

Sustainable Livelihoods for Rural China

CHINA 2010 FACT SHEET

CHINA MISSION

To ensure lasting livelihoods for rural China

APPROACH

Provide communities throughout China with the training and tools to alleviate environmental problems and improve livelihoods through:

- The Green Long March environmental youth movement
- A Tibet-wide demonstration of community-based conservation
- The China Forum for Nature, a collaborative learning opportunity for government leaders, universities, and organizations
- Model Eco-Communities to learn new approaches to community-based conservation and expand best practices

2009 MAJOR ACHIEVEMENTS

Partnered with Beijing Forestry University to train and prepare youth from 50 universities across China for the Green Long March

Supported planning for an independent *Pendeba* Society to strengthen learning networks among 280 community service workers (*Pendebas*) in the Qomolangma (Everest) National Nature Preserve

Received the 2009 *Mother River Award*, China's most prestigious environmental award given to non-profit organizations

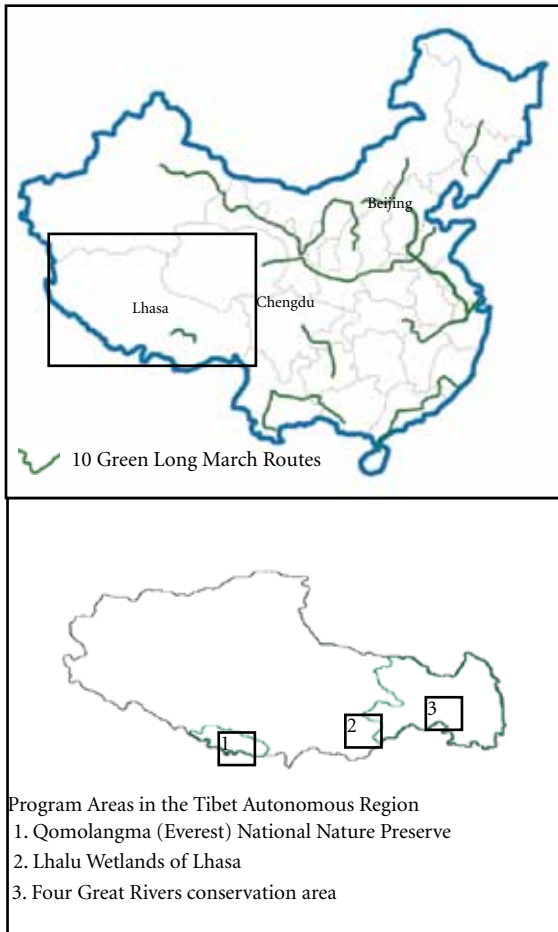


CHINA'S GREEN LONG MARCH

The Green Long March represents a new kind of partnership for China, one that engages the bottom-up energy of youth, provides the support of government, and adds the technical leadership of Future Generations and Beijing Forestry University. Financial and technical support have also come from founding partner, Goldman Sachs, as well as from Gold Level Sponsors, Swire Pacific Limited, Suzlon Wind Energy, and Li&Fung (1906) Foundation Limited. Government endorsement is provided by the China Youth League and the State Forestry Administration.

The Green Long March began in 2007 as a youth movement to document China's environmental successes. Youth from universities across China set out along ten routes and documented more than 500 environmental successes. In 2009, the third Green Long March continued with students from 50 universities. They conducted 40 in-depth case studies on green energy in 17 provinces.

In 2010, the Green Long March will broaden awareness of climate change and solutions to address it at the regional level. National and regional level training will increase student knowledge of key climate change issues and strengthen leadership skills. To put learning into practice, student environmental groups will compete for 42 Green Seed Awards. These small grants will allow students to design and implement environmental projects on campuses and in communities.



COMMUNITY-BASED CONSERVATION IN TIBET

In twenty years, the Tibet Autonomous Region of China in partnership with Future Generations has achieved major conservation success. Large protected areas are managed with the active participation of local people. In addition, population numbers are increasing for endangered species, including the snow leopard, Tibetan antelope, and red ghoral.

Future Generations has documented many of these successes in *Across the Tibetan Plateau: Ecosystems, Wildlife, and Conservation*, published by W.W. Norton.

In 2010, Future Generations continues building long term local capacity for conservation. In partnership with the Pendeba Society, a local non-profit organization registered in Lhasa, the organization trains *Pendebas*, community service workers who promote environmental stewardship and improve well-being within Tibet's protected areas. To date, 280 *Pendebas* in the Qomolangma (Everest) National Nature Preserve and more than 400 in the Four Great Rivers region have learned skills to improve health, protect the environment surrounding their villages, improve sanitation, and initiate local businesses.

PROGRAM LEADERSHIP



Country Director, Dr. Guangchun Lei, has deep connections to China's leading environmental academics, major international environmental and bilateral organizations, and leading government policy makers. He has significant international experience, having worked in Geneva as the Senior Advisor for Asia-Pacific for the Ramsar Convention on Wetlands. Today, he also continues to serve as Vice Chairman of the National Wetland Science Committee and as a task force member of the China Council for International Cooperation on Environment and Development.