

1980

WWF was founded in 1961 and has been the first conservation organization invited to work in China in 1980.

WWF 成立于 1961 年，在 1980 年成为第一个应邀来华的国际环保机构。

100%  
RECYCLED



+100

WWF is the world's largest independent conservation organization with a global network in over 100 countries. We have offices in over half of the countries along the Belt and Road Initiative.

WWF 是世界上最大的独立保育组织，全球网络遍及 100 多个国家。我们在“一带一路”战略所涵盖的一半以上的国家设有代表处。

1.3

China's per capita Ecological Footprint is 2.2 global hectares in 2010. We would need 1.3 planets to support our needs if all people share the same footprint.

2010 年中国的人均生态足迹已达 2.2 全球公顷。若所有人都维持这一水平，我们将需要 1.3 个地球才能满足人类生存需求。

1 Trillion USD 一万亿美元

Total amount of green credit loan balance issued by 21 major Chinese banks by June 2016.

截至 2016 年 6 月中国 21 个主要银行发行的绿色信用贷款余额。



WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption

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

Front cover photo by John Mackinnon / WWF  
Edited by Wang Yiting and Wang Yujie / WWF  
Designed by Wang Yujie / WWF and Liu Sihang / Bahua

For more information, please contact  
Wang Yiting  
Program Development Manager  
Tel: +86 10 68093666  
[ytwang@wwfchina.org](mailto:ytwang@wwfchina.org)  
Beijing, China



WWF

中国

WWF.WWFCHINA.ORG



WWF

宣传册

中国

2017

WWF for China's  
Ecological Civilization and Green Shift  
WWF助力中国生态文明和绿色转型





## China and the World 中国与世界

More than three decades after China embarked on economic reform, it has become the world's second largest economy and foreign investor, trading and investing in almost every corner of the world. China also leads the world in producing and deploying renewable and clean technologies.

Urbanization and increasing consumption of resources produced domestically and overseas inevitably put new pressure on the natural environment. By 2012, China's per capita Ecological Footprint was already 2.5 times of its own bio-capacity.

The Chinese government has spoken of its unprecedented vision to build an 'ecological civilization' and its commitment to South-South cooperation. It has demonstrated its leadership in global climate negotiations and environmental governance.

The battle for the future of our planet will rely heavily on the path China will take. WWF is supporting China's transition to a green and low-carbon economy, which can become a new engine for global sustainable development.

经历三十余年经济改革后，今日中国已成为世界第二大经济体和对外投资国，其贸易与投资遍布世界每个角落。中国同时也在领导着世界可再生能源和清洁能源的生产与配置。

城市化与海内外资源消耗的不断增长无疑使自然环境面临新的压力。到 2012 年，中国的人均生态足迹已是其生物承载力的 2.5 倍。

中国政府已提出构建生态文明的愿景和致力于南南合作的决心。中国已展现出其在全球气候协商与环境治理方面的领导力。

中国在全球的未来可持续发展过程中正发挥着举足轻重的作用。中国向绿色低碳经济的转型将成为全球可持续发展的新引擎，WWF 也一如既往地支持着这项工作。

## Looking to the future 展望未来

The 13<sup>th</sup> Five Year Plan sets "Green Development" as one of the five national development pillar concepts in China with mandatory targets. From the going out policy in the 2000s, China is increasingly articulating its global ambition, through the establishment of the Asia Infrastructure Investment Bank, the launch of the Belt and Road Initiative, and the issuance of "China's National Plan on Implementation of the 2030 Agenda for Sustainable Development", which makes China one of the leading countries on implementing SDGs worldwide.

If adequate and proactive environmental and social standards are not applied to these investments and current consumption patterns go unabated, China's Ecological Footprint will continue to grow.

WWF will continue to support China and its global partners on its journey to ecological civilization. We will leverage the knowledge, experience and relationships our different programs have accumulated and our offices around the world can offer.

十三五规划设立了绿色发展作为五大国家发展理念之一，并制定了强制目标。从二十一世纪以来的“走出去”政策至今，中国正通过亚洲基础设施投资银行的建立、一带一路战略的发布，和《中国落实 2030 年可持续发展议程国别方案》的出台来施展引领全球的雄心。这也使中国成为全球贯彻落实 2030 可持续发展目标的引领者之一。

如果中国当前的投资没有充分且主动的环境社会标准来规范、当前的消费模式不做出改变，那么中国的生态足迹将持续增长。

WWF 将充分利用全球各项目和办公室积累的知识经验及关系网络，一如既往地实现生态文明的道路上为中国及其国际合作伙伴提供支持。





宣传页

中国

2017

## 我们的愿景

### Our Vision

WWF 意识到中国正在世界舞台上承担日益重要的角色以及我们塑造这一角色的机会。2008 年,我们发起中国领跑世界革新项目,其主要工作涉及与中国政府合作、引领在中国和非洲的企业与公民团体,并在一带一路国家进行推广。WWF 相信中国能成为转变世界发展模式、使之在地球界限内生存的引领者和创新者<sup>1</sup>。

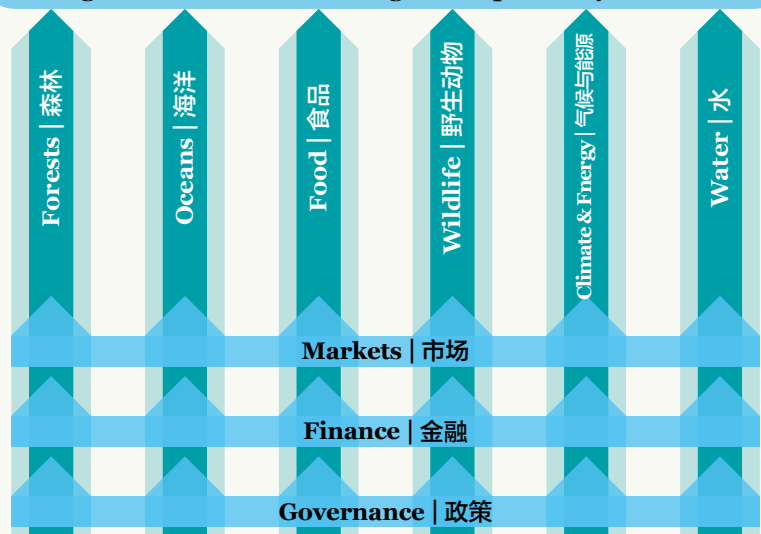
WWF recognizes the surpassing importance of China's growing role in the world – and our opportunity to help shape it. In 2008, we launched the China for a Global Shift Initiative, working with the Chinese government, and leading companies, civil societies in China, Africa and countries along Belt & Road. WWF believes that China can become a leader and innovator in prompting a global paradigm shift toward living within our Planetary Boundaries<sup>1</sup>.

## 创新的工作模式

### New Way of Working

WWF 愿景: 中国引领向生态文明模式的转变和在一个地球界限内实现发展的理念

WWF's Vision: China leads the paradigm shift toward ecological civilization and living within planetary boundaries



<sup>1</sup> 地球界限的概念阐释了全球消费生产模式对自然和人类生存系统造成的影响与风险 (地球生命力报告 2016)。

<sup>1</sup>The planetary boundaries concept illustrates how global patterns of consumption and production lead to impacts and risks for both natural and human systems (Living Planet Report 2016).

# 我们的目标

## Our Objectives

### 1. 阐释和实践生态文明

中国政府的主要发展规划平台采纳更严格的环境标准为经济、社会和境外合作政策带来系统性变革。

### 2. 构建绿色中国金融体系

中国的金融监管者们应引领中国的银行和中国主导的新型发展银行实施可持续性措施管理国内及国际贷款，将资金引向森林、海洋和水资源保护，发展可持续能源，促进低碳发展。

### 3. 转变发展合作

中国政府的主要外交合作平台（如一带一路战略、中非合作论坛）能够强化自然资源和资金流动管理，并倡导共同实现可持续发展目标。

### 4. 可持续标准与中国供应链相结合

使中国制造或进口的重点地区的重点产品，符合认证标准并处于良好管理中，并在市场中占关键比重。

### 5. 鼓励可持续生活方式

到 2020 年，使 500 万中国消费者和 25,000 家企业意识到并愿意购买符合认证标准或处于良好管理中的产品。

### 1. Articulating and Practicing Ecological Civilization

Chinese government's key development planning platforms integrate stronger environmental standards and bring systemic changes to economic, social and foreign cooperation policies.

### 2. Greening China's financial system

China's financial regulators, leading Chinese banks and China-initiated new development banks implement sustainability measures to govern domestic and global lending, redirect financial flows to conserve forest, marine, and water resource and boost sustainable energy and low-carbon development.

### 3. Transforming development cooperation

Chinese government's key foreign cooperation platforms (e.g. Belt and Road Initiative, Forum on China Africa Cooperation) strengthen governance on natural resource flows and cash flows, as well as promote mutual achievement of the Sustainable Development Goals.

### 4. Bringing sustainability standards to China's supply chains

The sum of priority commodities from priority places produced in or imported to China that meets credible schemes or under improved management reaches a critical level of market share.

### 5. Encouraging sustainable lifestyles

By 2020, five million Chinese consumers and 25,000 companies demonstrate awareness and willingness to purchase products with credible standards or under improved management.





宣传页

中国

2017



© Shutterstock / isaks5 / WWF

## 构建绿色中国金融体系

### Greening China's Financial Sector

中国的金融机构不仅在国内经济和社会发展中扮演着举足轻重的角色，在一带一路和南南合作中更是如此。

WWF 为中国银监会《绿色信贷指引》及相关配套监管措施、绿色信贷统计制度、以及绿色信贷指引框架在全球领域的扩大和合作提供支持。WWF 与中国银行业协会携手设计和开展了绿色信贷培训项目，惠及来自中国 29 家银行的逾 800 名员工。绿色信贷体系促成 1 万亿人民币的绿色信贷于 2016 年底发放，占总贷款的近百分之十。



29 家银行  
29 banks



800 名员工  
800 employees



占总贷款近 10%

One trillion green credit accounts  
for nearly 10% of the total loan

Chinese financial institutions not only play a crucial role in China's domestic economy and social development, but in the Belt and Road Initiative and South-South Cooperation as well.

WWF has a strategic partnership with the China Banking Regulatory Commission. We advised on the development of Green Credit Guidelines (GCG) along with relevant monitoring measures. We also supported the Green Credit Statistical system, a process of ranking Chinese banks' performance in green finance, as well as GCG framework's global expansion and cooperation. Together, WWF and CBRC developed and delivered sector-specific green credit training programmes to more than 800 staff from 29 Chinese banks. GCG facilitated the issuance of US\$1 trillion worth of green credit at the end of 2016, accounting for about 10 percent of total loans.



“中国是新兴市场中建立综合性可持续金融监管框架的先锋。”

“China has been a pioneer among emerging markets in developing a comprehensive regulatory framework for sustainable finance.”

《投资一个可持续的未来》，国际金融公司  
Financing a sustainable future, International  
Finance Corporation

中国绿色金融方面的发展在新兴市场中处于领先地位，政策制定者们也在向中国寻求经验。我们将协助相关知识和经验的交流与分享，尤其是在金砖国家和非洲的银行家们之间。

我们同时也积极与中国 – 东盟环境保护合作中心和中国金融机构合作试点，将环境与社会风险因素纳入在澜沧江湄公河区域的投资决策。

亚洲基础设施投资银行和金砖五国新开发银行将在国际金融架构中发挥重要作用，我们已经开始致力于与这些组织进行合作。

China's approach to green credit is pioneering emerging markets, and policy-makers are looking at China for its experience. We will help facilitate communication and exchange of relevant knowledge and experiences, particularly among bankers in the BRICS countries and Africa.

We are also working with China-ASEAN Environmental Cooperation Center and Chinese financial institutions to pilot the integration of environmental and social risk factors into investment decision-making in the Lancang-Mekong River region.

The Asia Infrastructure Investment Bank (AIIB) and the New Development Bank of BRICS countries will play an important part in the global finance infrastructure. We have already started cooperating with these organizations.







宣传页

中国

2017

# 可持续标准与中国供应链相结合

## Bringing Sustainability Standards to China's Supply Chains



© Meg Gawler / WWF

世界自然基金会 (WWF) 和中国连锁经营协会 (CCFA) 于 2013 年发起并成立中国零售业可持续发展圆桌。圆桌汇集中国最大的零售商和食品生产商, 共同建立信用认证体系。圆桌成员包括国内外著名品牌企业如沃尔玛、家乐福、麦德龙、永旺、H&M、宜家等。圆桌开展“绿色可持续消费宣传周”活动, 2015 年的宣传周共吸引 350 万消费者参与。

WWF established China Sustainable Retail Roundtable (CSRR) in 2013, in partnership with the China Chain Store and Franchise Association (CCFA). The roundtable brings together China's biggest retailers and producers of food with organizations working on credible certification schemes. Members include multinational and domestic brands such as Walmart, Carrefour, METRO, AEON, H&M and IKEA. CSRR hosts Green Sustainable Consumption Week, which reached over 35 million consumers in 2015.

今日中国已不仅仅是“世界工厂”: 中国在全球商品市场的主导地位给予其提升国际供应链的巨大优势。

中国城镇对海鲜、肉类、谷物、纤维等产品的需求日益增长。这一需求在促进生产国经济增长的同时, 也给全球脆弱的渔业、雨林和自然景观带来压力。

在全球范围内, WWF 影响供应链的途径是选择特定企业合作, 改变其购买行为, 发掘市场潜力。中国市场集中度低, 对政府政策导向也十分敏感, 我们致力于在中国创造可持续商品交易的有利环境。

China is no longer just the “world factory”: its dominant role in global commodity markets provides it with tremendous leverage to improve global supply chains.

The growing appetite of China's rapidly urbanizing population for seafood, meat, grains, fibre, and other commodities drives economic growth in producing countries. But it also puts pressure on vulnerable fisheries, rainforests, and landscapes worldwide.

Globally, WWF's approach to influence supply chains has been to partner with selected companies and change their purchasing behavior to tip markets. In China, where the market is fragmented and very responsive to government policy directions, WWF works to create an atmosphere for more accessible trading of sustainable commodities.





© WWF-Malaysia / Mazidi Abd Ghani

“我们需要转变生产方式和百姓的生活方式，大力促进绿色生产和产品绿色循环，积极推进资源节约、环境保护、低碳减排的绿色消费。”

“We need to change production patterns and people's lifestyles, to vigorously promote green production and green circulation of goods and actively promote green consumption that conserves resources, protects the environment and reduces carbon emissions.”

——时任副总理李克强，2010 年

Li Keqiang, then Chinese Vice Premier, 2010

## WWF 的工作包括：

- 引进国际先进经验、标准和体系。例如 FSC、MSC、ASC、RSPO、RTRS 等。
- 倡导相关产业可持续生产与采购的方针政策。
- 确保中国造纸、木材、房地产、棕榈油、大豆、肉类产品生产商和消费者零售市场等关键参与者实施绿色供应链。关键参与者包括宜家、苹果公司、万科等。
- 动员并扩大消费者对可持续产品的需求。如建立中国零售业可持续发展圆桌、举办可持续消费周等。

## WWF's Working Areas:

- Introducing international best practices, standards and certification schemes into China, such as the Forestry Stewardship Council, Marine Stewardship Council and Aquaculture Stewardship Council, Roundtable on Sustainable Palm Oil, and Roundtable on Responsible Soy.
- Promoting sectorial guidelines and policies for sustainable production and procurement.
- Securing the commitment of producers and key players in China's paper, timber, real estate, palm oil, soy, meat, and consumer retail markets to green their supply chains. Key players include IKEA, Apple, and Vanke.
- Mobilizing consumers and building demand for sustainably and responsibly produced products. For example, through launching the Roundtable on China Sustainable Retail Roundtable and hosting Sustainable Consumption Week.





宣传页

中国

2017

© John Mackinnon / WWF



## 阐释和实践生态文明

### Articulating and Practicing Ecological Civilization

2010 年，中国的人均生态足迹已超过其生物承载力的两倍。这意味着，中国的生物生产性面积无法供应其人口所需的可更新资源和服务。同时，中国陆栖脊椎动物种群数量相比 1970 年下降了 49.7%，生物多样性丧失问题严重。

当 WWF 最初将生态足迹的概念引进中国时，它还是一个敏感的话题。如今，这一概念已广泛地被政府部门和媒体使用来衡量人类对自然系统的影响。各地方政府如云南政府等，已开始使用生态足迹来衡量其生态文明建设的进程。与此同时，我们致力于与合作伙伴一道，争取积极主动的行动，扭转地球生命力指数不断下降、生态足迹持续上升的趋势，提供“一个地球生存”的中国版解决方案。



© Michel Gunther / WWF

In 2010, China's per capita Ecological Footprint was more than twice its available biological capacity, meaning that China's biologically productive area could not provide sufficient renewable resources and services for the Chinese population. At the same time, the number of China's terrestrial vertebrate fell by 49.7% compared to that in 1970. The loss of biodiversity is a serious issue.

When WWF first introduced the concept of Ecological Footprint into China, it was a sensitive topic. Today it is widely used by government agencies and popular media to evaluate human impact on natural systems. Local governments such as Yunnan Province have applied this concept to measure the progress of their ecological civilization. Simultaneously, by taking proactive actions, we aim to work with our partners to curb the continuous decrease of Living Planet Index and increase of ecological footprint, as well as to provide Chinese solutions for "One Living Planet".





“我国的生态安全依然面临严峻考验。世界自然基金会（以下简称 WWF）的《中国生态足迹报告 2012》显示中国生态足迹增加的速度远高于我们生物承载力的增长的速度，已是中国目前生物承载力的两倍。”

“Our country’s ecological security still faces dire challenges. WWF’s China Ecological Footprint 2012 report shows that the rate of China’s Ecological Footprint growth far exceeds the pace at which our bio-capacity can increase and is more than double China’s current bio-capacity.”

—— 时任环保部部长 陈吉宁，十三五规划展望

Chen Jining, then Minister of Environmental Protection,  
‘Outlook on the 13th Five Year Plan’

## WWF 的工作

我们通过与政府部门、研究机构和智库合作，自 2008 年起发布《中国生态足迹与地球生命力报告》（2015 年改版为《地球生命力报告·中国 2015》）。

WWF 同时也积极与伙伴合作提供针对行业 and 地区的政策建议。我们支持中国建设生态文明，并与发展伙伴一起实现可持续发展目标。

## WWF’s Work

By working with government ministries, top research institutes and think-tanks, we initiated the publication of China Ecological Footprint and Living Planet Report since 2008 (in 2015 it was renamed as Living Planet Report: China 2015)

WWF also actively collaborates with partners to provide sectorial and province-specific policy recommendations. We support China’s goals of building an ecological civilization and meeting Sustainable Development Goals (SDGs) together with its development partners.







宣传页

中国

2017



© Kate Holt / WWF-UK

## 中国与非洲—负责任贸易与投资的合作伙伴

### China and Africa – Partners for Responsible Trade and Investment



© Deng Jia / WWF

中国已成为非洲最大的贸易伙伴(2016年已达到1491亿美元)和主要投资者。从政策到实践,WWF致力于在中非两地将环境和社会标准融入中国的投资框架和公司运营中。

#### · 将可持续性承诺植根于中非合作论坛

WWF通过在中国和十个非洲国家的倡导工作,推动了将包括可持续森林管理、打击非法野生动物贸易、绿色金融和气候变化等议题纳入中非合作论坛行动计划中<sup>2</sup>。

#### · 鼓励负责任的投资

我们在肯尼亚、坦桑尼亚和莫桑比克在鼓励中资企业提高环境社会标准的同时,促使政府承诺改善总体投资环境,如在投资决策初期采用《战略环境评价》,并出台矿业环境指南。

#### · 木材贸易的可持续性建设

我们与中国林业局、莫桑比克及加蓬当地政府主管部门就中国企业的可持续林业展开合作。在加蓬,WWF发起组建了加蓬—中国林业可持续发展圆桌。12家中国企业承诺遵守林业局的自愿性境外森林可持续经营利用指南。

#### · 加速可持续性能源普及进程

WWF将促进中非企业家和其他利益相关者之间的合作与交流,从肯尼亚、坦桑尼亚、乌干达和赞比亚等国开始推进可持续能源的普及。





“中非合作绝不以牺牲非洲的生态环境和长远利益为代价。”

“China-Africa cooperation will never be pursued at the expense of Africa’s ecosystem and long-term interests.”

—习近平主席，2015 年约翰内斯堡  
中非合作论坛第六届部长级会议

President Xi Jinping, 6th Ministerial  
Conference of the Forum on China-  
Africa Cooperation (FOCAC),  
Johannesburg 2015

China has emerged to be Africa’s biggest trading partner (US\$1491 billion in 2016) and a major investor. From policy to practice, WWF works in both China and Africa to integrate environmental and social standards into China’s investment frameworks and Chinese companies’ operations.

- **Embedding sustainability commitments in the Forum on China–Africa Cooperation (FOCAC)**

Through advocacy across China and 10 African countries, WWF has contributed to the inclusion of issues like sustainable forest management, illegal wildlife trade, green finance and climate change in FOCAC action plans<sup>2</sup>.

- **Encouraging responsible investment**

While we encourage China-funded enterprises in Kenya, Tanzania and Mozambique to enhance environmental and social standards, we also urge governments to commit to improving overall investment environment, such as adopting Strategic Environmental Assessment early in investment decision-making, and issuing environmental guidelines for the mining sector.

- **Building sustainability in timber trade**

WWF works with China’s State Forestry Administration and national government departments in Mozambique and Gabon on sustainable forestry by Chinese companies. In Gabon, WWF established the Gabon-China Sustainable Forestry Roundtable. Twelve Chinese companies have pledged to comply with the SFA’s voluntary guidelines on sustainable overseas forests management and utilization.

- **Accelerating sustainable energy for all**

WWF will facilitate cooperation and exchange among entrepreneurs and other stakeholders in Africa and China to scale up sustainable energy access starting with countries like Kenya, Tanzania, Uganda, and Zambia.

<sup>2</sup> 行动计划陈述了三年内中国对非洲的合作承诺。

<sup>2</sup>The action plans set out China’s commitments to Africa over a three-year period.