



WWF®

NEWSLETTER

DECEMBER

2011



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CHINA FOR A GLOBAL SHIFT INITIATIVE

WWF has set up 13 global Initiatives to achieve ambitious, large-scale conservation wins through concerted action across boundaries. One of these is the China for a Global Shift Initiative, which focuses on ensuring that China's development targets are achieved in a sustainable way. Many other Initiatives have connections with China's economic growth. In this edition, we present the Coastal East Africa Initiative, which aims to conserve the region's natural capital contributing to people's livelihoods and economic development.

Dr. Li Lin, Leader, China for a Global Shift Initiative

Coastal East Africa, running from the border between Kenya and Somalia through to Tanzania and Mozambique, shares a coastline and a myriad of essential natural resources, such as forests, marine and freshwater ecosystems that support rich biodiversity. Yet if Coastal East Africa is a place of conservation superlatives, it is also one of striking contradictions: a place where extraordinary natural wealth exists alongside some of the worst human poverty on the planet. Currently, more than 20 million people live along the shoreline and this number is expected to double before 2030. Their survival depends on the services provided by healthy forests, rivers, mangroves, reefs and oceans.

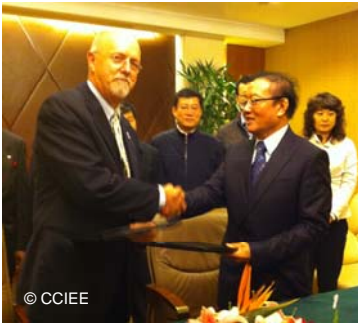
The goals of the WWF's Coastal East Africa Initiative are to support reform acknowledging the need for Good Environment Governance in light of poverty reduction; promote sustainable sourcing and trading of raw materials, as well as trans-boundary conservation, e.g. through community-based natural resource management, climate change adaptation and development of sustainable financing mechanisms for protected areas.

Over the past 10 years, global demand for the region's resources, in particular timber, fish and minerals, has increased dramatically. A recent WWF report, *Threatened Spaces, Disappearing Species: the Forests and Woodlands of the Coastal East Africa Region*, demonstrates that only 10% of the original coastal forests of Eastern Africa remain intact.

In this regard, China plays a significant role as it imports 90% of the region's timber, and can therefore make a difference in the area of sustainable sourcing and trading of commodities. There is also an opportunity for China to introduce renewable and eco-friendly options for a struggling energy sector which largely depends on burning unsustainable biomass. An Africa-China sustainable future is possible and desirable - one in which all benefit and the good management of natural capital remains the top priority.

Peter Scheren
Leader, Coastal East Africa Initiative
WWF Tanzania, Dar es Salaam

ECOLOGICAL FOOTPRINT



Mr. Jim Gradoville, CEO of WWF China, and Mr. Wei Jianguo, Secretary General of CCIEE and former Vice Minister of Commerce, at the ceremony for the MOU signature.

Green Economy Indicator for China

WWF and the China Centre for International Economy Exchange (CCIEE) signed a Memorandum of Understanding that aims, among other issues, to develop a Green Economy Indicator for China.

The indicator will help evaluate progress towards the goal of “green development” stated in the 12th Five-Year Plan, and to facilitate the development of environmentally-friendly economic policies. The Green Economy Indicator will encompass a series of tools including the Ecological Footprint, a measure of human demand on the planet.

CCIEE is a high-level think tank under the National Development and Reform Commission.

WWF and MEP jointly promote green development

WWF signed a Memorandum of Understanding with the Ministry of Environmental Protection (MEP). The MOU covers a number of areas including research on Ecological Footprint, promotion of resource-efficient production and sustainable consumption, cooperation on green finance and sustainable trade, and conservation of biodiversity.

“The Ministry of Environmental Protection is critical to China’s environmental agenda and for the implementation of a number of environmental targets included in the 12th Five-Year Plan. We regard this cooperation as crucial to move further the conservation agenda in China,” said Jim Gradoville, CEO of WWF China.

Workshop on China Ecological Footprint

A workshop to promote Ecological Footprint awareness with Chinese stakeholders in the field of trade and investment was organized in Beijing on 25 July. The event was the first to address this topic in China and was attended by over 40 participants, including the Ministry of Commerce, the Ministry of Environmental Protection, the National Development & Reform Commission and China Centre for International Economic Exchanges. The workshop concluded the road show that promoted the *China Ecological Footprint Report 2010* in Shanghai, Wuhan, Xi’an and Yunnan.

Full report:

http://assets.panda.org/downloads/wwf_china_footprint_report_2011_2_22.pdf

CHINA & AFRICA



Chief Emeka Anyaoku speaks at a dinner in his honour organised by the Ambassador of Nigeria in Beijing.

Chief Anyaoku is WWF Vice President Emeritus and former WWF President. Previously he has been Secretary General of the Commonwealth and Nigeria's Minister of Foreign Affairs.

Former WWF President promotes China-Africa sustainability

Chief Emeka Anyaoku, WWF Vice President Emeritus, was in Beijing in October to promote sustainability in China-Africa relations. Chief Anyaoku presented WWF's proposals for the Forum on China-Africa Cooperation (FOCAC) Ministerial Conference 2012 to Ambassadors and representatives from African countries, including the Ambassador of Togo and Dean of the Diplomatic Corps in China, Mr. Nolana Ta-Ama.

Chief Anyaoku, Mr. Ta-Ama and Ms. Xie Yajing, Commercial Counsellor at the Department of West Asian and African Affairs, China's Ministry of Commerce, also participated in a debate on China-Africa "green development" organised by the China Centre for International Economic Exchanges (CCIEE).

The FOCAC Ministerial Conference will be the most important event in China-Africa relations in 2012. WWF believes that investing in sustainable development is fundamental for both Africa and China's long-term prosperity, and that FOCAC is a significant platform for catalysing such investment.

CHINA & AFRICA

Bioenergy potential risks to forests

Strong social and environmental safeguards are needed to protect people and the environment from unsustainable bioenergy expansion, says a WWF report presented in September.

Bioenergy is made from materials such as wood, sugarcane, corn and algae, and is often touted as an environmentally friendly alternative to fossil fuels.

However, WWF's *Living Forests Report* warns that in the absence of robust safeguards, the growing demand for bioenergy could trigger unsustainable practices affecting natural forests. The expansion of bioenergy crops and fast growing timber plantations may also replace food production or forests with high conservation value.

Report:

http://wwf.panda.org/what_we_do/how_we_work/conservation/forests/publications/living_forests_report/

GFTN: 20 years of responsible forestry - and more to do

The Global Forest & Trade Network (GFTN), WWF's initiative to eliminate illegal logging and drive improvements in forest management, celebrated its 20th anniversary on 26 September.

GFTN was set up in 1991 to transform the global marketplace into a force for improving forest management, thus contributing to saving the world's most valuable and threatened forests while providing economic and social benefits to people and businesses. The network also assists companies to achieve the FSC (Forest Stewardship Council) certification. Today, GFTN links more than 300 companies, communities, NGOs and entrepreneurs in over 30 countries.

In China, GFTN was officially established in 2005. China is the second largest market in the world for industrial timber, pulp and paper and is a major importer of wood from Russia, Indonesia and Central Africa. At present GFTN-China has 30 companies managing a total forest area of more than 2 million hectares.

GFTN is also very active in Africa, especially in Central and Western Africa. All together, Cameroon, the Central Africa Republic, the Democratic Republic of Congo, Gabon, Ghana and the Republic of Congo count 1.7 million hectares of FSC-certified forests managed by GFTN participants.

Over 20 years, GFTN has played a pivotal role in shifting the global market towards placing value on environmental and social responsibility. GFTN participants today manage 21.5 million hectares of FSC certified forests (with another 5 in the pipeline) and trade an estimated 18% of the global supply of forest products by value. Two decades ago, no market existed for environmentally and socially responsible forest products.

In the future the network will increasingly work with emerging economies and promote efficiency in practices, encouraging recycling to reduce demand and engaging on policy initiatives to close the illegal market.

10 Chinese companies commit to overseas forestry guidelines

Ten Chinese companies operating in the forestry sector overseas have pledged to comply with the voluntary guidelines on “sustainable overseas forest management” issued in 2009 by China’s State Forestry Administration (SFA) and Ministry of Commerce.

The companies signed a declaration committing to protect indigenous communities rights, sustainably manage local forest resources and preserve areas with high conservation value, as well as wildlife and biodiversity. These companies operate in WWF priority ecoregions, including Russia and the Congo Basin, and have plans to explore business opportunities in other parts of Africa.

The declaration was signed at an event attended by over 70 participants organised by the State Forestry Administration with WWF, in June in Shanghai.

For further information (in Chinese):

<http://www.forestry.gov.cn/portal/main/s/586/content-490024.html>

New tool to assess hydropower risks

The International Hydropower Association (IHA) officially endorsed the Hydropower Sustainability Assessment Protocol. The Protocol will help evaluate and make decisions on the siting and operation of dams with the fewest adverse effects on communities and the environment. The protocol was developed in cooperation with WWF.

WWF is engaging a number of government agencies, companies and NGOs to apply the protocol in China, a priority given the country’s large installed capacity and its leading role in the international hydropower market.

For further information:

<http://hydrosustainability.org/>



A logging worker showing the identification number on a trunk in Ghana. The number on the tree means that Ghana’s Forest Commission has authorised its harvesting.

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CHINA & AFRICA

More R&D needed for low-carbon future

Most of the climate innovations required to combat climate change and transition to a low carbon future already exist; often the missing elements are political will and supportive market conditions.

To understand the current situation, WWF has published the report *Enabling the Transition*, assessing investments in innovation systems in nine economies, including China, Tanzania, Kenya, Uganda and Ghana.

The report finds that China faces challenges in stimulating increased investment in energy research & development, as it lacks specific loans and financing mechanisms, along with independent intellectual property rights.

As regards African countries, key factors to address are increased coordination across different government departments, better dissemination of technological findings and transformation of innovations into businesses.

The report is published on www.climatesolver.org, a portal developed by WWF to disseminate CO₂ emission reduction technology innovation.

AfDB and WWF team up for African environment

The African Development Bank (AfDB) and WWF have come together to promote green economy and development in Africa by signing a cooperative framework on 20 July 2011.

The organisations highlighted the growing links between environmental protection and sustainable development and the need to work on climate adaptation and mitigation, biodiversity and ecosystems conservation in African countries.

The cooperation will initially focus on developing partnerships with emerging economies and catalysing knowledge for green growth, as well as collaborating on energy and water resource management and climate change.

"We are confident that our partnership will deliver tangible results for people across Africa and the ecosystems upon which their future depends," said Jim Leape, Director General of WWF International.

The African Development Bank is the most important multilateral institution financing development in Africa.



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Endangered Jackass Penguin against sunset, the Republic of South Africa

WWF 50th ANNIVERSARY

Green economies, next priority for a living planet

2011 marked the 50th year of successful conservation by WWF. Since 1961, WWF has been instrumental in getting more than a billion hectares areas protected, bringing several species back from the brink of extinction, and raising more than one billion dollars in conservation finance. WWF is now supported by more than five million people and is active in over 100 countries on five continents.

During the anniversary celebration, WWF International President, Ms. Yolanda Kakabadse said: *"We are here to celebrate 50 years of WWF, but we want to look forward."*

A summit organised on the occasion gathered economic and political leaders and called for an urgent move towards a global green economy in order to achieve sustainable development over the next half century.

"When WWF was founded there were no ministers of the environment and no environmental treaties. Today such ministries are found in governments worldwide, and treaties are increasingly used to govern and protect the environment," Ms. Kakabadse said.

Building green economies will be the next challenge for the future of the planet.



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China for a Global Shift

2015

Our goal: by 2015 China's trade, aid investment policies integrate solid environmental principles.

1980

WWF has been working in China since 1980. WWF China is headquartered in Beijing and has 9 field offices across the country.



1961

WWF was founded in 1961.

+100

WWF is in over 100 countries, on 5 continents. 16 offices are in Africa.

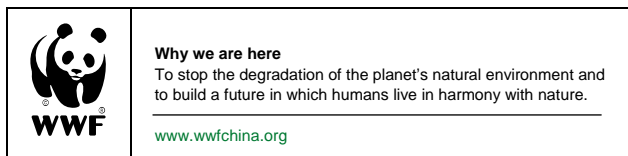
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Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwfchina.org