



*for a living planet®*

Celebrating **25** 廿五年环保中国  
years of conservation in China

世界自然基金会  
中国项目年报

WWF CHINA PROGRAMME  
ANNUAL REPORT

2005





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# WWF 在中国

## About WWF China Programme

### 庆祝 WWF 在华工作 25 周年

自从 1979 年应中国政府邀请来华协助开展大熊猫保护工作以来，世界自然基金会 (WWF) 作为第一个来华工作的国际环保组织，至今仍在为中国的环境保护事业兢兢业业地工作着。

据 WWF 和中国国家林业局最新统计显示，目前全球大熊猫总数量为 1600 只，比此前的预想数字增加了 40%。这无疑是一个巨大的喜讯，但要恢复大熊猫的野生种群数量及其栖息地，还必须付出长期艰苦的努力。

### 我们在做的不仅仅是大熊猫保护

WWF 中国目前有 40 多个正在进行的实地工作项目，遍布全国各地。这些环境保护行动包括让两亿中国学生接受环境教育、恢复长江生态系统、研究科学的森林管理方案以保证砍伐与生长恢复之间达到平衡、恢复湿地生态系统重建江湖季节性水文与生态联系、以及帮助农民建立有利于环保的可持续生计项目并提高他们的生活水平。除了大熊猫以外，WWF 中国还开展了许多保护其他重要物种及其栖息地的工作项目。这些物种受到的生存威胁通常来自商业采伐、森林大火、偷猎行为、湿地破坏、过度捕鱼、污染及水坝的无序修建等。

WWF 中国是 WWF 全球网络中的一员。WWF 是世界最大的、经验最丰富的独立性非政府环境保护机构。在全球我们拥有将近 500 万支持者以及一个在 100 多个国家活跃着的网络。

### WWF 的使命

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：

1. 保护世界生物多样性；
2. 确保可再生自然资源的可持续利用；
3. 推动减少污染和浪费性消费。

WWF 在中国的工作主要涉及 5 个重要领域：濒危物种保护、森林、气候变化以及能源、环境教育、淡水和海洋。

### WWF 的工作遵循以下宗旨：

- 我们要坚持全球性、独立性、文化多元性和无党派立场。
- 我们要用最科学的办法解决环境问题，同时以批判的眼光来审视我们取得的成就。
- 我们要寻求对话并且避免不必要的对抗。

- 我们力争通过多种渠道提供切实可行的环境问题解决方案，包括实施野外实地项目、推动相关政策出台、并开展能力建设和环境教育工作。
- 我们在每个实地项目的制定和实施过程中都强调当地社区或原住民的参与，并尊重当地的文化和经济需求。
- 我们努力与其他组织、政府部门、商业机构及当地社区建立良好的合作伙伴关系，使得 WWF 的工作更有效。
- 我们在日常运营中以极高的资金使用效率赢得信任，使用资助方的资金时，以最高的信用标准要求自已。





## WWF celebrates 25 years in China

Since being invited by the Chinese government in 1979 to assist with panda conservation, WWF — the first international environmental organization in China — to this day continues with those efforts.

A recent survey by WWF and China's State Forest Administration puts the total panda population in the wild at close to 1,600 individuals — 40 per cent more than had been previously thought. This is good news but the work continues to restore wild panda populations and their habitats.

## Not just about panda conservation

With over 40 field projects at work across the country, WWF's conservation initiatives now range from bringing environmental education to China's 200 million schoolchildren and restoring wetland ecosystems and the connections between rivers and lakes to finding ways to manage forests so they aren't cut down faster than they grow back and helping people find environmentally friendly livelihoods that increase their standard of living. WWF has also been working in China to protect other important species and their habitats, which are often threatened by commercial logging, forest fires, poaching, wetland conversion, over-fishing, pollution and dam construction.

WWF China is part of the WWF International Network, the world's largest and most experienced independent conservation organization. It has close to five million supporters worldwide and a global network active in more than 100 countries.

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; and
- promoting the reduction of pollution and wasteful consumption.

Our work focuses on five priority conservation areas: threatened species; forests; climate change & energy; education; and freshwater & marine.

WWF is guided by the following principles. We will:

- be global, independent, multicultural and non-party political
- use the best available scientific information to address issues and critically evaluate all our endeavours
- seek dialogue and avoid unnecessary confrontation
- build concrete conservation solutions through a combination of field based projects, policy initiatives, capacity-building and education work
- involve local communities and indigenous peoples in the planning and execution of our field programs, respecting their cultural as well as economic needs
- strive to build partnerships with other organisations, governments, business and local communities to enhance WWF's effectiveness, and
- run our operations in a cost effective manner and apply donors' funds according to the highest standards of accountability.





# 环保成果

## Conservation Results

### 物种项目

WWF 对大熊猫这一旗舰物种的保护重点一直在四川甘肃的岷山和陕西秦岭。在 2004-2005 年度我们继续在这两个景观层面对大熊猫栖息地开展了保护工作。

过去的一年中，在与甘肃、陕西和四川省林业厅的紧密合作下，新建扩建自然保护区超过 50 万公顷。其中新建保护区主要集中在岷山北部，这里是岷山 C 种群大熊猫的栖息地，由于地处偏远，保护力量相对于岷山 A 和 B 种群较薄弱。自 2004 年起，WWF 开始和甘肃省林业厅合作，准备可行性研究和本底调查，以协助建立新的保护区。现在阿夏、多儿和插岗梁三个保护区的建立加强了对岷山 C 种群的保护。此外另一个新建的保护区，四川省若尔盖的包座保护区，北接甘肃阿夏保护区，南接四川南坪林场，也涵盖了岷山 C 种群，并将岷山 C 与 A 种群连接了起来。今年岷山北

部成片竹子开花，局部地区达 90% 以上，这条走廊带的建立将连接呈孤岛状分布的栖息地，有助于熊猫在栖息地间移动及种群交换。新建的四川龙滴水保护区，扩建的小河沟、雪宝顶和宝顶沟保护区，进一步加大了熊猫栖息地受保护的面积，减小了岷山 A 种群栖息地的破碎化程度。在以往工作的基础上，秦岭的新建保护区也进一步连接了秦岭大熊猫的栖息地。

WWF 在大熊猫保护区和森工企业推动统一的生物多样性监测和巡护。这个网络覆盖了岷山的 21 个自然保护区和 4 个林场，秦岭的 13 个自然保护区和厚畛子走廊带。WWF 为这些保护区的日常巡护提供了技术和资金上的支持，以此积累的监测数据大大加强了保护区的研究和管理工作。同时网络中统一协调的巡护，也有效地减少了偷猎现象。

我们的项目同时也在努力减少人类活动对大熊猫栖息地的影响，并与当地居民一起发展可持续的替代生计。在保护区内和周边社区的示范项目中，我们为社区居民提供培训，帮助改良家禽的养殖，林下产品的采集，养蜂及发展生态旅游等。同时我们也帮助居民发展替代能源，像沼气池及节柴灶，以减少木材的砍伐对森林带来的压力。至今，已经有超过 700 个农户参与了我们的能源项目，据估计每年可节约超过 1050 吨薪柴。

WWF 的工作一直以来都和大熊猫保护联系紧密，但通过中国物种保护小额基金，我们对其他珍稀濒危物种也给予了足够的关注。为鼓励社会各界参与保护中国的生物多样性，我们在 2001 年设立了小额基金，并在 2005 年加强了对西南山地的资助力度。截止至 2005 年 6 月，我们已经资助了 17 个省市针对 19 种珍稀濒危物种的 32 个项目。这些项目包括了基础的调查研究，协助建立保护区，支持草根组织发展，开展实地保护工作，并在项目当地和全国对公众展开环保宣传。





## Species

WWF continued our work to protect the habitat of the Giant Panda in two key locations, the Minshan and Qinling mountains, that have been the long-term focus of our conservation work with this flagship species.

Over the course of the past year, a further 500,000 hectares of Nature Reserve were designated as a result of our working closely with provincial Forestry departments in Gansu, Shaanxi and Sichuan. The largest area of new reserve was created in Northern Minshan in Gansu and Sichuan. Beginning in 2004 we began work with the Gansu Forestry Department that sought to strengthen overall conservation in the Northern Minshan. This included the preparation of feasibility and baseline studies that facilitated the establishment of the three new nature reserves at Axia, Duoer and Changangliang. These

three new reserves now protect the habitat of the Minshan C panda population, rectifying the relative lack of attention the more remote home of the Minshan C pandas had previously received compared to the other two Minshan populations.

Moreover, the establishment of another two new reserves at Baozuo and Longdishui in Sichuan's Ruoergai and Songpan Counties means there are now panda corridors connecting the habitats of the Minshan A and C panda populations and within Minshan A, as the Baozuo reserve links Axia in Gansu to the north with the Nanping Forest Farm in Sichuan to the south. Protecting the Minshan C pandas and linking the Minshan A and C populations in this way was seen as particularly pressing in light of the recent flowering of the bamboo in this region, a natural phenomena that can threaten pandas with starvation if they are confined to small fragmented habitat areas.

In addition to the creation of these new reserves, WWF China has played a role in the expansion of three existing reserves in Sichuan, Xiaohogou, Xuebaoding and Baodinggou, that further extends the total area of panda habitat under official protection and moreover reduces the fragmentation of protected panda habitats.

WWF China promoted monitoring and patrol networks in panda reserves and forest farms as a measure to consolidate the effective protection of habitat derived from the designation of reserves. These networks now cover 21 reserves and 4 forest farms in Minshan and a further 13 reserves and the Houzhenzi panda corridor in the Qinling mountains. WWF China provided both technical and financial support for regular patrols which are able to gather a body of monitoring data that greatly enhances both research and management in the reserves. The coordination of patrols through the network has also been effective in reducing poaching.

Our projects have also sought ways to reduce human disturbance of panda habitats and to provide sustainable alternative livelihoods for local communities. In pilot programs in and around the reserves, communities are being trained in skills such as improved animal husbandry, income generation from non-timber forest products, bee-keeping, and in ways to develop eco-tourism. By providing alternative energy sources like biogas and technologies such as fuel-efficient stoves pressure on the forests is reduced. To date, more than 700 households have been involved in these programs resulting in estimated annual reductions in firewood use in excess of 1050 tonnes.



本年度我们资助项目的成果包括：在保护海南越冬黑脸琵鹭的项目中，我们的调查结果推动了海南南方省级自然保护区的建立；发现了繁殖期黑脸琵鹭的觅食地；推动了陕西太白山国家级自然保护区及其周边的森林公园加强对太白红杉的保护；在贵州赤水桫欏保护区保护了一种濒危的山茶科植物小黄花茶；广州惠东港口国家级自然保护区在保护区周边海龟繁殖地开展社区共管；对新疆雪豹偷猎和非法贸易，和广西大瑶山候鸟利用进行了调查和宣传。

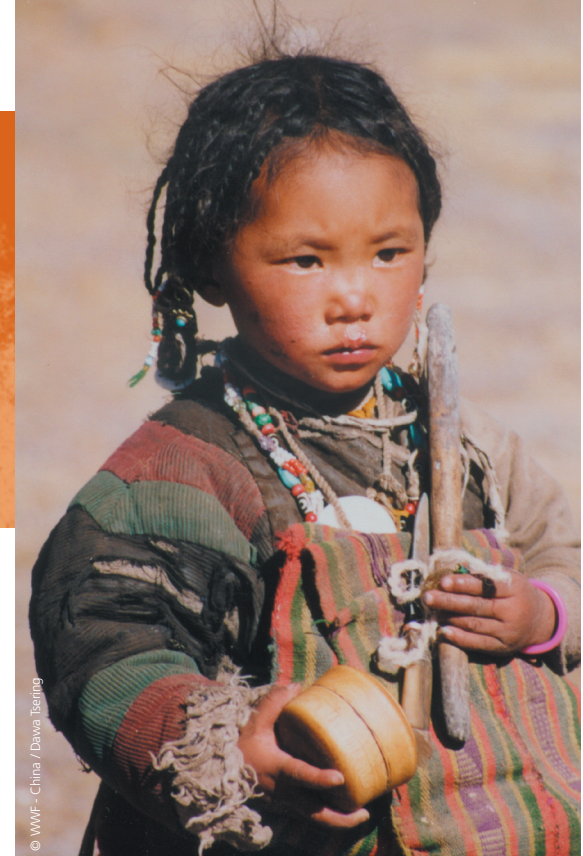
**WWF 拉萨项目办公室**和野生物贸易项目在拉萨和那曲地区实施了一项针对野生物贸易和消费群体的调查，并根据这项调查制定出了一个新的加强消费者教育的环境保护策略，这个策略将会成为 WWF 未来保护亚洲濒危大型猫科动物行动的基本出发点。

拉萨项目办公室同时还制定了环保策略和实行措施，以解决世界最大的自然保护区——占地 300,000 平方公里的羌塘自然保护区里日益增长的人类与野生动植物之间的冲突，并且为许多曾经游走在西藏地区，无家可归的野生动物提供安身之处。WWF 还在羌塘成立了一个补偿基金，该基金在有明确界定的前提下，针对由于野生动物造成的损失，给予当地居民一定的补偿。

为了达到社区发展和优化自然资源管理的双重目标，WWF 还在羌塘支持建造了一个温室。第一个温室的建造在 2005 年夏天完成，建在海拔高达 5000 米的西藏地区。种植蔬菜的盈利用于野生动物保护。九月，第一批蔬菜已上市与当地消费者见面。

拉萨项目办公室已经开展了有关教育和增强环保意识的项目，包括制作了介绍羌塘在生态学上重要性的纪录短片，片中强调了当前我们所面临的来自环境的威胁和挑战。

拉萨项目办公室还和西藏自治区林业局以及“桥梁基金”合作编写了有关的教育资料，目的在于教育消费者和从事野生物贸易的人要提高环境保护的意识。



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Whilst our work in China has long been associated closely with protecting the Giant Panda, other rare and endangered species have also had efforts for their conservation supported by WWF by means of our China Conservation Small Grants Fund. This fund was established in 2001 as a way of strengthening civil society involvement in and raising public awareness of the need to conserve as fully as possible China's biodiversity. Additional funding was provided in 2005 to enhance conservation initiatives in the mountains of the south-west. As of June 2005 the fund had provided support for 32 projects ranged across 17 provinces that work to conserve 19 of China's rare and endangered species. These projects have included essential research, the establishment of reserves, support for grassroots conservation organizations, the promotion of conservation work in the field and both local and national public awareness campaigns.

Examples include the designation of a provincial level reserve at Dongfang in Hainan protecting the wintering grounds of the Black-faced Spoonbill. We have also identified the feeding sites used by the spoonbills in their breeding season and will work to conserve those too. Support from the Small Grants Fund improved the management of Taibai Redwood in the Taibaishan National Nature Reserve and surrounding forest parks. A program in Chishui, Guizhou that cultivates and transplants *Camellia luteoflora*, an endangered plant species belonging to the Theaceae family, benefited from experience gained through work funded by a WWF grant. Other funding went to support community co-management of nesting beaches used by sea turtles in Guangdong, and investigation into and campaigns to raise awareness of the poaching and trade in snow leopards in Xinjiang and the hunting of migratory birds in Guangxi.

**WWF's Lhasa Program** and TRAFFIC conducted a survey in Lhasa and Nakchu prefecture of the trade and the consumers it serves. This resulted in recommendations for a conservation strategy that combines enforcement with consumer education, a strategy that will be the basis of WWF's future actions to help protect Asia's endangered big cats.

WWF Lhasa Program has also developed conservation strategies and measures to tackle the growing human-wildlife conflict in Chang Tang Nature Reserve, the world's largest nature reserve (300,000 km<sup>2</sup>) and home to many of the wild animals that once roamed widely across the rest of Tibet. A compensation fund was established in Chang Tang that will offer compensation for losses suffered due to the actions of wildlife based on clearly defined criteria.

WWF has supported the building of a greenhouse in Chang Tang as a way to achieve dual goals of community development and better nature resource management. The first ever greenhouse in the region, completed in the summer of 2005 and the highest in Tibet at an altitude of 5,000m, grows vegetables to generate income for wildlife protection. The first produce was sold to local consumers in September.

The Lhasa Program Office has conducted education and awareness raising projects, including a short documentary that portrays the ecological importance of Chang Tang and highlights the current threats and conservation challenges faced there.

We have also produced educational materials in collaboration with the Tibet Forestry Bureau and the Bridge Fund that seeks to educate consumers and traders of big cat products of the need for conservation.





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## 淡水与海洋项目

一年来，WWF 淡水与海洋项目在多方面取得了可喜的成就，包括黄海生态区规划、湿地保护与可持续利用、恢复江湖季节性水文与生态联系、提名国际重要湿地并示范对国际重要湿地的有效管理、开展水鸟调查、提高公众对湿地保护和重建生命之河的认识、推动中国流域综合管理进行政策倡导等。

### 在黄海生态区规划方面：

- 来自中国、韩国和日本的专家通力合作，划定了黄海生态区海洋哺乳类、鸟类、鱼类、软体类、藻类和近海岸带植物的重要分布区。在此基础上，确定了黄海生态区的 23 个生物多样性保护的优先区。

### 在湿地保护与可持续利用方面：

- 洪湖水生植被得到成功恢复是 WWF 在 2005 年的另一项突出成就。在该项目的带动下，湖北省政府承诺每年投入 7,300 万元人民币用于洪湖湿地的恢复与保护工作。目前，湖北省已经成立了一个综合性的湿地综合管理部门——荆州市洪湖湿地自然保护区管理局，并开展了撤围工作，拆除了原来布满洪湖 4600 多公顷的非法鱼网。
- WWF 推动涨渡湖地区建立了湿地自然保护区。保护区面积达 18,500 公顷，既是长江的一个重要蓄滞洪区，也是洄游鱼类的重要产卵场和白枕鹤等候鸟的重要繁殖地。
- 2004 年春，WWF 积极推动汉寿县青山湖实施的社区共管，并由县政府主管部门、保护区和当地社区成立了共管委员会，对青山湖实行共管。如今，参加共管的当地百姓与西洞庭湖自然保护区

都从共管所提倡的可持续渔业中受益。2004 年冬，有 3 万多只候鸟来此越冬，这也是青山湖退田还湖后越冬水鸟重返青山湖规模最大的一次。2005 年 3 月，“青山湖社区共管项目”被《经济观察报》和壳牌（中国）有限公司举办的“可持续发展在中国”活动评为十佳优秀案例。

- 2004 年 9 月，WWF 还资助了洞庭湖龙舟大赛。本次大赛的成功举办有力地促进了当地生态旅游的发展，有近 10 万人观看了比赛。借助这一赛事，南撤洪河和安乐湖的所有非法鱼网全部被撤除，推动了洞庭湖的生态恢复进程，也提高了当地群众的湿地保护意识。
- 另外，我们通过与国家林业局的合作，正式编辑出版了《2004 年长江中下游水鸟调查报告》（中英文），并成功组织了 2005 年的水鸟调查。该调查收集了关于长江中下游地区五省一市越冬候鸟的数量、分布及面临的威胁等方面的第一手详细资料。

### 在重建江湖联系方面：

- 湖北省的涨渡湖、洪湖、石首天鹅洲长江故道和安徽省白荡湖等四湖开闸，标志着多年来被阻隔的湖泊由此将恢复与长江的季节性水文与生态联系。
- 水利部副部长索丽生在中央政府高层领导和国内知名专家参加的“今日中国论坛”上所作的“闸坝与生态”报告中，对这一做法给予了肯定和支持。WWF 在重建江湖联系方面的工作成果，对国家制定更好的长江流域生态与环境保护政策产生了积极影响。





## Freshwater and Marine

WWF's Freshwater and Marine Program saw great successes in Yellow Sea Ecoregion Biodiversity Planning, wetland conservation and sustainable use, opening sluice gates and restoring the seasonal hydrological and biological connections between lakes and the Yangtze, designating new Ramsar sites and demonstrating their effective management, carrying out a waterbird survey, raising public awareness on wetlands conservation and 'living' rivers, and policy advocacy to promote integrated river basin management in China.

On Yellow Sea Ecoregion Biodiversity Planning, WWF identified the ecologically important areas for mammal, bird, fish, mollusc, algae, and coastal plants in the Yellow Sea Ecoregion. Based on this, 23 potential priority areas for biodiversity in the Yellow Sea Ecoregion have been selected by experts from China, Korea and Japan.

On wetlands conservation and sustainable use, WWF's project to restore aquatic plants at the Honghu Lake demonstration site was another success, leading to the Hubei provincial government's approval of an annual budget of 73M CNY (over 9 million USD) for the restoration and conservation of the lake. So far, an integrated wetland conservation agency has been put in place, and more than 4600 ha of illegal fishing nets in the area have been removed.

WWF's work in Zhangdu Lake, an important flood retention area and a vital breeding habitat for migrating fish and birds including the white-naped crane, was influential in the designation of the area as a nature reserve, covering an area of 18,500 ha.

At Dongting Lake, WWF's co-management scheme for Qingshan Lake was adopted in full by stakeholders in the spring of 2004, and has been implemented well. Now both local communities and the West Dongting Lake Nature Reserve are benefiting from sustainable fisheries in the lake. More than 30,000 birds came to winter at the lake this year. In March 2005, the Qingshan Lake Co-management Model gained wide national recognition when it was elected as one of China's Ten Best Cases of Sustainable Development in a prestigious and widely publicized annual competition hosted by China Economic Investigation Newspaper and Shell (China) Co. Ltd.

The success of the Dragon Boat Race held in September 2004 provided a boost to ecotourism. Nearly 100,000 people watched the race, which provided a platform for raising conservation awareness amongst local communities. The event also resulted in all illegal fishing nets removed from the Nanpie Honghe river and Anle Lake, advancing the restoration of the lake's ecosystem.

As for the waterbird survey, with the cooperation of the State Forestry Administration (SFA), the results of the 2004 Water Bird Survey of the Middle and Lower Yangtze River Floodplain was published in both Chinese and English in September 2004, and the 2005 Water Bird Survey was successfully organized. This survey covered all the region's five provinces and one municipality, providing first-hand detailed information on the area's water bird species population distribution and threats.





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#### 在国际重要湿地的提名与管理方面：

- 2005 年，WWF 还帮助国家林业局提名 9 个新增国际重要湿地，总面积达 389,691 公顷，其中 8 个为高原湿地。这一成就，对保护黄河、长江、雅鲁藏布江等亚洲大河的重要水源地将产生积极影响。
- 继续支持上海市崇明东滩鸟类自然保护区开展国际重要湿地的可持续管理示范项目。

#### 在提高公众意识与环境教育方面：

- 通过与国家林业局合作，WWF 成功举办了主题为“生命之河：从高山到大海”的 2004 年湿地使者行动。这是首次国际性的宣传湿地保护与生命之河理念的环境教育活动。来自中国、缅甸、柬埔寨、越南、老挝和泰国六个国家的大学生湿地使者们，考察了长江和澜沧江—湄公河的两个流域。
- 2005 年 6 月 5 日——世界环境日，我们在长沙启动了“恢复长江生命之网”2005 湿地使者行动。经过紧张的竞标和评选，有 21 支队伍脱颖而出，他们在 WWF 的资助下，展开了长江中下游地区湿地实地考察和环保宣传活动。

#### 在政策倡导方面：

- 2004 年 10 月，WWF 与中国环境与发展国际合作委员会（以下简称“国合会”）共同资助的流域综合管理课题组，向国务院提交了《推进流域综合管理，重建中国生命之河》政策研究报告。该报告对中国的流域管理提出了一系列的政策性建议，得到了中国政府有关部门及国际机构的广泛关注和积极回应。
- 依据报告所提出的建议，“首届长江论坛”于 2005 年 4 月在武汉成功启动，来自中央有关部委、沿江所有省（市、自治区）政府的官员和国际组织的代表参加了此次论坛。论坛通过了《长江保护与发展宣言》，并一致赞同流域综合管理作为未来长江流域保护与发展的基本理念。





On restoring the seasonal hydrological and biological linkage between lakes and the Yangtze, WWF's work resulted in the opening of sluice gates in the four currently isolated lakes, Tian'e-zhou Oxbow, Honghu Lake and Zhangdu Lake in Hubei Province, and Baidang Lake in Anhui Province, has restored the seasonal linkage between the lakes and the Yangtze.

This achievement was noted by the Vice Minister of the Ministry of Water Resources, Mr. Suo Lisheng, who cited and supported the initiative in a speech on dykes/dams and their impacts at the China Today Forum, a monthly forum for senior officials in the central government and renowned scholars. The action is a significant indicator that WWF's achievement is having an impact on developing better national policies for restoring a living Yangtze.

On designating new Ramsar sites and improving their management, WWF helped the SFA nominate nine new Ramsar sites, which covered an area of 389,691 ha. Eight of these nine new Ramsar sites are high-altitude wetlands. The achievement will help safeguard the freshwater source of Asia's most important rivers, including the Yellow, Yangtze, and Yalu Tsangpo/Brahmaputra rivers.

WWF continued our support to develop an effective Ramsar site management model at Chongming Island near Shanghai.

On raising public awareness on wetlands conservation and Living Rivers, in cooperation with the SFA, the 2004 Wetland Ambassador Action (WAA) campaign on the theme of "Living River: from Mountain to the Sea" was successfully organized. For the first time, WAA in 2004 became an international initiative to raise awareness on wetlands and living rivers. Wetland ambassadors from China, Myanmar, Cambodia, Vietnam, Laos, and Thailand visited sites along the whole course of both the Yangtze and Mekong.

On 5 June, Environmental Day, the 2005 WAA campaign was kicked off in Changsha with the theme "Restoring the Yangtze River Network". After intense competition, 21 teams were chosen to receive grants to conduct on-site investigations and environmental protection awareness campaigns in cities and villages along the lower and central Yangtze River.

On policy advocacy, the CCICED (China Council for International Cooperation on Environment and Development) IRBM (Integrated River Basin Management) Task Force, which was co-funded by WWF and CCICED, submitted a policy research report entitled "Promoting Integrated River Basin Management and Restoring China's Living Rivers" to the State Council in October 2004. The report put forward a number of policy recommendations on river basin management in China, which have received a wide welcome from various concerned Chinese governmental bodies and related international agencies.

Following upon one of these recommendations, WWF together with partners actively advocated the establishment of the Yangtze Forum, a high level platform to promote IRBM in the Yangtze River Basin. Eventually, the First Yangtze Forum was successfully organized in April 2005 in Wuhan, with the participation of delegates from key ministries, all provincial/municipal/autonomous regional governments along the main stream of the Yangtze, and international organizations. The Forum approved the Yangtze Declaration, which saw IRBM adopted as the key principle for Yangtze river basin management.





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## 林业项目

2005 年，WWF 的林业项目继续在中国西南和东北及内蒙古进行保护和植被恢复工作，并与政府和国内外商业企业一起，积极推进森林可持续经营。

WWF 瑞典和 WWF 美国等机构支持的岷山森林景观恢复项目第一期圆满结束。岷山景观保护项目利益相关者参与式景观保护规划完成，为求得保护与发展的平衡，就土地利用的格局达成初步共识。确定了新建、扩建保护区的范围、走廊带的位置及共管的区域。在 WWF 支持下，各种合作伙伴关系纷纷建立，并正在开展和探索有效的保护实践。此项目使长江上游岷山地区 500 余户农民受益，并建立了包括当地 20 余个保护区的联合监测巡护网络。项目促使当地政府、社区、林业企业和自然保护区都积极参与到森林的共同管护中。岷山景观恢复项目中的扶贫项目和可替代能源项目帮助当地无污染的农产品销售到

大城市的市场中，并且使家庭薪柴消耗量减少了三分之一。《岷山森林景观恢复技术手册》完成印刷，并分发到有关人员手中，指导实地植被恢复工作。岷山景观恢复项目的第二期从 2005 年 1 月开始，重点支持当地的保护区能力建设，保护知识推广和社区发展。

东北及内蒙古也是森林保护的重点区域。WWF 中国在 WWF 荷兰分会的资助下，帮助这一地区建立或升级了超过 90 万公顷的保护区，并支持重点保护区提高其管理水平。2005 年 6 月，WWF 总部为黑龙江省政府颁发了“献给地球的礼物”证书，表彰其在保护区建设方面的贡献，以及到 2010 年建成 286 万公顷保护区的承诺。在这一地区，我们将进一步得到 WWF 荷兰分会的支持，与 WWF 俄罗斯远东办公室密切合作，推动整个黑龙江流域的森林保护与可持续利用。

WWF 与宜家集团共同努力，继续推动负责任林业在中国的发展。在过去的三年中，这两个组织共同合作，在东北及内蒙古地区判定高保护价值森林，推动森林可持续经营和遵从法律的木材贸易研究，以及森林认证的培训与宣传等活动，来实现宜家集团的森林行动计划和 WWF 对森林的保护目标。德国 DEG 公司又利用德国经济合作与发展部的政府与私营企业合作计划资金进一步资助 WWF 和宜家集团的合作项目，支持东北国有林区开展森林可持续经营认证示范。2005 年 4 月，吉林省白河林业局和黑龙江省友好林业局的共 42 万公顷森林通过了 FSC 认证。另外，高保护价值森林的概念和判定方法被纳入《吉林省林业十一五规划》。

在世界银行 (WB)/ 世界自然基金会 (WWF) 联盟和福特基金会的支持下，开展了“制定中国森林认证标准能力建设”项目。该项目的目标是成立森林认证国家倡议，制定被中国政府和国际体系认可的国家森林认证标准。此外，还将对竹子认证进行可行性研究。

在“中国森林类型自然保护区有效管理进展评估”项目中，通过运用自然保护区管理有效性跟踪评价表，评价与分析中国森林类型自然保护区管理现状与问题，并在林业系统保护区广泛应用，逐步完善自然保护区管理的评价指标体系与评价方法，使之成为监督与促进我国自然保护区管理的一个手段。





## Forests

WWF China continued to work for the protection and restoration of forest landscapes in south-west, north and north-east China. The Program was also active in promoting sustainable forest management to government agencies, and both domestic and overseas commercial enterprises.

The Minshan region on the upper reaches of the Yangtze in south-west China saw completion of the first phase of the Minshan Landscape Initiative. This Initiative, supported by WWF Sweden/SIDA and other donors, brought benefits to more than 500 local households and established a joint monitoring network covering 20 nature reserves. Local governments, communities, forest enterprises and nature reserves are all now active in co-management of their forests. The poverty reduction and alternative energy component of the Minshan Initiative has helped local communities sell their pesticide-free produce in major urban markets and has cut average domestic fuel wood consumption by a third. A

Technical Manual for Landscape Restoration in Minshan was compiled and distributed to local partners as a guide for fieldwork. The second phase of the Initiative began in January 2005. The new phase will focus on capacity building, conservation awareness raising and community development.

In north-east China and Inner Mongolia, also a priority region for forest protection, WWF has helped to establish or upgrade nature reserves covering an area of more than 900,000 hectares. Improvements were also made to the management of priority nature reserves. In June 2005, WWF International honored the provincial government of Heilongjiang with a “Gift-to-the-Earth” Award for its efforts in establishing nature reserves and commitment to have 2.86 million hectares of reserves by 2010. Further activities, supported by WWF Netherlands, will be carried out in cooperation with WWF Russia Far East to protect forests in the Amur-Heilong Eco-region.

Protected area management received a boost with the adoption of the ‘PA Management Effectiveness Scorecard’ by forestry reserves in China. The tracking tool is being used to evaluate and analyze the management level and problems in forest protected areas in China. This evaluation system and approach is now further being promoted in China.

The WWF-supported Forest Stewardship Council (FSC) certified two Chinese state-owned forests in Heilongjiang and Jilin Provinces totaling an area of 420,000ha in April 2005. China had no certified forests before WWF introduced FSC certification in 2000.

WWF and the IKEA Group continued promoting responsible forestry in Northeast China by identifying HCVFs (High Conservation value Forests), promoting legal compliance on forest management and the timber trade between Russia and China, as well as forest certification training and communication. In addition, the HCVFs concept and approach was adopted in the Eleventh Five-Year Plan for forests in Jilin Province.

The ‘Capacity Building for Developing Forest Certification Standards in China’ project was carried out with support from the WB/WWF Alliance and the Ford Foundation with the objective of establishing national forest certification standards for forest certification in China that could be recognized by the Chinese government and accepted by credible international schemes. In addition, the project carried out a feasibility study on bamboo forest certification.





另一个有意义的成果是在今年三月份成立了中国森林贸易网络组织。有 11 个厂商申请加盟，其中相当一部分厂商是行业领头羊，并在印尼、俄罗斯和巴西等具高保护价值和受到威胁的森林采购木材。他们承诺支持推动负责任和可持续的森林经营和林产品贸易。已对三个在大陆的较大规模加工企业和三家较小的在港贸易商做了初评并草拟了行动计划。为了招募成员，我们举办或参加了由海内外客商参加的大型展销会和贸易洽谈会等。

自从 2004 年以来，WWF 中国在 WWF 瑞士分会的资助下，开始关注中国现状与大豆、棕榈油之可持续发展。在对行业分析的基础上，WWF 确定了中国企业参与可持续棕榈油的圆桌进程（RSPO）和可持续大豆的圆桌进程（RSS）。在 2005 年初，中国最大的食用油和大豆的生产企业——中国粮油食品（集团）公司进入了 RSPO。中粮集团承诺将在 WWF 的支持下，参照 RSPO 油棕榈的种植标准，制定一套自有的可持续原料采购战略。

2004 年，**贫困与环境项目**推动了国家层面保护与发展机构政策制定方面的对话。2004 年 11 月，WWF 资助召开了中国自然保护区合作管理国际研讨会，来自全国人大环资委和新保护区法工作小组的高级官员参与了研讨会。这次研讨会进一步深化了在中国创建可能的确保当地社区参与的自然资源管理法律框架及在新保护区法中如何体现当地社区的自然资源管理权方面的讨论。

贫困与环境项目同云南省扶贫办共同开发了《扶贫开发与环境协调指导手册》。2004 年，这项工作也扩展到了四川省。在云南，配合指导手册的推广和进一步落实，项目同云南省扶贫办合作，召开了有 129 个县县长和扶贫办主任参与的研讨会。目前，云南省扶贫办已将该指导手册作为扶贫项目规划中的重要文件，通过扶贫系统网络进行下发和推广。同时，双方共同选择了云南的六个县作为项目试点县，进一步探讨扶贫项目中关注环境问题的理论和解决问题的途径。

在前期非木材林产品可持续管理共管网络成功经验的基础上，贫困与环境项目继续支持在云南白马雪山保护区的探讨和项目示范。目前，在白马雪山周边已有近 70% 的社区参与到了共管网络的活动中。通过对林下产品的可持续经营，当地社区和农户不但收入得到显著增加，社区自我管理的意识和能力也得到了锻炼和提升。项目的开展也促进了野生动植物栖息地的恢复和保护。

贫困与环境项目继续支持云南省林业厅保护办《云南自然保护杂志》中有关社区共管、可持续发展及贫困与环境专题的讨论与研究。贫困与环境项目被 IUCN 选为亚太地区贫困、健康与环境项目的十个案例之一。





Another significant achievement in 2005 was the launch in March of the China Forest Trade Network (CFTN). Eleven companies have applied for membership of the CFTN, many of which are sector-leaders who purchase timber or timber products from high value and threatened forests in countries such as Indonesia, Russia, and Brazil. They have now committed to supporting the program of promoting responsible and sustainable forest management and responsible trade of forest products. Baseline appraisals were conducted for three large mainland manufacturers and three smaller companies in Hong Kong to develop action plans in this regard. The recruitment drive for the China FTN saw us organizing and participating in a number of outreach trade shows and conferences, each attended by numerous Chinese and international representatives.

Since 2004, WWF China, with the support of WWF Switzerland, has begun to pay serious attention to sustainable development of soy and palm oil in China. Starting from industry analysis, WWF China has identified the key players to join in the Roundtable for Sustainable Palm Oil Development (RSPO) and Roundtable for Sustainable Soybean Development (RSS). In early 2005, China National Cereal, Oils and Food Stuff Corp. (COFCO), China's largest edible oils and soybean meal producer, has been approved as a member of RSPO. COFCO has committed to developing its own sustainable sourcing strategy by adopting RSPO Palm Oil plantation criteria.

In November 2004, **WWF's Poverty and Environment Project** sponsored an international workshop in Beijing on the Cooperative Management of Nature Reserves in China, attended by senior officials from the Committee of Environment and Resources, National People's Congress and members of the working group on Nature Reserve Law. The research papers and case studies presented provided valuable reference materials and a framework for use in the drafting of China's first Nature Reserves Law by the SFA.

Together with the Yunnan Province Poverty Alleviation Office, WWF's Poverty and Environment Project also produced a manual for the integration of environmental concerns into poverty alleviation projects. The manual was used in trainings for county governors and poverty alleviation officials from 129 counties in Yunnan. The manual is now being used by the Yunnan Poverty Alleviation Office as part of their official program and has been distributed to local offices through their network. WWF and the Yunnan Poverty Alleviation Office selected

six counties for pilot projects that will explore the processes, information and experience required to achieve the goals set out in the guidebook.

The WWF Poverty and Environment Project continued its support for our model program in northwest Yunnan. Now in its fourth year, the co-management network for non-timber forest products (NTFP) enjoys the participation of 70% of local communities in the Baimaxueshan Nature Reserve. As well as seeing a rise in household income, local capacity for community self-government has been strengthened. The project has also seen some restoration of the resource base and wildlife habitats.

A case study of WWF China's Poverty and Environment Project was chosen as one of the 10 case studies by the IUCN as a means of disseminating knowledge amongst experts to improve response to challenges in the Asia-Pacific Region.



## 打破农村贫困与环境恶化的恶性循环

## Breaking the linkages between rural poverty and environmental degradation

事实上，贫困人群尤其是农村的贫困人群大都居住在这个世界上生物多样性最丰富但也非常脆弱的地区。他们的生存确实要依赖于当地自然资源的数量和可以用程度。然而，种种试图消除贫困的做法却没有考虑到当地穷人们对环境的依赖程度。

同时，各个环保组织往往没能理解环境对当地穷人来说究竟意味着什么，也没能正确认识到当地穷人必须在保护生态环境的努力中起到核心作用。

WWF 在中国进行的贫困与环境项目正是为了弥补发展与环保之间关联的缺失。WWF 非常积极地我们的各个项目点推动发展可持续替代生计 - 从中国东北部的黑龙江地区到西部的长江源头处的森林地带。

在岷山的大熊猫栖息地和长江中游，WWF 的森林、物种和淡水项目与企业合作伙伴项目通力合作，帮助当地社区生产环保的无需砍伐森林的产品，并且将这些产品销往主要城市的市场。在西洞庭湖，WWF 的淡水项目帮助当地人民发展可替代生计，使得当地人民的收入与 7 年前相比增长了 5 倍。在上述这些地区以及陕西省的秦岭地区，WWF 正在开展绿色生态旅游项目，并且为当地社区举办生态旅游培训，以便生态旅游的发展能够成为当地人民的一项替代生计。

在云南省的白马雪山自然保护区，WWF 的教育项目把消除贫困作为当地社区能力建设的一个重要部分。一个很好的例子就是在当地的三个村子哈木谷、永堆和巴珠开展的生态旅游项目。同时，在该地区，WWF 的贫困与教育项目建立起了一个联合管理的网络，提倡使用无需砍伐森林的产品，当地 70% 的社区都加入了这个网络。



It is in many of the most biologically rich and vulnerable places that a vast majority of the world's poor – the rural poor – live. Indeed, their survival often depends on the quality and availability of natural resources. However, efforts to reduce poverty often ignore the reliance of the poor on the environment.

At the same time, conservation organizations often fail to understand and address the role of the environment in the lives of the rural poor, as well as the central role the rural poor must play in conserving the ecosystem.

It is this disconnection between development and conservation that WWF China's work on poverty and environmental degradation seeks to mend. WWF is actively working to promote sustainable alternative livelihoods in many of our field sites – from the Amur/Heilongjiang region in China's far northeast to the Forests of the Upper Yangtze in the west.

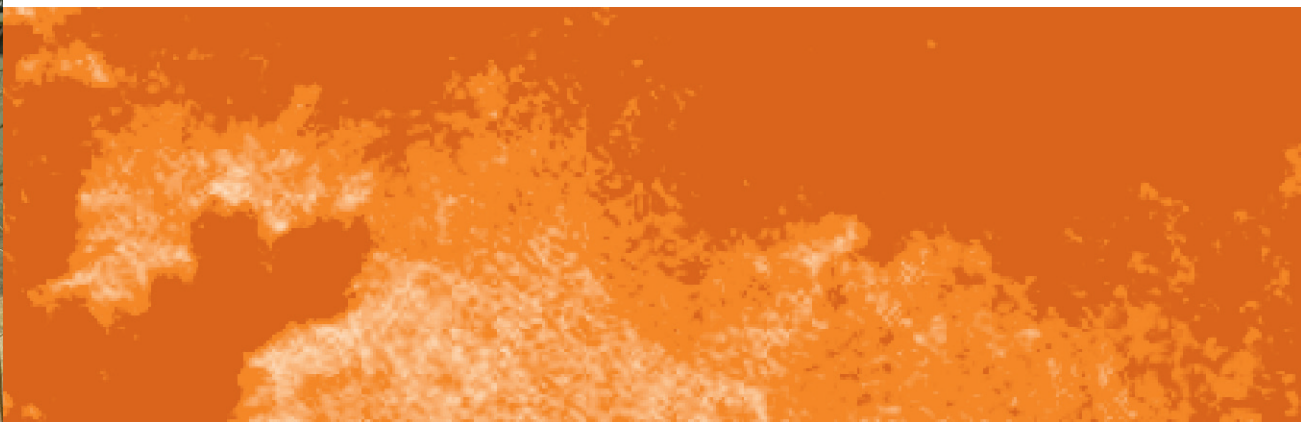
In the Minshan panda habitat and in the central Yangtze, WWF's Forest, Species and Freshwater Programs together with our Corporate Partnerships Program are helping local communities produce environmentally friendly non-timber forest products (NTFP) and sell them in major urban markets. In West Dongting Lake, WWF's Freshwater program has worked together with local people to develop alternative livelihoods, resulting in revenues having increased five times that of seven years ago. In all of these locations, as well as in the Qinling mountains (Shaanxi Province), WWF is working to green tourism and conduct ecotourism training for local communities as an alternative livelihood.

In the Baimaxueshan Nature Reserve in Yunnan Province, WWF's Education programme includes poverty alleviation in its overall empowerment process with local communities. A good example of such work is the ecotourism project in the villages of Hamagu, Yongdui and Bazhu. Also in the region, WWF's Poverty and Environment project has set up a co-management network for non-timber forest products (NTFP) that is participated in by 70% of local communities.



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## 教育与能力建设项目

在过去的两年里，WWF 继续致力于将可持续发展教育的理念融入中国的国家教育政策当中。与中国教育部的全国基础教育课程改革紧密契合，“中国中小学绿色教育行动”（EEI）在 2004 年里迈出了重要一步——即开始了将可持续发展教育从理念转化为全中国 497000 所中小学课程实践的具体行动。2004 年 8 月，WWF 与教育部共同举办了由各省教育部门代表参加的《中小学环境教育实施指南》国家级研讨班，探讨《实施指南》在各地具体贯彻、实施的框架和策略（《中小学环境教师实施指南》是“中国中小学绿色教育行动”的一个重要成果，也是 WWF 献给地球的第 94 份礼物）。

在 2004 至 2005 年，EEI 又在 9 所地方重点高师院校新增了“可持续发展教育中心”。在各地推进可持续发展教育的进程中，这些中心不仅提供技术及理论方面的支持，同时也充当着当地教育部门和其他政府机构的顾问角色。许多中心基于当地实际和特点实施了一些独特的项目，如青海师范大学在藏区实施的基础教育改革推进工作、西南大学为全校大学生开设《教育者教育学——可持续发展教育导论》课程、贵州师范大学实施的“少数民族地区环境、文化与发展项目”、内蒙师范大学与当地党校联合开展的可持续发展培训项目等等。截至目前，EEI 项目在全国建立的“可持续发展教育中心”已经达到 21 个。

在中国教育部和项目捐资方英国 BP 公司的支持下，“中国中小学绿色教育行动”项目第三阶段的工作已经展开并将持续到 2007 年底结束。届时，可持续发展教育所倡导的探究式学习、批判性思维、主动学习等教学工具和理念将成为二亿中国中小学生学校课程的重要组成部分。

WWF 开展的试点学校项目也在一定程度上促进了这些学校“新课程改革”的进程。在北京开展的以“社区服务式学习”为特色的“青少年爱水行动”项目（EIW）即为学校活动的开展提供了很好的示范案例。在 2004 年，这一项目扩展至青海省，试图探索在占据中国 13 亿人口 70% 的农村地区实施可持续发展教育的途径。通过举办一系列研讨和培训班，该项工作已经在选定的试点地区顺利展开。

同时，“青少年爱水行动”在北京地区所取得的经验也已经被全面整理总结，编制成一本教师培训手册，使更多的人能从该项目探索出的教学方法中受益。





## Education and Capacity Building

WWF China is continuing its commitment to supporting national education policies that integrate principles of Education for Sustainable Development (ESD). WWF's Environmental Educators' Initiative (EEI), which supports the Ministry of Education's nationwide Curriculum reform, took important steps in the last year to begin the process of disseminating ESD principles to all of China's 497,000 primary and middle schools. In August 2004, WWF facilitated a workshop that brought together representatives from China's provincial Education Bureaus. The workshop discussed a framework for the local implementation of the National Environmental Education Guidelines (an output of the EEI and a previous WWF Gift to the Earth).

The number of EEI Education Centers (based in teaching universities) increased by nine in 2004-2005. These centers not only provide unrivaled expertise and knowledge in the field of ESD, but also act as key consultants to local Education Bureaus and other local government authorities. Many of these Centers are now undertaking unique projects in their local regions, including a groundbreaking development by Qinghai Normal University on the reform of the education system in Tibetan areas. The total number of Education Centers in China now stands at 21 nationwide.

Along with The Ministry of Education and project supporters BP, WWF secured a third phase of EEI that will continue to the end of 2007. By that time, hands-on, interactive approaches to the environment and sustainable development issues will have become an integral part of the formal education system for 200 million Chinese schoolchildren.

The progress made in China's education reform is also reflected in WWF's pilot school projects. The Education Initiative for Water, which has provided case study examples in Beijing of community-based service learning, expanded its work in 2004 to Qinghai Province. This extension demonstrates how ESD can be conducted by teachers in rural areas of China, still home to 70% of China's 1.3 billion population. Following a series of workshops, pilot school projects are already under way at selected school sites.

The experiences and lessons of the Beijing work are also being thoroughly documented in a new teacher-training manual, allowing others to benefit from these new ways of teaching. This book will help meet the growing interest from other Beijing schools and local education authorities eager to participate in the initiative.





在非正规教育领域，WWF 的工作主要集中在滇西北（香格里拉地区）的藏族社区发展项目上。2004 至 2005 年度对这一项目来说也是发展和推广的一个重要阶段。WWF 与乐施会的合作，使得双方在社区发展方面的工作（主要在滇西北和贵州省境内）都得到了提升。在滇西北，大部分工作是以 WWF 建立的“社区学习中心”为基础展开的，这类中心在当地社区活动中扮演了重要角色。去年，在巴珠村建起了一个新中心，至此，这一地区的“社区学习中心”已经达到 6 个，为近 50 个当地社区提供服务。去年，这些中心开展的活动包括，组织当地的自然资源管理、藏语言和文化学习、生态旅游培训等。特别是生态旅游培训一项对当地社区的日常生活有着至关重要的意义，因为目前香格里拉地区正面临着旅游业大发展带来的压力和冲击。

此外，WWF 正在寻求与当地政府合作建设香格里拉社区学院，这将是一个致力于总结和推广社区发展工作经验的学术研究机构。

认识到佛教在当地的重要性，WWF 也积极加强与当地僧侣及宗教领袖的联系与合作。这一努力促成了 2006 年将在香格里拉地区召开的佛教和保护工作研讨会。

教育项目其他方面的拓延工作也在进行中。在 2004 年，WWF 开发的“地球的孩子”网站获得了这一年度网络市场联合会颁发的“最佳非盈利网站奖”。这一奖项反映出“地球的孩子”网站在访问量方面的成功，它是 WWF 中国网站（系统）中最受欢迎的部分之一。与这一成功相应的，已有其他出版公司与 WWF 签订合作协议，帮助 WWF 中国在影响未来决策者方面开展工作。



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In WWF China's non-formal education work based in the Tibetan areas of northwest Yunnan, 2004-05 was a period of development and expansion for our program. Collaboration with Oxfam has led to an enhancement of both parties' community work, in both northwest Yunnan and Guizhou province. Much of the work in northwest Yunnan has been based around the WWF-supported Community Learning Centers, which act as a focus for all local activities. In the last year, a new Center was established at Bazhu village bringing the total number of Centers to six, serving fifty local communities. Activities at these centers over the last year have included nature reserve management, Tibetan language and culture study and ecotourism training. The last of these is proving particularly important to the communities' daily lives, as the region of Shangri-La is currently undergoing huge tourism development.

WWF China has also secured an agreement with the local prefecture government to act as a partner in the development of the Shangri-La College, an academic institution that will help document and disseminate the experiences from the community work.

Recognizing the importance of Buddhism in the social fabric of the area, WWF has continued its collaboration with various monasteries and local Buddhist leaders. This collaboration will lead up to the forthcoming Buddhism and Conservation Conference to be held in Shangri-La in 2006.

The outreach work of the program continues to grow. In 2004, WWF China's children's website won the Web Marketing Award for best non-profit website. The website award mirrors its success in visitor numbers - it is one of the most popular areas of the WWF China website. As a result of this success, cooperation agreements have been struck with other offline publishing companies to help spread the WWF conservation message among generations who will be China's future decision makers.







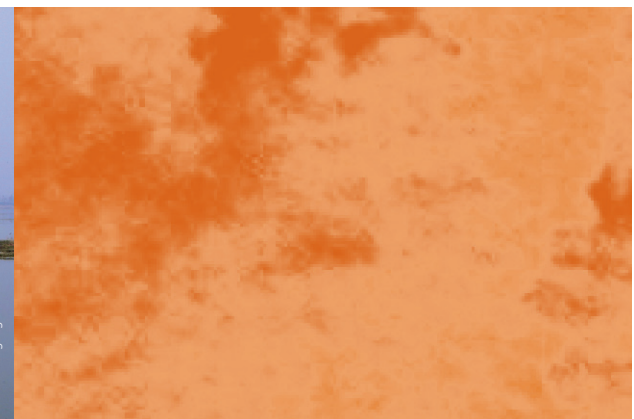
## 气候变化与能源项目

我们的气候变化与能源项目正在成为可持续能源发展的强有力的倡导者，这与该项目一直提倡的创新性的政策研究，倡导和宣传工作密不可分。主要的可再生能源支持政策的出台正在不断地见证着这一事实。例如，固定电价正在新近实施的可再生能源法中得到应用，并且将直接推动风能、生物质能及太阳能光伏产业未来的发展。而这一结果得益于 WWF 调动政府积极性的努力和各方给与的大力支持。我们的项目也推动了政府相关的政策调整，例如推动林业局林木生物质能发电发展，帮助上海进行 10 万光伏屋顶计划的项目可行性研究的预备调查等。26 度空调节能行动 --- 这一以调节空调温度达到节能目标的环保倡导活动 ---- 已经成为中央政府的政策，并且正在全国大型城市得到贯彻和执行。这一案例也是我们成功进行家用电器节能倡导活动的一个范例。

气候变化与能源项目已经建立了广泛的合作伙伴关系，已经在政策倡导，技术评估与合作和宣传方面取得了成绩和进步。这一广泛的合作关系涉及重要的环保领域：非政府组织、可持续能源及气候变化影响与适应领域的专业机构以及媒体。这一合作伙伴联盟关系的建立为帮助能源气候变化项目实现其项目目标提供了主要的帮助和支持，并且有助于 WWF 更好地与政策制定者和公众进行沟通。26 度空调节能行动在过去的两年中得到了来自全国的 50 多个非政府组织的支持。这一网络关系的建立无疑已经为 WWF 实现其愿景提供了重要的保障。

2005 年我们完成的项目包括：林木生物质能资源量调查和其发展潜力研究；北京及深圳节能服务公司的成功案例调查；长江源区气候变化和气候变化影响研究；将太阳能光伏发展目标纳入中国能源“十一五”规划；生物质秸秆资源量调查和能源生产研究；促进农业秸秆生物质能热电联产和相关的技术转移；风能、生物质能和太阳能的固定电价政策研究；甘肃太阳能光伏电站项目的预可研；农村能源的发展和商业化模式推广研究等。各个项目的成果已经在各个相关领域发挥着作用。





## Climate Change and Energy

Our Climate Change and Energy Program has become a strong advocate for sustainable energy development thanks to innovative policy research, advocacy and communications. Development of key renewable energy policy bears witness to this, for example the feed-in tariff included in the Renewable Energy Law (approved by the People's Congress in April 2005, and to become effective by January 1, 2006) on wind, solar PV and biomass power generation, for which WWF mobilized government interest and support. Our Program has helped set agendas and adjust policy in areas like the development of a forest biomass strategy at the State Forest Administration (SFA), and in a Shanghai project that will look into the possibility of giving the city 100,000 solar roofs. The 26 degrees campaign on energy conservation from air conditioners has become a central government policy and

is now being implemented in major cities including Beijing and Shanghai, as an example of the Program's work on energy conservation on electric home appliances.

The Climate Change and Energy Program has built an extensive support network that helps our work in policy advocacy, technology assessment, collaboration and communication. The network includes key environmental NGOs and professional organizations in the fields of sustainable energy, climate impact/adaptation and media campaigning. This alliance has helped achieve WWF climate TDP targets and improved our communication with both policy-makers and the public. An example is the more than 50 NGOs nationwide that supported the 26 degrees campaign. The network we have established is undoubtedly a vital asset for promoting WWF's vision and delivering conservation results.

Project reports completed in 2005 include an investigation into forest biomass resources and their potential for development; case studies of successful EMCos in Beijing and Shenzhen; research into climate change and its impact at the source of the Yangtze; work on inclusion of the development of solar power in China's 11th Five-year Plan; research into straw as a resource and its use in energy generation; a pre-feasibility study of development of agricultural biomass CHP and related technology transfers; policy design for a feed-in tariff for wind and solar power and biomass energy; a pre-feasibility study for a solar power plant in Gansu; and research into rural energy and the development of commercial models to deliver sustainable outcomes in this area.



## 影响政策 Influencing policy

WWF 环保工作的成果之一就是在影响国家级和省市级政策制定及减少中国消耗的自然资源生态足迹方面取得了重大进展。WWF 已经在诸多领域发挥着主导作用，包括淡水资源管理、森林管理、气候变化、野生物贸易、生物多样性保护和环境教育。

今年的亮点之一就是长江论坛的建立，这是一个高层次的平台旨在推动长江流域的综合管理——一种基于生态系统的流域管理方式，WWF 和参加论坛的各方都是该问题的主要倡导者。

此外，在 2005 年 4 月，为了进一步巩固 WWF 在中国的政策影响力，我们明确了今后 WWF 政策工作的三个主要领域，即贫困与教育、可持续生活方式以及贸易和投资。

解决贫困与环境的问题已经成为 WWF 在中国所有实地项目（包括淡水、森林、教育和物种）的工作核心，这其中贫困与环境问题涉及补偿机制和环境服务的报酬。通过交流分享相关经验教训和方式方法并将成功经验推广到国家和省市级发展规划和政策制定当中去，我们力争能够提升我们的环保方式的影响力，以此加强我们的环保成果。

我们同时努力推动可持续的生活方式，我们对消费者进行宣传，告诉他们关于消费的全面的信息 - 从建筑发展到能源到食品 - 这样可以支持连锁供应商和私营企业更好地承担企业社会责任。

最后，通过关注与自然资源相关的贸易和可持续发展投资问题，WWF 在中国国内和国际上（如 WTO）与相关各方展开了进一步的对话与合作。





WWF's conservation results include significant work in influencing national and provincial policies and China's growing footprint on the world's natural resources. Already WWF China is playing a lead role in influencing issues of freshwater management, forest management, climate change, wildlife trade, biodiversity conservation and environmental education.

One highlight this year was the establishment of the Yangtze Forum, a high level platform to promote IRBM (an ecosystem-based approach to river management) in the Yangtze River Basin, for which WWF and partners were the main advocates.

In addition, in April 2005, with the aim of further solidifying the future of WWF's policy work in China, we identified three major areas for WWF policy work - Poverty and Environment, Sustainable Lifestyles, and Trade and Investment.

Addressing poverty and environment (including compensation mechanisms and payment for environmental services) issues is a core part of all WWF China field (freshwater, forest, education and species) projects. Through sharing these lessons and methodologies and promoting their incorporation into national and provincial development plans and policies, we aim to 'scale up' our conservation approaches, thus strengthening our conservation results.

We are also working to promote sustainable lifestyles by reaching out to Chinese consumers with a holistic message on consumption issues – from building development to energy to food – thus supporting efforts on supply chain solutions and private sector engagement in CSR.

Finally, by focusing on trade and investment for sustainable development, with an emphasis on energy and trade in natural resources, WWF is able to reach into new processes and dialogues within China and globally (e.g. WTO).



# 来年计划 The Year Ahead

## 物种项目

- 大熊猫保护区管理行动网络化建设
- 在岷山和秦岭地区加强大熊猫走廊带的管理和退化栖息地恢复工作
- 在岷山和秦岭地区，继续帮助社区实施替代能源和增收项目
- 加强物种保护小额基金在西南山地的资助力度
- 遏制藏区亚洲大型猫科动物皮毛市场
- 通过提高环保意识以及建立赔偿机制来减轻人类和野生动物冲突的负面影响
- 支持当地社区和巡护员保护西藏濒危和特有野生动物

## 在西藏

- 通过补偿基金的手段减轻野生动物与当地牧民冲突
- 通过能力建设提高当地人对自然保护区和野生动物的管理能力
- 进一步了解藏区的野生动物非法贸易
- 抑制亚洲大型猫科动物的非法贸易
- 促进政府对非法贸易的监督和管理

## 淡水与海洋项目

- 湿地保护与可持续利用
- 恢复江湖季节性水文与生态联系
- 确保关键河流的环境流量，以减轻水利设施的环境影响
- 提名国际重要湿地并示范对国际重要湿地的有效管理
- 开展长江中下游地区水鸟调查
- 提高公众对湿地保护和重建生命之河的认识
- 为推动中国流域综合管理而进行政策倡导，继续支持“长江论坛”

## 林业项目

- 继续与利益相关者合作，开展中国西南地区森林景观生物多样性保护的实践，着重

寻求解决发展与保护之间矛盾的途径

- 通过加强自然保护区管理能力建设，以及与社区和林场合作制定并实施共管方案，来保护和恢复中国西南地区的森林生境
- 提高对吉林和黑龙江省东北虎栖息地的保护管理有效性，促进对黑龙江流域的保护
- 提高公众对高保护价值森林（HCVF）概念的理解和认识，促进将此概念纳入政府的相关政策规划中
- 示范中国境内和中俄间木材贸易的合法供销链
- 对申请加入中国森林和贸易网络（CFTN）的厂商进行基线调查并制定行动计划，并帮助 CFTN 成员实施其行动计划
- 确保可持续棕榈油圆桌会议（RSPO）成员改善国际供应链，减少对热带森林的负面影响

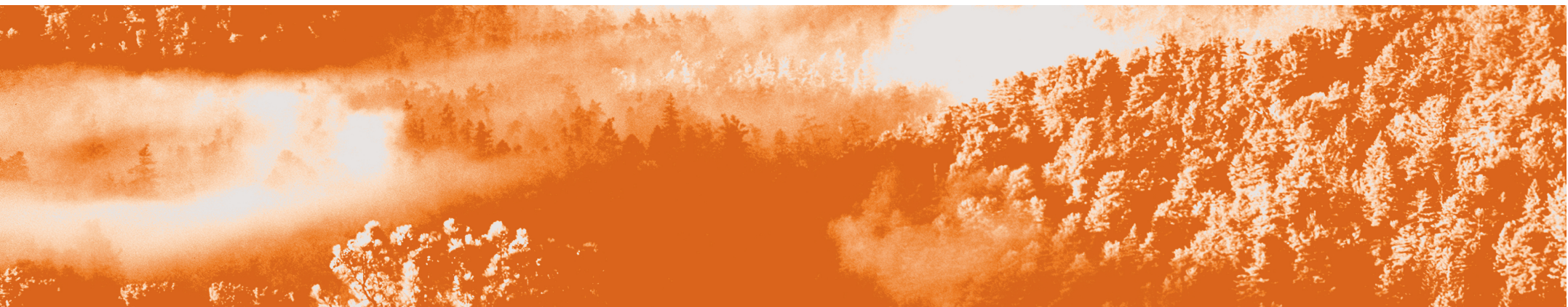
## 教育与能力建设项目

- 将可持续发展教育融入中国中小学课程体系
- 将可持续发展教育的内容融入师范生培养体系
- 提供中国教育体系当中与可持续发展教育相关的职业发展机会
- 促进可持续发展教育工作者与更广泛的社区之间的交流
- 实施行动研究项目，探索可持续发展在地方社区的实践
- 建立香格里拉社区学院，并以此为平台，将 WWF 在社区可持续发展教育方面的经验推广至全国其他地方
- 与政府和相关教育机构合作，推动可持续发展教育理论和实践的发展，促进相关政策的建立

## 气候变化与能源项目

- 研究可持续能源政策，推动可持续能源发展，减少气候变化对我们生态环境的影响
- 与公共部门一起共同提高能源能效，减少中国大众的生态足迹
- 加强与政府部门的合作，引导中国经济走上低碳发展之路实现经济与社会的可持续发展





### Species

- Strengthen panda reserve management networks in Minshan and Qinling landscapes
- Improve management of panda corridors in Minshan and Qinling landscapes
- Expand community alternative livelihood development in Minshan and Qinling Landscapes
- Support conservation efforts in the mountains of southwest China
- Promote the conservation of China's lesser known species

### In Tibet

- Reduce human-wildlife conflict in Chang Tang Nature Reserve through compensation fund
- Strengthen local capacity for managing wildlife and nature reserves in Tibet
- Continue to understand the illegal trade and market in Tibetan regions
- Curb Asian Big Cat skin market demand in Tibetan communities
- Lobby government to introduce new policies for monitoring the illegal trade and market in Tibet

### Freshwater & Marine

- Promote wetland conservation and sustainable use
- Restore the seasonal hydrological and biological connections between lakes and the Yangtze
- Ensure environmental flows of key rivers to mitigate water infrastructures' impact on the environment
- Designate new Ramsar sites and demonstrate their effective management
- Raise public awareness on wetland conservation and 'Living Rivers'
- Policy advocacy to promote integrated river basin management in China, especially the 'Yangtze Forum'

### Forest

- Continue to work with stakeholders to promote biodiversity conservation practices in southwest China and focus on finding solutions for managing conflicts between development and conservation
- Management and co-management scheme development and implementation with communities and forest farms

- Enhance management effectiveness in Jilin and Heilongjiang Provinces to protect the tiger habitat and contribute to conservation along the Amur / Heilong River
- Enhance awareness of the HCVF (High Conservation Value Forest) concept and help to integrate the concept into the government planning process
- Pilots for 'verified legal' wood supply chains demonstrated across the China and Russia border and within China
- Conduct baseline appraisals and develop action plans with applicants of CFTN (China Forest & Timber Network), and support CFTN participants to implement the action plan
- Ensure members of RSPO improve international supply chains and reduce negative impact on tropical forest

### Education and Capacity Building

- Integrate Education for Sustainable Development (ESD) into the curriculum of China's Primary and Middle School
- Integrate ESD into the training of China's future educators
- Provide opportunities for advanced professional development in ESD within China's education system
- Increase communication among ESD practitioners and the wider community
- Implement action research projects to embed Sustainable Development practices in local communities
- Establish an educational structure, the Shangri-La Institute for Sustainable Communities, to collate and disseminate ESD learning to local and national audiences
- Introduce ESD policy and practice to government and educational bodies

### Climate Change and Energy

- Conduct research and promote sustainable energy policy to reduce the impacts of climate change on our ecosystems
- Work with public sectors to promote energy efficiency and reduce the ecological footprint of Chinese communities
- Strengthen partnerships with government agencies to lead China to a low carbon development path and the attainment of sustainable development

# 宣传推广与企业合作伙伴

## Communications & Corporate Partnerships

### 对外交流取得良好进展

扩大 WWF 在中国的品牌知名度是 2005 财年对外交流活动的重点。同时，对外交流部门也承担了新闻发布和提升大众环保意识的工作。

WWF 分会使用因特网、平面和视听宣传品向媒体和大众提供环保信息。我们定期向目标读者和其他出版物发送双月电子通讯，为各种报刊杂志提供新闻内容，并配合相关事件组织电视和广播节目，向公众传播有关环境和发展问题的资讯，并帮助普通人理解环保的真正意义。

在 2005 财年，由 WWF 及其环保伙伴奥美公司共同设计推出的平面和电视广告在全国推出，旨在提升 WWF 品牌在城市的认知度。

WWF 中国项目设有中英双语网站 ([www.wwfchina.org](http://www.wwfchina.org))，介绍 WWF 中国项目的目标、任务、项目、出版物、新闻等信息。在网站设置的论坛中，4000 多名注册用户积极讨论环境问题，并定期组织环保和户外活动。

2005 年 5 月，我们开通了 WWF 中国 25 周年小型专题网站，以此揭开了 WWF 在华工作 25 周年庆祝活动的序幕。该网站收录了我们在华做环保的 25 大成就，各类活动信息，相关报道以及其他有关 WWF 在中国 25 年的专题内容。如需了解更多信息，请登录：

[www.wwfchina.org/ssubject/25ann/](http://www.wwfchina.org/ssubject/25ann/)

### WWF 企业合作伙伴项目

在过去的一年中，WWF 企业合作伙伴项目在三个方面取得了较大进展——推进了商业和自然保护双赢的合作模式；策划并实施了一个旨在提高企业员工的环保意识和志愿者行动的项目；还与一些企业建立了新的合作伙伴关系。我们的企业合作项目希望成为推动企业社会责任的新的途径和方法。

产自熊猫栖息地岷山地区和长江中游洞庭湖自然保护区的环保产品在家乐福四川和湖南的超市中得以出售。“我们希望在有我们超市的地区做一个良好的企业公民，”家乐福（中国）中西部地区商品部经理谢夫林 (Jerome Chevrier) 先生说，“另外，通过跟 WWF 合作，我们现在能够为消费者提供机会选购来自大自然的环保产品，同时，还可以保护中国一些重要地区的自然环境。”吸引商业企业直接参与自然保护，使可持续地提高自然保护区周边农民的生活质量的目标成为可能。

WWF 跟拉法基公司继续开展员工环境教育和志愿者项目。WWF 的专家在陕西秦岭大熊猫项目点为拉法基员工进行了一

次生动的环保培训。经过此次培训，16 位拉法基公司的员工成为了“绿色大使”。他们随后把在培训中学到的环保知识和技巧带回工厂社区，为社区学校组织环境教育活动。“我们的目标不仅是提高企业的环保责任，更重要的是激发每一位员工的环保热情，鼓励他们行动起来保护环境。”拉法基公司可持续发展副总裁鹿蓝山 (Nicolas Lecerf) 先生说，“这个项目能够帮助我们的员工转变角色，从受教育者成为教育者。这正是一个优秀的企业公民应该倡导的。”

另外，我们与汇丰银行、宜家、沃达丰、BP、拉法基、诺维信等公司的合作在 2004 年取得了令人兴奋的成绩。企业合作的成功案例使 WWF 得到了更多公司的关注。2005 年，杰尼亚基金和欧姆龙公司成为了我们新的合作伙伴；与此同时，我们还尝试扩大了与佳能公司的合作。

WWF 将在今后几年中更多地关注企业社会责任。我们将与企业分享信息和案例，共同探讨如何通过企业环境和发展政策减少环境影响、如何贡献于自然资源保护，以及如何让员工参与到环境保护的行列之中，希望通过这些努力为企业加强和完善企业社会责任提供更多机会和平台。



## Communication Making Positive Changes

Work to increase recognition of WWF's brand in China was the emphasis of WWF China communications activities in FY2005, together with our role as a press office and promoting public awareness on conservation issues.

WWF China is using internet, print and audio/visual outputs to keep both the media and the general public informed on conservation issues. The Communications department produces bi-monthly e-newsletters aimed at target audiences and other publications; runs feature services to different newspapers and magazines, and on different occasions organizes television and radio programs to meet the challenge of a largely uninformed public on issues of environment and development and make the common person understand what exactly conservation means.

FY2005 also saw the start of a nationwide print and TV advertising campaign, developed together with WWF's Conservation Partner Ogilvy & Mather. The aim of the campaign was to increase awareness in urban areas of the WWF brand.

WWF China is information and technology savvy, hence it also has a bi-lingual website ([www.wwfchina.org](http://www.wwfchina.org)) that features WWF China's vision, mission, programs, publications, news and much more. It features a very active BBS section, through which our 4000 plus website subscribers discuss environmental issues and regularly organize nature appreciation activities.

To mark the beginning of a year-long celebration of WWF China's 25th anniversary, in May WWF launched a 25th anniversary mini-website with information on our top 25 achievements, as well as activities, news, features and more related to our 25th anniversary. For more information, see

[www.wwfchina.org/ssubject/25ann/](http://www.wwfchina.org/ssubject/25ann/)

## Corporate Partnerships

WWF's Corporate Partnerships Program has seen successes in three areas this past year – working together with commerce and nature conservation for win-win situations, developing and implementation of a new program that raises environmental awareness of companies' employees, and nurturing relationships with new WWF Corporate Partners.

Environmentally friendly products from local communities living in the Minshan panda habitat and Dongting Lake area in the Central Yangtze were developed to be sold in Carrefour branches in Sichuan and Hunan, resulting in an improved standard of living in these communities that is sustainable.

'We want to be a responsible corporate citizen in the areas where we have business,' said Jerome Chevrier, Merchandise Unit Manager of Central & West Region of Carrefour in China, 'In addition, through working with WWF we are now able to offer our customers the opportunity to choose environmentally friendly products that are helping conserve nature in key areas in China.'

WWF also worked with Lafarge employees from factories throughout China. Lafarge representatives gathered in the Qinling Mountains, Shaanxi province, site of a WWF panda project, for an environmental education training conducted by WWF experts. The training resulted in the 16 participants becoming environmental 'Green Ambassadors,' who then organized environmental education activities in their local communities around Lafarge's factories.

'Our aim is not only to encourage corporate environmental responsibility, but also to inspire our employees to take action to help improve the environment,' said Nicolas Lecerf, Vice President - Sustainable Development of Lafarge China.

Finally, partnerships with HSBC, IKEA, Vodadone, BP, Lafarge, and novozymes have achieved exciting outputs, which helped attract the attention of other companies. This year, we welcomed new partnerships with Ermenegildo Zegna Foundation and Omron, as well as expanded the cooperation with Canon.

In the coming years, WWF China will share information and case studies on CSR with corporations in China so as to strengthen CSR practices. This includes reducing environmental impacts by developing environmental strategies, how to contribute to nature conservation, and how to engage employees to take action for the environment.



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# 出版物 Publications

## 物种项目

- 陕西野生动物图鉴
- 秦岭大熊猫保护工程总体规划
- 秦岭大熊猫栖息地管理计划
- 凤县屋梁山保护区大熊猫调查报告
- 108 国道秦岭隧洞区域社区社会经济本地调查报告
- 秦岭杂志
- 岷山地区的珍稀两栖动物和爬行动物
- 小河沟自然保护区本底调查报告和图集
- 包座自然保护区本底调查报告
- 龙滴水自然保护区本底调查报告
- 阿夏自然保护区本底调查报告
- 多儿自然保护区本底调查报告
- 插岗梁自然保护区区划报告
- 中国物种保护小额基金通讯
- 太白山地区太白红杉林人为活动影响调查培训教材
- 新疆雪豹偷猎及贩卖贸易调查报告

## 在西藏

- 藏族传统文化与环保
- 保护高原生态
- 羌塘的生物多样性与自然资源的保护
- 走进羌塘（纪录片）

## 淡水与海洋项目

- 流域综合管理概论
- 鄱阳湖湿地生态系统评估
- 流域综合管理的国内外经验：流域综合管理国际研讨会论文集
- 长江中下游水鸟调查报告（2004 年 1 ~ 2 月）（中英文）
- 推进流域综合管理，重建中国生命之河（中英文）
- 上海市崇明东滩鸟类自然保护区科学考察集
- 上海常见鸟类图鉴
- 汉寿县生态旅游发展总体规划
- 长江，你的名字叫湿地，《中国国家地理》专刊

## 湿地诗词

- 走遍世界去问河，《中国国家地理》专刊
- 洞庭画册
- 湖南常德市生态旅游总体规划
- 江源大地

## 林业项目

- 岷山森林景观保护与发展项目信息管理系统培训教材
- 岷山森林景观植被恢复技术手册
- 探路者，制定森林认证标准过程中对多方利益相关者工作组支持和授权的系列工具
- 森林认证通讯，6-7 期
- 全球森林和贸易网络介绍
- 负责任的森林产品采购项目指南
- 中国木材市场、贸易与环境
- 岷山保护区开展生态旅游指南
- 四川贫困与环境案例研究

- 四川扶贫项目中考虑环境保护的指南
- 四川保护区职责挂图
- 岷山两栖爬行动物识别手册
- 林业碳汇造林作业设计指南
- 岷山简报
- 保护区林副产品宣传单
- 岷山项目简介

## 气候变化与能源项目

- 甘肃敦煌七里营建设 8 MWp 大型光伏并网系统的预可行性研究报告
- 秸秆直燃供热发电项目资源可供性调查和相关问题研究报告
- 可再生能源发电上网电价研究及政策建议报告
- 中国林木生物质能源发展潜力研究报告
- 上海 10MW 太阳能光伏屋顶预可行性研究报告
- 青藏高原冰川变化及其对社会和自然环境影响的评估



## Species

- Field Guide to the Wild Animals of Shaanxi
- Master Plan for Qinling Giant Panda Conservation
- Management Plan for Qinling Giant Panda Habitat
- Feng County Wuliangsha Nature Reserve Giant Panda Survey Report
- Socio-economic Baseline Survey Report of National Highway 108 Qinling Tunnel Area
- Qinling magazine
- Handbook of Rare Amphibians and Reptiles of Minshan Mountains
- A report of the Comprehensive Survey on Xiaohegou NR and Rare Wild life Album
- Baozuo Nature Reserve Baseline Survey
- Longdishui Nature Reserve Baseline Survey
- A'xia Nature Reserve Baseline Survey
- Duo'er Nature Reserve Baseline Survey
- Chagangliang Nature planning feasibility Report
- China Conservation Small Grants Fund Newsletter
- Training material for the investigation of human impacts on Taibai Redwood
- Investigative report on poaching and illegal trade of Snow Leopard in Xinjiang

## In Tibet

- Tibetan Culture and Nature Conservation
- Saving Plateau Biodiversity in Tibet
- Biodiversity Conservation and Natural Resource Exploitation on Tibet's Northwest Chang Tang Highlands
- Entering Chang Tang (documentary)

## Freshwater & Marine

- Introduction to Integrated River Basin Management
- Wetland Ecosystem Assessment of Poyang Lake (in Chinese)
- Lessons Learned for Integrated River Basin Management-Proceedings of International
- Symposium on Integrated River Basin management
- Waterbird Survey of the Middle and Lower Yangtze River Floodplain in Later January and Early February 2004 (bilingual)
- Promoting Integrated River Basin Management and Restoring China's Living Rivers (bilingual)
- Scientific Survey on Chongming Dongtan Migratory Birds Nature Reserve of Shanghai (in Chinese)
- Master Planning of eco-tourism development of Hanshou County in Hunan Province
- Yangtze, your name is wetland, Chinese

## National Geography

- Collection of wetland Poems
- Understanding the State of the World's Rivers, Chinese National Geography
- Dongting Lake Album
- Master Planning of eco-tourism development of Changde City in Hunan Province
- The Birthplace of the River

## Forest

- Information Management System training materials of Minshan Landscape Initiative
- Technical Manual of Forest Restoration in Minshan Landscape
- Pathfinder-Multi-Stakeholder Standard Setting Toolkit
- Forest Certification Newsletter, issues No.6-7
- Introduction of Global Forest & Trade Network
- Responsible Purchasing of Forest Products
- China's Wood Market, Trade and the Environment
- Guidelines of Eco-tourism Development in the Nature Reserves in Minshan
- Case Studies of Poverty and Environment in Sichuan
- Guidelines of Environmental Protection in Poverty Reduction Projects in Sichuan

- Responsibilities of Nature Reserves in Sichuan (Posters)
- Identification Manual of Amphibians and Reptiles in Sichuan
- Guideline on the Carbon-trade Reforestation Designing
- Minshan Newsletter (4 issues)
- Flyers of Non-Timber Forest Products in Nature Reserves
- Brochure of Minshan Project

## Climate Change and Energy

- Pre-feasibility Study for Dunhuang 8 MWp PV Grid Connected System report
- The Study on Agriculture Biomass Resource Supply and Straw-Fired Cogeneration in China report
- Feed-in-Tariff Analysis report
- Study on wood biomass energy development potentiality in China report
- Prefeasibility Study of 10MW Solar PV Roof report
- An Overview of Glaciers, Retreating Glaciers and Their Impact in the Tibetan Plateau



# 合作伙伴 Partners

## 物种项目

国家林业局  
甘肃、陕西、四川林业厅  
北京大学  
四川大学  
西华师范大学  
四川省社科院  
四川省林科院  
四川省林业勘查设计院  
龙溪—虹口自然保护区  
白水河自然保护区  
九顶山自然保护区  
千佛山自然保护区  
宝顶沟自然保护区  
片口自然保护区  
小寨子沟自然保护区  
白羊自然保护区  
龙滴水自然保护区  
小河沟自然保护区  
黄龙自然保护区  
王朗自然保护区

雪宝顶自然保护区  
九寨沟自然保护区  
白河自然保护区  
勿角自然保护区  
包座自然保护区  
铁布自然保护区  
白水江自然保护区  
唐家河自然保护区  
东洋沟自然保护区  
毛寨自然保护区  
尖山自然保护区  
裕合自然保护区  
插岗梁自然保护区  
阿夏自然保护区  
多儿自然保护区  
南坪林业局  
平武县龙门山林场  
平武县林业发展总公司  
平武县老河沟林场  
陕西省林业厅  
陕西省旅游局

西安市旅游局  
陕西太白山国家级自然保护区  
陕西佛坪国家级自然保护区  
陕西长青国家级自然保护区  
陕西周至国家级自然保护区  
陕西朱鹮国家级自然保护区  
陕西老县城自然保护区  
陕西观音山自然保护区  
陕西天华山自然保护区  
陕西摩天岭自然保护区  
陕西鹰嘴石自然保护区  
陕西牛尾河自然保护区  
陕西屋梁山自然保护区  
陕西青木川自然保护区  
陕西宁陕自然保护区  
周至县人民政府  
周至县林业局  
周至县旅游局  
周至县厚畛子镇政府  
周至县板房子乡政府

周至厚畛子林场及黑河森林公园  
中国社会科学院旅游研究中心  
北京林业大学林业经济国际交流与合作中心  
西北大学  
西安建筑科技大学  
西安外国语学院旅游研究中心  
海南师范大学  
广东惠东县港口海龟保护区  
陕西太白山国家级自然保护区  
贵州省环境保护国际合作中心

## 在西藏

西藏林业局  
那曲地区林业局  
尼玛县林业局  
双湖特别区林业局  
安多县林业局  
审扎县林业局  
斑嘎县林业局  
阿里地区林业局  
改则县林业局



## Species

SFA

Gansu, Shaanxi, Sichuan Forestry Departments

Peking University

Sichuan University

China West Normal University

Sichuan Academy of Social Science

Sichuan Forestry Academy

Sichuan Forestry Survey and planning Institute

Longxi-Hongkou NR

Baishuihe NR

Jiudingshan NR

Qianfoshan NR

Baodinggou NR

Piankou NR

Xiaozhaizigou NR

Baiyang NR

Longdishui NR

Xiaohogou NR

Huanglong NR

Wanglang NR

Xuebaoding NR

Jiuzhaigou NR

Baihe NR

Wujiao NR

Baozuo NR

Tiebu NR

Baishuijiang NR

Tangjiahe NR

Dongyanggou NR

Maozhai NR

Jianshan NR

Yuhe NR

Chaganglaing NR

A'xia NR

Duo'er NR

Nanping Forest Farm

Pingwu Longmenshan Forest Farm

Pingwu Forestry Development Company

Pingwu Laohegou Forest Farm

Shaanxi Forestry Department

Shaanxi Tourism Administration

Xi'an Tourism Administration

Shaanxi Taibaishan National Nature Reserve

Shaanxi Foping National Nature Reserve

Shaanxi Changqing National Nature Reserve

Shaanxi Zhouzhi National Nature Reserve

Shaanxi Crested Ibis National Nature Reserve

Shaanxi Laoxiancheng Nature Reserve

Shaanxi Guanyinshan Nature Reserve

Shaanxi Tianhuashan Nature Reserve

Shaanxi Motianling Nature Reserve

Shaanxi Yingzuishi Nature Reserve

Shaanxi Niuweihe Nature Reserve

Shaanxi Wuliangshan Nature Reserve

Shaanxi Qingmuchuan Nature Reserve

Shaanxi Sangyuan Nature Reserve

Shaanxi Ningshan Nature Reserve

Zhouzhi County Government

Zhouzhi County Forestry Administration

Zhouzhi County Tourism Administration

Zhouzhi County Houzhenzi Township Government

Zhouzhi County Banfangzi Township Government

Houzhenzi Forest Farm and Heihe Forest Park

Tourism Research Center, Chinese Academy of Social Sciences

The International Cooperation & Communication Center of Forestry Economics, Beijing

Forestry University

Northwest University

Xi'an University of Architecture and Technology

Xi'an International Studies University

Hainan Normal University

Gangkou Sea Turtle Nature Reserve, Huidong County, Guangdong

Taibaishan National Nature Reserve, Shaanxi

Guizhou International Cooperation Center for Environmental Protection

Xinjiang Conservation Fund

Zhou haixiang

Zhou tianfu

## In Tibet

Tibet Forestry Bureau

Nakchu Prefecture Forestry Bureau

Nima County Forestry Bureau

Tsonyi County F B of Nakchu

A'mdo County Forestry Bureau

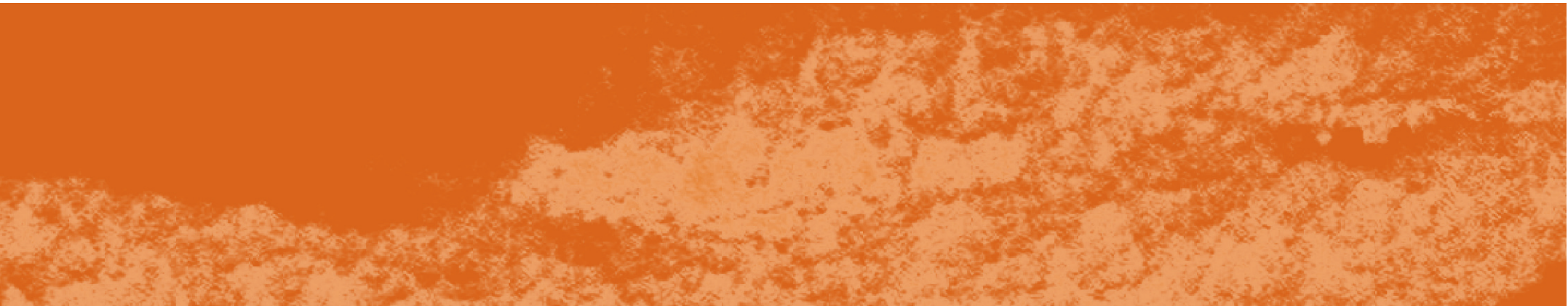
Shenzha County Forestry Bureau

Ali Prefecture Forestry Bureau

Gezi County Forestry Bureau

Gegy County Forestry Bureau

Rutok County Forestry Bureau



革吉县林业局  
日土县林业局  
拉萨市林业局  
林周县林业局  
图鲁木苏大学（挪威）  
比如县林业局  
西藏大学

淡水与海洋项目

中国环境与发展国际合作委员会  
水利部  
国家林业局  
《湿地公约》履约办公室  
长江水利委员会  
长江渔业资源管理委员会  
中国科学院及其所属的地理科学与自然资源研究所、南京地理与湖泊研究所、水生生物研究所、武汉测量与地球物理研究所、亚热带农业生态研究所、青藏高原研究所、科技政策与管理科学研究所、水利工程生态研究所  
国家自然科学基金委员会  
中国社会科学院

全国人民代表大会环境与资源保护委员会  
中国水产科学研究院长江水产研究所，东海水产研究所  
湖北省人民政府  
湖南省人民政府  
江西省人民政府  
江西省山江湖开发治理委员会办公室  
上海市人民政府及上海市林业局  
湖北省林业局及其野生动植物保护站  
湖南省能源办  
湖南省人大环境与资源委员会  
中国国际旅行社湖南分社  
武汉市政府和林业局  
武汉市新洲区人民政府及其相关厅局（林业、渔业、水务、血防、农业）  
汉寿县有关厅局（林业、旅游等）及能源办  
常德市旅游局  
汉寿县旅游局  
湖北省洪湖市人民政府  
安徽省安庆市农委渔业局  
湖北省石首市天鹅洲水管所

上海崇明东滩鸟类国家级自然保护区  
西洞庭湖自然保护区  
东洞庭湖自然保护区  
天鹅洲白鬃豚国家级自然保护区  
天鹅洲麋鹿国家级自然保护区  
天鹅洲湿地管理委员会  
洪湖自然保护区  
涨渡湖自然保护区  
清华大学  
武汉大学  
北京师范大学  
湖南大学  
湖南师范大学  
长沙科技大学  
天恒研究所  
中国地质大学（武汉）  
江苏卫视国际频道  
新华社  
湖南日报

林业项目

国家林业局  
四川省林业厅  
四川省平武县政府  
黑龙江省林业厅  
吉林省林业厅  
吉林省环保局  
大兴安岭林管局  
内蒙古自治区牙克石森工总局  
中国林业科学研究院  
中国科学院植物所  
北京林业大学  
东北林业大学  
东北师范大学  
北华大学  
甘肃省白水江自然保护区  
四川省白河自然保护区等  
吉林省珲春自然保护区等  
吉林省白河林业局  
黑龙江省大佳河自然保护区等  
黑龙江友好林业局





Lhasa Forestry Bureau  
Lundrop County Government  
Tromsø University, Norway  
Biru County Forestry Bureau  
Tibet University  
Tsonyi County Government  
Nima County Government

### Freshwater & Marine

CCICED (China Council for International Cooperation on Environment and Development)  
Ministry of Water Resources (MoWR) State Forestry Administration (SFA)  
Ramsar Convention Implementing Office, SFA  
Changjiang (Yangtze) Water Resources Commission (CWRC)  
Yangtze Fishery Administration Commission  
Chinese Academy of Sciences (CAS), and its Institute of Geographical Sciences and  
Natural Resource Research, Nanjing Institute of Geography and Limnology, Institute of Subtropical Agriculture, Institute of Hydrobiology, Institute of Geodesy and  
Geophysics, Institute of Tibetan Plateau Research, Institute of Policy and Management

National Natural Science Foundation of China (NSFC)  
Chinese Academy of Social Sciences (CASS)  
Environment and Resources Conservation Committee, National People's Congress  
The People's Government of Hubei Province  
The People's Government of Hunan Province  
The People's Government of Jiangxi Province  
The Mountain-River-Lake Development Committee of Jiangxi Province and its Office  
Shanghai Municipal People's Government, and Shanghai Forestry Bureau  
Hubei Forestry Bureau, Wildlife Protection Station of Hubei Forestry Bureau  
Anqing Fishery Bureau  
Hunan Energy Department  
Environment and Nature Resource Committee of Hunan People's Congress  
China Travel Agency, Hunan Branch  
Wuhan Municipal Government, and her Forestry Bureau  
The People's Government of Xinzhou District, bureaus of forestry, fishery, water conservancy, and Schistosoma Control and Prevention Office  
Hanshou County bureaus of forestry, tourism, and Energy Office, Rural Credit Cooperative

Changde Travel Department  
Hanshou Travel Department  
Local Travel Agencies  
Honghu People's Government, Hubei  
Anqing Fishery Bureau, Hubei  
Shishou Tian'e-Zhou Water Resources Administration Station, Hubei  
Shanghai Chongming Dongtan Birds National Nature Reserve  
West Dongting Lake Nature Reserve  
East Dongting Lake Nature Reserve  
National Tian'e-zhou Oxbow Yangtze Dolphin Nature Reserve  
National Tian'e-zhou Oxbow Peer David's Deer Nature Reserve  
Tian'e-zhou Oxbow Wetland Conservation Committee  
Honghu Lake Nature Reserve  
Zhangdu Lake Nature Reserve  
Qinghua University  
Wuhan University  
Beijing Normal University  
Hunan University  
Hunan Normal University

Changsha Science and Technique University  
South-North Institute For Sustainable Development  
China University of Geosciences (Wuhan)  
Jiangsu TV International, Jiangsu Broadcasting Corporation  
Xinhua News Agency  
Hunan Daily

### Forest

State Forest Administration  
Sichuan Provincial Forestry Department  
Pingwu County Government of Sichuan Province  
Heilongjiang Provincial Forestry Department  
Jilin Provincial Forestry Department  
Jilin Provincial Environmental Protection Agency  
The Forest Administration Bureau of Da Xinganling Mountains in Heilongjiang  
Yakeshi Branch of Forest Industry Group of Inner Mongolia  
Chinese Academy of Forestry  
Chinese Academy of Sciences  
Beijing Forest University



ProForest  
SGS  
北京市翔菲市场调研有限公司  
中国林产工业工程咨询公司  
北京权亚律师事务所  
森林管理委员会（FSC）  
中国绿色时报  
北京市林业局  
北京市林学会  
北京市八达岭林场  
中国木材流通协会  
宜家集团  
广东省宜华木业股份有限公司  
北京渊博达智信息咨询有限公司  
100%概念亚太公司  
豪迈国际有限公司  
翠丰亚洲有限公司  
佛山市顺德区盈彬木业有限公司  
上海安信地板有限公司  
北京农业大学  
云南省扶贫办

云南省林业厅  
云南省环保局  
云南省社会科学院农村发展研究中心  
云南大学农村发展研究中心  
亚洲国际河流研究中心  
云南大学资源与环境学院  
泰国清迈大学区域可持续发展研究中心

### 教育与能力建设项目

BP 公司  
教育部  
北京师范大学  
人民教育出版社  
迪庆藏族自治州政府  
云南省林业局  
西藏可持续发展研究所  
云南省白马雪山国家级自然保护区  
纳帕海自然保护区  
东竹林寺  
卡瓦格博文化协会

### 气候变化与能源项目

发改委能源局  
发改委能源局可再生能源处  
林业局造林司碳汇办  
外交部条法司  
气象局国家气候中心  
上海市节能监察中心  
甘肃省发改委  
中科院电工所  
中科院寒旱所  
社科院人类学研究所  
中科院地理所  
国家气象局  
清华大学  
上海交通大学  
农业部农村经济研究中心  
国电动力研究所  
太阳能学会  
天恒可持续发展研究所  
北京地球村环境文化中心  
自然之友

能源基金会  
德国技术合作公司  
中国节能投资公司中洁蓝天



Northeast Forestry University  
 Northeast Normal University  
 Beihua University  
 Beishuijiang Nature Reserve of Gansu Province  
 Baihe Nature Reserve of Sichuan Province, etc.  
 The Administration Bureau of Hunchun Protected Area  
 Jilin Provincial Forestry Academy”Bahe”  
 The Dajiahe Nature Reserve of Heilongjiang Province, etc.  
 Heilongjiang Provincial Forestry Academy”Youhao”  
 ProForest  
 SGS  
 Beijing Xiangfei Market Investigation Co., Ltd  
 China Engineering Consulting Corp. of Forest Products Industry  
 TransAsia Lawyers  
 Forest Stewardship Counsel(FSC)  
 China Green Times  
 Beijing Forest Bureau  
 Beijing Forest Society  
 Beijing Badaling Forest Farm

China wood Distribution Association  
 IKEA  
 Yihua Enterprise (Group) Co .LTD.  
 Yingbin (Shundu-Foshan) Timber Co. LTD.  
 Shanghai Anxi Flooring Co. LTD.  
 Kingfisher Asia LTD.  
 100% Concept Asia Pacific LTD.  
 Auwa International LTD.  
 Beijing knowledge Consulting LTD.  
 Chinese Agriculture University  
 Yunnan Poverty Alleviation Office  
 Yunnan Forestry Department  
 Yunnan Environmental Protection Bureau  
 Center for Community Development Studies, Yunnan Academy of Social Sciences  
 Center for Rural Development Studies, Yunnan University  
 Asian International River Center  
 Resources and Environment College, Yunnan University  
 Regional Center for Sustainable Development, Chiangmai University, Thailand

## Education and Capacity Building

Ministry of Education  
 Beijing Normal University  
 People’s Education Press  
 Diqing Tibetan Autonomous Prefecture Government  
 Yunnan Forestry Bureau  
 Tibetan Institute Sustainable Development at Tibet University  
 Baimaxueshan Nature Reserve  
 Napahai Nature Reserve  
 Dongzhulin Monastery  
 Kawagepo Cultural Society

## Climate Change and Energy

NDRC--National Development and Reform Bureau Energy Bureau  
 State Forest Bureau Office of Carbon Sink  
 Minister of foreign Affairs  
 Meteorology Bureau, Climate Center  
 Shang Hai Energy Conservation and Energy Supervising Center  
 Gan Su Province Development and Development Bureau

Institute of Electronic Engineer, Chinese Academy of Science  
 Chinese Academy of Science, Cold and Arid Regions Environment and Engineering Research Institute  
 Institute of Ethnical Group Study, Chinese Academy of Social Science  
 Institute of Geographical and Natural Resources Research, Chinese Academy of Science  
 Tsing Hua University  
 Shang Hai Jiao Tong University  
 Research Center For Rural Economy  
 State Power Economic Research Center  
 Chinese Solar Society  
 South-North Institute for Sustainable Development  
 Global village of Beijing  
 Friends of Nature  
 Energy Foundation  
 GTZ-China  
 CECIE Blue-Sky Investment Consulting & Management Co., Ltd



# 资助方 Donors

## 物种项目

WWF 英国  
WWF 美国  
WWF 德国  
WWF 荷兰  
WWF 丹麦  
诺维信  
沃达丰  
杰尼亚基金  
关键生态系统合作基金

## 在西藏

WWF 美国  
WWF 英国  
桥梁基金会  
保护国际  
国际鹤类基金会

## 淡水与海洋项目

汇丰银行  
WWF 英国分会  
WWF 荷兰分会  
WWF 日本分会  
WWF 全球淡水项目

## 林业项目

世界森林贸易网络 (DGIS)  
Blue Moon  
WWF 瑞典 /SIDA  
EC  
WWF 美国  
WWF 荷兰  
宜家集团  
世界银行和世界自然基金会联盟  
WWF 瑞士  
WWF 全球总部

家乐福

关键生态系统合作基金

德国投资与开发有限公司 (DEG)

## 贫困与环境项目

WWF 宏观经济与可持续发展项目办公室  
WWF 英国

## 教育与能力建设项目

BP 公司  
Novib  
WWF 英国  
WWF 瑞士  
拉法基

## 气候变化与能源项目

WWF 荷兰



### Species

WWF UK  
WWF US  
WWF Germany  
WWF NL  
Zegna Foundation  
WWF Denmark  
Novozymes  
Vodafone  
CEPF

### In Tibet

WWF US  
WWF UK  
The Bridge Fund  
Conservation International  
International Crane Foundation  
Conservation International  
International Crane Foundation

### Freshwater & Marine

HSBC  
WWF UK  
WWF NL  
WWF Japan  
Global Freshwater Programme,  
WWF International

### Forest

DGIS  
Blue Moon  
WWF Sweden / SIDA  
EC  
WWF US  
WWF NL  
The IKEA Group  
WB/WWF Alliance  
WWF Switzerland  
WWF International

Carrefour  
CEPF  
DEG

### Education and Capacity Building

BP  
Novib  
WWF UK  
WWF Switzerland  
Lafarge

### Climate Change and Energy

WWF NL





# 项目列表

## Project Table

项目名称 Project title	CPO 项目 CPO Programme	项目地点 Project Area	项目持续时间 Duration of project	资助方 Donor(s)
岷山大熊猫保护项目 Panda Conservation in the Minshan Landscape	物种 Species	岷山 Minshan	2002 年至今 2002 - present	WWF 英国、WWF 美国、WWF 德国 WWF UK, WWF US, WWF Germany
秦岭保护与发展共进项目 Qinling Focal Project	物种 Species	秦岭 Qinling	2005 年至今 2005 - present	WWF 荷兰、杰尼亚基金 WWF NetherLands, Zegna Foundation
中国物种保护小额基金 China Conservation Small Grants Fund	物种 Species	全国 Nationwide	2001 年至今 2001 - present	诺维信、WWF 丹麦、关键生态系统合作基金 Novozymes, WWF Denmark, CEPF
羌塘保护区标牌建设 Establishment of Placard Stake in Chang Tang	西藏 Tibet Program	羌塘 Chang Tang	2003 年 5 月至 2004 年 6 月 May 2003 to June 2004	WWF 美国 WWF US
保护和管理黑颈鹤——林周县 Blacked-necked Crane Protection and Management in Lhundrup County	西藏 Tibet program	拉萨 Lhasa	2003 年 11 月至 2004 年 2 月 November 2003 to February 2004	国际鹤类基金会 International Crane Foundation
在那曲东部非保护区地区加强野生动物保护工作 Strengthen Wildlife Protection in Non-reserve Area	西藏 Tibet Program	那曲 Nakchu	2003 年 8 月至 9 月 August to September 2003	WWF 美国 WWF US
支持保护区参加全国保护区管理培训 National Reserve Managers Training in Beijing	西藏 Tibet program	羌塘 Chang Tang	2003 年 10 月 October 2003	WWF 美国 WWF US
藏东南药用植物调查 Medicinal Plant Study in South East Tibet	西藏 Tibet program	西藏林芝 Nyingchi, Easern Tibet	2003 年 7 月至 2004 年 6 月 July 2003 to June 2004	WWF 英国 WWF UK
藏族传统文化与当代环保 Tibet Culture and Nature Conservation	西藏 Tibet Program	拉萨 Lhasa	2004 年 5 月至 12 月 May to December 2004	桥梁基金会，保护国际 The Bridge Fund & CI
保护湿地宣传活动 Public event "Wetland and Human 2004 Wetland Ambassador"	西藏 Tibet Program	拉萨 Lhasa	2004 年 8 月 August 2004	WWF 美国 WWF US
尼玛县保护区管理员培训 Reserve Staff Training in Nima County	西藏 Tibet Program	羌塘 Chang Tang	2004 年 9 月至 11 月 September to November 2004	WWF 美国 WWF US



项目名称 Project title	CPO 项目 CPO Programme	项目地点 Project Area	项目持续时间 Duration of project	资助方 Donor(s)
进入羌塘 Entering Chang Tang – an introduction film	西藏 Tibet Program	羌塘 Chang Tang	2004 年 11 月至 2005 年 5 月 November 2004 to May 2005	WWF 美国 WWF US
宣传保护知识 --- 绒玛乡 Raising conservation awareness amongst nomads in Rongma Township	西藏 Tibet Program	羌塘 Chang Tang	2004 年 9 月 September, 2004	WWF 美国 WWF US
那曲野保员培训 Rangers training in Nakchu	西藏 Tibet Program	那曲 Nakchu	2004 年 6 月 June, 2004	WWF 美国 WWF US
牧民培训 Training nomads on conservation knowledge	西藏 Tibet Program	羌塘 Chang Tang	2004 年 11 月 November, 2004	WWF 美国 WWF US
岷山森林景观恢复项目 Minshan Landscape Conservation and Development Initiative	森林 Forest	四川和甘肃 Sichuan and Gansu Minshan	2002 - 2005	WWF 瑞典 / SIDA, WWF 美国 WWF Sweden / SIDA, WWF US
黑龙江流域保护区管理有效性示范和东北虎栖息地保护项目 Management Improvement of Nature Reserves in NorthEast of China and Inner Mongolia	森林 Forest	黑龙江, 吉林和内蒙古 Heilongjiang, Jilin and Inner Mongolia	2002 - 2005	WWF 荷兰 WWF Netherlands
WWF 与宜家集团林业合作中国项目 WWF and IKEA Cooperation on Forest Projects- China Project	森林 Forest	北京 Beijing	3 年 3 years	宜家集团、DEG The IKEA Group, DEG
制定中国森林认证标准及能力建设项目 Establish a National Certification Initiative Standards in China	森林 Forest	中国 Nationwide	3 年 3 years	世界银行 (WB) / WWF 联盟和福特基金会 DEG, WB / WWF Alliance and the Ford Foundation
中国森林贸易网络 China Forest Trade Network (CFTN)	森林 Forest	中国企业 (大陆、香港、台湾) Chinese companies (Mainland, HK, Taiwan)	进行中 Ongoing	欧盟、世界森林贸易网络、Blue Moon EU, DGIS, Blue Moon
森林可持续发展项目 Sustainable development of soy and palm oil in China	森林 Forest	中国企业 Chinese companies	进行中 Ongoing	欧盟、WWF 瑞士 EU, WWF Switzerland
中国森林类型自然保护区有效管理进展评估 Program of Promoting the Government Adoption of PA management Effectiveness Scorecard in China	森林 Forest	全国 Nationwide	进行中 Ongoing	世界银行 (WB) / 世界自然基金会联盟 WB / WWF Alliance
中国中小学绿色教育行动 Environmental Educators' Initiative	教育与能力建设项目 ECB	全国 Nationwide	1997 - 2008	BP 公司 BP



项目名称 Project title	CPO 项目 CPO Programme	项目地点 Project Area	项目持续时间 Duration of project	资助方 Donor(s)
青少年爱水行动 Education Initiative for Water	教育与能力建设项目 ECB	北京 Beijing	2000 - 2005	Novib
香格里拉可持续社区教育行动 Shangri-La Sustainable Communities Initiative	教育与能力建设项目 ECB	云南西北部 Northwest Yunnan	1997 -2005	WWF 英国、WWF 瑞士 WWF UK, WWF Switzerland
地球的孩子 Children of the Earth	教育与能力建设项目 ECB	网络 Online	2003 - 2005	拉法基 Lafarge
贸易自由化，贫困与环境 Trade Liberalization, Poverty and Environment	政策项目：贫困与环境 Policy Programme: Poverty and Environment	云南省屏边县 Pingbian County, Yunnan Province	2003 年 12 月至 2006 年 6 月 Dec 2003 - June 2006	WWF 宏观经济与可持续发展项目办公室 WWF MPO
扶贫开发与环境建设 Integrating Environment Consideration into Poverty Alleviation Project	政策项目：贫困与环境 Policy Programme: Poverty and Environment	云南省的六个县 / 区：梁河县、腾冲县、东川区、会泽县、德钦县、丽江县 Six Counties of Yunnan Province: Lianghe County, Tengchong County, Dongchuan District, Huize County, Deqin County, Lijiang County	2004 年 7 月至 2005 年 6 月 July 2004 - June 2005	WWF 英国、WWF 宏观经济与可持续发展项目办公室 WWF UK, WWF MPO
社区共管研究与示范 Legitimizing local's rights on community resource management	政策项目：贫困与环境 Policy Programme: Poverty and Environment	案例分析和研究来自 WWF 中国项目 6 个地方办公室和其他国际组织 The case study and research reports from both WWF 6 field office and other international organizations	2004 年 4 月至 2005 年 12 月 April 2004 - Dec 2005	WWF 宏观经济与可持续发展项目办公室 WWF MPO
携手保护生命之河——长江项目 Central Yangtze-Partnership for A Living River	淡水与海洋项目 Freshwater & Marine Programme	湖南、江西及长江流域 Hunan, Jiangxi, Yangtze River	1998 - 2008	WWF 荷兰 WWF Netherlands
“恢复长江生命之网” ——WWF- 汇丰银行长江项目 Restoring the Web of Life in the Central Yangtze: WWF-HSBC Yangtze Programme	淡水与海洋项目 Freshwater & Marine Programme	湖北、安徽及长江流域 Hubei, Anhui, Yangtze River	2002 - 2006	WWF 英国 WWF UK
《中国湿地保护行动计划》及其后续项目 China National Wetlands Conservation Action Plan	淡水与海洋项目 Freshwater & Marine Programme	全国、上海 China, Shanghai	1996 年至今 1996 - present	WWF 荷兰 WWF Netherlands





项目名称 Project title	CPO 项目 CPO Programme	项目地点 Project Area	项目持续时间 Duration of project	资助方 Donor(s)
长江源头区适应于气候变化的湿地保护项目 Wetlands Conservation adapted to Climate Change in the Yangtze Source Area	淡水海洋项目、气候变化与能源项目 Climate Change and Energy & Freshwater and Marine	青海 Qinghai	2004 - 2008	WWF 荷兰 WWF Netherlands
黄海生态区生物多样性规划项目 Yellow Sea Ecoregion Biodiversity Planning Project	淡水与海洋项目 Freshwater & Marine Programme	渤海与黄海海域、上海市 Bohai Sea, Yellow Sea, Shanghai	2002 - 2005	WWF 日本、日本全球环境基金 WWF Japan, Japan Fund for Global Environment (JFGE)
水坝及其影响项目 Dam Issue	淡水与海洋项目 Freshwater & Marine Programme	长江流域、澜沧江流域、怒江流域、黑龙江流域 Yangtze River, Lancang River, Nu River, Heilong River	2004 - 2006	WWF 全球淡水项目 WWF Global Freshwater Programme
三江源地区高原湿地保护项目 Identifying and protecting key high altitude wetlands in the Mekong, Salween, and Yangtze Source areas of the Tibetan Plateau	淡水与海洋项目 Freshwater & Marine Programme	黄河、长江、澜沧江的源头地区 Yellow River, Yangtze River, source area of the Lancang River	2005 - 2006	WWF 全球淡水项目 WWF Global Freshwater Programme
甘肃敦煌七里营建设 8 MWp 大型光伏并网系统的预可行性研究 Pre-feasibility Study for Dunhuang 8 MWp PV Grid Connected System	气候变化与能源项目 Climate change and energy Program	全国 Nationwide	2004	WWF 荷兰 WWF Netherland
秸秆直燃供热发电项目资源可供性调查和相关问题研究 The Study on Agriculture Biomass Resource Supply and Straw-Fired Cogeneration in China	气候变化与能源项目 Climate change and energy Program	全国 Nationwide	2005	WWF 荷兰 WWF Netherland
可再生能源发电上网电价研究及政策建议 Feed-in-Tariff Analysis	气候变化与能源项目 Climate change and energy Program	全国 Nationwide	2005	WWF 荷兰 WWF Netherland
中国林木生物质能源发展潜力研究 Study on wood biomass energy development potentiality in china	气候变化与能源项目 Climate change and energy Program	全国 Nationwide	2005	WWF 荷兰 WWF Netherland
上海 10MW 太阳能光伏屋顶预可研 Prefeasibility Study of 10MW Solar PV Roof	气候变化与能源项目 Climate change and energy Program	上海 Shanghai	2005	WWF 荷兰 WWF Netherland



# WWF 中国项目财务报表

## WWF China Financial Report

合并资产负债表 (2005 年 6 月 30 日)

BALANCE SHEET - CONSOLIDATED (as of 30 June 2005)

	美金金额 Actual in USD
<b>资产 ASSETS</b>	
现金和银行存款 Cash & Bank Balances	3,091,080
预付款和应收款 Advances, Receivables & Inventory	951,470
预付款 Prepayments	21,279
<b>资产合计 TOTAL ASSETS</b>	<b>4,063,829</b>
<b>负债和所有者权益 LIABILITIES, RESTRICTED FUNDS AND EQUITY</b>	
应付款及预提费用 Accounts payable and accrued expenses	1,119,018
限制性款项 Restricted funds	2,005,986
非限制性款项 Unrestricted funds (equity)	938,825
<b>负债和所有者权益合计 TOTAL LIABILITIES, RESTRICTED FUNDS AND EQUITY</b>	<b>4,063,829</b>



## 收支报告

### Income & Expenditure Report

	美金金额 Actual in USD
<b>FY05</b>	
<b>收入 INCOME</b>	
小计: WWF 机构收入 Subtotal: from WWF sources	4,710,399
小计: 政府捐资 Subtotal: from GAA sources	966,133
其它直接捐资 Other direct donations	111,688
其它收入 Other income	2,994
<b>收入合计 TOTAL INCOME</b>	<b>5,791,214</b>
<b>支出 EXPENDITURE</b>	
办公室主要费用 Programme activities	456,703
项目费用 Project costs	5,028,238
<b>支出合计 TOTAL EXPENDITURE</b>	<b>5,484,942</b>
<b>净余额 NET SURPLUS (DEFICIT)</b>	<b>306,273</b>



WWF®

*for a living planet®*

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WWF 的使命是遏制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。WWF 致力于:

- 保护世界生物的多样性
- 确保可再生自然资源的可持续利用
- 推动减少污染和浪费性消费

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; and
- promoting the reduction of pollution and wasteful consumption.

[www.wwfchina.org](http://www.wwfchina.org)