

企业合作伙伴联盟

世界自然基金会意识到商界和产业界对全球资源有着巨大的影响力。因而,拥有一个可持续发展未来的最佳途径是在自然和企业之间建立相互的合作关系。世界自然基金会于2002年发起了企业合作伙伴联盟,并开始与在中国的公司进行合作和对话。联盟旨在建立公司对于环境改善的长期参与和承诺。目前,已经有许多重要的商界企业加入了该联盟,包括汇丰银行,拉法基公司,沃达丰(Vodafone),宜家,英国石油公司,家乐福,佳能和奥美公共关系国际集团,与世界自然基金会一起推进自然保护工作。

“恢复长江生命网络”是世界自然基金会与汇丰银行合作的一项为期五年的自然保护项目将使位于长江中游湖北省的人民和自然界受益。项目的目标包括长期改善在区域内居民的用水问题,以及重要湿地的保护与恢复。通过项目的努力,项目示范点已经在恢复鱼类和鸟类生存的健康生态系统方面取得了一定的成功,此外项目还帮助当地社区进行了可持续性替代生计的发展,并获得了来自当地政府的通过财政和政策支持开展湿地保护的双重承诺。

世界自然基金会与家乐福的合作则为企业加强企业社会责任的努力提供了另一个良好的范例。双方的合作主要致力于共同推广由居住在熊猫栖息地和湿地保护区附近的农户生产的环境友好产品,并通过临近栖息地和保护区的家乐福成都、重庆和长沙店进行产品销售。通过为农户提供产品质量和市场的技术培训,家乐福不仅发展了潜在的供应商,而且帮助当地社区承担了一份对于熊猫和鸟类的环保责任。

世界自然基金会还与公司合作发展各种员工参与项目,其目的在于推动员工参与并了解环境问题,并号召他们行动起来共同保护环境。员工参与项目还可以帮助公司有效地在企业内部推动其内部企业社会责任战略。由世界自然基金会和拉法基公司共同开展的员工参与项目已经收到了广泛而积极的反响。

世界自然基金会在中国的其它项目

- 通过宜家的支持,世界自然基金会已经与当地合作伙伴共同致力于高价值森林保护项目长达六年之久。
- 通过杰尼亚基金会的支持,世界自然基金会与秦岭的合作伙伴和当地社区共同进行了生态旅游的发展,并且为当地农户提供了导游技能的培训。
- 通过英国石油公司的支持,世界自然基金会与中国教育部合作制定了《全国环境宣传教育行动纲要》,并倡导把环境教育纳入中国的正规教育体系中,以影响全国2000多万名学生。

Corporate Alliance Partnerships

WWF recognises that business and industry have an immense influence over the world's resources and that the best path to a sustainable future involves forging mutual relationships between nature and business. WWF initiated the Corporate Alliance in 2002 to start its collaboration and dialogue with companies in China. The alliance is fostering companies' long-term engagement and commitment to improving the environment. A number of major companies, including HSBC, Lafarge, Vodafone, IKEA, BP, Carrefour, Canon, and Ogilvy & Mather, have already joined with WWF in promoting nature conservation.

“Restoring the Web of Life in the Central Yangtze” is one element of WWF's 5-year conservation partnership with HSBC that is benefiting people and nature in Hubei Province along the Central Yangtze River. The project's goals include improving the long-term availability of water for people in these regions, and conserving and restoring important wetlands. The project pilot site has already succeeded in restoring a healthy ecosystem for fish and bird species, helped local communities find sustainable alternative livelihoods for a better quality of life, and secured commitments from the local government for both finance and policy leverage for wetlands protection.

WWF's cooperation with Carrefour exemplifies another way that companies can strengthen their CSR efforts. WWF and Carrefour jointly promoted environmentally friendly products produced by the farmers living around panda habitat and wetland protection areas near Carrefour's stores in Chengdu, Chongqing, and Changsha. These efforts helped local farmers to embark on sustainable livelihoods. By providing product quality and market analysis technical training to the farmers, Carrefour not only developed potential suppliers, but also helped local communities take responsibility for panda and bird conservation.

WWF is also working with companies to develop various employee engagement programs. The purpose is to enhance employee involvement and understanding of environmental issues, and issue a call to action for employees to help protect the environment. The program also assists companies in promoting their CSR strategy internally. This program was jointly developed by WWF and Lafarge and has received widespread positive feedback.

Other WWF projects in China

- In a project sponsored by IKEA, WWF has been working with local partners to protect high conservation value forests for the past six years.
- WWF, with a grant from Zegna Foundation, worked with partners and the community in the Qinling Mountain area to develop eco tourism and give tour guide skills training to the local farmers.
- With sponsorship from BP, WWF worked with the China Ministry of Education to develop the National Environmental Education Guidelines and initiate environmental education in China's formal education system, impacting more than 20 million students.



世界自然基金会, 中国

重点或任务: 保护自然
全球职工/志愿者人数: 4,000
在华职工/志愿者人数: 80
网址: www.wwfchina.org

WORLD WIDE FUND FOR NATURE (WWF), CHINA

Key focus or mission: Nature conservation
Employees/volunteers worldwide: 4,000
Employees/volunteers in China: 80
Website: www.wwfchina.org