今为止,WWF已经协同当地林业部门在受灾的大熊猫栖息地进行了相关的影响评估。同时,我们参与了对四川22个社区、陕西19个社区的灾情影响评估。这些评估结果将会帮助我们更好地开展绿色重建。

WWF的首要目标是帮助受灾严重的自然保护区尽快恢复保护工作。WWF在白水河和鞍子河自然保护区援建了临时保护站,并向四川、甘肃和陕西的自然保护区捐赠了16套全新的办公设备,以及时恢复该地区的日常保护工作。

The WWF Network and corporate alliance members also answered in Sichuan's time of need. Generous support from WWF-Netherlands, WWF-UK, WWF-US, WWF-Australia, WWF International, WWF-Japan and WWF-Hong Kong brought in close to RMB5.4 million in funds for the effort that went towards reconstruction projects within the affected area.

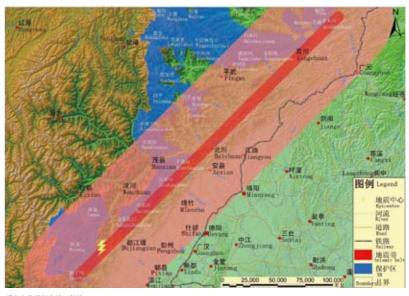
WWF-supported reconstruction is focused on two areas: panda habitat and neighboring communities. Our aim is to restore affected habitat and communities using eco-friendly principles to reduce the impact on the environment.

So far, we've helped local forestry departments conduct impact assessments on affected panda habitat. We've also played a role in facilitating community assessments in 22 affected communities in Sichuan, and 19 in Shaanxi. The findings will help us develop a green reconstruction plan.

WWF's top priority has been helping key affected reserves resume daily work. Two of the area's most heavily affected reserves, Baishuihe and Anzihe, have been outfitted with temporary protection stations with our help, while 16 new sets of office equipment were also donated to affected nature reserves in Sichuan, Gansu and Shaanxi to help get work back on track.



WWF向白水河自然保护区捐赠办公用品 / WWF donates office equipment to the Baishuihe Nature Reserve



受灾大熊猫栖息地及保护区  $\,/\,$  Earth quake affected area of panda habitat and nature reserves



# Species—The soul of biodiversity 物种-生物多样性的灵魂

自1980年在中国开展大熊猫保护项目以来,WWF对中国物种问题关注的深度和广度不断扩展。目前,我们的工作已不再局限于保护大熊猫这一旗舰物种,工作范围已经扩展到保护长江流域、黑龙江流域、湄公河上游流域、黄渤海区域和青藏高原五个重点保护区域的旗舰物种和伞物种。

一直以来,WWF同中国政府、企业以及民间组织都保持着良好的合作关系,这保证了我们能给 亟需帮助的地区提供最及时有效的专业援助。2008年,5·12汶川大地震后,我们对受灾地区及 当地的自然保护区给予了最大程度的支持,极力协助开展灾后重建工作。

在长白山和完达山地区,WWF老虎项目成功启动,这一区域是保护濒危野生东北虎的关键地带。

与此同时,为了促进濒危物种的全面保护,让更多人了解中国濒危物种所面临的威胁,WWF设立的"野生动植物保护小额基金"已实施8年,取得了丰硕成果,受到社会和保护者广泛的关注和欢迎。

Addressing major threats to species in China is a big part of what we do. WWF-China's focus has grown considerably since we started working on panda conservation in 1980, and now includes flagship and umbrella species in the Yangtze River Basin, Amur-Heilong Basin, Upper Mekong River, Yellow Sea and Tibetan Plateau.

Our ties with government, business and grassroots organizations allow us to put expertise where it's needed most. In 2008 we were able to provide aid to the communities and reserves devastated by the May 12 earthquake in Sichuan Province.

In other areas, our WWF Tiger Network Initiative (Tiger NI) was successful in launching new protection plans in Changbaishan and Wandashan, key parts of the Amur-Heilong ecoregion.

Lesser-known threatened species were also given a boost by the WWF-China Wildlife Conservation Small Grant Fund (SGF), now in its 8th year.



胡锦矗教授在检查竹子—大熊猫的主要食物 / Prof. Hu Jin Chu examines bamboo, the main food for Giant pandas

#### 给大熊猫一个自然的家

自1980年WWF进入中国,带动大熊猫相关保护和研究工作以来,在中国政府的领导下,野生大熊猫及其栖息地保护的工作在28年里取得了长足的发展。截至2007年底,中国已建立起大熊猫自然保护区62个,覆盖了71%的大熊猫种群和57%的大熊猫栖息地。为大熊猫搭建走廊带也是WWF工作的一大重要组成部分:由于目前大熊猫已被隔离成约18个小种群,只有通过建立走廊带才能促进隔离种群交流。2008年,经过三年的不懈努力,108国道秦岭走廊带项目已将沿途箭竹林的培植工作、日常的巡护与监测工作、无关车辆人员的限入工作以及周围社区乡村环境教育宣传工作很好地结合起来,成为WWF在大熊猫生态脆弱和敏感地区的一个成功示范。

完善的巡护监测体系是WWF工作的基石,它维护着全国大熊猫保护网络的运行。WWF十分关注 未来经济发展给环境带来的潜在威胁。通过提高大熊猫栖居地周边社区居民的环保意识,帮助当 地社区发展环境友好型替代生计,减少社区生产生活对该区域造成的资源压力,WWF不仅为大 熊猫成功营造了一个安全的生存环境,而且更有效地改善了当地居民的生活。

#### Maintaining a natural home for giant pandas

Our work with the Chinese government on giant panda conservation has come a long way in the past 28 years. By 2007, 62 nature reserves had been established, covering 71 per cent of the giant panda population and 57 per cent of its known habitats. Panda corridors have been a part of this: given the area's challenging terrain, it is extremely important that already isolated panda populations have the ability to connect. Management of the National Road 108 Qinling tunnel corridor improved in 2008 with better integration of bamboo restoration, regular monitoring and patrolling, mechanical fence removal, environmental education and community conservation.

Advanced panda monitoring and patrolling is a cornerstone of WWF-China's work, as is maintaining a nationwide giant panda conservation network system. We also keep a keen eye on potential conflicts generated by economic and conservation needs. By increasing the environmental awareness of local communities and implementing environmentally friendly alternative livelihoods, we've been able to provide safer living conditions for giant pandas and stable livelihoods for locals.

然而,尽管对大熊猫的保护已取得了巨大的成功,威胁大熊猫生存的问题仍然存在,大熊猫种群的安全生存和长期繁衍依然面临众多威胁。传统人类活动如耕种、放牧、采薪、采药、割竹打笋等影响尚未消除,大规模基础建设如道路、采矿、大坝、大规模旅游等因素的影响已接踵而来,从而必然导致大熊猫栖息地更严重丧失、退化和破碎化。这些活动大多对大熊猫栖息的破坏是不可逆的,这对大熊猫长期生存和繁衍会带来致命影响。

2007年WWF全面启动了为期三年的"中国的绿色心脏"项目以保护大熊猫族群及其栖息地,2008年进一步在秦岭山系、岷山山系、邛崃山山系、凉山一相岭山系及国家政策方面五个模块推进。该项目以大熊猫为旗舰物种,从景观水平上对其栖息地内森林、草地、湿地、湖泊等功能性生态系统及其它关键物种加以整体保护,从而为大熊猫建立起一个安全的流动性强的生存网络。

Although we have made significant progress towards the conservation of the giant panda and its habitats, their survival is not assured. Traditional threats like logging, non timber forest productcollection, grazing, and farming have not been eliminated. New challenges are also arising from large-scale infrastructure development such as roads, mining, dams, and mass tourism. Serious degradation, loss and fragmentation of giant panda habitats are often the result. Most are irreversible and ultimately lethal.

WWF launched the Green Heart of China in 2007, a three-year program that's focused on conserving the giant panda and its habitat. The plan continues our work in established areas including the Qinling and Minshan landscapes as well as the Qionglai, Liangshan, and Xiangling . This includes a policy promotion component. The goal is to integrate all giant panda habitats into a fluid network to help protect the forests, grasslands, wetland, lakes and species that are crucial



在政策推动方面,WWF今年完成了《全国第三次大熊猫调查报告》的英文简写本,有效促进了国际社会对中国大熊猫保护现状的深入了解。此外,WWF还委托第三方独立评估了WWF过去十多年来与相关部门合作建立的野外大熊猫巡护与监测体系,完成了《WWF大熊猫及其栖息地巡护与监测体系评估报告》和《WWF大熊猫及其栖息地巡护与监测技术方法》,并正式提交给国家大熊猫保护工程办公室及国家林业局调查规划设计院,为在2008年下半年发行的《全国大熊猫及其栖息地监测技术规程(试行)》的制定提供参考。

Developing new guidelines and assisting with policy development is yet another task we take very seriously. WWF released an abridged English version of *The 3rd National Survey Report on Giant Pandas in China*, a detailed report on the current status of panda conservation. An independent group of experts also conducted a major evaluation on over ten years of monitoring in two reports, *Evaluation on WWF Giant Panda and Its Habitat Monitoring and Patrolling System and Technical Method of WWF Giant Panda and Its Habitats Monitoring and Patrolling System.* Both were officially presented to the China Giant Panda Conservation Office and the State Forestry Administration's Academy of Forestry Inventory and Planning, and will be used to inform the development of *The Code of Practice of Nationwide Giant Panda and Its Habitat Monitoring*, released in the second half of 2008.

#### 环境教育在行动: 秦岭

秦岭位于中国中部,横贯甘、陕、豫三省,是黄河和长江水系的分水岭、淮河的发源地和中国南北的分界线。山区条件和充足的雨水造就了这个地区十分丰富的生物多样性。这里不仅是金丝猴、羚牛、朱鹮、金雕、云豹等许多珍稀野生物种的家园,更是国宝大熊猫的最大聚居地之一。

然而,很少有相关资料或书籍介绍秦岭地区丰富的生物多样性及文化多样性。2008年7月,WWF组织了一组可持续发展教育培训人员及课本编写专家来到秦岭地区,亲自考察当地学校及自然保护区现状。如今,一本关于秦岭地区生物多样性的手册已经完成。

#### Education in action: Qinling

The Qinling Mountain range lies in the heart of China, extending from Gansu Province in the west to Henan Province in the east. It is the watershed of China's two main rivers, the Yangtze and the Yellow River, and the demarcation between north and south China. The mountains' slopes have extremely high biodiversity and are also one of the few natural habitats that support China's national symbol: the giant panda.

However, there are few educational resources that reflect the biodiversity and cultural diversity of Qinling. In July 2008, we organized a study tour to produce a series of books for regional school curriculum on the Qinling Panda habitat. A group of trainers and textbook developers have already visited schools and nature reserves to collect information and determine the reserve of local teachers. The book is now available in schools.

#### 欢迎东北虎回家

早在2006年,WWF就向吉林省颁发了"自然保护领导者卓越贡献奖",赞赏其在全省内实施全面禁猎的决定。从那以后,WWF同吉林省更加密切地合作,共同保护野生动物。这在当年大大推动了中国东北虎的保护进程——现在情况又如何了呢?

两年来,我们在保护脆弱的东北虎栖息地环境方面做了许多工作。2008年,WWF启动了"拯救野生虎"(Tiger Network Initiative,简称Tiger NI)的全球重大项目,在全球11个野生虎分布国内规划了13个虎保护景观,实施野生虎种群及其栖息地保护项目,通过实地工作、政策推动使政府和相关机构实现有效合作,推进所在国对虎的重点保护,有效减少并最终消除虎产品贸易。

#### Welcoming big cats back home

Back in 2006, WWF presented Jilin Province with the Leaders for a Living Planet Award to recognize the extension of a hunting ban that had been placed across the province. This included the establishment of new protected areas and closer cooperation with WWF to protect wildlife. In short, this represented a big step forward in the protection of wild Amur tigers—but what's happened since then?

A lot has happened, especially in terms of protecting China's fragile tiger habitats. WWF launched the global Tiger Network Initiative (Tiger NI) in 2008, a program that covers 13 tiger landscapes in 11 different nations worldwide. Through on the ground conservation and policy collaboration, governments and other partners can unify efforts on tiger conservation and effectively decrease or eliminate the tiger trade and other threats.





项目推进挑战重重。目前东北虎主要分布在俄罗斯远东地区,野生种群数量约500只左右。而在中国东北仅存20只左右。历史上,东北虎在中国曾广泛分布,造成东北虎在中国濒于灭绝的主要历史原因是猎杀、大规模森林采伐、农业开垦、公路铁路建设和城镇乡村扩建。但是东北虎在中国重现生机是有希望的,目前据监测显示,东北虎在中俄边境地区活动越来越频繁。

近两年来,亚洲大型猫科动物皮毛贸易,尤其是虎豹皮毛贸易已经在西藏地区得到了有效扼制。2008年,WWF英国分会继续支持"抑制亚洲大型猫科动物毛皮市场需求"项目,力争遏制西藏、青海省、甘肃省东南部、四川省西部、云南省西北部等地对亚洲大型猫科动物的非法交易。WWF还进一步推进其雪豹调研项目,明确西藏境内雪豹分布状况。与此同时,2008年的三次雪豹分布研讨会明确了雪豹优先保护区。

This won't be easy. Currently, wild Amur tigers are mainly distributed in the Russian Far East, with an estimated population of 500 individuals. Northeastern China, meanwhile, has no more than 20 individuals. Poaching, large scale logging, agriculture reclamation, road and railway construction as well as the explosive growth of human settlements have taken their toll on the Amur tiger population, but renewed efforts to increase their dwindling numbers have thus far been successful. More Amur tigers are now appearing in Sino-Russian border areas.

Open trade in Asian big cat (ABC) fur in Tibetan communities, particularly tigers and leopards, has virtually disappeared over the past two years. In 2008, WWF-UK continued to support WWF-China's "Curbing Asian Big Cats Skin Market Demand," which seeks to end the illegal trade of ABC species in the Tibet Autonomous Region, Qinghai Province, southeast Gansu Province, western Sichuan Province, and northwest Yunnan Province. WWF also continued its snow leopard research program, which is attempting to map the distribution of the rare animals in Tibet's interior. Three major snow leopard mapping workshops were held in 2008 to help identify conservation priority areas.

#### 生生不息的期待

WWF不仅关注大熊猫、东北虎等旗舰物种,也同样重视那些同样濒危且不知名的物种。2001年,WWF在中国设立了"野生动植物保护小额基金",以支持较少受到关注的濒危或受威胁物种的实地保护。截至2008年,小额基金已经在全国24个省/市/自治区支持了85个项目,重点关注了55种(类)珍稀濒危物种及其栖息地的保护。

本财年度,小额基金完成了2007年资助的18个项目,包括在青海果洛白玉寺辖区建立了藏 鹀保护 小区,大大减少了放牧对藏鹀的影响。

2008年,小额基金项目取得的另一大突破是将其未来三年的资助重点集中在关注两栖及爬行动物方面。长久以来,中国由于缺乏对两栖爬行动物的关注及相关保护政策,两栖爬行动物的不合理利用愈演愈烈,其生境破坏不断加剧,已成为中国受到威胁最严重的动物类群之一。 WWF启动这项为期三年的针对两栖爬行动物的小额基金,目的是为未来的保护打下一个坚实的知识框架。2008年初新启动的12个项目中有8个是关于两栖类群的,相信未来几年关注两栖爬行动物的项目会更多。

#### For the cycle of life

While much of our focus in China is on flagship species like the giant panda and tigers, WWF also keeps an eye out for the little guys. Our Small Grants Fund, which we established in 2001, offers more support for field-based conservation projects, especially those focused on lesser-known threatened species and their habitats. The fund has so far supported 85 projects in 24 provincial level regions in China, with more than 55 species and their habitats changed for the better.

The positive results are rolling in. Eighteen projects were completed in 2007, including the establishment of a protected area for Tibetan Bunting. Set up in Guoluo, Qinghai Province, the project successfully reduced the impact of grazing on the rare bird's habitat.

Yet another SGF success came in 2008, when amphibians and reptiles were selected as a major area of study for the next three years. With limited conservation strategies in place and increasingly severe habitat disruption, amphibians and reptiles are quickly becoming some of the most threatened species in China. The ongoing SGF-funded study hopes to develop a solid framework for future conservation efforts. And this looks likely to happen: out of 12 new SGF projects in 2008, eight concern amphibians and reptiles. More projects of this nature are expected in 2009.

在大熊猫栖息地——四川卧龙国家级自然保护区海拔3000米的溪流中,也发现了有尾两栖类物种。

Salamander species found in a little torrent at an altitude of 3'000 meters. Giant panda habitat. Wanglang Nature Reserve, Sichuan Province, China

15



# Healthy rivers and lakes 健康流淌的河流与湖泊

水是生命之源。中国的发展长期受益于它境内健康的湖泊、河流以及湿地资源。然而当这些河流和湖泊面临着过度开发、气候变化和污染问题时,这些几千年来一直在孕育和支持人类文明发展的资源正在逐渐枯竭。

WWF在中国的淡水项目涵盖了中国境内的关键流域,以确保这些流域内社区和野生动物的健康 发展享有坚实保障。

在2007和2008年度,我们与合作伙伴一起满足保护与发展的双重需要。我们的许多新措施,如流域综合管理和生态系统适应等,正是来自于这种保护与发展的联系,从而为我们的保护奠定基础。

All life depends on water, and China's growth has long benefited from its many healthy lakes, rivers and wetland. But these benefits are now shrinking as overuse, climate change, and pollution alter rivers and lakes that have supported civilization for thousands of years.

WWF-China's Freshwater Programme works in key river basins across China to ensure the diverse communities and wildlife in these landscapes are guaranteed a healthy future.

In 2007 and 2008, we worked tirelessly with partners to meet both conservation and development needs. Many of our steps forward came in the form of new affiliations that allowed us to build on existing conservation fundamentals like Integrated River Basin Management (IRBM) and ecosystem adaptation.

#### 建立合作伙伴关系

这一年里,WWF淡水项目一个重大的飞跃是与中国水利部正式建立了合作伙伴关系。2007年11月30日,WWF全球总干事詹姆斯·利普先生与陈雷部长进行了友好会见,回顾了双方合作以来在相关方面取得的进展。WWF承诺在气候变化的大背景下加强与水利部在水资源管理、水环境保护和规划方面的合作。

WWF利用其全球网络,为水利部提供切合实际并持久的方案,以解决全国湖泊、河流和沼泽的保护问题。在流域综合管理、淡水保护、绿色能源发展以及淡水生态系统如何应对全球气候变化的影响等项目中我们已取得了长足进展。双方有望加大合作力度,今后,WWF希望能在政策、立法以及能力建设等方面与政府进一步合作。

反嘴鹬在落日中飞翔于东洞庭湖湿地之上。东洞庭湖湿地位于湖南岳阳,属于《国际湿地公约》所确定的国际重要湿地。

Pied Avocets (Recurvirostra avosetta) flying at sunset in East Dongting Lake, a Ramsar wetland site, Yueyang City, Hunan Province, China.

#### **Building partnerships that count**

For the Freshwater Programme, a major leap forward was made this year with the formalization of ties with China's Ministry of Water Resources (MWR). James P. Leape, Director-General of WWF met with Chen Lei, Minister of Water Resources on November 30th, 2007 to review the progress MWR and WWF have made. The event concluded with future promises of WWF involvement with MWR in water resources management, water environment conservation and planning for climate change.

WWF uses its established international networks to provide MWR with practical, lasting solutions for lakes, rivers and marshland across China. Notable advances were recorded in the implementation of IRBM, freshwater conservation, green energy development and how freshwater ecosystems cope with global climate change. Further cooperation is also in the cards, with more WWF input requested on government policy and legislation as well as capacity building.

水利部部长陈雷亲切会晤世界自然基金会全球总干事James P. Leape。 China's Minister of Water Resources Chen Lei meets with WWF Director-General James P. Leape



#### 立足长江, 关注全国

如果我们饮食中的某一重要组成部分消失了,就会对我们的身体产生消极影响。同理,如果淡水 生态系统被剥夺了生存所必需的元素,结果也是百害而无一利。

长江流域当属中国最大淡水流域,它起源于青藏高原,奔腾6300公里最终注入太平洋。它养育了四亿人口,滋润着无数独特的物种,因此,我们可以理解为什么健康的长江水资源是WWF和我们许多合作伙伴工作的重中之重。

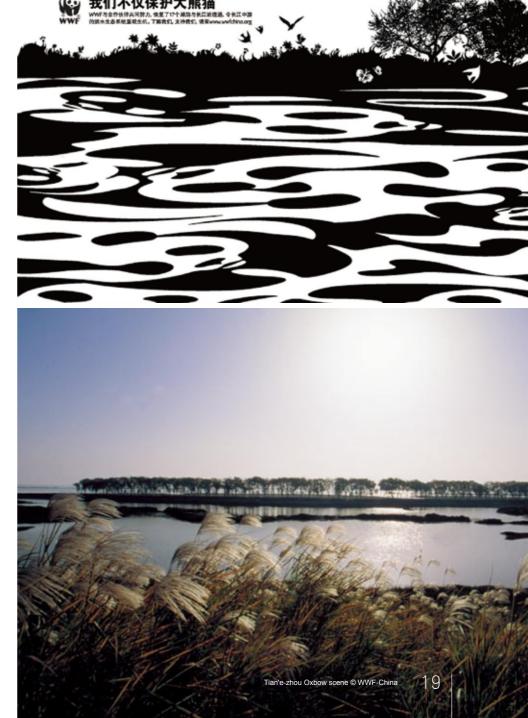
在2007年9月的长江生物资源养护论坛上,农业部、上海市人民政府、WWF以及众多合作伙伴共同制定了目标,并确定了长江生物资源保护的大基调。WWF和农业部渔业局在这次活动中签署了谅解备忘录,有效制定了相关策略,以保持河流资源的平衡。

#### In the Yangtze and beyond

If an important part of your diet disappears, it will have negative affects on your health. The same thing happens to freshwater ecosystems when they are stripped of elements they need to survive.

The Yangtze River Basin is China's largest, running a 6,300km course from high in the Tibetan Plateau to the Pacific Ocean. It also nurtures over 400 million people and countless unique species. Understandably, the health of Yangtze water resources is a priority for WWF and our many partners in China.

At the Yangtze River Forum for Organism Resources Conservation in September 2007, sponsors including the Ministry of Agriculture, Shanghai Municipal Government, and WWF joined forces to establish targets and set the pace of organism resource conservation in the Yangtze. The event culminated with the signing of a Memorandum of Understanding (MOU) between WWF and the Ministry of Agriculture's Fishery Bureau that will help keep the river's resources in balance.



WWF和武汉水务局签署大东湖江湖连通项目合作协议 。

WWF-China signs a MoU to protect Donghu Lake with the Wuhan Water Affairs Bureau.



#### 什么是流域综合管理》

在流域尺度上,通过跨部门与跨行政区的协调管理,综合开发、利用和保护流域水、土、 生物资源,最大限度地适应自然规律,充分利用生态系统功能,实现流域的经济、社会和 环境福利的最大化以及流域的可持续发展。

#### What is IRBM?

Integrated River Basin Management (IRBM) is a process of coordinating the management and development of water, land, biological and other resources within a river basin to maximize economic and social benefits in an equitable way. IRBM also strives to conserve freshwater ecosystems, species and services for human beings.

另外,WWF与黄河水利委员会签署了另一个重要的谅解备忘录,以促进双方在黄河流域的合作。合作备忘录的签署是第三次黄河国际论坛成功的缩影之一。该论坛吸引了来自64个国家的近1000名代表。这次活动的重点是可持续的水资源管理和三角洲生态系统的维护。

Another major MOU was also signed between WWF and the Yellow River Conservancy Commission on cooperation strategies in the Yellow River Basin. The signing marked the successful conclusion of the 3rd International Yellow River Forum, which involved nearly 1000 representatives from 64 countries. The event focused on sustainable water resources management and delta ecosystem maintenance.

#### 长江流域的气候变化和生态适应

长江流域易受气候影响的脆弱性已是有目共睹: 1998年长江中游洪灾, 2006年重庆的严重旱灾以及2008年1月中国南方雪灾, 都作为痛苦的记忆提醒着人们。长江能够适应气候变化吗? 我们相信答案是肯定的。

WWF将研究长江生态系统的适应能力设为工作重点之一。2007年7月,在气候变化和生态系统适应性的培训中,150多名与会者聚集一堂,研究气候变化及其对水资源的影响,讨论了迎接这些挑战的新方法和新理念。

#### Climate change and ecosystem adaptation in the Yangtze River Basin

The Yangtze River Basin's vulnerability to climate has already been witnessed: the 1998 floods in the Central Yangtze, 2006's severe drought in Chongqing and the crippling snowstorms that brought southern China to a near standstill in January 2008 stand as painful reminders. But can the Yangtze adapt to climate change? Yes, we believe it can.

This is why WWF has made study of the Yangtze's ecosystem adaptability a priority. At a climate change and ecosystem adaptation training session in July 2007, over 150 participants came together to study how climate change affects the Yangtze's diverse ecosystems. Major objectives of the course included study of the scientific issues associated with climate change as well as its impact on water resources. Participants discussed new approaches of study and looked into the challenges that lie ahead.



环境教育在行动: 青少年爱水行动

淡水方面的教育从青少年开始。我们相信,通过提高公众的环境意识,用积极的态度面对可持续发展,是十分重要的。 WWF从2001年起,就与人民教育出版社、北京师范大学一起开展了青少年爱水行动,探索在中国中小学开展可持续发展 教育的有效模式,并为中小学绿色教育提供可借鉴的实践经验。

青少年爱水行动在北京,内蒙古和青海的47个试点学校开展。研究社区周围的环境变化以及人们所关注的水问题。2008年 间,50多所学校的项目已经实施,还举办了4个教师培训讲习班和研讨会,以提高教师相关能力并鼓励学校之间的经验交流,编制出版了《学校中的可持续发展教育》一书。

Education in Action: Education Initiative for Water project

It all starts in the classroom. At WWF, we believe that developing environmental awareness and a positive attitude towards sustainable development is extremely important. Back in 2001, WWF, Beijing Normal University, and People's Education Press launched the Education Initiative for Water (EIW) project to explore the best ways to integrate Education for Sustainable Development (ESD) into Chinese schools.

More than seven years on, the EIW project has proven to be a great fit. A total of 47 pilot schools in Beijing, Inner Mongolia and Qinghai are now conducting research into community concerns while keeping a keen eye on the environmental changes occurring around them. The momentum continued to grow in 2008, with over 50 schools projects implemented, and an additional four teacher training workshops and seminars held. Topping all this off is ESD in Schools book, published to offer a comprehensive view of the EIW experience.

#### 湄公河上游 (澜沧江)

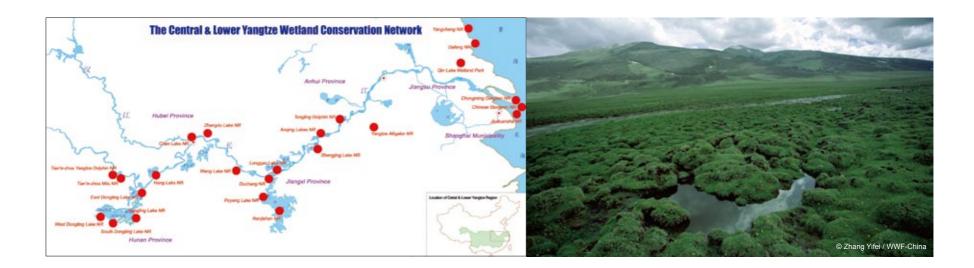
2007年,WWF制定了澜沧江流域保护战略5年计划,着重研究公路建设、采矿以及其它影响流域的因素。WWF提供了30项小额基金,进一步研究资源管理、环境友好的公路建设和采矿业的发展,水体污染控制和预防以及开展媒体宣传。这个项目大大加强了政府和研究伙伴在澜沧江流域的合作关系。

WWF正积极与云南省政府研究中心和华能澜沧江水电有限公司合作,促进澜沧江流域的可持续发展和流域综合管理。

#### The Upper Mekong (Lancang)

In 2007, WWF developed a five-year Lancang River Basin Conservation Strategic Plan that focuses on how road construction, mining, and other factors influence the river basin. WWF provided 30 small grants for further research in areas like resource management, environmentally sound road construction and mining development. Water pollution control and prevention as well as media publicity were also factored in. We're excited to report that the program has strengthened government and research partnerships in the Lancang River Basin.

WWF is actively cooperating with the Yunnan Government Research Center and the Huaneng Lancang River Hydropower Ltd. Company to promote sustainable development and IRBM in the Lancang River Basin.



#### 高原湿地

青藏高原以高耸的山脉和众多佛教寺庙而闻名,它同时也是湿地的集中地。数以千计的湖泊,池塘,沼泽地,河岸走廊分布于此。这些湿地不仅对当地生物多样性和可持续经济发展至关重要,对整个东亚和南亚地区的野生生物保护及人类文明进步也是举足轻重。

从2008年开始,WWF积极寻找更好保护这个区域的方法。例如,WWF和西藏林业局还在位于西藏西部的班公湖附近设立了检查站,以制止该地区严重的非法捕捞和在湖边偷猎水禽及水禽蛋的行为。

WWF加入了喜马拉雅地区的拯救高原湿地项目,推广近年来在印度,尼泊尔,巴基斯坦和中国等地湿地保护的经验教训。

#### High altitude wetlands

Although better known for soaring mountains and Buddhist temples, the Tibetan Plateau is also a land of wetlands, with thousands of lakes, ponds, and bogs scattered across the plateau. These wetlands are crucial not only for local biodiversity and sustainable economic development, but also for the wildlife and peoples of the entire East and South Asia regions.

We looked into ways to better protect plateau wetlands in 2008, and came up with solutions that made a positive impact. In one case, WWF and the Tibet Forestry Bureau established a checkpoint at Bangong to stop illegal fishing and poaching of waterfowl and eggs.

WWF is also a participant in the Savings Wetlands Sky High - High Altitude Wetlands Conservation Programme in the Himalaya Region. The project's goal is to replicate lessons learned by WWF offices in India, Nepal, Pakistan and China, while addressing climate change, increased tourism, Ramsar designation and institutional capacity building at the same time.

#### 播种环保的种子: 湿地使者行动

为了宣传环境保护的意义,WWF一直都开展大学生活动,比如自2001年开始的湿地使者行动。今年,来自全国14个省32个支队的300多名大学生和教师参加了这个活动,了解并宣传湿地与气候变化的。

湿地使者们在中国的主要淡水流域,如长江、黄河以及珠江等地区宣传保护意识。来自武汉、江西、湖南、上海和北京各大高校的大学生组成的行动小组积极传播了"气候变暖如何影响当地渔业发展"以及"水位上涨对地方社区的影响"等有用的信息。目前他们也正在对地震对灾区的影响和社区推广项目开展研究。

今年的湿地使者行动影响了超过6万人。如果加上媒体的宣传,这个数目将上升到至少40万人,堪称一个 成功的范例。

Getting the Message Across: 2008 Wetland Ambassador Action

To spread the word about environmental issues in China and beyond, WWF organizes activities for students. This year, one of our biggest successes came with our 2008 Wetland Ambassador Action (WAA) campaign ,which started in 2001. More than 300 college students and teachers from 32 teams in 14 provinces across the country took part in activities aimed at promoting knowledge about the relationship between wetlands and global climate change.

WAA teams banded together to raise public awareness in communities across China's main river basins, the Yangtze River, Yellow River and Pearl River. Teams from universities in Wuhan, Jiangxi, Hunan, Shanghai and Beijing worked to spread useful information on everything from how warming weather affects local fisheries to the impact of water level increases on local communities. Research into earthquake affected areas and community outreach projects were also undertaken.

Was it a success? Absolutely! This year's WAA reached more than 60,000 people directly. If we factor in media outreach, the number climbs to at least 400,000 people.

淡水保护工作任重而道远。不过可以肯定的是,我们今后的重点工作之一是湿地恢复和饮水安全。我们同时将开展示范,增强对维持淡水资源清洁的最佳途径的认识和了解,推动更多利益相关方合作,为健康河流作出贡献。

What lies ahead for WWF's Freshwater Programme? There's a lot in store for us in the year ahead. One of our major areas of focus will be wetland restoration and drinking water safety in the Huangpu River, which runs through Shanghai. Plans are already underway for a pilot project that will offer valuable insight into the best ways to keep this crucial freshwater resource clean. Even more importantly, we will continue to strive to promote cooperation among all stake holders to keep China's freshwater resources in excellent health.

社区群众参加湿地使者行动。 Local residents participate in the Wetland Ambassador Action campaign.





## Lowering China's Carbon Footprint 降低中国的碳足迹

人类活动使气候变化不断加剧,全球生态环境正面临着前所未有的威胁,全球各国都必须要采取切实有效的行动来应对这种变化。在中国,WWF致力于推动政府制定更为有效的政策,扩大可再生能源以及能效技术的利用,探索研究城市在保持经济增长的同时降低温室气体排放的低碳发展模式,并向公众提倡低碳、可持续的消费和生活方式。我们也充分认识到企业在低碳发展中的重要作用,愿意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,并采取有利于减缓气候变化的生产和运营方式。

WWF在增进国际社会对中国气候变化政策和行动的理解方面扮演了重要的角色,并积极推动国际气候变化谈判的进程。2007年12月,WWF支持完成的《气候变化国际制度:中国热点议题研究》报告,在印尼巴厘岛的联合国气候变化峰会上成功发布。这个报告主要分析了中国的角色、技术转让与合作以及中国在应对气候变化方面所作的努力。同时,WWF还支持国内机构开展了《2050—中国低碳发展之路》的课题研究,为中国国内气候变化政策的制定提供了有益探索。

Climate change induced by human activity is putting the global environment at unprecedented risk, a challenge the world must answer together. We made it a priority this year to facilitate the development and implementation of national policies that focus on renewable energy and energy efficient technologies. This includes advocating a low carbon lifestyle to the general public, and exploring low carbon city development to sustain economic growth without harmful emissions. WWF-China also worked with leading Chinese businesses on low carbon production and operation. Our partnerships emphasize the important role business and industry play in low carbon development and encourages enterprises to make use of energy efficient technologies and practices.

WWF has played an important role in increasing understanding of China's position in climate change negotiations, particularly the post-2012 stage of the Kyoto protocol, the international climate change treaty. In 2007, we supported the *International Climate Change Regime: A Study On Key Issues in China* which was released during The United Nations Conference on Climate Change (COP13) in December 2007. The study focused on key issues affecting China's position, including technology transfer and cooperation and other issues in the country's ongoing efforts to fight climate change. WWF also played a leading role in a farreaching study, *China's Low Carbon Development Towards 2050*. This explored a low carbon development roadmap and offered recommendations on domestic climate change policy development.

#### 低碳城市

2008年,中国低碳城市发展项目取得积极进展——上海和保定成为了该项目的第一批试点 城市。1月28日, 试点城市政府代表与WWF签署合作备忘录: 由国家发改委、建设部、科技 部、环保部、商务部等部门领导以及相关领域的专家组成的项目技术顾问组同时宣布成立。

在上海,WWF与合作伙伴一起开展了大型商业建筑的能耗统计与公示工作,针对能耗调查 和能效管理组织了多次培训。

在保定,WWF与合作伙伴一起致力于将保定打造成全球领先的气候变化解决方案提供地和 示范地。可再生能源政策、技术和投资等信息交流的网络平台建设、可再生能源产品技术交 流培训. "太阳能示范城"行动计划以及风电产业园实施方案的编制等工作在相关方的共同 努力下,取得积极成效。

#### Low carbon cities

In 2008, Shanghai and Baoding became the first cities to join WWF's Low Carbon City Initiative, a programme that explores low carbon development in China's urban areas. Progress was seen with the signing of a Memorandum of Understanding (MoU) with government representatives from both project cities at the end of January 2008, while a technical advisory group was established with experts from the National Development and Reform Comission (NDRC), Ministry of Construction, Ministry of Science and Technology, Ministry of Environmental Protection, and Ministry of Commerce.

WWF's main area of focus in Shanghai is improving the energy efficiency of large commercial buildings. Based on energy consumption investigations in selected offices, hotels, malls, and the construction of an energy performance on-line exposure system, further efficient building policies will be researched and developed.

In Baoding, WWF is working towards transforming the city into a global climate solution provider. Much of the focus is on information exchange and capacity building in renewable energy policy, strategies and investment, as well as the development of a Solar Energy Demonstration City action plan. This also includes an implementation plan for a Wind Power Industry Zone.



保定高新区的风机叶片厂 Wind turbine blades at a factory in Baoding

Students compete in the Efficiency Games, part of WWF-China's energy saving awareness campaign 20 ways to 20% 20行动的核心活动--节能英雄竞赛的启动仪式



Baoding's Power Valley Jinjiang International Hotel is Dr. Li Lin, Director of Conservation Strategies at WWFcomes from nearly 4500sqm of solar panels that have been integrated into the hotel's design.

保定电谷锦江酒店是中国首座太阳能五星级酒店,安装的4500 WWF中国项目战略总监李琳博士(左)和保定高新区管委会主 平方米的太阳能面板所产生的电能。可以部分满足酒店的用电。任马学禄签署低碳城市发展项目备忘录

partially powered by self-generated solar electricity, which China (left), marks signing of an MoU with Ma Xuelu, General Director of the Baoding National Hi-tech Industry Development Zone

#### 节能"20行动"

2008年9月,大型节能宣教活动"20行动"的第二阶段活动"节能英雄竞赛"拉开帷幕。北京、上海40个社 区的2000户家庭,70所中小学,全国50多所高校的环保补团、数百个互联网博客、分别参加了为期一年的 社区节能实践竞赛、中小学节能教育竞赛、大学生节能宣传竞赛和节能博文征集大赛,开展了丰富多彩的 节能实践、节能教育和节能宣传,用不同的方式显示了解决能源和气候变化等环境问题的决心。

全国约十数万人参与了节能竞赛的各种活动 100多个政府机构 非政府组织 媒体 企业通过不同形式参 与和支持了节能竞赛,成为"20行动"大家庭成员,共同推动节能行动的全面开展。

Getting the message across: The Efficiency Games

The Efficiency Games, the second phase of the 20 ways to 20% campaign, was launched in September 2007 in major cities across China. Seventy primary and middle schools, over 50 university student groups and 2000 families from 40 communities took part in the various areas of the competition. Challenges were mounted in education, communications, putting knowledge to practice and efficiency-related blogs.

Hundreds of thousands people have participated in the Efficiency Games so far, and many are showing their determination to tackle energy and climate change issues. More than 100 organizations from government, business, media and NGO sectors joined the 20 ways to 20% family to support the initiative.

#### 工商业参与

我们相信,中国的企业将在发展低碳经济的过程中发挥重要的作用。政府和企业合作伙伴为我们提供了应对气候变化的新机会。5月,WWF与国家发改委节能信息传播中心共同主办的"气候变化:企业的机遇与挑战"大型论坛,吸引了众多国内企业的关注;与汇丰银行、宜家和可口可乐等公司共同开展的气候变化伙伴项目,通过不同的方式探索和验证低碳企业发展模式。我们正在积极推动的"碳减排先锋"项目也意在鼓励更多的企业加入到这一行列。

#### **Business and Industry engagement**

We believe that Chinese companies play an important role in developing a low carbon economy, while our government and corporate partners give us new opportunities to increase awareness of the business of climate change. Held in May, the Climate Change: Opportunities and Challenges to Businesses conference explored existing and future opportunities, risks, challenges and dilemmas facing a range of mainstream Chinese businesses. The Climate Savers Programme, a WWF-led international initiative that engages companies to cut CO2 emissions, was officially launched. Collaborative projects with HSBC, IKEA and The Coca-Cola Company on climate change explored the business opportunities from low carbon actions, showing leadership to business communities in China.



#### 气候变化见证人

作为我们在世界各地开展的应对全球气候变化的活动之一,WWF全球的分支机构分别走访当地居民,了解全球变暖给他们生活带来的影响。在这个名为"气候变化见证人"的项目中,受访者包括农民、渔民和畜牧业主等等。这些受访者讲述的故事为气候变化带来的影响提供了真实具体的例证,同时展示出立刻采取行动,大力减少目前温室气体排放的重要性。所有的故事收集完毕后,世界各地的气候变化见证人访谈的文字和视频将在WWF总部网站上发布。

2008年,长江上游地区青海省的五位牧民和西藏羌塘的15位牧民,作为见证人讲述了气候变化给他们的生活带来的影响。

#### Education: Climate Witness

As part of our worldwide campaign to combat global climate change, WWF offices throughout the world are interviewing local residents about how global warming is affecting them. Known as the "Climate Witness" program, these interviewees include farmers, fisherman, and livestock herders. Stories gathered from these interviewees provide concrete, real world examples of the impact of climate change and illustrate why immediate action is needed to drastically reduce present levels of greenhouse gas emissions. Once collected, Climate Witness interviews from around the globe are posted on WWF International's website as both text and video.

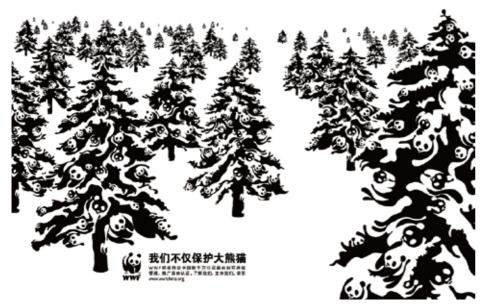
In 2008, WWF began participating in the Climate Witness program by interviewing five herders in Qinghai Province, in the Yangtze River headwaters region, as well as 15 herders in the Chang Tang Region of the Tibet Autonomous Region. Selected Climate Witness interviews will soon be appearing on the WWF International website.



# Responsible forest management and trade 负责任的森林管理与贸易

今年WWF在中国实施的林业项目在可持续森林管理、高保护价值森林(HCVF)保护、社区替代生计、以及争取企业参与并努力消除非法采伐和改善森林管理方面都取得了很多成绩。通过FSC 认证的森林面积也有显著增加。

WWF-China's forest conservation strategies registered major successes this year, with gains made in sustainable forest management, protection of High Conservation Value Forests (HCVF), alternative livelihood in communities, as well as corporate engagement and efforts to eliminate illegal logging and improve forest management. Forest areas certified by the Forestry Stewardship Council (FSC) also grew.





WWF-China Country Representative Dermot O'Gormon presents an award to Ms. Yang Bin, Tetra Pak's deputy director of corporate China's Green Ambassador Campaign. communications, for the company's support of the Yongan Forestry Bureau's successful bid for FSC certification

WWF(中国)首席代表欧达梦先生向利乐中国有限公司企业传播副总裁杨 斌女士赠送礼物, 以表彰利乐公司在永安林业(集团)股份有限公司成功获 得FSC认证过程中所给予的支持。



Student ambassadors take part in field activities as part of WWF-

作为WWF (中国) 绿色使者活动的一部分, 绿色使者参加了各种现场活动。

#### 绿色使者行动

吉林和黑龙江两省7所大学的24名学生参加了由WWF长春项目办公室和东北林业大学共同发起的2008年"绿色使者 活动"。绿色使者参加了珍宝岛国家级自然保护区,虎林保护区等地的现场活动。活动后学生们举办了一场摄影 展、出版了活动汇刊记录此次经历。

#### Education in Action: Green Ambassador Campaign

Twenty-four students from seven universities in Jilin and Heilongjiang Provinces participated in the 2008 Green Ambassador Campaign (GAC), hosted by WWF local office and Northeast Forestry University. Student ambassadors took part in field activities at reserves including the Zhenbaodao National Nature Reserve and the Hulin reserve. The students later held a photo exhibition and published a collection of essays documenting the experience.

#### 平衡绿色资产

截止到2008年7月,我国获得FSC认证的森林总面积近90万公顷,位居亚洲之首。这一数字源于中 国南方福建省永安林业(集团)股份有限公司116,000公顷林地获得了FSC认证。继两年前黑龙江流 域推动FSC森林经营认证成功后,在WWF的有力支持下,FSC认证已被推广到全国大规模森林经 营单位。

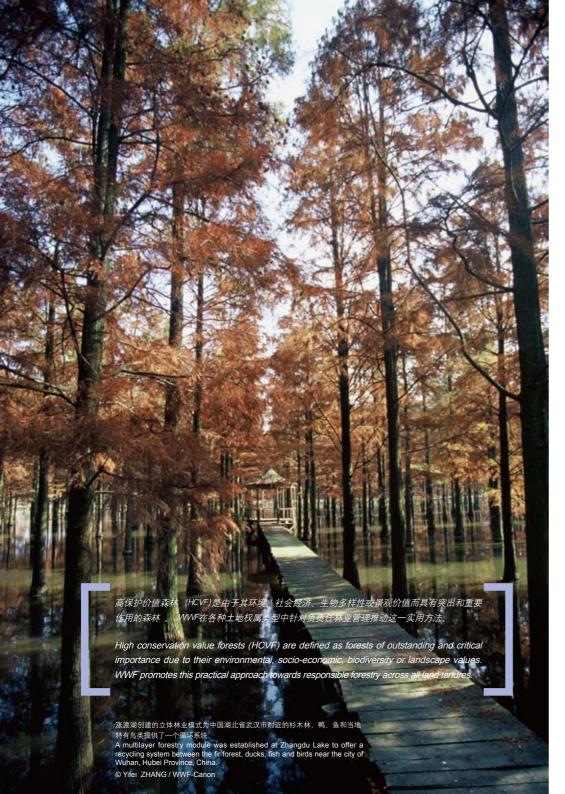
这标志着WWF在中国推动FSC认证方面迈出了重要的一步。

南方林区由于树种丰富、林分复杂、林地权属形式多样,因此面临很多环保上的挑战。但是永林 公司的公司化经营方式有效地组织了各种权属的森林资源。国家林业局于2006年选定永安市林业 局作为全国可持续森林经营方案编制试点单位之一。在东北地区,穆棱林业局申请了FSC森林认 证, 并于2008年4月接受审核。

#### Keeping China's green assets in check

Chinese forests under FSC certification grew to 900,000 hectares in this year, making it the top Asian nation in terms of certified sustainable forests. This boost came after an 116,000-hectare section of woodland managed by the Fujian Yong'an Forestry Group in Southern China was certified. Following The previous success in the Amur-Heilong region two years ago, FSC certification is taking hold in large Chinese forest management units (FMUs) across the country with strong efforts from WWF.

Southern forests are riddled with conservation challenges due to the abundance of species they shelter, complex features and diversified land tenure. But Yong'an's corporate operation has smoothed the transition by effectively integrating forest resources under different ownership. The State Forestry Administration selected the Yong'an Forest Bureau as one of its pilot units to develop their sustainable forest management plan in 2006. And back in the northeast, the Muling Forestry Bureau has applied for FSC forest management certification, with auditing conducted in April 2008.



2007 - 2008年,我们在高保护价值林(HCVP)方面也取得了显著成绩。继珲春市和东宁市示范项目成功之后,在吉林省和黑龙江省制定了森林经营单位统一标准。去年,珲春市和东宁市作为示范点引入了判定标准。作为改善其经营方案的基础,HCVF判定也被引入到牡丹江林业局。阿穆尔/黑龙江流域其他两家森林经营单位目前也正在进行HCVF地图绘制工作,2009年有望完成。在国家林业局资源司合作下,2008年1月举办了中国HCVF地图绘制和经营管理能力建设的研讨会。

2008年4月1-2日,WWF与包括雨林联盟、国家林业局对外项目合作中心、中国林业科学研究院在内的其他机构共同组织了为期两天的会议,探讨中国在森林和林产品方面日渐增强的影响,尤其是中国目前以及未来在推动森林管理委员会(FSC)认证的森林、林产品和市场方面可产生的力度和可扮演的角色。来自全世界企业、政府、研究机构的200多名代表参加了此次大会。

High Conservation Value Forest (HCVF) identification and management is a key requirement in FSC forest management certification, and very useful for forest management units to balance economic needs and conservation priorities. WWF introduced this concept to China five years ago. HCVF identification gauged success in 2007 and 2008, with a unified standard for FMUs established in Jilin Province and Heilongjiang Province after the successful pilots in the cities of Hunchuan and Dongning. Last year, both cities accepted the identification standard for demonstration purposes. HCVF identification was also introduced in the Mudanjiang forest bureau as the basis for improving management. Two other forest management units in the Amur-Heilong area are also conducting HCVF mapping that is expected to be finished in 2009. A workshop to build up the capacity of HCVF mapping and management in China was held in January 2008 with the collaboration of the Resource Department of the State Forestry Administration.

On April 1-2, 2008, WWF China and other organizations including the Rainforest Alliance, International Forestry Cooperation Center (IFCC) of the Chinese State Forestry Administration (SFA), the Chinese Academy of Forestry (CAF) organized an intensive conference to explore the growing influence of China on forests and forest products. The conference also focused on the role China plays in promoting Forest Stewardship Council (FSC) certified forestry, forest products and markets. More than 200 people from business, government and academic institutions around the world attended the conference.

#### 保证森林合法贸易

自从全球森林贸易网络(GFTN)的中国分支(GFTN-China)在2005年成立以来,其成员企业数已经增长到21家。所有成员企业均承诺支持可持续森林管理和负责任林产品制造和采购。随着2008财年7名新成员的加盟,21家重点企业成为GFTN-China的积极参与者。在GFTN的支持下,FSC标准在推动全球负责任木材贸易方面起着至关重要的作用,尤其是在黑龙江流域和亚马逊地区等WWF重点生态区。

2008年我们同样非常关注跨境非法采伐和贸易问题。2007年9月在北京召开的"中国-欧盟森林执法与行政管理会议"通过考察改善森林执法与行政管理的各种方法,在可持续森林管理方面获得了很多收获。在会上讨论了实现可持续全球林产品贸易和市场的工具,例如森林认证、合法性验证体系和采购政策。

我们同样非常高兴地发现,在国内通过产品供应链认证的趋势非常明显,这是一个从森林到销售地追踪木材产品的过程。同样令人振奋的是,中俄供应链中合法木材的示范项目取得了很大进展。这一进展主要是在WWF支持下,通过更好地控制跨境木材运输和编辑海关数据实现的。中文版《遵从法律》工具包进一步支持了这个项目,以帮助制止两国间非法采伐。

2008年3月27-28日, 中俄森林开发高层研讨会由国家林业局、WWF、森林趋势共同组织召开。 中俄两国林业部长到会,并有50余名企业代表参加了此次研讨会。参会人员分享了中国和俄罗斯 在森林管理和森林发展规划划方面的信息。参会人员纷纷呼吁木材贸易合法性,以提高中俄两国 间木材贸易的可持续性。

#### **Keeping it legal**

Since the China branch of the Global Forest and Trade Network (GFTN-China) was launched in 2005, membership has grown to 21 member companies, all of which are committed to supporting sustainable forest management as well as producing and purchasing responsible forest products. Seven new members joined the network in the 2008 fiscal year with 21 leading enterprises counted as active participants. Supported by the Global Forest and Trade Network (GFTN), the FSC standard has played a major role in promoting responsible timber trade around the world, especially in WWF priority ecoregions including the Amur-Heilong and the Amazon.

More attention was also given to the issue of cross border illegal logging and trade in 2008. The September 2007 EU-China Conference on Forest Law Enforcement and Governance in Beijing made gains in sustainable forest management by examining ways to improve forest law enforcement and governance. Achieving sustainable global trade and markets for forest products using tools such as forest certification, legality verification schemes and procurement policies were discussed.

We're also excited to report that a clear trend towards product chain certification (Chain of Custody, COC) is emerging, a process of tracking wood products from the forest to the point of sale. Also encouraging is the growth of pilots for "verified legal" wood in cross border trade to identify legally sourced wood in supply chains involving China and Russia. This is being achieved through better control of tansboundary timber shipments and a compilation of customs statistics supported by WWF. This was further strengthened by the Chinese version of the Keep it Legal toolkit, aimed at helping boycott illegal logging activities between the two countries.

On March 27-28, 2008, a workshop on Sino-Russian forestry development was co-organized by the State Forestry Administration, WWF-China and Forest Trend, with ministers and over 50 industry representatives from both countries. The participants shared information on forestry governance in China and Russia, as well as forestry development planning. All participants called for continued action towards the promotion of legal timber trade to enhance sustainability between China and Russia.



森林认证的标志印在利用可持续发展的方式采伐的原木上 FSC logo painted on sustainable harvested logs

#### 社区的重要性

WWF与欧盟合作推动濒危药用植物的环保和可持续使用,主要是中草药的使用。在陕西省的一个项目点,WWF支持了关于中草药的本底调查,该调查涵盖了21,152公顷面积,共计360个实验点。此项调查确定了需要保护的植物,并且在示范点为中草药资源开发制定了新的监测标准。

替代生计项目也在进行之中,以减少保护区周边社区对自然资源的过度依赖。例如,在秦岭,WWF加强了对新创建的自然保护区的支持,以帮助保护区更好地应对当地社区发展的需求。2008年,WWF在三个新的自然保护区开展了各种替代生计项目,包括中草药种植和养蜂,支持了100多家农户的生计。同时,WWF在长江上游生态区大熊猫栖息地的周边社区,修建了1000多口沼气池和1600多个节柴灶。

生态旅游是我们的另一个关注点。在秦岭太白山南部地区的成功经验的基础上,WWF还开发了许多项目来减少大众旅游对大熊猫栖息地的影响。

#### **Community matters**

WWF has cooperated with the EU to promote the conservation and sustainable use of endangered medicinal plants, typically used in Traditional Chinese Medicine (TCM) practices. The project covers the panda landscape in the Upper Yangtze eco-region that spreads across Sichuan, Shaanxi and Gansu provinces. In Shaanxi Province, WWF supported a grassroots survey of herbal medicines, covering 360 sample sites in 21,152 hectares. The survey identified species in need of protection and developed new monitoring criteria for TCM resources at a pilot site.

Alternative livelihood projects are also underway to help communities based in protected areas reduce their reliance on natural resources. In the Qinling Reserve, for example, WWF has strengthened its support for newly established nature reserves by helping them address community development needs. In 2008, WWF supported over 100 households on three new nature reserves with a variety of alternative livelihoods including traditional Chinese medicine plantations and beekeeping. Meanwhile, over 1000 biogas units and over 1600 fuel wood saving stoves were installed in panda habitats in the Upper Yangtze eco-region.

Ecotourism was another focus for us in 2008. Based on the success of the South Taibaishan region in Qinling, more projects have been developed to take the edge off mass tourism in the giant panda's habitat.



#### 黄海生态区

黄海生态区是WWF全球最优先保护的238个生态区之一。这片被中、朝、韩三国环绕的生物多样性之丰富全球罕有。目前,在黄海生态区已记录到的鱼类有280种、无脊椎动物有500种。黄海生态区丰饶的滨海湿地为丹顶鹤与黑脸琵鹭等数以百万计的迁徙鸟类提供了不可或缺的停歇觅食场所和越冬地。

然而,黄海生态区也是世界上受人类活动影响最严重的海洋生态区。在过去的五十年间,由于短视的、不合理的开发活动,中国和韩国损失的滨海湿地超过40%;持续的过度捕捞使包括中国对虾和带鱼在内的最有价值的野生海产资源几近枯竭。

应对挑战,我们需要更多的行动。早在2002年,WWF就开始了针对黄海生态区的保护规划项目。2008年10月28日,WWF在韩国举行的第10届湿地公约缔约方大会上发布了《黄海生态区生物多样性评估报告》,并呼吁作为湿地公约缔约国的中、韩两国政府加大对黄海生态区的保护力度。该报告由来自中、日、韩三国的10余名专家耗时两年完成,它将为日后的实地保护工作提供可靠的科学依据。

2007年,黄海生态区保护支援项目启动。该项目为期7年,由WWF和韩国海洋研究院提供技术支持,松下电器提供资金保证,旨在改善黄海生态系统的健康程度,维持其生物多样性的完整。从2008年起,这个项目开始通过小额基金支持黄海沿岸的地方社团开展关于沿海和海洋生物多样性和关键栖息地的公众宣传活动。

2008年, WWF与诸多重要合作伙伴的合作关系得到实质性加强。6月,中国国家海洋局与WWF在北京签署合作谅解备忘录。双方同意启动合作伙伴关系,建立稳定的合作机制,共同推进中国海岸带和海洋生态环境保护工作。8月,WWF与联合国开发计划署黄海大海洋生态系项目共同完成了黄海生态区重要栖息地的评估工作,并在中韩两国各选取了一处生物多样性保护示范项目区。双方计划在未来数年中,进一步优化资源配置,将基于生态系统的管理理念引入示范区,恢复并增强其生态系统服务功能,为黄海生态区探索出一个兼顾生物多样性保护和沿海社区利益的管理模式。

#### Safeguarding China's Oceans—Yellow Sea

The Yellow Sea Ecoregion (YSE) is a portion of the Pacific Ocean shared by China, the Republic of Korea (South Korea) and the Democratic People's Republic of Korea. One of WWF's Global 200 Ecoregions, the YSE is an important temperate coastal area with considerable marine biodiversity. It is home to 280 species of fish, 500 species of invertebrates, and serves as an indispensable stopover and wintering ground for over 1 million migratory birds.

However, this ecoregion is also one of the world's most heavily exploited: Over the past 50 years, more than 40 per cent of coastal wetlands have been lost, while continuous overfishing has almost completely deprived the sea of its most valuable wild fish stocks.

These challenges demand action. In 2002, with partners from China, South Korea, and Japan, WWF launched an initiative to conserve the YSE's biodiversity. We're happy to say that 2008 was one of our most fruitful years to date. In October, WWF released its *Biological Assessment Report of the Yellow Sea Ecoregion*, calling for urgent action to conserve coastal wetlands. The report will serve as a solid foundation for future site-based conservation projects.

In 2007, WWF and the Korea Ocean Research & Development Institute (KORDI) signed a seven-year collaborative agreement with Panasonic on the Yellow Sea Ecoregion Support Project (YSESP) to improve the region's health and integrity. The YSESP also features a small grants program, which enables local communities to participate in sustainable conservation activities.

We also strengthened cooperation with key partners in 2008. In June, WWF signed a Memorandum of Understanding (MoU) with the State Oceanic Ocean of China, starting a strategic partnership aimed at jointly promoting the conservation and sustainable management of China's coastal areas and seas. And the WWF-UNDP Yellow Sea Large Marine Ecosystem (YSLME) project completed a Yellow Sea habitat assessment in August, with one demonstration site appointed in China and one in South Korea. By jointly exploring a replicable management model, WWF and its partners hope to secure a harmonious relationship between nature and humanity in the YSE.



## CHINA FOR A GLOBAL SHIFT INITIATIVE

### "中国领跑世界革新"全球项目

#### 中国和世界:我们只有一个地球

除了传统项目外,为有效保护自然资源,我们还需要关注一些其他的要素,贸易、投资和金融政策也是其中之一。WWF的"中国领跑世界革新"全球项目涵盖了这个重要领域,期望能提供实用可行的解决方案来帮助减少全球生态足迹。

WWF认为,引领全球摆脱对自然资源的过度消耗,实现可持续发展,中国是一个关键国家。

中国经济的高速发展为WWF及合作伙伴带来了一个难得的机遇,以探索 并推动未来更加可持续的发展。我们与中国政府和民间组织展开紧密合 作,更好地在中国和世界推行可持续发展政策和生活方式。

2008, 我们继续促进可持续发展和消费的工作。WWF与中国环境与发展国际合作委员会联合发布了《中国生态足迹报告》。它是第一份综合评价中国生态足迹的报告,并对决定中国生态赤字的因素进行了概述。同时,该报告也展示了中国如何在保证人与自然和谐兴盛的前提下实现可持续的发展目标。

#### Supporting China and the world to develop within just one planet

Effective conservation also means we need to focus on elements that fall outside of our traditional programmes. Examining policy is part of this, as is advocacy in trade, investment and finance. WWF's China for a Global Shift Initiative covers these important areas and aims to provide practical solutions that help reduce the global ecological footprint.

WWF sees China as the key country to catalyze a global shift away from uncontrolled depletion of natural resources and towards a sustainable future. Nowhere else are the opportunities greater.

The massive scale and speed of China's development has given WWF and it partners a unique opportunity to promote and explore a more sustainable future. Close cooperation with the Chinese government and grassroots organizations give us a definite edge in making sustainable policies and lifestyles a reality for China and around the world.

Our work promoting sustainable development and consumption continued this year. Notable successes included the release of *The Report on Ecological Footprint in China*, jointly commissioned by the China Council for International Cooperation on Environment and Development (CCICED) and WWF. It is the first comprehensive look at China's footprint and offers an overview of the factors determining the country's ecological deficit. It also shows how China can achieve its development goals sustainably to ensure future generations—and the planet—have what they need to thrive.

WWF也从帮助中国银行界发展和实施环境友好的信贷政策。我们与中国人民银行合作的报告《走向可持续发展:中国银行业的改革和未来》,描述了中国银行业在可持续发展战略上的现状,并为银行业的可持续发展制定了总的指导方针和原则。另外,我们与中国环境保护部联合启动了一个三年的项目,开发针对不同行业的信贷环保指南。与中国进出口银行在相关领域的合作也在顺利进行。

今后,"中国领跑世界革新"全球项目会继续与合作伙伴一起,在既能支持中国发展目标,又能引导全球进入低碳社会的可持续贸易、银行信贷和金融服务上共同开拓。在已有的项目和合作关系基础上,WWF正与中国、亚洲、非洲、欧洲以及北美的政府和工商界利益相关者一起努力,使这个项目成为一项真正的全球性、多层面的行动。

WWF also made gains helping Chinese banks develop and implement environmentally sound lending policies. Our work with the People's Bank of China (PBoC) on the report *Towards Sustainable Development: Reform and the Future of China's Banking Industry* gave a status report on the progress of sustainable banking strategy and set out general development guidelines and principles for Chinese banks. We started on a three year project with the Ministry of Environmental Protection (MEP) to develop sector-specific guidelines. We also continued to work with the China Import and Export Bank (EXIM) in the same area.

In the coming year, China for a Global Shift will continue to work with its partners on concrete examples of how sustainable trade, banking and finance can support China's development and catapult the world towards a low carbon future. Building on existing projects and partnerships, WWF is working with government and business stakeholders in China, Asia, Africa, Europe, and North America to make this a truly global and multifaceted initiative.

中国环境与发展国际合作委员会秘书长祝光耀指出:"未来20年将是中国实现可持续发展的关键时期。这一过程将由一些重要的指标来决定,如自然资源的利用效率和地球再生能力之间平衡的改善等。"

"The next 20 years is a critical period for China to realize its sustainable development, which is determined by important indicators including the balance between the utilization efficiency of natural resources and the Earth's regeneration capacity improvement." - Zhu Guangyao, Secretary General of CCICED.

"一个国领跑世界革新,全球项目是WWF发起的一个新项目,它以中国为催化剂,促进全球资源供应者,生产者和终端消费者的转变,减少全球生态足迹。"

世界自然基金会 (瑞士) 北京代表处首席代表 欧达梦

"The China for a Global Shift Initiative' is a WWF initiative that aims to reduce the global ecological footprint by engaging China as a catalyst for change throughout the global triangle that links resource providers, manufacturers and end consumers."

—Demot O'Gorman, WWF China Country Representative



## CORPORATE SUPPORT 企业支持

企业支持对于可持续发展非常关键。中国飞速发展的市场与对企业社会 责任感、高质量产品与服务的不断增长的需求,为我们的企业合作关系 发展提供了广阔的空间。

WWF在2008年加强了与企业的合作,其中包括可口可乐、汇丰银行、 佳能、家乐福、利乐与宜家。其他的成功合作案例还包括帝亚吉欧与 杰尼亚组织的项目实地考察。我们还建立了与北京希尔顿逸林酒店和 Conforame的新合作。

我们在中国的企业合作关系开始变得更多更巩固。在与企业建立联系并 推动企业生产和生活方式可持续发展时,我们发现协作努力能令更多更 好的事情得以实现。 Corporate support is a key element of sustainable development. China's rapidly growing market and increasing demand for corporate social responsibility as well as quality products and services offers our myriad of partnerships a substantial room to grow.

WWF used 2008 to strengthen ties with companies including The Coca-Cola Company, HSBC, Canon, Carrefour, TetraPak and IKEA. Other successes included project-monitoring trips by Diageo and Ermenegildo Zegna. We also made new connections with Conforama and Doubletree by Hilton Beijing.

Our corporate partnerships in China are becoming stronger and more numerous. As we work to develop our links with businesses to encourage more sustainable lifestyles and approaches to production, we've found that great things can be accomplished when we work together.



WWF志愿者在家乐福超市帮助销售四川花椒,就是WWF四川替代生计项目中的一个部分。

Part of a small livelihood project, WWF volunteers help sell Sichuan pepper products of at a Carrefour supermarket.

#### 生产与保护

中国政府承诺在2010年实现将GDP能耗减少20%,这对企业的能源政策具有重大影响。WWF与家乐福利用这个机会在家乐福的150个店面推广20个节约能源小窍门,并举办四川花椒节,以支持岷山地区替代生计项目,并为5.12大地震的受难者进行了款项募捐。家乐福也继续成为企业环保联盟的自金会员。

2007年,可口可乐公司与WWF建立了长期合作伙伴关系,以保护世界上7个最重要的淡水流域在内的淡水资源。长江和中国境内的湄公河上游(澜沧江)在保护范围之内。

作为最初2000万美元承诺的一步,可口可乐公司将支持对其公司运转和全球供应链 更为有效的水管理,降低公司的碳足迹。新的计划已到位,WWF与可口可乐公司的 合作伙伴关系被延长两年。

汇丰银行资助WWF和其它三家国际非政府组织一起发起了一项为期五年的"汇丰与气候伙伴同行"计划,以应对全球气候变化。在中国,项目将会涉及森林、淡水以及城市和人的可持续发展等领域,WWF在其中会重点关注节能减排及提高生态系统适应气候变化的能力,以减少极端气候给人类与生物带来的影响。

WWF与帝亚吉欧继续进行改善东太湖水质的项目。杰尼亚也在今年考察了他们资助的秦岭大熊猫栖息地的保护项目。

家具制造商Conforma成为WWF在中国的第一个绿色办公室成员。他们在青岛、上海与深圳的三个办公地点均通过了考核,加入WWF全球绿色办公室大家庭。

希尔顿逸林酒店在2008年成为我们新的企业环保联盟黄金会员(Corporate Alliance Gold Member)。为了贯彻他们全球一致的"关注"文化,希尔顿逸林酒店资助WWF中国野生动植物保护小额基金项目对黑鹳展开的为期一年的研究调查。同时,他们还向WWF中国捐赠会议室以供使用。

#### **Producing and conserving**

The Chinese government's commitment to reducing the country's energy intensity by 20% by 2010 has had a big impact on corporate energy policies. WWF and Carrefour used this opportunity to promote 20 power saving tips in over 150 of its outlets. Later in the year, we launched a Sichuan Pepper Festival with the retailer to promote an alternative livelihood programme in the Minshan landscape and fundraise for the victims of the May 12 earthquake. We also renewed Carrefour's status as a Corporate Alliance Platinum Member.

In 2007, The Coca-Cola Company (TCCC) launched a multi-year partnership with WWF to conserve and protect freshwater resources, including seven of the world's most important freshwater river basins. This includes the Yangtze and Upper Mekong (Lancang) in China.

As part of an initial US\$20 million pledge, Coca-Cola will support more efficient water management in its operations and global supply chain, and reduce the company's carbon footprint. Plans have already been put in place to extend the partnership for an additional two years.

WWF and HSBC also teamed up with four other international NGOs for a major five-year programme to tackle climate change. The efforts are part of the lender's influential HSBC Climate Partnership, aimed at supporting environmentally friendly business practices. In China and elsewhere, the Climate Partnership will touch on forests, freshwater, cities and people to provide lasting solutions for sustainable development. WWF's input to the project focuses on energy saving and building Yangtze eco-system adaptation capacity to alleviate the negative impacts caused by climate change.

For Diageo, improving Taihu Lake's water quality remained a core element of our two-and-a-half year partnership. Ermenegildo Zegna also paid a visit to Qinglin to monitor the development of a project in the important panda habitat.

Furniture maker Conforama became the first WWF Green Office member in China. Their three offices in Qingdao, Shanghai and Shenzhen successfully passed audits and are now an official member of our global Green Office family.

Doubletree by Hilton™ Beijing became a new Corporate Alliance Gold Membership in 2008. By leveraging their "CARE" culture worldwide, Doubletree by Hilton™ Beijing will support a survey on black storks conducted by WWF China's Wildlife Conservation Small Grant Fund for a one-year period. In addition, they will also provide in-kind conference room usage to WWF-China.



#### 地震捐助

佳能捐赠了16套办公室设备和配套的野外大熊猫监测仪器,帮助5.12地 震中受损的大熊猫栖息地的重建工作,岷山与秦岭等保护区野生熊猫巡 护监测网络的恢复也从中收益。

地震后,Domus中国在激发全球的设计师和建筑师帮助灾后重建上发挥了重要作用。这个在设计界非常有影响力的杂志在2008年6月发表了一期特刊: "同一片土地,同一个家园",旨在激发对平安小学以及岷山地区熊猫保护站重建的设计工作。

一些大公司如汇丰银行,家乐福与安永会计师办务所均在他们的公司内 部举办了野生物摄影家奚志农的摄影图片展。展览中的所获捐赠都投入 了四川岷山熊猫保护站的重建工作。

#### Earthquake relief

Canon donated 16 sets of office supplies and panda monitoring equipment to support the rebuilding of working stations in panda habitats damaged by the May 12 earthquake. The company's generosity has helped reserves such as Minshan and Qinling restore wild panda monitoring and patrolling field sites.

In the aftermath of the quake, Domus China played an integral role inspiring designers and architects from around the world to assist the reconstruction process. The influential design magazine released a special issue in June 2008, "One Land, One Home," aiming to inspire designs for a reconstructed Pingan Primary School and panda conservation stations in the Minshan area.

Companies including HSBC, Carrefour and Ernst & Young opened their doors to exhibits by wildlife photographer Mr. Xi Zhinong. The proceeds from the exhibitions went towards rebuilding a panda conservation station in Minshan, Sichuan.

#### 2008年主要企业合作伙伴 Major Conservation Partners in 2008:





















Fondazione Ermenegildo Zegna





# GOING GREEN—CARBON NEUTRALITY 绿色行动,实现碳中和

WWF提倡以身作则,"绿色办公室计划"把我们的责任推广 到工作与生活中。

在这个计划中,我们将在未来5年大量减少职员出差。从2006年7月至2007年6月间,WWF为所有员工乘飞机出差购买碳排约366吨。而从2007年7月至2008年6月,抵消的二氧化碳排放达652吨。

我们鼓励乘坐飞机之外的低碳排交通工具,尽量搭乘火车并使用电话会议替代出差。在不能避免乘飞机出差的情况下,WWF会购买碳排放量,并投资黄金标准,发展清洁能源产业。

这些改变不仅节省了经费,也降低了排放。此外,我们将进一步减少用水量,改善空调系统,改进垃圾处理。

WWF thinks it's best to lead by example. With our Green Office Strategy Implementation Plan, we bring our conservation commitment with us to work everyday.

The implementation plan will reduce travel significantly over the next five years. From July 2006 to June 2007, WWF neutralized all staff air travel, equaling an offset of nearly 366 tonnes of carbon dioxide. And from July 2007 to June 2008, we were able to offset 652 tonnes.

We've set our sites on looking into alternatives to air travel, and encourage low-carbon alternatives such as train trips and video conferencing where possible. For times when flying is unavoidable, WWF offsets carbon emissions by investing in Clean Development Mechanism projects though Gold Standard.

The changes we've made allow us to save money and cut down on emissions. In addition, we are also aiming to reduce our water consumption, improve heating and air conditioning as well as waste management.



### PARTNERS IN CONSERVATION

## 一个上个人中(按英文名称排序 in alphabetic order)

#### 国家级管理部门

#### **State Governing Agencies**

国家发展和改革委员会能源局

Bureau of Energy of the National Development and Reform Commission

长汀水利委员会

Changjiang (Yangtze) Water Resources Commission (CWRC)

中国气象局

China Meteorology Administration

国家渔业局及所属研究机构

Chinese Fishery Bureau and its affiliated

research institutes

全国人民代表大会环境与资源保护委员会

**Environment and Resources Conservation** 

Committee, National People's Congress

农业部

Ministry of Agriculture

教育部

Ministry of Education

外交部

Ministry of Foreign Affairs

科技部

Ministry of Science and Technology

水利部

Ministry of Water Resources (MWR)

国家环境保护总局

State Environment Protection Administration (SEPA)

国家林业局及相关所属机构

State Forestry Administration and affiliated bureaus

国家海洋局及所属研究机构

State Oceanic Administration and its affiliated

research institutes

长江渔业资源管理委员会

Yangtze Fishery Administration Commission

黄河水利委员会

Yellow River Conservancy Commission-YRCC

省级政府机构

**Provincial and Municipal Government** Agencies:

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

Agriculture, Energy, Environmental Protection, Water Resource and Forestry departments of

Hunan Province

吉林省林业厅, 吉林省环保局

Department of Forestry & Environmental

Protection Bureau, Jilin Province

吉林省森工集团

Jilin Forestry Industrial Group

甘肃省林业厅

Gansu Provincial Forestry Department

黑龙汀省林业厅

Heilongjiang Provincial Forestry Department

黑龙江省森工集团

Heilongijang Forestry Industrial Group

湖南省人民政府及人民代表大会常务委员会

Hunan People's Government and Congress

贵州省人大、环境保护局、贵州省林业厅

People's Congress, Environment Protection

and Forestry departments of Guizhou Province

陕西省林业局

Shaanxi Forestry Department

上海市园林绿化局、城建局

Shanghai Landscape Architecture &

Gardening Trade Association

上海市人民政府、上海市林业局及上海市水务局

Shanghai Municipal People's Government,

Shanghai Forestry Bureau and Shanghai

Municipal Water Affairs Bureau

四川省人大、林业厅、环保厅

Sichuan Provincial People's Congress,

Department of Forestry and Department of

**Environmental Protection** 

江西省山江湖开发治理委员会办公室

The Mountain-River-Lake Development

Committee of Jiangxi Province and its Office

湖北省人民政府

The People's Government of Hubei Province

江西省人民政府

The People's Government of Jiangxi Province

西藏林业局

The Tibet Forest Bureau

云南省人大、林业局

Yunnan Provincial People's Congress and

Forestry Bureau

学术研究单位

**Academic Institutes** 

中国生物质能开发中心

China Biomass Development Centre

农业部中国农村经济调查研究中心

China Rural Economic Research Center of

State Ministry of Agriculture

中国林业科学院 清华大学 WCS 瑞士银行 Chinese Academy of Forestry Qinghua University 长江论坛秘书外 UBS 中国科学院及其所属各研究所 东北林业大学 惠普 Yangtze Forum Secretariat HP Chinese Academy of Sciences (CAS), and Northeast Forestry University affiliated institute 东北师范大学 捐赠者 北京希尔顿逸林酒店 中国社会科学院 Northeast Normal University **Donors** Double Tnee by Hilton Beijing 松下 Chinese Academy of Social Sciences Blue Moon 农村经济研究中心 组织 佳能 Panasonic 诺基亚 Research Centre for Rural Economy **Organizations:** Canon 国家能源经济研究中心 中国环境与发展国际合作委员会 家乐福 NOKIA State Power Economic Research Centre CCICED (China Council for International Carrefour 奥美广告 欧盟 Cooperation on Environment and Development) Ogilvy 全国60个自然保护区 中国民主促进会中央委员会 FU China Association for Promoting Democracy 杰尼亚基金会 世界自然基金会全球网络 60 Nature Reserves across the country 中国青少年发展基金会 Fondazione Ermenegido Zegna **WWF Network** China Youth Development Foundation 汇丰银行 WWF德国分会 主要大学 能源基金会 HSBC WWF-Germany 官家集团 WWF香港分会 **Major Universities: Energy Foundation** 北京林业大学 自然之友 **IKEA Group** WWF-Hong Kong Friends of Nature 拉法基 WWF印度尼西亚分会 Beijing Forest University 北京师范大学 北京地球村 Lafarge WWF-Indonesia 诺维信 WWF总部 Beijing Normal University Global Village of Beijing WWF-International 中央民族大学 黄金标准基金会 Novozymes Central University for Nationalities Gold Standard Foundation 瑞典国际发展署 WWF日本分会 复旦大学 黄河论坛秘书处 SIDA WWF-Japan STF WWF荷兰分会 **Fudan University** International Yellow River Forum Secretariat 国家自然科学基金委员会 西北农林科技大学 可口可乐公司 WWF-Netherlands The Coca Cola Company WWF瑞典分会 National Natural Science Foundation of China Northwest Agriculture and Forestry University 中国海洋大学 (NSFC) 利乐 WWF-Sweden Ocean University of China 大自然保护协会 Tetra Pak WWF瑞士分会 世界银行 WWF-Switzerland 北京大学 TNC Peking University 联合国开发计划署黄海大海洋生态系统项目 World Bank WWF英国分会 四川大学 UNDP Yellow Sea Large Marine Ecosystem 帝亚吉欧 WWF-UK Sichuan University Programme Diageo WWF美国分会

国际野生动物保护学会

WWF-US

## WWF CHINA PROGRAM OFFICE FINANCIAL REPORT WWF中国项目财务报表

2008年度合并收支报表
Income & Expenditure Report - CONSOLIDATED

截止于2008年6月30日 For the year ended 30th June 2008

#### 人民币金额 in CNY

收入	INCOME	
WWF机构收入	from WWF sources	52,637,326
政府捐资	from GAA sources	14,327,824
其它直接捐资 其它收入(含汇兑损失)	Other direct donations Other income(include Exchange losses)	3,110,319 890,319
收入合计	TOTAL INCOME	70,966,179
支出	EXPENDITURE	
办公室主要费用	PO core activity	
项目费用	Project costs	3,116,102
		59,263,279
支出合计	TOTAL EXPENDITURE	62,379,381
	NET SURPLUS (DEFICIT)	8,586,798
13 73 100	()	



合并资产负债表(2008年6月30日) BALANCE SHEET - CONSOLIDATED (as at 30th June 2008)

		人民币金额 in CNY
资产	ASSETS Cash & Bank Balances	33,933,123
现金和银行存款 预支款、应收款和存货 预付款	Advances, Receivables & Inventory Prepayments	10,322,268 211,861
资产类合计	TOTAL ASSETS	44,467,252
负债和所有者权益	LIABILITIES, RESTRICTED FUNDS AND EQUITY	
应付款及预提费用 限制性资金 非限制性资金	Accounts payable and accrued expenses Restricted funds Unrestricted funds (equity)	11,564,337 28,578,323 4,324,593
负债和所有者权益合计	TOTAL LIABILITIES, RESTRICTED FUNDS AND EQUITY	44,467,252

世界自然基金会(瑞士)北京代表处

北京市东城区劳动人民文化宫东门内

文华宫1609室 邮编: 100006

电话: 010-65116211 传真: 010-65116222

**WWF Beijing Office** 

Room 1609, Wen Hua Gong Beijing Working People s Culture Palace,

Beijing, 1609 Tel: 010-65116211 Fax: 010-65116222 世界自然基金会(瑞士)北京代表处 -长沙项目办公室

湖南省长沙市劳动西路215号湖南佳程 酒店1203室

邮编: 410007

电话: 0731-5110087 0731-5827102

传真: 0731-5110607

**WWF Beijing Office** 

- Changsha Programme Office

Room 1203, Hunan Bestride Hotel No.215, West Laodong Road,

Changsha, Hunan Province, 410007 Tel: 0731-5110087, 0731-5827102

Fax: 0731-5110607

世界自然基金会 (瑞士) 北京代表处 - 拉萨项目办公室

拉萨市慈松塘中路宏盛二期9栋3号

邮编: 850000

电话: 0891-6364380, 0891-6324791转1206

传真: 0891-6364380

**WWF Beijing Office** 

- Lhasa Programme Office

Apartment 3, Building 9, Hongsheng Ergi Tsesong Tang Zhonglu Road,

Lhasa, Tibet Autonomous Region, 850000 Tel: 891-6364380, 0891-6324791 - 1206

Fax: 0891-6364380

世界自然基金会(瑞士)北京代表处 - 成都项目办公室

四川省成都市一环路北二段100号五丁苑

山羊座603室

邮编:610081

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

**WWF Beijing Office** 

- Chengdu Programme Office

Room 603, Wu Ding Yuan Shan Yang Zuo, No. 100 Bei Er Duan, Yi Huan Lu. Chengdu, Sichuan Province, 610081

Tel: 028-6800 3625, 8319 9466

Fax: 028-8319 9466-808

世界自然基金会 (瑞士) 北京代表处

- 西安项目办公室

陕西省西安市兴庆路88号陕西省动物研 究所办公楼4层

邮编:710032

电话:029-87818602/87803597

传真:029-87818602/87803597-803

**WWF Beijing Office** 

- Xi'an Programme Office

Institute of Zoology, 4th Floor

No. 88 Xingqing Road

Xi'an , Shaanxi Province, 710032

Tel: 029-87818602/87803597

Fax: 029-87818602/87803597-803

世界自然基金会(瑞士)北京代表处

- 武汉项目办公室

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:027-82753845 传真:027-82753847-608

**WWF Beijing Office** 

- Wuhan Programme Office

Room 607 of Institute of Geodesy and Geophysics, CAS, 340 Xudong Road, Wuhan, Hbei Province, 430077

Tel: 27-82753845, 27-82753847

Fax: 027-82753847-608

世界自然基金会(瑞士)北京代表处

- 长春项目办公室

长春市人民大街7520号中科院长春分院 邮编:130022

申话 .0431-85399308 传真:0431-85399308

**WWF Beijing Office** 

- Changchun Programme Office

No. 7520, Renmin Street Changchun Branch. Chinese Academy of Sciences, Changchun, Jilin Province, 130022

Tel: 431-85399308 Fax: 431-85399308 世界自然基金会(瑞士)北京代表处

- 昆明项目办公室

云南省昆明市昆明市翠湖北路2号云南大学 邮编:650091

申话:0871-5039066

传真:0871-5031665

**WWF Beijing Office** 

- Kunming Programme Office

No. 2 Cuihu Beilu, Yunnan University, Kunming, Yunnan Province, 650091

Tel: 0871-5039066 Fax: 0871-5039068 世界自然基金会(瑞士)北京代表处

- 上海办公室

上海市虹口区中山北一路121号花园坊B2 栋3楼

邮编.200083

电话 - 021-66056623 传真:021-66056653

**WWF Beijing Office - Shanghai** 

**Programme Office** 

F3, B2 Block, Garden Lane, 121 North Zhongshan No.1 Road.

Hongkou District, Shanghai 200083

Tel: 021 66056612/23/53

Fax: 021 66056612/23/53

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.

.org