



WWF China

newsletter

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Government leaders agree to protect 'Chinese Eden of Biodiversity'

The first Yangtze Forum was held in Wuhan from April 16-17, 2005. The Forum was attended by leading officials from all 11 provinces and municipalities along the Yangtze mainstream, ministers and vice ministers of relevant central ministries, representatives of 14 countries and several international organizations.



The Forum marked the first time that major stakeholders have convened to discuss the development of the Yangtze Basin.

The conference was opened by the governor of Hubei province, and the Minister of Water Resources gave a keynote speech and attended the entire meeting. About 200 people attended, and the Forum received extensive local and national press coverage.

Conceived by the WWF-supported IRBM Task Force of the China Council for International

Cooperation on the Environment and Development in 2004, the Forum marked the first time that so many major stakeholders had ever convened to discuss the Yangtze Basin development. Participants also agreed on a joint statement of shared priorities and goals, the Yangtze Declaration on Protection and Development.

The Yangtze Declaration promotes 'ensuring the health of the Yangtze and promotion of harmony between humans and nature' as guiding principles for management of the river. Specifically, it calls for a revision and updating of the Master Plan for Comprehensive Utilization of the Yangtze River Basin and for adding the principle of insuring good ecosystem health as a key target.

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China commits to sustainable forests

China's decision to certify two state-owned forests in China's Heilongjiang and Jilin Provinces – totaling an area of 420,000ha – marks a significant step towards responsible forest management, says WWF.

The Youhao and Baihe Forestry Bureaus are the two bureaus responsible for managing the newly certified forest areas. The Youhao is a furniture supplier of IKEA, while Baihe exports large volumes of wooden flooring and doors to Japan, the US and Europe.



China certifies 420,000ha of forests in Heilongjiang and Jilin Provinces

Prior to this, there were only two certified forests in southeast China – the Jia Yao Forestry Development Company in Guangdong province

(5,237ha) and the Changhua Forest Farm (CFF) in Zhejiang province (940ha), both privately-owned

In the last twenty years, cover and quality have declined worldwide. In China, forests cover only 18.22 per cent of the land, compared to an international average of 34 per cent.

'When WWF first introduced the concept of FSC certification to China in 2000, China had no certified forests,' said Dr Zhu Chunquan, WWF China's Forest Programme Director. 'These two newly certified state-owned forests

are models for responsible forestry, and are a very encouraging sign for the survival of China's forests.'

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WWF People

Dr Li Lifeng has been promoted to Acting Programme Director for WWF China's Freshwater & Marine Programme.

Ms Sun Yu, Press Officer, has left the organization.

Ms Li Yang has joined WWF's Comms. & Marketing team as a full-time volunteer for 3 months.

Mr Tang Wanlin has joined WWF as DAM Issues Coordinator in the Freshwater & Marine Programme

Mr Zhang Yan, has joined WWF CPO as Monitoring & Evaluation Officer.

Transforming environmental education policy into a classroom reality

The Chinese Ministry of Education, BP, and WWF, the conservation organization, announced at a ceremony in Beijing that the three parties would continue their cooperation to implement China's new *National Environmental Education Guidelines*. The Guidelines aim to bring environmental issues into the classrooms of China's 500,000 primary and middle schools and advocate the use of inquiry-based teaching approaches that encourage student participation and community action.

EEl Phase III (2005 – 2007) will focus on integrating the National Environmental Education Guidelines into teachers' lesson plans and activities for China's 500,000 primary and middle schools. Local education bureaus will use the Guidelines as a template to inform and guide teachers in their area on how to incorporate environmental issues into their lesson plans. The Guidelines also advocate using approaches that don't just transfer knowledge, but also encourage school students to participate and take action.

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Chinese companies more environmentally aware than expected – WWF

Some of China's biggest and most important companies are intent on improving environmental standards and practices, according to a survey by WWF. All of the companies participating in the survey said protecting the environment was important, with more than half indicating that it was part of their company's core values.

The survey also showed that 22 per cent of respondents are implementing tougher environment standards than legally required, with 13 per cent calling for even stricter mandatory rules. These standards related to reducing CO2 emissions, waste pollution and using energy efficient technologies.

The companies surveyed represent some of the biggest players in China's energy, finance, electronic and IT sectors. These included China National Petroleum Corporation, Bank of Shanghai, Shanghai Automotive Company, Haier, Lenovo, China Telecom and China Mobile.

'If they can show global leadership, they could not only help solve many of China's environmental problems, but also the world's,' said Peng Lei, WWF Trade and Investment Programme

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Lafarge green ambassadors learn about conservation with WWF

Lafarge staff from factories throughout China gathered in the Qinling Mountains, Shaanxi province, site of a WWF panda project, for an environmental education training conducted by WWF experts and partners. The aim of the training is to teach 16 Lafarge representatives to become environmental 'Green Ambassadors' in their factories and local communities.

After the training, the Green Ambassadors will bring their new knowledge and techniques back home, and organize environmental education activities in their local communities around Lafarge's factories. This is the second annual WWF-Lafarge environmental training for Lafarge employees.

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University students work to conserve the Heilongjiang River Basin

WWF launched the 2005 'Heilongjiang Green Summer Camp Programme' on Earth Day, April 22. The programme called for university students from across the Heilongjiang River Basin to take part in a campaign to conserve the region by submitting applications for funding to carry out their own conservation projects. The programme is aimed at helping university student groups to undertake nature conservation that focus on sustaining transboundary ecosystems and promote the sharing of experiences in environmental issues across the basin.

25 years of WWF in China

On June 5, World Environment Day, WWF China launched its 25th anniversary website. The site is a source of stories and information on WWF in China over the past 25 years, including the top 25 achievements and status of 25 endangered species in China.

Check out the new site at:
www.wwfchina.org/ssubject/25ann/

B-roll for WWF China's 25th anniversary is also available. Contact Tanya Peterson at tpeterson@wwfint.org

In addition to helping raise awareness amongst the public about important forest conservation and river basin management issues, the successful applicants will gain useful and practical experience as well as the opportunity to contribute to a wide-reaching international project to conserve the home of tigers and leopards.

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New projects funded by WWF Species Conservation Small Grants Fund

Three new projects were selected in May to receive funding from the WWF Species Conservation Small Grants Fund, in addition to the five other projects previously funded in 2005.

Two of the new projects are being carried out by Hainan Normal University on Reeves' Butterfly Lizard (*Leiolepis reevesii*) and *Thespesia howii*. Reeves' Butterfly Lizard is under threat due to over-consumption. *Thespesia howii* is a semi-mangrove plant that is endemic to Hainan; so far only 2 individuals are found to be left. The third new project is sponsoring the publication of *Field Guide to Mammals in Ganzi, Sichuan*, by Mr. Peng Jitai, conservationist and retired Senior Engineer of Ganzi Forestry Bureau. In the meantime, the previously selected five grantees in 2005 have started their fieldwork in Sichuan, Gansu and Fujian provinces.

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News from the WWF Qinling Panda Focal project

WWF lays the groundwork to green local community in the Qinling panda habitat The Qinling panda Xinglongling sub-population was divided in two by a national road built in 1960. In

1999, the mountain road was abandoned and a 12-km tunnel was built in its place. This offered an opportunity to establish a 'corridor' to connect giant pandas and other animals in one habitat with other habitats.

In order to better understand the situation and to find a suitable solution, WWF carried research on the negative impacts of both local community activities and businesses (gold and iron mine) in the region. The survey has provided key information to establish the panda corridor around the tunnel and lay the foundation for the Banfangzi Township to green its economy.

Qinling tourism officials learn first-hand about ecotourism in Australia

Local decision makers on tourism development and conservation in Qinling took part in an eco-tourism study tour organized by WWF China. The group included decision makers from the Shaanxi provincial tourism bureau, forest park administration department, conservation department, nature reserves and local county government. The delegation visited Lamington National Park and Kakadu National Park, and had meetings with the Sustainable Tourism Cooperative Research Center and the national park's management team.

Participants were impressed by the systematic nature reserve management and their efficient conservation approaches.

'This trip opened my mind and changed my way of thinking on tourism development. When comparing places in the Qinling Mountains with the places we visited in Australia, I realized the importance of scientific planning and management in successful eco-tourism development,' said one participant.

Participants are now following up the trip by forming a discussion board on Qinling tourism

In Brief

WWF's corporate partners meet John Elkington

WWF China's corporate partners gathered on May 20th, at the conclusion of the Fortune Global Forum held in Beijing, to discuss their views on Corporate Social Responsibility (CSR) and to hear the views of expert John Elkington on the latest trends in CSR. A distinguished CSR expert, Elkington is co-author of *The 21st century NGO*. He also coined the term 'the triple bottom line,' which has encouraged corporations to look at their economic, social and environmental contributions.

WWF partners in Shanghai awarded for their contribution to nature conservation

On June 9, WWF China held a photo exhibition in Shanghai. At the event, WWF partners including Tetra Pak, Shanghai Business Review, Lafarge, SinoMedia and China Economic Review received awards for their outstanding contribution to nature conservation over the past year. Over 200 guests from the Shanghai business community attended the event

development and management. WWF will facilitate the board.

Qinling ecotourism promoted internationally

As part of WWF's project to assist local forest parks and nature reserves to green their tourism, WWF, together with CITS (China Travel Service), is introducing the area to certain domestic and international tour operators. From May 25 to 26, 2005, Mr. James M. Douglas Black More from the British tour company 'Kouni' visited the South Taibai eco-tourism area of WWF's Qinling project. During the two-day visit, Mr. More visited the key ecotourism sites of WWF's Qinling project - Heihe Forest Park, Laoxiancheng and the Panda Hotel. The aim of the visit is to promote international

eco-tourism in the Qinling Mountains.

Documentary on WWF's panda project filmed in Qinling From April 1 to 9, 2005, a film crew from AVRO TV in the Netherlands filmed a documentary on WWF's panda project in the Qinling Mountains, Shaanxi Province, China.

The film crew interviewed local community members, nature reserve field staff, panda researchers, local government officials and WWFChina's Qinling Project leader on how they have been cooperating to protect the giant panda and its habitat.

The documentary, which also includes footage on WWF's Yangtze programme, will be aired in the Netherlands in late summer 2005.

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News from the WWF HSBC Yangtze Programme

Alternative livelihoods developed in Tian'e-zhou oxbow

In order to curb excessive fishing, which has been harmful to local finless porpoise populations, WWF has worked to develop and encourage alternative livelihood projects such as cotton farming, fruit tree planting, and organic vegetable farming for 200 of Tian'e Zhou's 468 farmers formerly dependent on the Oxbow for subsistence.

With RMB200,000 in funding through the HSBC Yangtze Programme, WWF has worked to establish a good water distribution and irrigation system,



Primary school students in Wuhan appreciate nature during China's annual 'Bird Loving Week.'

to improve production conditions, and to offer training on agricultural industry technology, with the ultimate aim of increasing incomes and lessening their dependence on the oxbow.

In response to a Government offer, the remaining 268 fisherman will voluntarily

move out of the project's core area and turn to terrestrial farming for occupation.

'The successful re-settlement of Tian'e Zhou's 500 fish farmers will help the local gov't resolve over 10 years of misuse of natural resources,' commented Dr Zhu Jiang, Programme Coordinator in Tian'e-zhou.

The project's broader aim is to influence gov't to provide new land for the 1,200 farmers who make their living from farming in the adjacent Pere David's deer nature reserve. The Oxbow is a designated flood retention area due to persistent flooding. Nevertheless, it is hard for the gov't to convince the farmers to leave the land before providing them with alternative livelihoods.

WWF's goal is to promote Oxbow conservation while simultaneously benefiting those farmers who live downstream by clearly establishing the area as a flood plain.

Schoolchildren learn to appreciate birds Over 40 primary school students participated in a WWF event in Wuhan in April that launched 'Bird Loving Week,' an awareness raising activity conducted in provinces throughout China. In Lake Hong, a WWF demonstration site, WWF also held a photo exhibition about

the importance of conserving birds' habitat.



Local communities have developed wetland wise use initiatives such as sustainable fisheries through WWF's revolving fund.

The activities were the latest in a series of WWF public awareness campaigns aimed at raising awareness amongst local communities on the importance of wetland conservation. A newly organized 'Bird Society' has recently been set up in Wuhan in part as a result of WWF's efforts.

Revolving fund encourages wetland wise use initiatives in Lake Zhangdu

In April, an additional 49 households in WWF demonstration villages received support from the WWF revolving fund of RMB 500,000. In addition, all initial loans have been paid back with interest. Guidelines for the revolving fund will also be revised.

So far, 98 households have benefited with seed funding from the fund since Jan 2004 and developed wetland wise use initiatives including bamboo nurseries, sustainable fishing, and aquatic vegetables. Some participants have generated significant economic returns, including the Wuchang Fish Farm in Qiuhu Village, one of the three WWF pilot villages in Lake Zhangdu.

Zhangdu lake co-management committee established

With the approval of the Xingzhou government in April, a wetland co-management committee consisting of members from relevant government departments (water conservancy, environmental protection, fisheries, agriculture, forestry, construction, land resources and planning) was established. The committee aims to enable a co-ordinated approach to wetland conservation planning and activities in the Zhangdu Lake region, a WWF demonstration site.

feature

Going with the flow – restoring a living Yangtze

The Yangtze echoes to the traditional songs of the Tujia boat people as they steer their sampans (long dugout canoes) through the smallest of the river's three gorges. It is a rare moment of peace along one of the world's busiest waterways, flowing 6,300km from its source on top of the Tibetan plateau down to the Pacific Ocean. As Asia's longest river, the Yangtze has become a symbol of China's rapid development drive.

Home to four hundred million people – one third of China's population – the Yangtze's river basin produces 70 per cent of the country's rice, 60 per cent of its freshwater fish, and generates 40 per cent of the country's gross domestic product. But this land of fish and rice, as it is affectionately known, is threatened by growing environmental problems that threaten the livelihoods of millions who depend on it. Deforestation, soil erosion, floods, and pollution are collectively clogging up the river's arteries. Increasing human pressure has upset the river's delicate ecological balance.

"So much of China's economy and the biodiversity that it depends on are related to the way water is managed," said Claude Martin, Director General of WWF International. "It is important to move away from engineering solutions to water management to a more comprehensive view – one that takes into account land use, protected areas, and upstream protection."

To read the rest of the feature and learn more about WWF's work in the Yangtze, see:

http://www.panda.org/news_facts/newsroom/features/news.cfm?uNewsID=20792%20

'This is the first wetland co-management committee established in China,' said Mr Liao Guochao, coordinator of the WWF-HSBC Yangtze

Programme, who is responsible for the Zhangdu demonstration site.

'This new approach to wetland conservation aims to enable the coordination of stakeholders to improve the management of wetlands,' said Wang Limin, leader of WWF-HSBC Yangtze Programme.

The committee has already had results with the re-establishment of natural links between Zhangdu Lake and the Yangtze.

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News from the WWF Minshan Initiative

Minshan nature reserve staff go on study tour to Yunnan

A long-awaited and meticulously prepared eco-tourism study tour to Yunnan eco-tourism sites began on June 9, 2005. Representatives from 10 nature reserves in Minshan participated in the study tour of Yunnan's eco-tourism experience. The aim of the 8-day study tour is to promote conservation in the Minshan region.

Handbook of rare amphibians and reptiles of the Minshan Mountains published

The Minshan Mountains is a crucial ecological shelter for rare species of amphibians and reptiles. However, human disturbances, such as the Jiuzhaigou ring road built to increase tourist traffic and plank roads constructed in scenic areas, have threatened their survival. To protect these key species, the Chinese Academy of Sciences Chengdu Institute of Biology, with support of the Luce Foundation, has published a handbook on 40 rare amphibian and reptile species, including endemic species such as *Oreolalax chuanbeiensis*, *Scutigera boulengeri*, and *Scutigera glandulatus*.

WWF will distribute it to nature reserve staff in the Minshan

region for use during monitoring work.

Chengdu middle school students raise funds and conservation awareness

May 9 marked the conclusion of a fundraising drive by the Student International Green Organization (SIGO), a newly initiated student organization from Chengdu's No.12 Middle School. The funds will help support a community development project in Baodinggou Nature Reserve, which is co-supported by WWF and IFC. The aim of the project is to develop sustainable alternative livelihoods for impoverished communities surrounding nature reserves in order to reduce negative impacts on biodiversity in the Minshan panda habitat.

Although the students collected only a small amount of money, their conservation consciousness influenced and inspired large numbers of people in the local community on the threats and conservation process of the Minshan eco-region.

Wildlife identification trainings conducted for nature reserve staff in Minshan

With support from WWF, 50 monitoring and patrolling staff from 20 nature reserves and 4 forest farms in Minshan were recently trained on wildlife identification.

The training consisted of a 2-day workshop in Jiuzhaigou Nature Reserve starting May 12, followed by 5-days of training in the field in Xuebaoding Nature Reserve. A similar training also took place for staff from Longxi-hongkou Nature Reserve in southern Minshan from April 19 to April 25.

The training was conducted by wildlife experts from Sichuan University, Sichuan Academy of Forestry, and Southwest Normal University, who taught bird taxonomy, bird identification, botanical taxonomy, animal trace identification, and plant identification. Each trainee

received a set of Illustrated handbooks on Chinese higher plants from WWF as a reference to aid in their monitoring & patrolling work.

WWF shares its ICDP experiences with other nature reserves in new brochure With WWF's support, in June 2005 Wanglang produced a case-study brochure of its Integrated Conservation and Development Program, aimed at promoting

Wanglang's experience in ICDP to other nature reserves, institutions and conservation organizations.

The Chinese-language brochure sums up five aspects of Wanglang's experience and lessons in ICDP:

- Monitoring, Patrolling and Antipoaching
- Environmental Education
- Management
- Eco-tourism

-Cooperation with International Organizations and on Scientific Research

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