



NEWSLETTER

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# CHINA FOR A GLOBAL SHIFT INITIATIVE



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**2013 will be critical for China to take concrete actions and shift towards a green economy and a more sustainable growth. A new year usually starts with a balance-sheet of the previous one and fresh resolutions for the 12 months ahead. One year ago, I wrote that 2012 would be particularly important for the role China would play in promoting sustainable development worldwide.**

In February 2012, the China Banking Regulatory Commission (CBRC) issued the “Green Credit Guidelines” asking Chinese banks to apply environmental principles to their investments. This is a good news that China’s banking sector further shifts towards sustainable development. Since then, WWF has worked with the CBRC to train bank officials on integrating environmental and social risks in lending and investment portfolios. Now we long for the first reports on the implementation of these principles.

WWF also scaled up engagement with African governments and China to ensure overseas investments comply with high sustainability standards. In July, the 5<sup>th</sup> Ministerial Conference of the Forum on China-Africa Cooperation (FOCAC) agreed an Action Plan which included for the first time commitments related to corporate social responsibility, promotion of renewable energy and increased assistance for forest protection. WWF is now working to support these objectives in Cameroon, Gabon, the Democratic Republic of Congo, Kenya, Madagascar, Mozambique and Zambia. And we expect more developments driven by public authorities both in China and Africa.

Another important news came in November, when the 18<sup>th</sup> National Congress of the Communist Party of China uplifted the concept of “Ecological Civilization” and made it one of the five pillars to measure China’s overall development together with Economic, Political, Cultural and Social. This is a strong signal of China’s stepping towards a sustainable future.

In 2013 it is crucial that these policies translate into action. WWF’s *China Ecological Footprint Report 2012*, recently launched, shows that China’s Ecological Footprint keeps growing and the country is already consuming 2.5 times its biocapacity (the capacity to regenerate natural resources and absorb carbon emissions), thus increasingly relying on resources coming from elsewhere.

It will be key, therefore, that the Green Credit Guidelines are applied adequately also to overseas investments; that sustainability guidelines are issued for companies in environmentally sensitive sectors like mining and that the overall performance of the country is measured with a new set of indicators beyond GDP, reflecting all development pillars.

2012 has also seen an unprecedented escalation of poaching of elephants and rhinos in Africa. This is driven by the demand of ivory and medicinal parts from Asian countries including China. As a responsible international player, it is essential that China takes actions to reduce the consumption demand of endangered wildlife products and fight the illegal wildlife trade, which has now become a problem of national security for a number of African countries.

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

# ECOLOGICAL FOOTPRINT

## China Ecological Footprint Report 2012

Increasing consumption associated with economic growth and urbanization is placing growing pressure on China's natural environment, shows WWF's *China Ecological Footprint Report 2012*. The biennial survey on the country's demand on nature was released in December.

China is already consuming 2.5 times its biocapacity, the capacity of the natural environment to regenerate natural resources and absorb carbon emissions on an annual basis. Carbon remains the largest component of China's overall Ecological Footprint, increasing from 10 per cent in 1961 to 54 per cent in 2008.

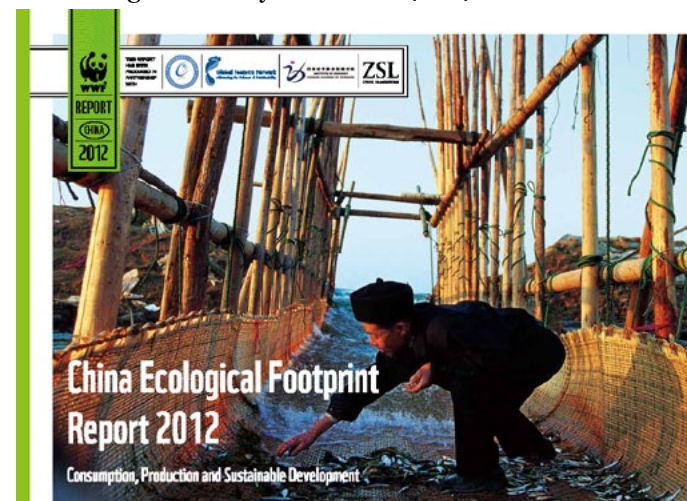
WWF recommends China to reduce its carbon footprint by improving production efficiency and shifting consumers to low footprint products.

For the first time, the report includes China's Living Planet Index, with historical information on the status of 1417 populations of 485 China's vertebrate species (1952-2011).

An in-depth analysis of 12 key species reveals the majority of them has been in deep decline - Only the crested ibis and Chinese musk deer are showing positive signs of population growth, while iconic giant pandas and Asian elephants are showing slow recovery rates.

WWF proposes that China better define ecological redlines in specific areas, increase natural resource protection, and develop stronger policies that help protect biocapacity and key habitats.

The report is produced in collaboration with the Institute of Geographic Sciences and Natural Resources Research (IGSNRR) and the Institute of Zoology (IOZ) of the Chinese Academy of Sciences, the Global Footprint Network (GFN) and the Zoological Society of London (ZSL).



English: [http://awsassets.panda.org/downloads/china\\_ecological\\_footprint\\_report\\_2012\\_small.pdf](http://awsassets.panda.org/downloads/china_ecological_footprint_report_2012_small.pdf)

Chinese: <http://www.wwfchina.org/wwfpress/publication/shift/footprint2012.pdf>

## Measure China's green development beyond GDP



Wei Jianguo, Former Vice Minister of Commerce and Secretary General of CCIEE.  
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In November, the China Center for Internal Economic Exchange (CCIEE) launched a "Beyond GDP Indicators System" in partnership with WWF. CCIEE is a high-level economic think tank headed by former Vice Premier Zeng Peiyan.

The indicator system aims to help evaluate the local governments' achievement of green development, a goal of the 12<sup>th</sup> Five-Year Plan, and facilitate the development of China's green economic policies.

Besides the GDP indicators, this system also encompasses a set of social and environmental tools including Ecological Footprint.

# ECOLOGICAL FOOTPRINT

## WWF Director General roadshow targeting China's footprint challenges

WWF Director General Jim Leape was in Beijing from 11-14 December, to discuss China's footprint and its global influence, and explore with partners on how to seize the opportunities to address the challenges.

*"China's total Ecological Footprint is the largest in the world. As the world's second largest economy, the choice of a sustainable development path for China is not only essential to its ecological security, but also critical to the global sustainable development,"* he said at the launching of *China Ecological Footprint Report 2012*.

These findings were presented at the Annual General Meeting of the China Council for International Cooperation on Environment and Development (CCICED), a high-level advisory body to the State Council, on 12-14 December.

Jim Leape pointed out that a fundamental shift needs to be happen by valuing natural capital and measuring development beyond GDP, in his keynote speech on the "Strategic Transformation and Green Development" Forum of the Annual General Meeting on 13 December.

He also suggested bringing the ecological footprint concept into China's international trade and investment, looking at overall environmental performance and footprint of commodities in the international markets.

Ahead of the launch, WWF Director General had a discussion with Feno Jeannot, Minister Counsellor of the Madagascar Embassy to Beijing, mainly but not only, on the environmental sustainability of China's investment in Africa.

WWF believes that China should play an increasingly active role in conserving global ecosystem services by strengthening its environmental standards in all aspects of international trade and overseas investment.



Jim Leape, WWF International Director General, meets with Li Keqiang, the Chinese Vice Premier and Chairperson of CCICED. WWF was the only international NGO among the six organisations that Li Keqiang received on the occasion of the CCICED Annual General Meeting. © CCICED



## CHINA & AFRICA

### Fighting illegal trade more urgent than ever: killing of rhinos reaches unprecedented level

WWF's global campaign to halt illegal wildlife trade continues, calling governments to combat smuggling of rhino horn, ivory and tiger parts.

A record 668 rhinos were lost to poachers in South Africa in 2012, an increase of nearly 50 per cent from the 448 rhinos in 2011.

In December, South Africa and Vietnam signed a Memorandum of Understanding to cooperate to stop the illegal trade of rhino horns.

To curb the illegal killing of African elephants, WWF launched a global petition asking Thailand to ban all ivory trade. In March, 176 governments will gather in Bangkok to discuss global wildlife trade issues. WWF hopes Thailand will use the opportunity to make its commitment to halting ivory trade in Thailand.

### Cameroon takes action to defend its sovereignty from elephant poachers

*"My job is to preserve the territorial integrity and biodiversity of our country,"* said General Martin Tumenta, who heads military operations in North Cameroon's Bouba N'Djida National Park, as he announced Cameroon's decision to mobilize over 600 soldiers (20 million population in total) and a helicopter of its elite Rapid Intervention Battalion (BIR), to stop poachers from entering its territory and kill elephants for their ivory sold in Asia, including China.

The move was in response to the shocking elephant slaughter in early 2012, when Sudanese poachers travelled from northern Sudan across the Central African Republic and Chad and killed over 300 elephants in this National Park, thus escalating the problem to new and unprecedented levels.

According to WWF sources, several groups of these poachers have decided to return earlier than usual this year, to take advantage of the greater ground cover available at the rainy season.

Cameroon's announcement of its military response was applauded by WWF International Director General Jim Leape, who called it a *"bold and courageous move that sets a new standard for other governments in the front line of deterring wildlife poaching and trafficking"*.

*"The elephant slaughter last year underlines the fact that poaching and illegal wildlife trade has become an issue of national security, with serious consequences for a country's economic and social prospects,"* Jim Leape said.

Wildlife crime also undermines governments' efforts to halt other related illicit trades, such as arms and drug trafficking; it facilitates the growth of organised crime and adds fuel to regional conflicts.

World leaders highlighted wildlife trafficking as a severe threat to the rule of law at the 67<sup>th</sup> Annual Meeting of the United Nations General Assembly last October. It was the first time for poaching and illicit trafficking of wildlife products to be addressed at such meeting.

The operation, entitled "Peace at Bouba N'Djida", will cover an area of around 12,000 square kilometers (about 8 times bigger than Greater London), which is patrolled by teams of the BIR's anti-terrorism brigades at all times.

*"Let us hope that Cameroon's emphatic response to this latest threat will be enough to dissuade poaching gangs from crossing into their territory,"* Jim Leape added.

## BANKING & FINANCE

### CBRC and Chinese banks delegation at WWF US

Two high-level officials from the China Banking Regulatory Commission (CBRC), three Director-Generals from CBRC provincial offices, and two representatives respectively from China Merchants Bank and Industrial Bank, visited WWF US Office in Washington DC to discuss potential cooperation on commodity finance on 6 December, 2012.

The meeting keeps the momentum of strategic dialogue between Chinese banking sector and WWF since the productive visit of the Industrial and Commercial Bank of China (ICBC) and China Merchants Bank last October to WWF US.

Marcia Marsh, Chief Operating Officer of WWF US, and David McLaughlin, Vice President on Agriculture, met the delegation and held an in-depth discussion on impacts of commodity finance on biodiversity and the work done by WWF in engaging businesses in the Market Transforming Initiative (MTI).

Over the next 40 years, land, energy, water, and weather constraints will place unprecedented pressure on mankind's ability to access our most basic goods – food, fuel and fiber. This trend will have to be addressed adequately by businesses and the financial sector, or it will involve increasing credit risk.

WWF US has developed risk filter tools with the International Finance Corporation (IFC), Credit Suisse, and other international financial institutions, facilitating identification and management of environmental and social risk when lending to major soft commodities companies.

Leveraging WWF's expertise and experience in ecological conservation, WWF sets to work closely with Chinese banking regulators and financial institutions to promote sustainable agriculture, aquaculture and supply chains, notably in the forestry, marine and palm oil sectors.



The delegation at WWF US Office in December.  
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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.



**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](http://www.wwfchina.org)

**For more information:**

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