



# Shan Shui Conservation Center

Devoted to a balance  
between humankind and nature  
for China and the Planet





The prologue of Shan Shui can be traced back to a snowy day twenty-seven years ago when I, a senior college student of Peking University, followed Professor Pan Wenshi into the Qinling Mountains to track wild pandas for the first time. The animal has since then become an inseparable part of my life. I can still remember how thrilled, yet tranquil, I felt at the first sight of a panda in the wild. Soon, however, the excitement was replaced by anxiety as I realized the impact of trees falling every day led to the visible shrinking of panda habitat. We had to do something. We reached out to the public and wrote to top governmental leaders with collected signatures. With luck, our plea quickly turned into action: the Changqing Forestry Farm where our research was based became the Changqing Nature Reserve. Yet, the victory was not absolute. Deforestation continued across almost all other panda habitat. In the 1990's, commercial logging was the primary source of income for local villagers and county government. These were the days when economic reform in China was only beginning to take off and its growth was spoken in absolute tones. What we have

constantly encountered in nature conservation was the word of "Mei-Ban-Fa" meaning "no solutions". No wonder, the slogan we used in our education campaign - "protecting pandas is also protecting human beings" sounded so powerless.

Is it true that we had no alternatives? Or, could human and nature co-exist in harmony on earth? But how? Unwilling to yield to the reality, I decided to take action and seek answers, thus I joined World Wide Fund for Nature and later Conservation International. In the meantime I retained my duty as a teacher and researcher at Peking University, hoping to build a bridge between science and practices.

Over the decades, we have gone through successes and failures, frustrations and joys, all of which provided us an invaluable education. We learned from international experiences and began to understand the drivers behind the changes; we interacted with people from various backgrounds and disciplines; in particular, we were inspired by local

communities and ethnic cultural values in western provinces. We realized that the success of nature conservation is relying on people's will. Changing people's mindset is fundamental.

We are very grateful that along the way we have accumulated the most precious assets: friends with common interests but from various backgrounds - they are villagers, monks, nature reserve staff, government officials, professors, artists, entrepreneurs, and NGO partners. We share visions, support each other, and work together.

What has been anchored deeply in my faith of conservation, is the practices applied by Tibetan people to protect their sacred lands. These are voluntary actions based on the respect to all life, a deeply rooted cultural belief. I see old-growth forests with spruces and alpine oaks survived over massive commercial logging, I see blue sheep, eared pheasants and white-lipped deer roaming freely, I see villagers giving up from harvesting the high-valued herbal medicine caterpillar fungus for the fear of damaging the grassland on sacred mountains. I am convinced that the harmony between human and nature is not just a dream.

Yet the biggest challenge is to coordinate conflicting interests. During the past 30 years, China has experienced drastic changes as the result of remarkable economic growth. However, the growth comes with a high toll on ecosystem loss, in the form of environmental pollution, resource depletion, and species extinction. Pandas are lucky because they are liked by people, and thus can attract large amount of attention and funds for conservation from governments and the public. Policy on natural forest conservation in 1998 terminated the clear-cutting of commercial logging in pandas' habitats. And so far more than 60 panda reserves have been established. However, many habitats of pandas still continue to shrink or fragment. Dam construction, mining, road works and urbanization have imposed new threats to pandas' survival. What pandas are facing today is a mimic of the relationship

between human and nature. We still fight steep uphill battles in nature conservation. Aside from lacking well-trained conservation professionals, successful local experiences and accountable information and knowledge, the fundamental issue is that the value of nature and ecosystem is still far from being appreciated by the mainstream society.

In order make this dream come true, we need to build conservation with perseverance and the solid foundation in local cultures. Therefore, we established Shan Shui Conservation Center. It is an action-oriented team of young people with dreams and ambitions. We connect practices and research and are active in China's southwest mountains where pandas live and at the Headwaters of the Three Rivers on the Tibetan Plateau. We dream to keep the beauty of nature from disappearing in China.

We believe that local communities are the backbone in nature conservation; science can ensure the effectiveness of conservation, whereas the government, business and society, including NGOs, can safeguard and sustain the results if they collaborate. During the past five years, Shan Shui has continued to learn from field experiences, and cooperated with governments, business enterprises, communities and other NGOs to improve and scale up desirable conservation models and to promote the changes of conservation policies. In the process, we have tried to cultivate and train more conservationists and researchers. We also began to develop eco-products, trying to bring urban consumers closer to nature. By doing so, we can together build greater consensus on the value of nature.

George Schaller once said that, looking from the moon, the earth is our sacred land. It is our bounden duty to guard the nature, the only home of ours, and to bring benefits and safety to humans. We sincerely wish that you will join us and work with us, together.

Founder of Shan Shui Conservation Center  
Professor of Conservation Biology at Peking University

Lu Zhi

# Shan Shui

## Conservation Center

山 - Mountain 水 - Water

The virtuous find wisdom in mountains  
The wise find pleasure in water

Shan Shui Conservation Center, founded in 2007, is a Chinese NGO based in Beijing. With over 20 staff plus 20 consultants and volunteers, Shan Shui works in Qinghai, Sichuan, Yunnan and Shaanxi provinces in western China in collaboration with local communities, government agencies, scholars, businesses and other NGOs.

## Vision

A world with ecological equity.

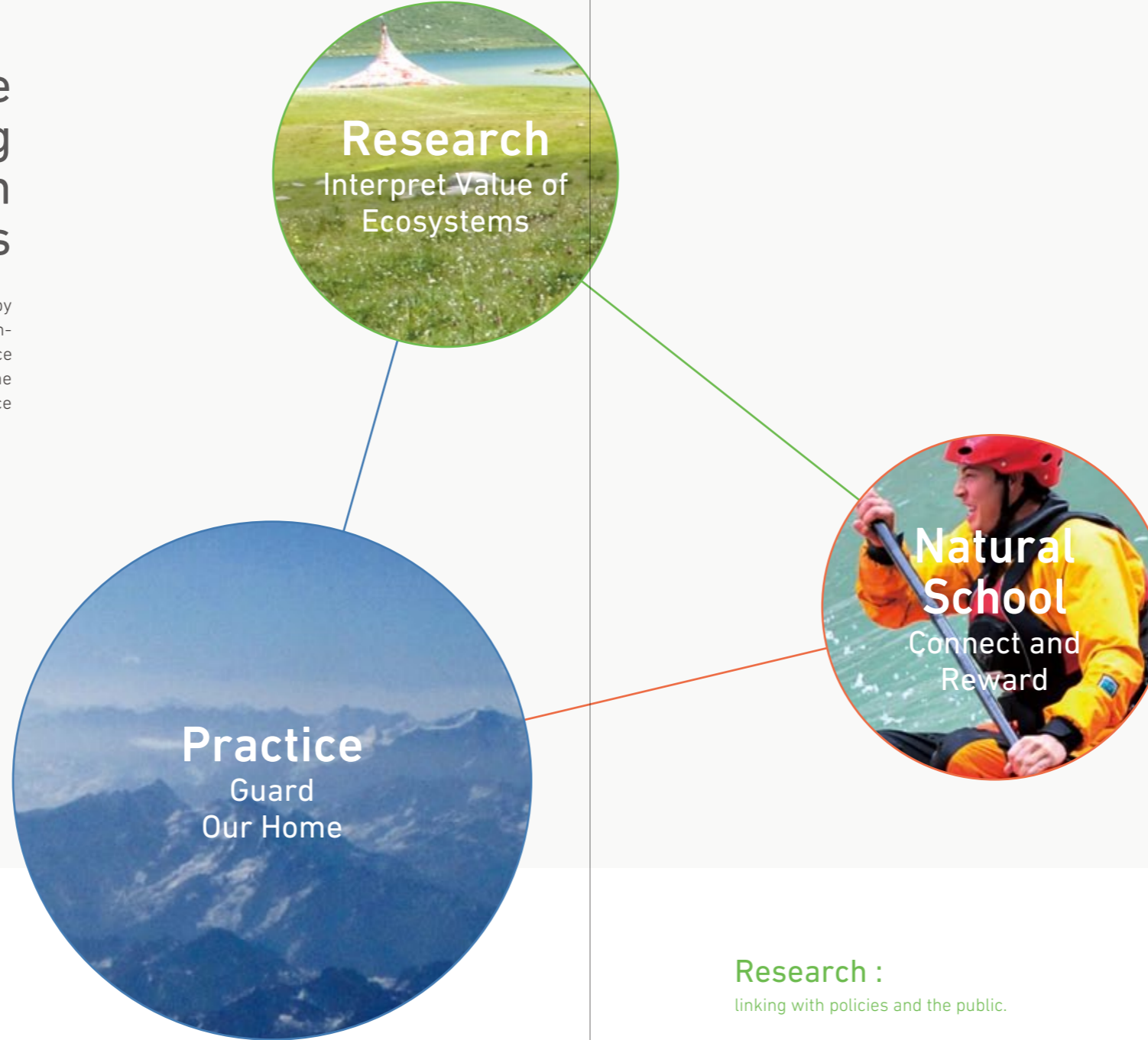
## Mission

To promote the value of nature based on science, so as to empower its guardians.



# Win-win with Nature Guardians, Building Societal Consensus on the Value of Ecosystems

Long-term on-site conservation effort is best when anchored by support from policy, science and community. Sensible decision-making should be grounded in solid field practice and science and support to conservation can only be sustainable when the public has a renewed appreciation for ecosystem values, hence upgrading its participation in conservation.



**Research**  
Interpret Value of Ecosystems

**Practice**  
Guard Our Home

**Natural School**  
Connect and Reward

## Practice:

working together with nature guardians

- Innovate the best local conservation practices
- Cultivate professional and conservationists and local actors
- Safeguard the remaining natural places

## Research :

linking with policies and the public.

- Integrate international perspectives with local wisdoms; scale up experiences from the pilot projects
- Establish platform with multi-disciplinary studies in science, society and cultures; conduct action-oriented research aimed at addressing conservation needs
- Provide evidence for decision-making and promote having a well-informed public on nature conservation

Over the next 30 years, we are waging the last battle to protect nature's home. Defeat signifies the death of human-kind's connection to nature. In order to pull the break on the destructive forces to nature, and find victory, it is not enough to have government increase its financial support to conservation. In addition, we must find more locally-based guardians and more support and participation from the society as a whole.

— Sun Shan  
Executive Director of Shan Shui Conservation Center



## Natural School:

Connecting urban people and nature

- Better appreciation through being involved, resulting in a change to behavior and philosophy
- Eco-products as vehicles in the market place that benefit the local guardians.

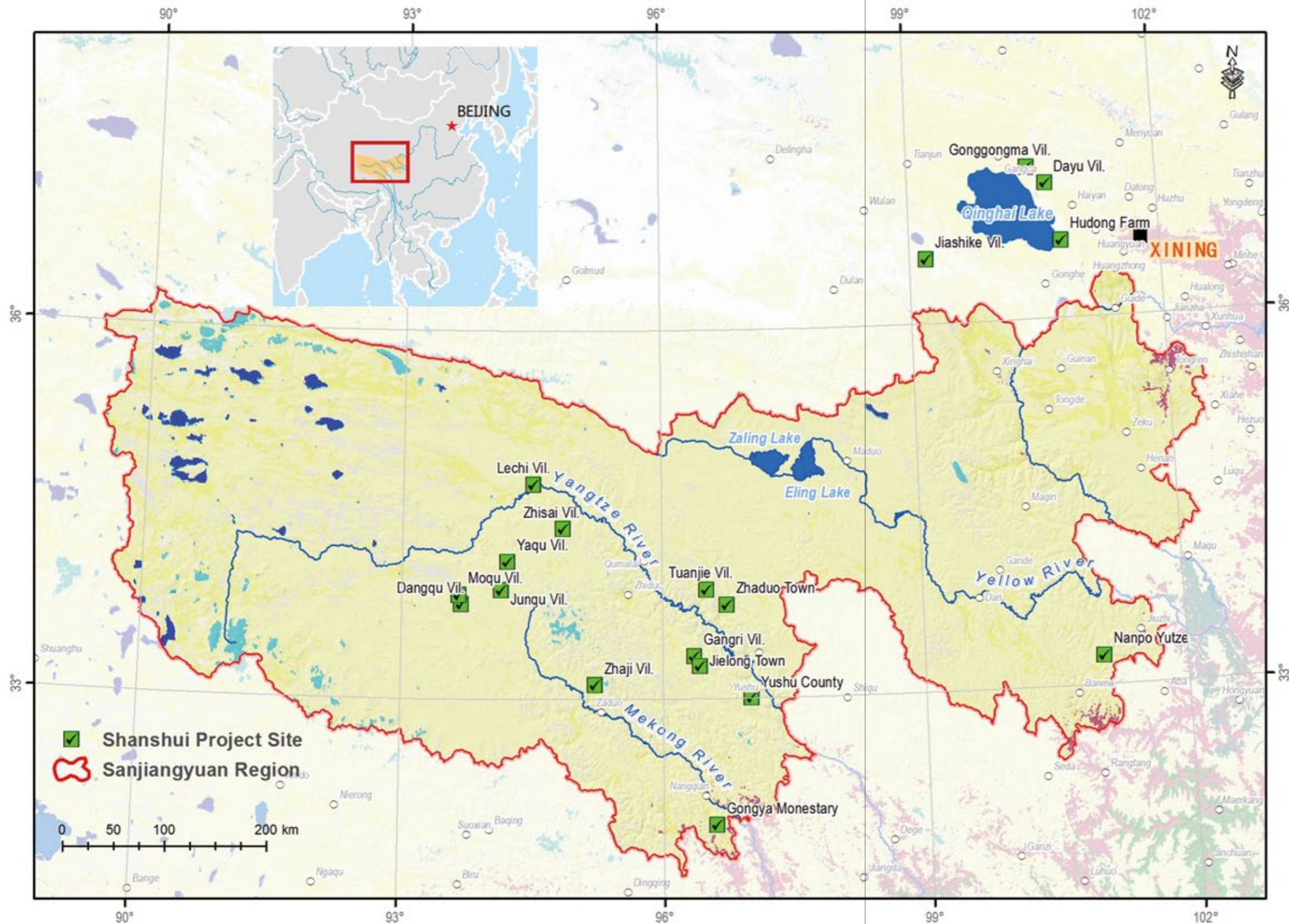


Photo by Lu Zhi

Let's join hands to protect the Source of Three Rivers and the southwestern mountains in China, protecting China's last beautiful nature.

**Practice**

Guard Our Home



## Source of Three Rivers

Situated in hinterland of the Tibetan Plateau, the headwaters of the Three Rivers is the origin of the Yangtze River, the Yellow River and the Lancng-Mekong River. It is one of the most important, as well one of the most frail, biologically diverse regions that provides a home to Endangered species such as wild yak, Tibetan wild ass and Tibetan antelopes. It is also the largest habitat for the world's most mysterious feline mammal, the "snow leopard". With a high concentration of the world's remaining glaciers, headwaters of the Three Rivers provides water to billions of people and therefore is one of the most crucial regions facing threats from global climate change. Tibetan nomads have lived here for generations, and thus have developed a traditional culture living in harmony with nature.

- 1 Qinghai Lake. Przewalski's Gazelles jump over a fence with barbed wires removed. Our research indicates that the current policy of fencing on grasslands is threatening the survival of this endangered species. (Photo by Wu Yonglin)
- 2 Our research reveals that the Tibetan Plateau is the largest and the most complete habitat for snow leopard. Over the past three years, by studying snow leopard ecology in the headwater regions of the Three Rivers, and taking thousands of pictures of snow leopard by infrared cameras, we have proved that the Tibetan Plateau has remained an undisturbed food chain. (Shan Shui)



- 3 The influences of global climate change are evident on the Tibetan Plateau. Shan Shui Conservation Center has spent many years researching the coping mechanisms of local people in dealing with climate change challenges. (Photo by Lu Zhi)
- 4 Tibetans have developed the culture of a sacred landscape. Such cultural values provide the foundation of their faith in protecting nature. (Photo by Lu Zhi)



# Protect the Headwaters of the Three Rivers

## Challenges and Opportunities:

- Natural and human factors lead to the continuing degeneration of grassland ecosystem. More in-depth researches should be conducted.
- The understanding of the influences of global climate change on grassland ecosystems requires greater evaluation.
- Governments and the public pay greater attentions to the ecological value of the headwaters of the Three Rivers as they have increased financial support.
- Tibetan traditional cultures share a common ground with our ecological conservation; communities show greater motivation in actively participating in conservation efforts.

## Our Actions:

Since 2005, we have cooperated with governments, communities, universities, enterprises and media to develop a new model for protecting the headwaters of the Three Rivers to:

- Establish scientific research platforms to learn about current situations and changes of crucial species and ecosystems, and their relationship with local culture, economy and society; set up a policy research system to inform decision-making
- Explore a community-based conservation model; assist governments in communication with communities
- Cultivate local guardians and build external support networks

## Expected Impact:

- Make community-based protection the priority model for the conservation of the headwaters of the Three Rivers.
- Make conservation of the headwaters of Three Rivers a conservation model for Western China.
- Make headwaters of Three Rivers China's last and the best "Noah's Ark" and be recognized and appreciated by China and the World.





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- 1 Zhu Yingying, as a Sociology junior at Peking University, and a research student in Shan Shui Conservation Center, lived in Qumalai for one year and investigated the problems with the local ecological resettlement program. She conducted fieldwork during the cold winter, experiencing temperature around 30 degrees below zero. (Photo by Sun Shan)
- 2 Coming from Saikang Temple in Yushu County, Qinghai Province, Suoang Gongqing had his photo taken with his favorite flowers. With the help of Shan Shui, he has published a picture album named "Indigenous Plants in Gaduo Juewu Mountain", in which many native plants are exhibited. This album later became a textbook in local schools. (Photo by Lu Bin)

- 3 Project staff of Shan Shui and villagers in Cuochi patrol and monitor local wild animals. Encouraging and engaging villagers to participate is one of the most effective methods of wildlife conservation (Photo by Chen Qi)
- 4 Coming from Baiyu township, Jiuzhi County and Guoluo Prefecture, in Qinghai Province, Zhu Jia is one of the founders of the Nianbao Yuze Conservation Association. He has been observing and recording the native birds and snow leopards for a number of years. With the help of Shan Shui, the Association has conducted research on the rare "Tibetan bunting". Thanks to the association, the number of Tibetan bunting in Nianbao Yuze has increased. (Photo by Zhaxi Sange)

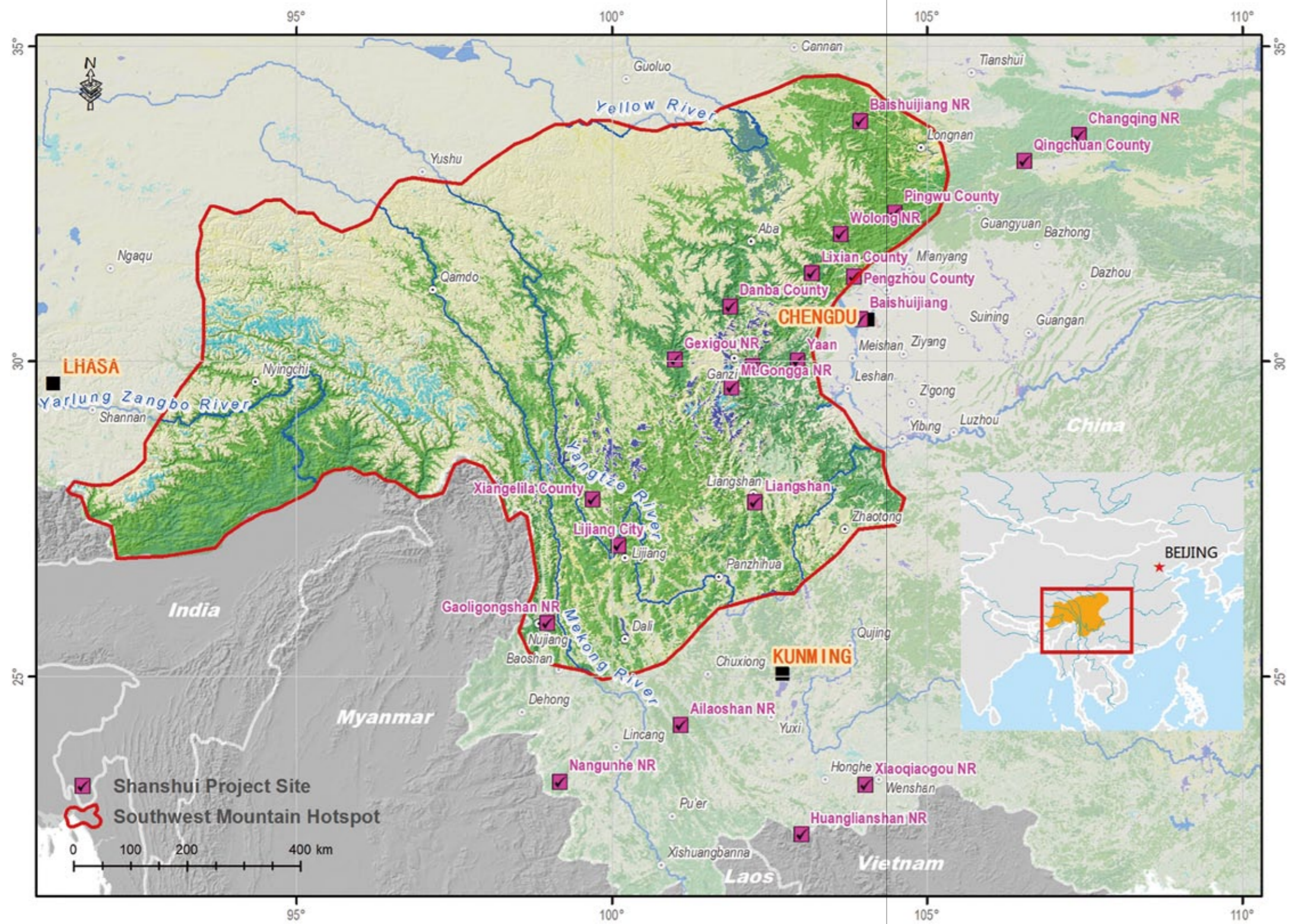


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# Southwestern Mountains



The Southwestern Mountains range from tropical valley of hundreds of meters of elevation to the snowy mountains of six to seven kilometers of elevation. Such complex geological and climate conditions have provided sanctuary for diverse and unique wildlife. It has the most abundant temperate plant diversity globally. The area of Southwestern Mountains is only 10% of China's landmass, but it hosts 50% of China's birds and mammals and more than 30% of China's higher plants. Among all the 87 endangered terrestrial mammal species in China, 36 of them live in Southwestern Mountains.

Concurrent to biodiversity in SW Mountains, is the cultural diversity. Seventeen out of the total 55 officially identified ethnic groups in China are indigenous to this region. Every ethnic group has many generations accumulated towards its own understanding of relationships with natural resources and environment. Therefore, SW Mountains have a rich living library of indigenous knowledge.

Several regional rivers in Asia also run through the Southwestern Mountains, including the Yarlung Zangbo River, the Irrawaddy River, the Lancang-Mekong River, the Nu-Salween River and the Jinsha-Yangtze River. These rivers, and their watersheds, provide livelihood to more than 500 million people living downstream over in three million square kilometers.



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- 1 Looking like maples, *Acer Pentaphyllum* is an endangered plant, with only about 500 found in the wild. China Species Red List estimates that over 80% of all the higher plants in China are facing some threat of endangerment. (Photo by Geng Dong)
- 2 Southwestern Mountains provide habitat for wild pandas as well as an important tributaries of the Yangtze River. The main threats to wild Panda now come from human activities. However, people's affections to pandas also represent opportunities for protecting them. (Photo by Lu Zhi)

- 3 Do you remember the Song of the Yangtze River? Natural forests upstream of the Yangtze River not only are inhabited by wildlife, but also nurtured human society. Streams coming out of these forests feed into the larger rivers and ultimately become China's "Mother River". (Photo by Lu Zhi)
- 4 Forests on the hills supply the picturesque terraces with irrigation water. Over hundreds of years in adapting to nature, the local people in Yunnan have accumulated wisdom about nature and have built a harmonious relationship between terraces and forests. (Photo by He Bing)



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# Protect Southwestern Mountains

## Challenges and Opportunities:

- High speed of development over the past 30 years leads to the loss of biodiversity and degeneration of ecological environment.
- Habitats for highly recognized species like pandas
- Existing experiments show that if well supported, local communities are willing to live by a lifestyle whereby ecological protection and economic development are in a virtuous cycle.

## Our Actions:

- Evaluate ecological value scientifically
- Develop and promote eco-products honor ecological value
- Enhance the capacity of communities to protect and manage resources
- Encourage the urban public to interact with villagers, and guide them in appreciating ecological values

## Expectations:

- The local communities reap the benefits from local ecological environments and providing them the incentives to become loyal guardians of the local environment;
- The urban public becomes supportive of conservation efforts.



1 With enterprises' participation, a program to "Recover carbon sequestration of forests with multiple benefits to save pandas' habitats located in 28 north degree" has recovered 3000 mu of plants in panda habitat. Local communities provide the primary labor in planting these trees, thus creating a large number of job opportunities - 15,000 work-days have been created, while biodiversity and panda habitat has been recovered. (Photo by Geng Dong)



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2 In the habitats for pandas, a local *apis cerana* flies back to honeycomb with a full harvest of anther. The local farmers' cooperative earns income through making eco-friendly honey, and in return local residents find more incentive to participate in conservation. (Photo by Guo Siyu)

3 The number of wild magnolia *dowsoniana* is only 1000, and it has been recognized as an endangered species in China Species Red List. As one of the China's endemic species, and the most beautiful of magnolias, the magnolia *dowsoniana* has high ornamental value. Shan Shui has launched various activities such as community planting, introducing species from gardens, and public participation, to try and expand the number of protectors and to benefit communities. (Photo by Zhou Huaming)



Gao Yufang to provide pictures



Study the relationship between nature and humans, assess the ecological value, and support scientific decision-making and inform the public choices



Consistent research in communities adjacent to protected areas has accumulated a rich dataset on local ecology and local culture, which create a vital foundation for solid program design.

Animals' pictures taken by infrared cameras installed in the wilderness





1 With the acceleration of rural economic development and urbanization, energy consumption in rural areas will be one of the main sources of future carbon-emission growth in China. It has been a great challenge for China to identify appropriate low-carbon development pathways in rural areas. Shan Shui and its partners have conducted investigations on BAU in villagers in southwestern forests. Based on the results, they have taken measures such as developing firewood-saving cookers and bio-gas to prevent further deforestation and to promote new environmentally friendly rural energy, ultimately aiming to improve the ability to successfully respond to climate challenges.

2 An old saying of the Dai ethnic group goes that: "there is no water if there is no tree,; there is no paddy fields if there is no water,; there is no food if there is no paddy fields,; and there is no human if there is no food,." In response to the serious drought in 2010, Yunnan artists, worked with Shan Shui and its local partners to launch an event of art and conservation, called "To Drink with Gratitude for the Water Source". As the result, Shan Shui helped to divert the well-conserved water in the Nature Reserve to the drought area. Taking this opportunity, Shanshui conducted studies on the importance of biodiversity and ecological protection to fight climate change and prevent or prepare for the disasters of extreme weather.

3 An ecosystem is healthy if the snow leopards are on the top of a food chain. Living on the holy mountains in the headwaters of Three Rivers, snow leopards are protected by local communities. Our research aims to fully appreciate the value and role snow leopards play in the ecosystem, and its relationships with local communities. Our research institute's multi-discipline studies, and its support to decision-making, demonstrate the value of alternative development models for the headwater region of the Three Rivers. (Painting by Terry Mable)



4 On the first forum titled "The New Hopes for the Headwaters of the Three Rivers" promoted by Shan Shui Conservation Center, the Vice-chairperson of the National People's Congress Standing Committee Mr. Han Qide, discussed the conservation model in headwaters of the Three Rivers with the chief officials of Yushu County Government. Subsequently, he has written to the state leaders twice, based on Shan Shui's practical experience and suggestions, promoting the conservation model in the headwaters of the Three Rivers and has received positive feedback. (Photo by Geng Dong)

(From Xinhuanet, 17 November 2011) "Premier Wen Jiabao chaired a State Council executive meeting that concluded to set up a national comprehensive experimental zone of ecological conservation in Qinghai Headwaters of the Three Rivers. With principles of respecting local cultures, protecting ecology, and safeguarding people's livelihood, a long-acting mechanism for ecological compensation will be established. Central Government will strengthen this through financing transfer payments to the experimental zone. Concerned departments should create new positions of non-profit and conservation services for farmers and herdsmen who will play primary roles in ecological conservation. Individuals and social organizations are encouraged to support and participate in conservation."



Shan Shui

Drawing the urban public closer to nature, guiding them in their appreciation of nature's values, and helping local guardians benefit from eco-products in market places.



Natural  
School

Connect and Reward



• Shan Shui Conservation Center provides a communication forum for nature loving people of diverse backgrounds, to help maintain a sense of social responsibility. Participant can hike through mountains and glide on waters with a guided tour that promotes a refreshing and beneficial exchange with nature. While experiencing the beauty of nature, participants are better able to appreciate the need for everyone to contribute to safeguarding nature. Activities include exhibitions, lectures in urban settings, and expeditions in the wilderness.

“I didn’t know there are so many beautiful mountains in China. We were astonished by the natural sceneries in America and Europe, however, we did not know that our Jinsha-Yangtze River is much more beautiful and of greater historical significances. We have seen such magnificent sceneries throughout the journey of rafting. But when I think about how a few people have devastated the River at Liyuan Dam for their own benefit, I am very angry as if I see a group of people squeezing the throat of our mother river.”

Zeng Qiang: Scholar, entrepreneur in China Network Information Industry  
Participant of Shan Shui’s “the Last Rafting in Jinsha River” in 2009



• “Shan Shui Partners” explore ways to honor ecological values in the market place. This is done through the production of ecological products like “Panda Honey” and ecological journeys like “Natural School.” These programs provide the vehicle to reach urban people with high-quality eco-products and new experiences in protected area. The revenue goes to community-based conservation and scientific research.

“When I reached the pandas’ habitat “Guanba village”, it felt different from what I had imagined. I realized that on-site conservation was not easy. Much more hard work needed to be done. I am deeply touched by their work as well as their perseverance. It amazes me that Shan Shui and local villager have been on this important course for so many years.”

Zhu E: Representative of Songlei Design Center  
Packing Design Director of “Panda Honey”, Volunteer



• “Imaging in Villagers’ Eyes” is a video plan promoted by Shan Shui in 2007, aiming to help local people documenting, in their eyes, the cultural tradition, values, shocks and changes to communities. These video will be used to promote an exchange in communication between communities and cities. Eight cultural and conservation organizations from the headwaters of the Three Rivers and Southwestern Mountains cooperated with Shan Shui to carry out this plan.

The story I have recorded is named “Gift of Nature”. It describes how nature helped people defeat the odds during the nationwide famine in 1961. Nowadays, even native young people have a hard time believing such events ever happened. The sense of trust in, respect and protection for nature are gradually dying out. To testify and convince the youth to the legitimacys of these stories, I interviewed elderly individuals who had experienced the famine and then made this documentary.

Zhaxi Sange: Tibetan nationality, member of Nianbao Yuze Conservation Association  
Partner of “Vision of Village”



• “Lead and Beyond” aims to cultivate a group of leaders who can maintain a good balance among economy, society and environment, and who value honesty and solution-driven action at the interface of conservation and social innovation. The LAB hopes to construct an action-oriented network for practitioners and their supporters. The organizer is Shan Shui Conservation Center, Fuping Development Institute, Peking University Center for Nature and Society, and the NPI.

“I have to say that LEAD and Beyond has opened up my minds, an artsy city girl to learn what I do not normally know about China. We have taken part in lectures of different topics such as economics, ecology, demography, philosophy, and arts, and have met people from villagers and pastoral area. I have learned what is a cooperative and overall urban-rural development. I also went to Sichuan Wanglang Nature Reserve and Japan. All these experiences make me vigilant to real heart beat of nature.”

Tian Chen: Vice Chairwoman and Producer of Hasai Center  
Trainee of the 2nd “LEAD and Beyond”



• “Conservation Fellowship Program” provides potential young fellows or junior experts with opportunities to be exposed to nature conservation in real wilderness settings. Such experiences can help them appreciate the beauty of nature and strengthen their committment to conservation. We hope to distill innovative conservation philosophies in them regardless of what their future jobs might be.

“Everything felt fresh when I came to Nianbao Yuze in the very beginning. With time passing by, I had misunderstandings and quarrels with local partners. But at last, we have become friends and family. I feel lucky that I have stood to the challenges and survived the turbulent cultural shock, and find my restful home in Nianbao Yuze”

Gao Yifang: Grade 2007 Bachelor in College of Life Science of Peking University  
Research Student in the headwaters of the Three Rivers

# The Board of Directors, Shan Shui Conservation Center

## Mr. Mao Rubai (Senior Advisor)

Adjunct Professor of Peking University, Nanjing University and Wuhan University. Director of Peking University Center for Nature and Society. Member of the Tenth National People's Congress standing committee, Chairman of the Environmental and Resources Protection Committee of the Tenth National People's Congress.

## Ms. Marjorie Yang (Chair of the Board)

Chairwoman of the Esquel Group, Member of the Chinese People's Political Consultative Conference, a non-official member of the Executive Council of Hong Kong, vice President of the China Association of Enterprises with Foreign Investment (CAEFI), Member of College Advisory Committee of SEM (School of Economics and Management) of Harvard University and Tsinghua University, Chairman of the Hong Kong Polytechnic University Council, independent non-executive director of HSBC, Swire Pacific and Novartis AG. Senior Advisory Group member of NRDC (National Research Development Corporation), Board member of the China Art Foundation.

## Dr. Xu Jintao (Board Member)

Professor of School of Environmental Science and Engineering at Peking University. Sponsor and Permanent consultant of "MegaFlorestais", Permanent director and deputy secretary general of China Forestry Economy Academic Committee, member and vice Director of Technological Economy Committee.

## Dr. Lu Zhi (Board Member)

Founder and Chief Scientist of Shan Shui Conservation Center. Professor of Conservation Biology, Peking University, Executive Director of Peking University Center for Nature and Society. Member of IUCN (International Union for Conservation Of Nature), board member of International Society for Conservation Biology, standing committee member of China Association for Science and Technology.

## Mr. Richard Kong Zhong (Board Member)

CEO of Drug Source Company, the 78th Generation Direct descendant of Confucius, Sponsor of Confucius education fund, Director of Association of Confucius' Descendants Shanghai.

## Mr. Sun Yunli (Board Member)

Chairman of Lilehui Hotel Management Co., Ltd. Shanghai, Member of Spanish Chamber of Commerce, Member of Zhejiang Business Association, Member of Spanish Youth Elite Club of China, Representative of RELAIS & CHATEAU Boutique Hotel Alliance in the Greater China region.

## Ms. Sun Shan (Board Member)

Executive Director of Shan Shui Conservation Center. She founded the first environment themed student association - Green Life Association – while studying at Peking University. Together with Dr. Lu Zhi, she established the China Project of Conservation International and the Shan Shui Conservation Center. She has managed the operation of the \$6.5 Million (USD) CEPF (Critical Ecosystem Partnership Fund), to its implementation in the Mountains of Southwest China.

## Ms. Chen Haiying (Board Supervisor)

As the chief representative of the Esquel Group Beijing Office, she had held post at the National Foreign Trade and Economic Cooperation Department and in the Chinese Consulate in Vancouver, Canada.

# Our Milestones

In 2007, Shan Shui Conservation Center was registered with support from Conservation International  
In 2009, Shan Shui Conservation Center was brought into independent operation.

## Research

- In 2007, scientific research and protection of Przewalski's gazelle was conducted. With efforts from the Shan Shui Research Institute, some local populations of Przewalski's gazelle increased dramatically. In 2011 the Research Institute emphasized these successful practices in a recommendation to the larger Grassland Ecological Compensation Police.
- In 2008, Shan Shui has become an observer to the UN Framework Convention on Climate Change and the Kyoto protocol.
- In 2009, at the annual meeting of International Congress for Conservation Biology, Shan Shui hosted the forum - Conservation Practices in China;
- Since 2009, Shan Shui's Research Institute has devoted itself to the ecological research and conservation of the endangered snow leopard, and has collaborated with international organizations and foundations such as the Snow Leopard Fund and Panthera.
- In 2010, Shan Shui received support from the National government (State Asset Regulatory Commission, Ministry of Industry and Information Technology and Ministry of Finance) to conduct research on Protected Areas in China, and produced the report: "China's Protected Areas - Present situation and the improvement measures for Best Practice and Efficiency".
- In 2010, Shan Shui became a member of IUCN (International Union For Conservation Of Nature).
- In 2010, Shan Shui's supported Policy research on the Three Rivers Source National Nature Reserve, and in collaboration with the Jiu San Society, submitted a policy recommendation to the top leadership in the government.
- In both 2011 and 2012, in collaboration with Qinghai government, Shan Shui organized the "Hope of the Three Rivers Sources" Forum, connecting local conservation practitioners with top level decision makers.

## Practice

- Since 2007, Shan Shui, with support from Conservation International, has implemented a series of conservation projects called CSP – Conservation Stewardship Program. Under these projects a total of 8 endangered species in across a tract of about 72,000 square kilometers were well protected, and about 13,000 villagers benefited from contributing to conservation. In China, this It marked as a new model of resource management under cooperation of community and government.

- In the period from 2007 to 2011, Shan Shui worked with Conservation International to implement a large project ECBP (EU-China Biodiversity Programme) to promote community-based conservation to the government departments in charge of conservation and development.
- In 2008, Shan Shui established a Community Plant Conservation Fund. This fund supported scientific research projects aimed at addressing rare and endangered plants in Mount Gongga of Sichuan Province, Gaoligong Mountain and Sipsongpanna region of Yunnan. In this project, 19 endangered plants were investigated and two special conservation areas were established for endangered plants. More than 3,000 local residents were involved in the protection projects.
- From 2007 to 2010, funded by the Small Grant Program, Shan Shui Conservation Center has supported more than 70 excellent community conservation leaders and 89 local community conservation programs. All together this helped to protect 28 keystone species within 35 nature reserves and one community conservation area, covering more than 150 Million hectares and benefiting more than 4,000 people in the communities.
- In 2009, Shan Shui, in collaboration with other partners, successfully registered the "The Afforestation and Reforestation Program in Northwest Sichuan Province" under the United Nations CDM, making it a pilot Forest Carbon Sequestration project in China.
- In 2010, a reforestation program was launched to target reconnecting fragmented panda ranges. This initiative focused on restoring habitat around 28 degrees north latitude. The Audi company was one of the first to contribute support to restore habitat friendly forest in the Shenguo Zhuang Nature Reserve south Sichuan Province, covering some 150 hectares of degraded slope land.
- In 2010, Shan Shui Conservation Center organized an emergency drought relief project, aimed at using water sources from five nature reserves in the drought-prone Yunnan Province, to provide much needed water to the local communities. This was one of a series of efforts directed at understanding and then educating to those people who face drought, the value of having good vegetation cover. This operation benefited 7000 local residents.
- In 2011, the Field Practice Station began to explore a new product named " Panda Honey", as a fair-trade product to benefit local communities, panda habitat, and the local honey bee population.
- In 2012, Shan Shui started to explore a "Rural Community Environment Council", as a way of participatory village-based decision making, to reflect more long-term thinking related to the local environment.

## Nature School

- In 2009 a "Rafting Forum on the Jinsha River" upper

- Yangtze River Exploration Trip was jointly organized by Shan Shui Conservation Center and Last Descents China, which engaged some 30 entrepreneurs, scholars and environmental organizations, and motivated public participation in river conservation.
- In 2009 a Chinese entrepreneurs delegation organized by Shan Shui Conservation Center attended the UN Summit on Climate Change in Copenhagen and issued a "Copenhagen Declaration of the Chinese Businesses." This was a novel experience for the Chinese business community, and has since motivated much action and change.
- In 2009, Shan Shui worked with the Beijing Center for the Arts to organize a multidisciplinary exhibition-"Shan Shui: Nature on the Horizon of Art".
- In 2010 a forum entitled "Potential China" was held in the famous Esalen Institute. Here, Forum opinion leaders from both countries openly discussed, from a variety of perspectives, the crises facing conflicts of the environment, society and humanity and their potential solutions.
- In 2010 Shan Shui School of Nature Re-connection organized a field trip to the Qinling Mountains in mid-west China, to learn about the living conditions of wild pandas. Many Shan Shui Club Members from business, school and media participated in this activity.
- In 2010, Shan Shui joined in organizing a leadership program - LEAD and Beyond. This annual training program focuses on motivating people from diverse backgrounds to find cross-sectored solutions to today's sustainability challenges. A total of 25 fellows are recruited every year.
- In 2010, Shan Shui launched a Youth Potential Leader Training Program, focused on engaging and nurturing young professionals in conservation.
- In 2011 social enterprise "Shan Shui Partner Culture Development Co., Ltd" was established.
- In 2012 Shan Shui Conservation Center established "Shan Shui Studio" in partnership with Beijing New Century Media Co., Ltd. To date, this Studio has obtained investment from China Central Television nine and has begun to produce the documentary film "Snow Leopard" (working title).
- In 2012 Shan Shui published its first book - "The Last Rafting", honoring the Yangtze River, where Shan Shui Club members rafted in 2009, and lamenting its disappearance due to large dam construction.
- In 2012 Shan Shui is one of the main organizers for a cross-sectoral delegation to attend the Rio Earth Summit (Rio+20), and will organize a "China Going Green" event jointly with the SEE Foundation and United Nations Environment Programme.
- In 2012 a short comprehensive survey organized by us and attended by an interdisciplinary board of experts, entrepreneurs and wildlife photographers was carried out in the Source of Three Rivers Conservation Area. This was the first survey since the establishment of this Conservation Area.

We are grateful to our sponsors and collaborators for your generous support over the past five years.

## Governments

Administration Institute of Qinghai Province  
Appraisal Center for Environment & Engineering of Ministry of Environmental Protection  
Assets Supervision and Administration Commission of the State Council  
Baishuijiang National Reserve  
Dadu River Forestation Bureau of Sichuan Province  
Ecological Protection and Construction Office in Qinghai Source of Three Rivers  
Environment Remote Sensing Monitoring Center in Qinghai  
EU-China Biodiversity Program  
French Embassy in China  
National People's Congress, Environmental and Resources Protection Committee  
Ministry of Finance  
Ministry of Industry and Information Technology  
Municipal Environmental Protection Bureau in Lhasa  
Municipal Education Bureau in Lhasa  
People's Government of Qinghai Province  
People's Government of Sichuan Province and its Subordinated Governments  
Provincial Party School of Qinghai  
Qinghai Lake National Nature Reserve  
Qinghai Saniangyuan National Nature Reserve  
Qinghai Normal University  
Shanxi Changqing National Nature Reserve  
Sichuan Baishuihe National Nature Reserve  
Sichuan Gonggashan National Nature Reserve  
Sichuan Maanshan Nature Reserve  
Sichuan Mamize Nature Reserve  
Sichuan Shenguo Zhuang Nature Reserve  
Sichuan Wanglang National Nature Reserve  
Sichuan Wolong National Nature Reserve  
State Forestry Administration  
The Forestry Department of Qinghai Province and its Subordinated Forestry Bureaus  
The Forestry Department of Sichuan Province and its Subordinated Forestry Bureaus  
The Forestry Department of Yunnan Province  
Yaan World Heritage Management Office of Sichuan Province  
Yunnan Ailaoshan National Nature Reserve  
Yunnan Gaoligong National Nature Reserve  
Yunnan Wenshan National Nature Reserve  
Yunnan Wuliangshan National Nature Reserve  
Yunnan Xishuangbanna National Nature Reserve  
Yushu Government of Qinghai Province

## Foundation and other Non-profit Organizations

A Better Community  
Beijing Leping Foundation  
Blue Moon Fund  
Brady Corporation Foundation  
Conservation International  
Critical Ecosystem Partnership Fund  
China Merchants Charitable Foundation  
China Foundation for Poverty Alleviation  
China Biodiversity Conservation and Green Development Foundation  
Esquel - Yangyuanlong Education Trust Ltd.  
Future Generations China  
Green Student Organizations Society  
Last Decent  
MacArthur Foundation  
Narada Foundation  
Nyanpo Yutse Environment Protection Association  
One Foundation  
Partners of Local Communities in Qinghai, Sichuan, and Yunnan  
Panthera  
Poverty Alleviation and Development Center of Guangxi Province  
Pingwu Biodiversity and Water Protection Fund of Sichuan Province  
Rockefeller Brother Fund  
SEE Foundation  
Snow Leopard Trust  
The Nature Conservancy  
UNESCO  
WCS  
Western Sichuan Fund for Nature  
WWF

## Enterprises and Social Public

Artists who donated to Beijing Center for the Arts for drought relieve in Yunnan  
Audi, Faw-Volkswagen Co., LTD  
Beijing Poly Theatre Management Co., Ltd.  
Beijing Aspect Times Advertising Co., Ltd.  
Beijing Wisdomway Advertising Co., Ltd.  
Beijing Center for the Arts  
Beijing Aozhong Real Estate Co., Ltd.  
Bridgestone (China)  
Buyer of "Must Fashion Show" in Travel Channel  
Canon (China) Co., Ltd.  
Carbon Care Asia Co., Ltd.  
China Vanke  
Development Center of Shanghai Pudong Non-profit Organization  
Doctor George Schaller  
Donators and Buyers of INSIDER Dinner Audition  
Donators and supporters in the Yushu rescue work and reconstruction programs  
Esquel Group  
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Forbidden City Concert Hall  
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Mr. Zhou Chengjian & Shanghai Metersbonwe  
Mr. Shi Yuzhu & Giant Investment Company  
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Ms Zeng Jingxuan  
Mr. Deng Hong  
Mr. Su Zhuangqiang  
Mr. Wu Huimin  
Mr. Zhu E and his team  
Master Ji Jing  
Novartis  
Roots and Shoots in Western Academy of Beijing  
Snow Land Great River Association  
Shanghai Zendai Investment and Development Co., Ltd  
Sony (China)  
Taobao (China) Software Co., Ltd.  
Travel Channel  
Uni-President (China)

## Research Institutes

Cambridge University  
China International Center for Economic and Technical Exchanges  
China Society and Technology Association  
Chengdu Institute of Biology, Chinese Academy of Sciences  
Columbia University  
Forestry Investigation and Plan Institute in Sichuan  
Ganzi Forest Research Institute of Sichuan Province  
GIST Advisory(Green Initiatives for a Smart Tomorrow)  
Peking University  
Peking University Center for Nature and Society  
Qinghai Normal University  
Rural Development Institute of Sichuan Academy of Social Sciences  
Sichuan University  
Sichuan Academy of Forestry  
Shangri-la Alpine Botanic Garden (Yunnan)  
Tibet University  
University of Kent  
Xishuangbanna Tropical Botanical Garden, Chinese Academy of Sciences  
Yale University

We want to give special thanks to Ms Weng Ling and Jennifer Lu for their devotion and support to Shan Shui Conservation Center. Other individuals and organization have also provided great encouragement and assistance to Shan Shui's development and to ecological conservation in China. Because of the length of the manual, we cannot list all the participants. We sincerely thank you for all you have done.



Our resolution and actions today determine  
the future of the earth and human-kind.  
Please join Shan Shui Conservation Center!

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