



WWF CHINA MINSHAN PROGRAM NEWSLETTER

Environmentally friendly community products at Carrefour

For the second year, environmentally friendly products from local communities living in the Minshan panda habitat are being promoted at four branches of Carrefour in Chengdu (Sichuan province) from October 14, 2005. Products for sale include honey from high-altitude wildflowers, tea and prickly ash fruit produced by local communities taking part in a WWF project. Proceeds will contribute to the promotion of sustainable livelihoods for communities living in the panda habitat near Wanglang, Baihe, and Baishuijiang nature reserves in Sichuan and Gansu provinces.



Student Volunteers from the Environment Protection Association of Sichuan University is promoting the environmentally friendly products.

'When consumers buy these products, they help people living around nature reserves in the Minshan Mountains make a living that is environmentally friendly, thereby contributing to the preservation of forests and wildlife including pandas. We hope that through WWF's partnership with Carrefour, we can create market demand and a stable marketing channel for these products, and ultimately permanently improve the standard of living of these communities,' said Ding Jing, WWF China's Corporate Partnership Manager.

The Minshan mountain range in Sichuan and Gansu is a particularly stunning landscape of unique and endangered wildlife, with important populations of giant panda, clouded leopard, golden monkey and the world's richest variety of pheasants. It is also home to Tibetan, Qiang, Baima and Han populations who, like pandas and other wildlife, depend

on natural resources to earn a living. Their traditional livelihoods include logging, hunting, and the collection of plants for traditional Chinese medicine (TCM). These activities, however, form the biggest threat to the survival of pandas and other wildlife in the region.

To address this, WWF is working with local communities to develop environmentally friendly alternative livelihoods such as bee keeping and the cultivation of mushrooms, walnuts and Chinese prickly ash trees, as well as promoting traditional handicrafts. The project is part of WWF China's Minshan Landscape Programme, which aims to increase the extent and quality of forests in the Minshan Mountains for the benefit of key species, in particular the giant panda, while enhancing the livelihood security of local communities.

In the meeting of WWF with Carrefour on October 20th, the director of Carrefour expressed much excitement about the result of this non-timber-forest-products (NTFPs) marketing project and said "Last week when I met with Mr. Bo Xilai, the Minister of State Business Ministry, I referred this project cooperated with WWF, he was very excited about this project."

Workshop on the restoration mode of Minshan landscape vegetation held in Chengdu

August 31 2005, workshop on the vegetation restoration mode of Minshan landscape was held in Chengdu, Sichuan Province. This workshop is to summarize the process of the Minshan landscape Restoration Mode and Techniques Project supported by WWF by evaluating the Techniques Manual of Vegetation Restoration in Minshan Landscape,



the model forest mode, and discussing vegetation restoration mode of Minshan Landscape among participants.

Over 20 representatives attended this workshop, including: Han Zheng, the WWF Forest Program Officer, Ling Lin, the Leader of Sichuan Program, Prof. Zhai Mingpu from Beijing Forestry University, Researcher Guo Hengxiao from Sichuan Forestry Department, Huang Xiaojiang, the head of Grain-for-Green Office of Jiuzhaigou Forestry Department, Zhao Deming, the director general of Songpan Forestry Department, Jiang Guangquan, deputy head of conservation department of Maoxian Forestry Department, She Shiping, the head of Natural Forest Conservation Office of Qingchuan Forestry Department, Fan Ling, the deputy director of Pingwu Forestry Department, Dong Xueyuan, the director general of Gansu Wenxian Forestry Department, You Yong, the head of Grain-for-Green Office of Wenxian Forestry Department, researcher Du Jishan from the Grain-for-Green Office of State Forestry Administration, Chen Linwu, the superintendent of ecological institute of Sichuan Academy of Forestry, Dr. Shen Guozhen from the vegetation institute of China Academy of Sciences, etc.

At the first, Researcher Du Jishan, who is also the leader of Minshan Landscape Restoration Mode and Techniques Project, summarized the project work. Then, Researcher Chen Linwu, specialist of this project, gave participants a report on the Techniques Manual of Vegetation Restoration in Minshan Landscape and the vegetation restoration mode. All the representatives and specialists evaluated the project results and discussed the Minshan landscape restoration mode.

According to the participants, the Minshan Landscape Restoration Mode and Techniques Project raised valuable techniques to measure the biodiversity status, the fragile eco-system, and the status of human disturbance in Minshan. This is very important in coordinating relationships between vegetation conservation and economic development, which zooms out the model role of this project. The Techniques Manual of Vegetation Restoration in Minshan Landscape, has worked out on the basis of consulting, reviewing, field survey, discussing and combining all the scientific research results and practical experience. This manual provides instructive references for the giant panda habitat restoration work in Huangtuliang and Tudiling, two sensitive areas in Minshan. And its publication converted China's related policies from macro direction to concrete applicable measures in reality, which will be promoted and applied in the Sichuan Province.

In discussing the vegetation restoration mode, all the participants agree that while coordinating the relationship between the vegetation and the community economic development is the precondition of Minshan landscape restoration. It means the interest of local communities should be taken into account when restoring the vegetation. This will be implemented by leading the local's directions in producing, living, and thinking to use the forestry resources

reasonably, carrying out environmental education, and promote new concepts and techniques about vegetation restorations to communities.

Zharugou Eco-tourism workshop kicked off

September 9 to 11 2005, the Zharugou Eco-tourism Workshop was held in Jiuzhaigou Administration Bureau with WWF's support. Thirty representatives from local governments, academy, nature reserves, NGOs, tourism agencies, and an architecture corporation attended the workshop, including: Isabelle Louis, the director of WWF Asia-Pacific region, Ling Lin, leader of WWF Sichuan program, Dr. Wang Dajun from Beijing University, Wang Hongjia, head of wild animals conservation work station, Jiang Shiwei, deputy director of Wanglang Nature Reserve, Prof. Guo Genrong from E.D.G International Environmental Design Group Inc.in Taiwan, Keke, deputy director of Jiuzhaigou Administration Bureau, Prof. Zeng Zongyong from Sichuan University, and the living Buddha from Zharu temple, etc. This workshop set Zharugou tourism as high-end eco-tourism, and plans to promote and package it together with the other scenic spots of Jiuzhaigou Valley to forge all the places into eco-tourism region.



During the 3-day workshop, participants proposed many suggestions on Zharugou's eco-tourism plan and design. In the specialists' suggestions, the word eco-tourism frequently connected with bio-diversity conservation. Dr. Wang Dajun from Beijing University suggested that the measures of bio-diversity restoration should be considered into eco-tourism plan, and should pay special attention to the introduction of species. "We should keep to the principle in eco-tourism plan that eco-tourism interests are more important than economic interests, and the habitat for key species should be under conservation." Dr. Wang said. To this point, deputy section chief Cai Yongshou from the scientific research section of Jiuzhaigou Administration Bureau expressed his support. "We should take conservation as the core of Jiuzhaigou eco-tourism management, and promote the sustainable development of Jiuzhaigou Valley's eco-tourism by this way" He continued, "we may encounter many problems when developing the eco-tourism in China, such as overloaded tourists number, blindly exploitation, too much man-made scenic spots, serious damage and pollution to natural landscape, comparatively low

management level in eco-tourism, and etc. We should formulate scientific eco-tourism plan, emphasize environment conservation, strictly control the number of tourists with the aim that forging international high-quality tourism product and setting up international eco-tourism model." In the workshop, participants emphasized the benefits that could be brought to communities through the development of eco-tourism, and they communicated with representatives of communities face to face to understand their expectations and views on eco-tourism development. "We wish that in five years, some traditional aspects of Rexi village of Zharugou could be restored, graduated students could come back and work for Zharugou, their hometown, fever of promoting and succeeding our traditional cultures were spread all over our village, the Tibetan culture was developed, local people's living standard reached a comparatively good level," said Jian Daijun, representative of Jiuzhaigou Administration Bureau, referring to his expectation on eco-tourism development. The limit to tourist numbers and the length of newly built roads in valley became two focuses in the representatives' discussion.

After that, Australian and Wanglang NR's experience and lessons in developing eco-tourism was also shared among representatives, which helped participants further understand eco-tourism, and establish the theoretic and practical basis for Zharugou's eco-tourism development plan.

Environmental Education in Minshan Mountains

Aiming at ease pressures on conservation and improving the environmental protection consciousness of communities neighboring to Baodinggou nature reserve; lectures were held in five primary schools of Fushun Village neighbouring to the nature reserve from Oct 10 to 17 with WWF's support.

Inspiring love and pride in local students, the lectures introduced the typical features and agricultural products of Fushun Villages. All the students learned about many wild animals inhabiting the Baodinggou Nature Reserve through a fresh and interesting presentation that included attractive photos and interesting stories. Since the students had never seen such a variety of colourful animals, they reacted with extreme interest to the photos being shown.

"By knowing more about their hometown and the animals living here, these kids are easily to be inspired to perceive the nature around and fall in love with it." Guo Xing of Baodinggou nature reserve said.

Baodinggou Nature Reserve

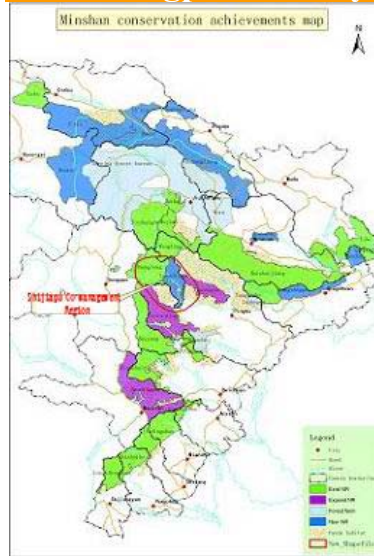
Baodinggou nature reserve was established in 1993. Its conservation targets are giant pandas and other endangered species. It is a transition territory between Sichuan Basin and Tibetan Plateau, and connects Beichuan County in the east and its south borders to An County and Mianzhu County. Its western borders reach the Min River and its northern borders are adjacent to Songpan County.

The total area is approximately 884km², which converts to 309.4 km² of forest coverage, and accounts for 35% of the region.



According to China's Third National Panda Survey, there are 36 wild giant pandas in Baodinggou Nature Reserve. Most recently, the patrolling staff encountered a wild giant panda this April as it sat on a yak's corpus (see above photo).

Shijiapu Giant Panda Corridor Co-management Plan Workshop kicked off in Songpan County



In 2003, WWF and related parties selected out five working areas for WWF Minshan Landscape Programme, including Shijiapu, Huangtuliang, Tudiling, Gonggangling and Yaodu. The Shijiapu co-management region, where the Minshan A population of pandas survive, is located at the

middle of Minshan Mountains, the junction area of Pingwu county and Songpan county. It's also the key region linking northern Minshan and the middle of Minshan, covering Longdishui nature reserve, Huanglong nature reserve, Wanglang nature reserve, Xiaohegou nature reserve, Xuebaoding nature reserve, Pingwu Forestry Department, the Xiaohe village, Huanglong village and Shijiapu village in Songpan, and the Huya village and Shuijing township in Pingwu county.



Aiming to reach a consensus with profit related parties on Shijiapu Corridor Co-management and work out the corridor's co-management action plan, WWF Minshan Landscape Programme organized the Shijiapu Giant Panda Corridor Co-management Plan Workshop in the Huanglong Hotel of Songpan County from October 28 to 29, 2005. Twenty-six representatives from Sichuan Forestry Department, Songpan Forestry Department, Huanglong Protection Division, Longdishui nature reserve, Wanglang nature reserve, Xuebaoding nature reserve, Xiaohegou nature reserve, Shijiapu village, Xiaohe village, and WWF all participated in the workshop and discussed the Shijiapu co-management plan.

Poaching animals, firewood gathering, and wild plant collection are considered three major threats. Finding a solution is necessary to avoid the further fragmentation of the habitat for giant pandas and to assess bio-diversity conservation of this region.

According to the workshop, WWF will support nature reserve staff co-patrolling in Gezhaoyan cluster, Huangyangba cluster, Guangshanding cluster and Guangcaoping cluster respectively to form a network decreasing poaching, mal-collecting wild plants, and mining without permits during 2006. WWF will also support newly built nature reserves to implement Participatory Rural Assessment (PRA) training, survey an order to guide their energy projects, and reduce the energy sources pressure to panda habitats by decreasing communities' using firewood in daily life.

Picture News

Isabelle Louis, Director of WWF Asia/Pacific Programme, visited Minshan Landscape Programme from September 9 to 13, 2005 and discussed with partners, stakeholders and Minshan team on various challenges emerging and the need to be proactively engaged on this. "...How impressed I was on the programme being alert to and responding to new and emerging issues with strategies and plans," said Isabelle Louis.



Karen Baragona, deputy director of WWF Species Conservation Program visited Minshan Landscape Programme from September 14 to 18, 2005.



Karen Baragona visited a beneficiary family of NTFPs marketing project. The family is selecting prickly ash fruits that will be sent to 7 stores of Carrefour in Chengdu&Chongqing

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