



WWF China

newsletter

July – December, 2008

WWF'S Earth Hour Sparks Unity On Climate Change In China and The World

Beijing – Buildings of China's capitol all went dark on the floor-size city model at the Beijing Urban Planning Exhibition Center, simulating the dramatic effects of WWF's global Earth Hour campaign. Government officials, UNDP China representatives, corporate representatives, celebrities and honored guests gathered on December 15th, 2008 to officially launch Earth Hour in China.



The Beijing Urban Exhibition Planning Centre during the Earth Hour China Launch, Dec. 15 2008.

David Alaire © WWF-China

Earth Hour aims to demonstrate support for China's national energy efficiency target of 20% by 2010 and provide inspiration to individuals and businesses to reduce carbon emissions and take action against climate change.

The global campaign welcomes individuals, businesses and governments to join by switching off lights for one hour at 8.30pm on Saturday March 28 2009 and seeks to involve more than one billion people in 1,000 cities around the world. Already, 74 cities in 62 countries have committed to switch off as part of the global climate movement.

With the momentum created by Earth Hour, WWF hopes to show world leaders that they have strong public backing going into the climate change negotiations in Copenhagen in December 2009 for striking a new global deal. As the China delegation continues to demonstrate its positive contributions to the UN climate talks, the latest round wrapping up last week in Poznan, WWF is confident a fair treaty is within reach.

At the Earth Hour launch in Beijing, WWF China's Country Representative Dermot O'Gorman said, "China has done a commendable job raising the level of environmental awareness and energy-saving know-how of the public. Earth Hour is a great opportunity for cities like Beijing, Shanghai and Hong Kong to showcase China's advancement to a global audience."

For more information on Earth Hour in China, visit www.earthhour.org.cn

Central Bank Drives National Move Towards Sustainable Banking

Beijing, – A report jointly issued by WWF and China’s financial and monetary regulatory agency, the People’s Bank of China (PBoC), says Chinese commercial banks should establish environmental reporting, assessment, management, and risk evaluation systems to promote sustainable development in China.

“Towards Sustainable Development: Reform and (the) Future of China’s Banking Industry” from WWF and the central bank’s Financial Research Institute is the first high-level report on sustainable development in China’s banking sector. The report stresses the growing importance of commercial banks in China’s effort to realize its national sustainable development strategy and provides specific recommendations on environmental policy changes.

The report draws lessons from international standards in the finance industry such as Equator Principles (EPs), as well as the experience of international banks including Citi, Deutsch Bank and HSBC. Although there are a few national pioneers and many Chinese commercial banks have established their own environmental policies, the report concludes that most have failed to take concrete action.

While the banking industry is beginning to pay attention to sustainable development, the report calls on governments, non-government organizations, and the finance sector to drive commercial banks’ commitment into action.

For more information, contact Su Xiaowei xsw@wwfchina.org.

Renewable Energy Club ignites \$12b industry



Power Valley Jinjiang International Hotel in Baoding, China. The 5 star hotel uses different types of solar modules to power the building.

Beijing – A new high-level club focused on promoting the development of renewable energy in China has been announced in Beijing.

The official unveiling of the China Renewable Energy Entrepreneurs Club (CREEC) took place on 11 November 2008 during the Renewable Energy and Low Carbon Economy Forum in the capital. WWF and the NDRC’s Energy Research Institute sponsored the event.

Founding members include high profile executives like Suntech Group CEO Mr. Shi Zhengrong and Himin Group Board Chairman Mr. Huang Ming. Nine other top renewable energy entrepreneurs also appear on the club’s exclusive member list.

Growth of China’s renewable energy sector has been nothing less than explosive over the past few years. In 2007, total investment in the country’s renewable energy projects grew to over US\$12 billion, raking 2nd worldwide in terms of overall capital inflow. Utilization of the renewable energy technology, meanwhile, expanded to around 220 million TCE, or 8.5% of total primary energy consumption.

Business and government partners established the CREEC to offer a new platform for the future growth of China's renewable energy sector.

"The growth of China's renewable energy sector is astounding," noted WWF International Director General James Leape. "The wind sector alone has literally gone through the roof. New wind power generation capacity reached 3,400 megawatts in 2007, more than the last decade."

In Focus: Features and Commentary

The author of the following article is James P. Leape, Director General of WWF International. Originally published in the China Daily 2008-06-30.

Low carbon, high hopes

30 June 2008

Not too many years ago, cities around the world were competing with each other to build the world's tallest buildings. Now, we are seeing the emergence of a new competition: to build the world's greenest cities.

Indeed, watching the media, I notice that plans for "the world's greenest city" have now been announced in a few places, including China.

As a global environment organization, World Wide Fund for Nature (WWF) is often approached about urban greening initiatives and our national offices are involved in many of them. Developers, urban governments and NGOs such as ourselves are on a steep learning curve as to what makes a green city, so I would suggest that it is probably premature to invest too much energy into a debate on which city is greenest.

But the issue could not be more important - finding ways to build greener cities will be essential to achieving a more sustainable society.

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Giant Panda Habitat: The long road to recovery



By Wang Ying

Nearly six months after the May 12 earthquake devastated southwest China's Sichuan Province, local residents are making big strides as they rise above the rubble.

However, it was still unknown how the catastrophe affected the local ecosystem and wildlife in the steep forest-covered mountains that are home to many endangered wildlife including the giant pandas.

Few dared enter the mountains over the July to September rainy season due to fears of aftershocks and landslides.

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Mountain in Recovery



Qingmichuan's first monitoring patrol since the May 12th earthquake.

Text by Chen Xu

Six months have passed since the devastating May 12th earthquake struck western China's Sichuan Province. Though there are still aftershocks, locals are trying to break away from horrible memories and stagger back into a normal daily life. And so, it seems, is the wildlife. The Qingmichuan Nature Reserve is the only corridor for giant pandas between the Qinling and Minshan mountains, but Qinling Mountain also hit hard by the quake. How is the reconstruction work going? And how much has been restored naturally? We are keeping our eyes on how this area of rich biodiversity—for both humans and wildlife like the giant panda—recovers from this catastrophe.

With support from WWF, I visited Qingmichuan Nature Reserve at Ningqiang County of Shaanxi Province in October 2008 in hope of finding answers.

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The author of the following article is James P. Leape, Director General of WWF International. Originally published in the China Daily 2008-08-11.

After the Games

11 August 2008

Nothing is defined by the lack of something. And doing nothing is defined by the lack of action. Given our human tendency toward procrastination, doing nothing is something we're all too familiar with in our daily life.

But as an environmentalist, I can never be satisfied with this attitude as an acceptable approach to how we treat the earth. A report released in March of this year gave me yet more convincing evidence on why we, the people of this planet, cannot possibly afford the environmental costs of doing nothing.

This report comes from the Organization for Economic Co-operation and Development (OECD), an international organization that analyzes economic and social data. The numbers that jump out most in their 2008 OECD Outlook are its projections for the rise in greenhouse gas emissions, which are responsible for increasing global temperatures and large-scale climate disturbances. For the next 20 to 40 years, greenhouse gas emissions are expected to rise by 37 per cent by 2030 and by 52 per cent by 2050.

These numbers are real and they are startling. They will become our reality if we conduct "business as usual" with no new and effective implementation of climate change mitigation policies.

Policies like carbon emissions trading, removing government subsidies to heavy polluting industries, and improving environmental standards and public knowledge are just the beginning...

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World's 2nd Largest Sovereign Wealth Fund Prefer Chinese Coal

WWF's survey "Norway's SWF in China: Investing in Global Warming" checked the energy-related investments of the USD394b Norwegian Sovereign Wealth Fund (SWF) during its first year of investments in China.

The fund, generally considered a pioneer in social and environmentally responsible investment, invested exclusively in fossil based energy (mainly coal). It missed out on opportunities to profit from the rapid development of China's renewable energy sector.



It's time for SWFs to actively explore ways to combine sound financial investment with supporting low carbon development, says WWF

Click [here](#) to download the full report.

Joint Green Lending Policy Research kicked off

WWF and the Ministry of Environmental Protection (MEP) formally launched a series of joint research projects on China's environmental lending policies. The series of "Guidelines for Green Credit Policy" research will provide a comprehensive collection of environmental lending policies to all Chinese commercial banks. Working closely with MEP's Policy Research Centre for Environment and Economy (PRCEE), the first year of research will be focused on the paper and pulp industry.

China has made big moves to get banks and financial institutions more involved in the country's efforts to achieve sustainable development and economic growth. In July 2007, MEP issued a "Green Credit Policy" together with the China Banking Regulatory Commission (CBRC) and People's Bank of China (PBoC) for all Chinese banks. WWF's joint project with the MEP seeks to provide further technical and informational support to Chinese banks through environmental lending policy research.

The international banking community has already taken such environmental policy measures as the Equator Principles, a benchmark for evaluating and managing environment risk in project financing, starting in June 2003. There are now over 60 banks from around the world that have signed on to the Equator Principles, and several large Chinese banks are interested in applying for the title of an Equator Bank.

WWF works directly with financial institutions and investors worldwide, to develop strategies that tackle the challenges industry exerts on the climate and natural environment.

WWF: Financial innovation could enhance China's energy efficiency



China will not meet its goal of shaving 20% off its energy consumption per GDP unit by 2010 if financial tools are not developed to encourage yearly investments worth hundreds of billions of dollars in energy efficiency projects, a new study says.

An ongoing study guided by WWF says domestic financial organizations could help China reach its national target to reduce energy intensity by 20%, or 4.36% each year, between 2006 and 2010 by developing new

financial tools that encourage investment and financing in energy efficiency projects. Over RMB50 billion (US\$7.3 billion) was invested in the area in 2008, far from what the country actually needs to reach the target.

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New FSC certified forests boosts China's sustainable forest management

Over 116,000 hectares of forest in Southern China received Forest Stewardship Council (FSC) certification on July 9, 2008 making China the leading FSC player in Asia with over 700,000 hectares of accredited forest.

The latest certification marks a significant step for WWF in its wide scale promotion of FSC certification in China. After previous success implementing FSC standards in Northeast China, WWF-China is now setting its sights on international certification standards in large Chinese forest management units (FMUs) in the south. Assisting the promotion of sustainable forest management in the region is another major target.

The accredited forest is managed by southern China's Fujian Yong'an Forestry Group. As a priority region for forestry development, this area faces many challenges due to its abundant forest species, complex forest features and diversified land tenure. 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. At the same time, WWF and Tetra Pak jointly



supported Yong'an Forestry to identify High Conservation Value Forests (HCVFs) and provided technical training in accordance with government policy.

Today also saw two of Yong'an Forestry's subsidiary manufacturers acquire FSC Chain of Custody (CoC) certificate. The company also joined the Global Forest and Trade Network (GFTN) and committed to pursuing legal timber trade and sustainable forest management together with 21 other China Forest Trade Network (CFTN) member companies.

FSC is one of the world's most credible international forest certification systems. Products with the FSC label indicating well-managed forest sources are recognized in markets including the EU, US and Japan.

Green high-tech champions slow to take up China opportunities

Developed world countries with the reputation of being green technology leaders are falling behind in the huge new market for green goods and services opening up in China.

Prepared to ride the Green Dragon?, a new report from WWF, estimates that companies with environment friendly solutions are looking at market possibilities ranging from between USD\$1.5 (€1.1) and USD\$1.9 (€1.4) trillion to be invested in China in the period up to 2020.



The massive investments planned in environmental technology will make China a hub for development of the low cost environmental solutions necessary in a 21st century where environmental constraints will increasingly guide the global economy.

For more information, please contact Rasmus Reinvang at rreinvang@wwf.no

The Wetland Weapon: real solutions for adapting to climate change

Symposium marks release for the “Yangtze Conservation and Development Report 2007 (English Version)”. WWF holds formal meeting with The China Three Gorges Project Corporation.

An important symposium was held in central China's Hubei Province to address conservation and development issues affecting the Yangtze River.

Over 130 water conservation, hydropower, environment and ecology experts from 18 countries participated in the International Symposium on Three Gorges Project and Water Resources Development and Protection of the Yangtze River from Oct. 28 and 29 to discuss hydropower development and environmental protection in river basins.

Sponsorship for the event came from The China Three Gorges Project Corporation (TCGPC), Changjiang Water Resources Commission (CWRC), International Hydropower Association (IHA), The Nature Conservancy (TNC) and WWF. The symposium marked the release of the English version of the “Yangtze Conservation

and Development Report 2007”, a significant report detailing protection and development efforts now underway in the river basin.

The publication of the English report aims to deliver an objective picture of the challenges that go along with protecting the Yangtze. Plans are already in the works to produce a WWF-Chinese Academy of Sciences joint report entitled “Yangtze Conservation and Development Report 2009” to produce an integrated evaluation of the Yangtze’s hydro-ecological health and the impacts of climate change. New issues emerging from the 3rd Yangtze Forum like IRBM, Corporate engagement, ecological safety of estuary cities, climate change and urban safety will be explored in the report.

Workshop Outlines New Unified Standard for Wild Panda Monitoring



Developed by SFA, the Technical Guidelines on the Giant Panda and its Habitat Monitoring, which is largely based on WWF giant panda monitoring and patrolling system in Qinling and Minshan Mountains, offers a standard probationary guidelines for giant panda nature reserves.

The workshop aimed to improve the guidelines and develop new strategies on giant panda and its habitats monitoring and patrolling with taking inputs from WWF Xi’an and Chengdu Offices, provincial forestry departments and local nature reserves.

From Oct 8 to 9, more than 40 officials, experts and field operators from the Department of Wildlife and Plant Conservation, China Giant Panda Conservation Office and Academy of Forest Inventory and Planning, SFA, WWF as well as the Shaanxi, Sichuan and Gansu Forestry Departments, and

representatives from nature reserves shared their findings and field experience to build on the probationary guidelines. Two WWF evaluation reports--*Evaluation on WWF Giant Panda and its Habitat Monitoring and Patrol System* and the *Technical Methods of WWF Giant Panda and Its Habitats Monitoring and Patrolling System*-- attracted a great deal of attention.

For more information, please contact Chang Youde ydchang@wwfchina.org

Qinhu Declaration calls for strong wetland network to tackle climate change

A group of international wetland experts said that healthy wetland ecosystems play an important role in tackling climate change at a symposium in eastern China.

Over 160 environmental scientists as well as wetland management agencies, nature reserve personnel attended the Wetland & Climate Change International Symposium

from Oct 20 to Oct 21 to discuss important issues related to wetland ecosystems and climate change.

Held in eastern China's Qinhu National Wetland Park, the event was organized by WWF-China, State Forestry Administration (SFA), and the Jiangsu Forestry Department. The HSBC Climate Partnership sponsored the event.

This marks China's first major symposium on how wetlands can contribute to alleviating the effects of climate change.

Strong wetland ecosystems have many benefits for humans, including water purification, flood control, and increased agricultural productivity. The services that wetlands provide our economies – especially in places with abundant freshwater resources such as the Yangtze basin – are under threat from climate change. We must use the tools of climate adaptation to carry these wetlands into a healthy future.

New Approach to Freshwater Conservation—Yangtze Dolphin Network

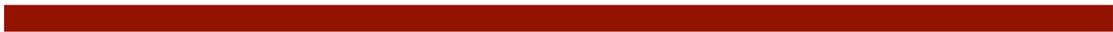
An unprecedented Yangtze freshwater cetacean conservation network initiated by the aquatic and wild life protection office at the Chinese Ministry of Agriculture was established in Xingzikou, Jiangxi province on September 24th 2008 to enhance protection of the Baiji dolphin and finless porpoise. Six nature reserves and two monitoring sites have joined an existing network that already protects the Yangtze cetaceans.



The Baiji dolphin and the finless porpoise are rare freshwater cetaceans found only in the Yangtze River. They embody the Yangtze's biodiversity, and also act as an ecosystem health indicator. But habitat degradation from human activities such as illegal fishing, pollution and shipping has hit the Baiji dolphin and finless porpoise hard, causing their numbers to dramatically decline over the last few years.

The Yangtze Dolphin Network offers a unified monitoring and rescue standard alongside a shared network information platform. Periodic dolphin monitoring and safety training sessions at nature reserves are also part of the plan.

For more information, please contact Chris Chaplin cchaplin@wwfchina.org



News in Brief

Camera trap captures red fox in panda reserve



An infrared camera in Sichuan Province captured images of a red fox in Yele Nature Reserve, the first have time such species were found in the panda habitat. The red fox was previously endemic to the Tibetan region in western China, but poaching and environmental degradation have put the animal's population in decline since the 1970s.

The Yele Nature Reserve is located in Liangshan Mountains, where WWF has supported the Yele and Shenguo Zhuang nature reserves maintain a "stealth camera biodiversity monitoring project" since March 2008. A total of eight camera traps were set in both reserves and have worked more than 300 hours to take several hundred photos of red pandas, black bears, badgers, Satyr Tragopans and Blood Pheasants.

WWF to participate in 2010 Shanghai World Expo

WWF has formally acknowledged that it will take part in the 2010 Shanghai World Expo and open a pavilion called "River, Estuary and City" to address the expo's "Better City, Better Life" theme

WWF's 324 square meter pavilion will showcase its proven practice of protecting estuaries of the world's big rivers such as the Rhine, Thames, Danube and Elbe and present a series of activities for visitors to illustrate the importance of estuaries and environmental issues like the climate change.

The Shanghai World Expo will run from May 1 to October 31, 2010.

New Approach to Freshwater Conservation—Yangtze Dolphin Network



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15 energy efficiency heroes win titles

After over a year of competition, WWF's 20 ways to 20% Efficiency Games has come to a close. 15 groups in 5 areas of competition at schools and colleges, communities and the blogosphere have won the title of "efficiency heroes".



The Efficiency Games was launched in September 2007 under the HSBC Climate Partnership programme in major cities across China. 70 primary and middle schools, over 50 university student groups and 2000 families from 40 communities took part in the various areas of competition. Challenges were mounted in education, communications, putting knowledge to practice and blogs.

During the award ceremony, WWF launched a "call for leadership" campaign, a new phase of 20 ways to 20% that will continue its energy conservation education activities with its partners in universities and schools around China.

WWF and Coca-Cola: New Global Targets for Water Conservation and Climate Protection

In partnership with WWF, the Coca-Cola Company announced ambitious new targets to improve water efficiency and reduce carbon emissions in late October 2008.

The WWF and The Coca-Cola Company partnership was announced in 2007 with \$20 million in funding,

has now been extended an additional two years (through 2012) with the Company providing \$3.75 million in new funding.

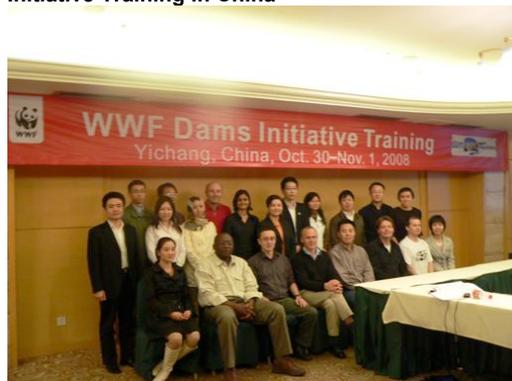
The Coca-Cola Company also joined WWF's Climate Savers program in which leading corporations from around the world work with WWF to dramatically reduce their greenhouse gas emissions. By 2010, Climate Savers companies will collectively cut carbon emissions by 14 million tons annually – the equivalent to taking more than 3 million cars off the road each year.

WWF President Chief Anyaoku Hosts Conference on Ecological Footprint in Beijing

WWF President Chief Emeka Anyaoku delivered the opening speech at the "Why Ecological Footprint Matters to the Economy and Sustainable Development: Practical Solutions to Global Needs" in Beijing.

The conference brought together more than 80 business, academic, government, and NGO delegates from China, Africa, US, and EU countries.

Broadening Partnerships: WWF Global Dams Initiative Training in China



The first dam training program ever held in China successfully concluded in central Hubei Province, part of the Three Gorges Dam region and the beginning of November 2008.

The WWF Global Dams Initiative Training session offered a group of over 30 professionals dam and water resources training from Oct. 30 to Nov. 1. The session was linked to a major international symposium on the Three Gorges Project and Yangtze River water resources.

Aimed at dam offices and personnel in China, the training session focused on broadening the theoretical and practical horizons of staff and establishing management standards that adhere to WWF Dams Initiative practices.

For more detailed information on the training, please contact Yao Weike wkyao@wwfchina.org

Community Assessment in Quake affected areas

WWF held a workshop on post disaster social and economic survey in the community neighboring giant panda nature reserve in Chengdu from November 23 to 24. Seven nature reserves, including Yuhe, Baishuijiang, Baodinggou, Qianfoshan, Longxi-Hongkou, Baishuihe, Caopo and Wolong, participated the meeting to discuss some challenging

issues in the post disaster period. HeiferInternational, an international community development NGO, also attended the meeting to share their experience in the reconstruction. These seven reserves are from two mountains, Minshan and Qionglai, as well as two provinces, Sichuan and Gansu. Therefore, WWF chose the seven reserves as demonstration areas to carry out the survey. The survey was designed to find out the major problems for the people in the community and what kind of pressure of reconstruction the reserve would be faced with. WWF expects that the negative influence of reconstruction would be limited in the minimum scope.

Brief Signs of Amur tiger in China give hope for struggling species



The discovery of Amur tiger tracks in Changbaishan in north-eastern China has given conservationists hope for a species that is rarely seen in that area.

A walker in the region spotted the tracks and recorded them on his mobile phone. A century ago such a sight would have been fairly common, with hundreds of Amur tigers, on the prowl. It is thought that now only about 20 remain in the area.

More signs were reported in late December in the same area after a Dahuangou Forest Farm employee came across a dead 100kg wild boar that showed clear signs of being attacked and killed by an Amur tiger.

Pig farming cleans up: Low carbon solutions for the Central and Lower Yangtze

A new environmentally friendly pig farming method could help cut thousands of tons of greenhouse gasses and drastically reduce pollution from livestock farms. This is according to reports emerging from the first "Low Carbon Pig Farming" demonstration initiative celebration on Dec. 6, 2007 at the Wuhan Jinlong livestock Co., Ltd.

Designed by experts from the Chinese University of Geosciences (CUG) with collaboration from WWF, the "low carbon" pig farming project is aimed at developing cleaner production methods that reduce pollutants and greenhouse gasses discharged from livestock farming. The project will help integrate the management of pig waste as well as mitigate an estimated 4,000 tons greenhouse gases a year, equal to the absorption capacity of 1,300 hectares of forest.

For more information on any of these stories, contact Chris Chaplin cchaplin@wwfchina.org

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