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# 三江源社区景观保护与 生计发展示范项目

Demonstration Project on Community  
Landscape Conservation and Livelihood  
Development in Sanjiangyuan Area

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联合国开发计划署(UNDP)

United Nations Development Program

全球环境基金小额赠款计划

Global Environment Facility Small Grants Program

富群环境研究院

Academy of Beijing Fuqun Environment

北京富群社会服务中心

Beijing Fuqun Social Service Center





**三江源**是长江、黄河、澜沧江的发源地，影响着世界40%人口的生产和生活，被誉为“中华水塔”，这里也是生态文明先行示范区，生态环境复杂，生物多样性丰富但生态系统极脆弱，牧民生活困难。

曲麻莱县位于青海省的西南部，隶属青海省玉树藏族自治州，是长江、黄河源头的纯牧业县，也是我国南北两大水系的主要水源涵养区和三江源国家公园的核心区之一。

位于曲麻莱县巴干乡的团结村属于极为脆弱的高寒草甸生态系统，植被生长期短，水土容易流失，对外部影响的抗逆性弱，受到破坏极难恢复，生态保护任务十分艰巨。因此，“三江源社区景观保护和生计发展示范项目”特选取了团结村作为示范村来探索社区保护和发展模式。

Sanjiangyuan, the origin of the Yellow River, Yangtze River and Lancang River, is known as the Water Tower of Asia as it supplies fresh water to over 40% of the world population. It is also the leading demonstration area of ecological civilization, with complex ecological environment, rich biological diversity but extremely fragile ecological system and difficult life for herdsmen.

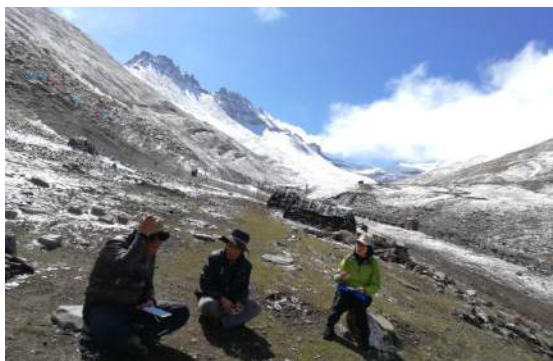
Qumalai County locates in the south-west of Qinghai Province and under the jurisdiction of Yushu Tibetan Autonomous Region. It is a pure animal husbandry County at the source of the Yangtze River and Yellow River. It is also the main water conservation area of the two major water systems in the north and south of our country and one of the core areas of Sanjiangyuan National Park.

Tuanjie Village belongs to Qumalai County, Bagan Township. The task of environmental protection in this village is arduous because it belongs to the extremely fragile alpine meadow ecosystem. Its vegetation has a short growth period; soil and water are easy to lose, and resistance to external influences is weak. It's also tough to recover after being destroyed. Therefore, "Demonstration Project on Community Landscape Conservation and Livelihood Development of Sanjiangyuan Area" specially selects Tuanjie village as the demonstration village to explore the nature conservation and community development mode.



项目地：青海省玉树州曲麻莱县巴干乡团结村  
Project site: Tuanjie Village, Bagan Town, Qumalai County, Yushu Tibetan Autonomous Prefecture, Qinghai Province

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**2018年**，富群正式启动三江源社区景观保护和生计发展示范项目，旨在提升当地社区可持续利用其自然资源发展自身的能力，在实现社区可持续发展的同时推动社区保护工作。

In 2018, Fuqun officially launched the Demonstration Project on Community Landscape Conservation and Livelihood Development of Sanjiangyuan Area, aiming at comprehensively improving the local community's ability of endogenous development through sustainable utilization of natural resources, and to improve conservation in parallel to sustainable development.



## 项目调研

### Project Survey

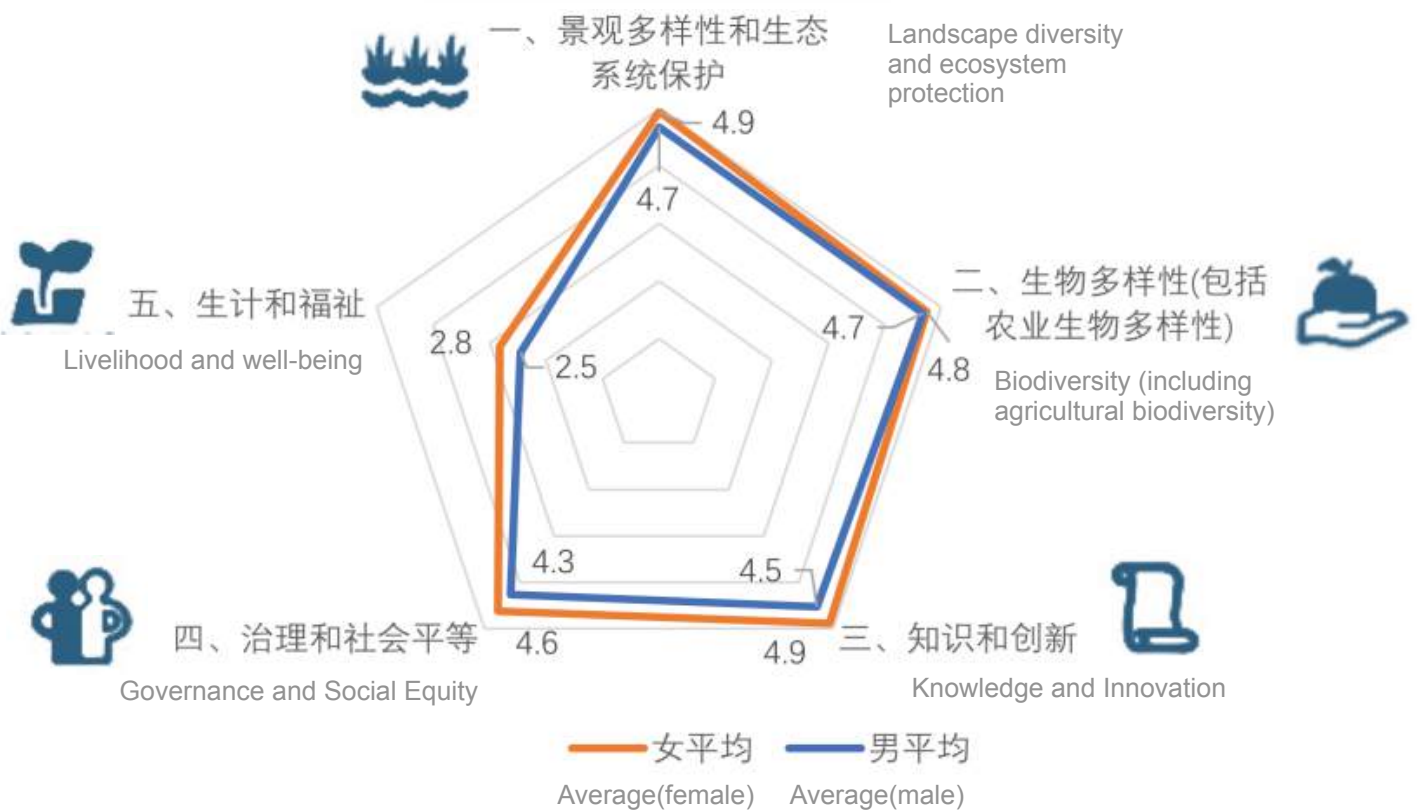
2018年5月间，富群在团结村开展了深入的现状分析与基线调研，完成了136份调研，同时完成社会生态生产性景观复原能力（简称景观恢复力）评估，并在此基础上完善了项目活动方案。

In May 2018, Fuqun carried out in-depth status analysis and baseline survey in Tuanjie Village, and completed 136 surveys and Socio-Ecological Production Landscapes and Seascapes (SEPLS) Resilience Assessment. We improved the project activity plan on this basis.

 34名，平均36.9岁  
34 male, average age 34.9

团结村牧民景观复原力评分  
Rating of landscape resilience of  
herdsmen in Tuanjie Village

 9名，平均41.4岁  
9 female, average age 41.4



通过参与式景观复原力评分和讨论，社区牧民对团结村生态环境状态达成共识，识别了社区生态环境保护 and 生计发展面临的挑战，并反馈了提高当恢复力的建议和需求。

Through participatory assessment and discussion, community members reached consensus on Tuanjie Village's ecology and environment status, identified challenges on ecological and environmental protection and livelihood development, and provided feedback on suggestions and demands for improving resilience.







# 项目调研

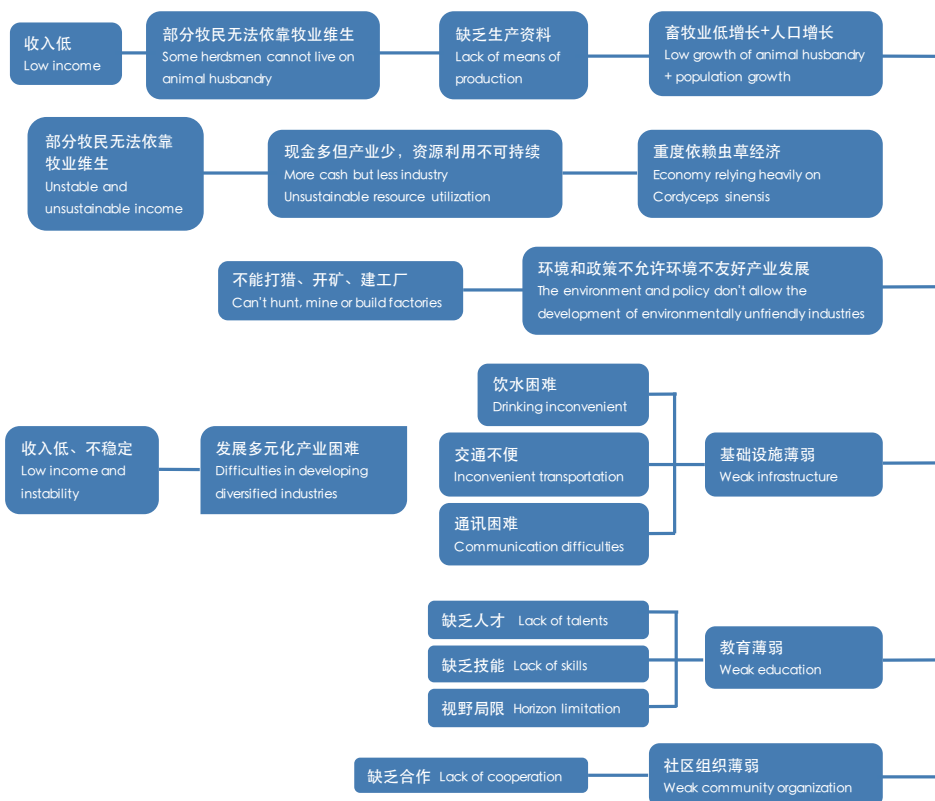
## Project Survey

### 社区经济问题分析

#### Analysis of community economic problems

#### 大额支出多,经济风险高

##### Large expenditure, high economic risk

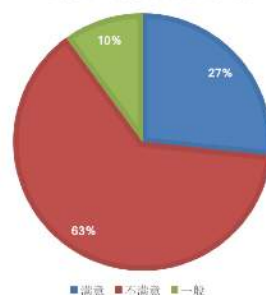


#### 收入单一不稳定 Single and unstable income



#### Satisfaction with family economic status

##### 对家庭经济现状满意程度



· Satisfied · Dissatisfied · General



# 需求和问题分析

## Demand and Problem Analysis

通过前期的调研分析，我们发现团结村面临着景观破坏、生活垃圾与废水管理、社区意识与能力提升、生计发展等方面挑战。

Through the previous investigation and analysis, we find that Tuanjie Village is facing challenges in landscape destruction, management of domestic waste and waste water, improvement of community awareness and ability, livelihood development.

### 1、不合理的人类活动导致生态环境退化，生物多样性下降

Ecological degradation and decrease in biodiversity due to human activities

### 3、生态保护能力以及应对现代环境问题的能力不足

Lack of capability on conservation and dealing with modern environmental issues



### 2、朵朵觉悟山生物多样性和传统生态保护受到挑战

Challenges in biodiversity and traditional ecological protection in the Gaduojuewu Mountain

### 4、收入来源单一，社区发展生计的技能有限

Simple income source and limited skills in livelihood development

### 5、社区生活垃圾问题

Household waste problem

## 需求

## Demands

### 1、提升牧民技能

Improve the skills of herdsmen

### 2、可持续管理自然资源

Sustainable development of natural resources

### 3、朵朵觉悟生物多样性保护

Protect biodiversity in Sacred Mountain

### 4、社区生活垃圾管理

Improve waste management

### 5、社区替代生计发展

Development alternative livelihood







## 项目理念

### Project Concept

富群始终相信“当地人是智慧的，他们是推动社区发展的核心力量”，基于这样的原则，富群通过参与式培训提升当地村子和学校的能力，培育当地社会组织，孕育社区共管机制和多方合作机制，带动社区在促进当地自然资源的可持续管理、自然和文化遗产的传承的同时发展社区生计。同时，富群通过多方研讨会来展示示范社区保护地和可持续社区发展的成果，推动相关政策改变。

这是通过社区传统保护知识和科学保护相结合的方式促进保护和发展的平衡，是景观保护和生计发展相结合的创新示范项目。

Fuqun always believes that "the local people are intelligent and they are the core driving force of community development". Based on this principle, Fuqun improves the ability of local villages and schools through participatory training, cultivates local social organizations, breeds community co-management mechanism and multi-party cooperation mechanism, and drives the community to develop community livelihood while promoting the sustainable management of local natural resources and the inheritance of natural and cultural heritage. Meanwhile, Fuqun shares the achievements of constructing demonstrative community conserved area and sustainable community development through multi-party seminars, and promotes the change of relevant policies.

This is an innovative demonstration project that combines landscape protection and livelihood development. It promotes the balance between protection and development by integrating community traditional protection knowledge with scientific protection.



## 项目思路

### Project Logics





## 项目目标

### Project Objectives

富群希望通过提升当地村子和学校的能力，培育当地自组织，孕育多方合作机制，带动社区在促进当地自然资源的可持续管理、自然和文化遗产的传承的同时发展生计。同时，通过培养社区带头人全面提升当地社区可持续利用其自然资源来发展自身的能力，带动社区自我探索生态服务型经济，从而引导当地村民探索创新的可持续发展项目，减少对自然资源的依赖，实现保护型发展。在此基础上，富群会通过多方研讨会推广扩大项目成果，推动相关政策改变。

Fuqun hopes to promote the sustainable management of local natural resources and the inheritance of natural and cultural heritage while promoting the community to develop livelihood by improving the ability of local villages and schools, cultivating local self-organization and breeding multi-party cooperation mechanism. At the same time, through cultivating community leaders to comprehensively improve the local community's ability of sustainable use of its natural resources to develop itself, and drive the community to explore the ecological service-oriented economy, the project supports the local community to explore innovative sustainable development projects, reduce the dependence on natural resources and realize protective development. On this basis, Fuqun will disseminate and expand the project results and expand the results of the project and promote the change of relevant policies through multiple seminars.



提升当地社区的能力（含青年、女性、儿童等）并培育在地社会组织

Improve abilities of local communities (including youth, women, children, etc.) and develop local social organizations



社区保护地生态系统功能得到改善，生物多样性得到保护

The ecosystem function of community reserves has been improved and biodiversity has been protected.



社区生活垃圾得到科学分类与安全处置

Scientific classification and safe disposal of Community domestic garbage



建立社区生计发展机制，实现生计来源多元化，减少对自然资源的依赖，社区贫困户的家庭收入增加

Establish community livelihood development systems, achieve the diversification of livelihood sources, reduce the dependence on natural resources and increase family income of poor community households



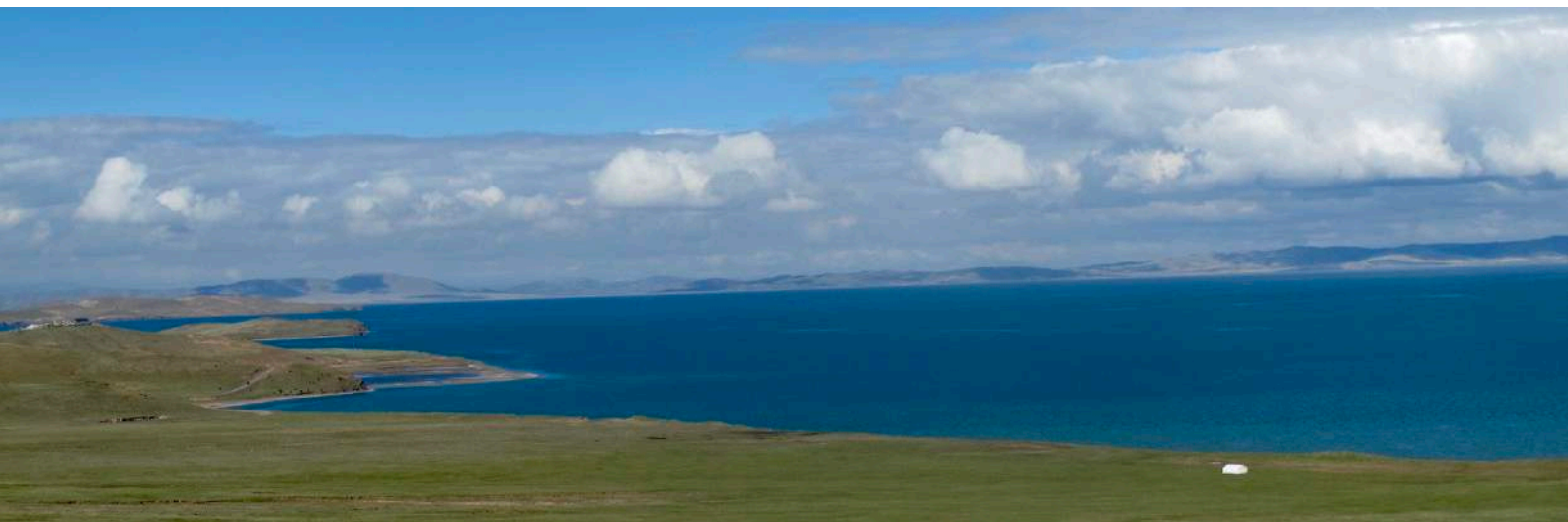
建立有效的社区保护地管理体系，促进可持续管理自然资源、传承自然和文化遗产

Establish effective management system of community reserves, promote sustainable management of natural resources, inherit natural and cultural heritage



总结并宣传推广项目经验

Summarize and publicize project experience





## 提升当地社区的能力并培育在地社会组织

Enhance capacity of local communities and develop local social organizations.

### 活动

#### Activities

- 开展参与式的社区生态环保知识、态度和行动(KAP)基线调研、景观复原力调研以深入了解团结村情况
  - 通过社区动员达成社区共识
  - 选拔并培养社区生态、环境保护和生计发展的带头人
  - 加强社区机制建设，推动社区自发选举环保小组长、藏糖小组成员等
  - 扶持社区三个大队的环保协会、藏糖小组、合作社等社区组织
  - 采用“请进来、走出去”的方式，邀请专家到社区培训，邀请社区带头人去外地参观学习等
- Carried out participative community baseline survey in terms of ecological protection knowledge, attitude and practice (KAP) survey, and landscape resilience survey; that aimed to gain deeper understandings of Tuanjie Village.
  - Community reached consensus through community mobilization.
  - Selected and trained leaders of community ecology, environmental protection and livelihood development.
  - Strengthened construction of community mechanism, facilitated community to proactively elect environmental protection team leaders and Tibet candy team members.
  - Supported the development of community-based organizations, including three environmental protection associations, Tibet candy team, cooperatives, and others.
  - Invited experts to the community for training and also organized community leaders to visit and learn from other places.





- 完成了136份基线调研问卷，并开展了参与式景观恢复力评估，撰写了利益相关方参与的调研报告、项目前后KAP调研报告和景观复原力调研报告，有助于评估项目成效
  - 实现了基于家族关系的生态环保网格化管理，通过环保小组模式，带动全村参与环境保护
  - 支持社区成立了妇女藏糖小组和环保小组，并扶持尕觉悟环保协会、尕觉悟合作社等社区自组织，增强社区自我治理能力
  - 组织开展了各种形式和规模的生态保护与生计发展能力建设活动，累计84次，社区参与人数累计2264人次，其中女性448人次(占比20%)，年青人379人次(占比17%)
  - 社区通过自我推荐和选举等方式选拔了110位社区带头人，富群针对社区需求围绕生态保护、自然资源可持续管理、可持续生计发展等方面开展社区带头人培训，其中8名带头人位远赴云南和玉树囊谦等地学习，回村后积极向村民宣传所学的知识，推动社区环保和生态发展
  - 社区带头人积极向村民宣传生态环保知识，累计影响1500人，覆盖60%社区人口
  - 提升了社区在巡护监测、虫草等自然资源可持续利用、生活垃圾减量与分类、生态体验接待、电子商务等方面自我发展能力
  - 提升了社区组织和社区应对灾害能力，在2019年初雪灾受灾情况调查和援助物资发放中起到重要作用
- 136 baseline survey questionnaires have been completed, and a participative evaluation of landscape restoration has been carried out. Research reports of stakeholders were completed, which include reports on KAP landscape resilience before and after the project. These reports are helpful in evaluating project effectiveness.
  - Established a grid ecological and environmental protection management mechanism that is based on family relations, and driven the whole village to participate in environmental protection by forming environmental protection teams.
  - Supported the community to set up women's Tibet candy team and the Environmental Protection Group. Supported the community self-organization such as the Environmental Protection Association and the GaJueWu cooperative to enhance the self-governance ability of the community
  - Organized and carried out 84 capacity building activities on ecological protection and livelihood development in various forms and scales, with participation of 2264 person-times which included 448 women (20%) and 379 youth (17%).
  - The community has selected 110 community leaders by means of self-recommendation, election and so on, and Fuqun has carried out community leader training focusing on ecological protection, sustainable management of natural resources, sustainable livelihood development and other aspects according to the needs of the community. 8 of them went to Yunnan and other places to learn. After returning to the village, they actively publicized the knowledge they learned to the villagers in order to promote environmental protection and ecological development of the community.
  - Community elites proactively promoted ecological and environmental protection information to 1500 members of Tuanjie Village (60% of total population)
  - Improved community's self- developmental capacity on patrol monitoring, sustainable utilization of natural resources such as Caterpillar Fungus, waste reduction and classification, hosting ecological experience visitors and e-commerce, etc.
  - Disaster management capacity of community organizations and the community was enhanced. In the case of snow disaster in early 2019, community organizations played important roles in investigating the situation and distributing donated materials.



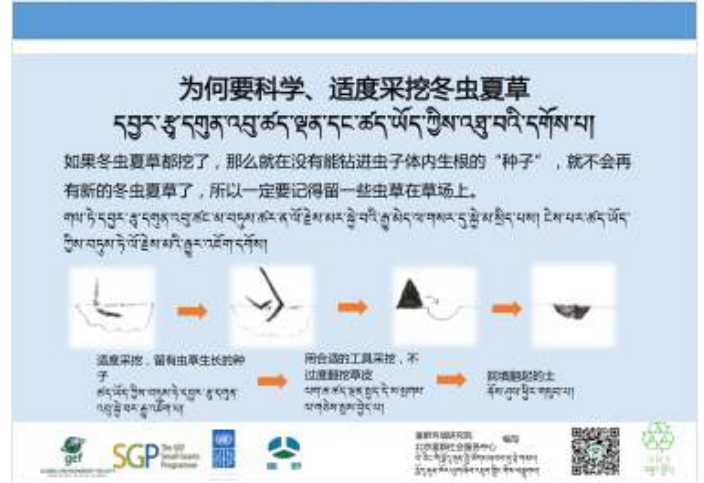


## 社区保护地生态系统功能得到改善，生物多样性得到保护

Action Two The ecosystem function of community conserved areas has been improved and biodiversity has been protected

### 活动 Activities

- 支持社区制定团结村社区景观保护与社区发展规划，并制定生态巡护、环境保护、社区发展三大核心领域行动计划
  - 持续开展科学采挖虫草的相关调研和培训，包括虫草基地研究等
  - 引入可持续自然资源管理理念和案例，推动社区完善虫草管理机制
  - 支持社区带头人收集整理生态资源信息，并撰写朵朵觉悟乡土档案
  - 开展生态管护员巡护和监测培训，并逐步扩大到针对全县生态管护员的环保林业自然资源保护培训
  - 动员企业和公众力量，为生态管护员筹集了180件手套、保温杯与摩托车头盔等巡护物资
- Supported the community to developed the landscape protection and development plan of Tuanjie Village, and concrete implementation plan on improving ecological patrolling, environmental protection and livelihood development
  - Carried out continuous researches and trainings on scientific excavation of Caterpillar Fungus, including research on a Caterpillar Fungus bass.
  - Introduced sustainable natural resource management concepts and cases, and promoted the community on improving Caterpillar Fungus management mechanism.
  - Supported community elites to collect and sort out information on ecological resources, and compile a local archive on Gadujuewu.
  - Carried out rangers training on patrolling and monitoring, and expanded to training to rangers from the whole county with focused on protection of environment, forestry and natural resources.
  - Mobilized enterprises and communities, and raised 180 patrolling materials including gloves, thermos cups and motorcycle helmets for rangers in Tuanjie Village.



青海 玉树州

送水源守护者一个温暖冬天

✓ 目标完成

共募集180件手套与保温杯



100%





调研对象关于野生动物的知识、态度变化情况  
Change of research respondents' knowledge and attitude towards wild animals



调研对象关于冬虫夏草的知识、态度和行为变化情况  
Change of research respondents' knowledge, attitude and practice on Caterpillar Fungus



- 社区编写了生态保护规划并绘制了保护地地图，确定了五大重点保护区域，明确各区域点保护对象和面临的威胁，为生态巡护提供指引
- 生态管护员共完成192次巡护工作，累计参与1728人次，保护全村63万亩森林和草原资源
- 编写了《尕朵觉悟神山的秘密》，展示当地的生物多样性
- 社区牧民对虫草生命周期的知晓率提高了43%，更加关注生活垃圾对生态环境的影响
- 更多牧民采取了生态保护措施，采挖虫草后将土壤回填的牧民比例提高了80%，采挖虫草时留下老草的比例增加了41%，保护了24万亩虫草产地的生态环境
- 制作并发送“科学合理采挖虫草”宣传册300份，开展两次大型生态环保宣传教育活动，影响500人次
- 牧民对与野生动物和睦相处重要性的意识程度提高了57%，82%参与调研的牧民积极参与了保护工作
- 2019年，曲麻莱县建立生态保护和野生生物监测协会，在全县各村吸收会员，团结村的生态保护模式在全县推进
  - The community compiled ecological protection plan and drawn the map of conserved areas. Five key conserved areas were identified, as well the conservation targets and threats in each area. This provided guidance for ecological patrol.
  - A total of 192 patrolling activities were completed by the ecological rangers (1728 person times) in 2018 and 2019. Community forest and grassland with an area of 63 0,000 mu (420,000,000 square meters) was protected.
  - Compiled the book "The Secret of the Holy Mountain Gaduojuewu" that showed its rich biodiversity.
  - The community members' awareness rate of the life cycle of Caterpillar Fungus increased by 43%. Increased awareness of the domestic waste's impact on ecological environment
  - More herders took action on ecological protections. The proportion of herders who backfilled the soil after excavation increased by 80% and the increased by 41% in remaining old Caterpillar Fungus on the grassy mountain. A total of 160 Million Square Meter grassy mountains were protected.
  - 300 brochures on sustainable management of Caterpillar Fungus were developed and disseminated. Two large-scale events on ecological and environmental protection education were organized which benefited 500 persons.
  - Herders' awareness of the importance of remaining a harmonic relationship with wild animals increased by 57%, and 82% of the research respondents have been actively participating in protection activities.
  - The ecological and environmental protection model of Tuanjie Village was promoted in other communities in Qumalai County through the County-level Association for Ecological Protection and Wildlife Monitoring that was established in 2019 and included members from all villages in the county.





## 社区生活垃圾得到科学分类与安全处置

Scientific classification and safe disposal of community domestic waste

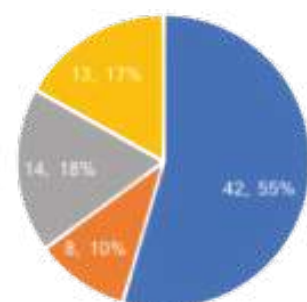
### 活动 Activities

- 分别针对社区和学校开展了垃圾减量、分类和安全处置的培训，提升了村民和师生的环保知识和分类意识
- 建设了生活垃圾分类收集点和零废弃社区学习中心，并逐步推进社区生活垃圾分类收集和处置
- 开展了有关垃圾食品、健康饮食、卫生习惯的培训，促使社区养成健康环保、可持续的生活方式
- 链接“国际捡拾日”、全国环保联合会“守护河道一公里”等平台，提供工作服、环保工具等，让社区成为国内外环保行动的一部分
- 提供完善生活垃圾记录的技术支持
- 组织巴干乡生态环保论坛，探讨多方合作解决环保问题的持续机制
- Provided trainings on waste reduction, classification and safe disposal in the community and a school respectively, which improved the environmental protection knowledge and classification awareness of villagers, teachers and students.
- Constructed collection spots of classified domestic waste and zero-waste community learning center. Gradually improved the collection and disposal of classified waste in the community.
- Conducted trainings on junk food, healthy diet and hygienic habits that aimed to promote a healthy, environment-friendly and sustainable lifestyle in the community.
- Linked the community with platforms such as "International Pickup Day" and "Guarding one kilometer river way" initiative of the National Environmental Protection Federation, and provided clothes and tools to integrate the community effort with environmental protection activities in and outside of China.
- Provided technical support on improving domestic waste records.
- Organized Bagan Township Ecological and Environmental Protection Forum to discuss the continuous mechanism for multi-stakeholder cooperation to solve environmental protection problems.



#### 牧民参加垃圾捡拾活动情况

Herders' participation in waste collection activities



- 参加过5次以上 more than 5 times
- 参加过2-4次 2-4 times
- 参加过1次 1 time
- 没参加过 0 time



- 编写并印发了300本汉藏对照的“社区垃圾管理”宣传册
- 开展了37次生活垃圾相关培训，影响1752人次，其中妇女344人次
- 全村建立了2个生活垃圾集中分类收集点，增加了环保活动和部分家庭可回收物的收集工作
- 建立了社区第一个零废弃学习中心，树立了禁用一次性物品和生活垃圾科学分类的典范
- 村民加深了对生活垃圾的正确了解、对环保重要性的认识水平
- 村民正确认识到零食、饮料等对身体健康产生的影响，采取更加健康、环保的生活方式
- 当地社区形成了定期开展垃圾清理的长效机制，各大队的环保协会发挥更大作用，全村自发选举的 44位环保小组长各分管一个片区，自发组织组员开展环境保护工作
- 全村92%的村民参加环保活动，两年至少开展了72次，收集并运输生活垃圾近1500吨
- 开展2次年度环保员表彰活动，表彰40名优秀环保员代表
- Compiled and issued 300 brochures of "Community Waste Management" in Mandarin and Tibetan language.
- Carried out 37 domestic waste related trainings that affected 1752 person-times, including 344 females' person-times.
- Two centralized spaces were established in Tuanjie Village in order to collect segregated domestic waste. The community enhanced the collection of recyclable waste.
- Established the first zero-waste learning center in the community, which set up a positive demonstration for waste classification and banning disposable items.
- The herders have deepened their rightful understandings of household waste and the importance of environmental protection.
- The herders realized the negative health impact of snacks and beverages, and adopted a healthier and more environmentally friendly lifestyle.
- The local community has developed a sustainable mechanism in regular waste clearing, which allows the environmental protection associations of each brigade to play a greater role. The 44 environmental protection team leaders elected by the community, became responsible for managing environmental issues in their area and for organizing environmental protection activities.
- 92% of the research respondents participated in environmental protective activities, where at least 72 activities were carried out in two years, collected and transported nearly 1500 tons of domestic waste.
- Carried out two annual environmental protection personnel commendation events, and 40 outstanding environmental protection personnel representatives were awarded by local government.



调研对象关于生活垃圾的知识、态度和行为变化情况  
Changes of research respondents' knowledge, attitude and practice of domestic waste



调研对象关于健康环保生活方式的知识、态度和行为变化情况  
Changes of research respondents' knowledge, attitude and practice of healthy and environmental lifestyle



## 建立社区生计发展机制，实现生计来源多元化，减少对自然资源的依赖，社区贫困户的家庭收入增加

Establish community livelihood development develop diversified livelihood sources to reduce the dependence on natural resources and increase income of poor families

### 活动

#### Activities

- 召开社区会议讨论并确定将藏糖、生态体验作为替代生计项目
  - 对有发展意愿的个人和家庭，提供相应的技术培训指导，包括藏糖制作工艺、藏糖包装设计、网络销售、生态体验路线设计和生态解说等，培养他们成为不同领域的社区带头人
  - 组织带头人去外地参观学习生态产品制作、销售和生态体验接待经验
  - 对接绿色营等团队及个人前往团结村进行生态体验并给予反馈，让村民通过实践了解接待、讲解等生态体验运作事宜，提升接待能力
  - 提供藏糖制作设施、包装设计和印刷、生态体验帐篷等物资，支持妇女小组提升藏糖质量和包装，支持社区建立接待基础
  - 通过公众号传播、开设微店、展会售卖、公益众筹等方式，在更多的平台对项目地生态产品和服务进行推广，对接更多的销售渠道
- Convened community meetings to discuss and identify Tibet candy and ecological experience reception as alternative livelihood projects.
  - Provided corresponding technical training and guidance for individuals and families who have development willingness, including how to make Tibet candy, design packaging, e-commerce, design ecological experience route and provide ecological commentary, aiming to develop community pioneers in different fields.
  - Organized community elites to visit other places to learn how to make ecological products, sales and ecological experience reception.
  - Introduced organizations like Green Camp and individuals to Tuanjie Village for ecological traveling and provided their feedback to community members on how to improve services. This allowed villagers to understand the operation of ecological experience such as reception and illustration through practices, and then improve the reception ability.
  - Provided Tibet candy production facilities, designing and printing of packages, tents for ecological experience reception and others. Supported women's team on improving the quality and packaging of Tibetan candy, and supported the community to build foundations for ecological experience reception.
  - Promoted the ecological products and services of the project on various platforms, and connected with more marketing channels by means of spreading information through official we-chat account, establishing on-line shop, selling on exhibition, public welfare crowd-funding, etc.

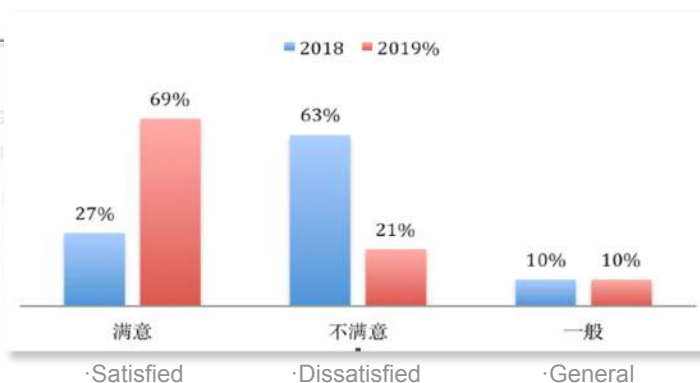






- 成立了巴干乡团结村尕觉悟妇女藏糖小组，目前成员11人
- 藏糖小组逐步确定采购、技术指导、生产、销售和统筹等管理制度，不断完善藏糖工艺、包装、质量等，实现自我运转
- 社区具备了发展替代生计的基本条件，包括藏糖生产设施、藏糖包装和6顶生态体验帐篷等
- 调动了妇女开发毛毡制品、生态食品等新产品的积极性
- 挖掘并培养了21名有发展意愿的生态体验接待带头人
- 梳理了3条生态体验路线及解说词，社区多次接待生态体验访客
- 社区经济效益共计129836元，其中藏糖等产品销售收入65336元，受益20人次；生态体验收入 64500元，受益37人次
- 参与调研的村民对收入满意的比率提高了42%

- The Gajuewu women Tibetan candy team with 11 members was established in Tuanjie Village.
- The Tibetan candy team developed management system of procurement, technical guidance, production, sales and coordination. They constantly improved the Tibet candy technology, packaging, quality, etc. to achieve self-operation.
- The community had materials and facilities for developing alternative livelihood, including Tibet candy production facilities, packaging, 6 tents for ecological experience reception etc.
- Community women became proactive in developing new products such as felt products and ecological food.
- A total of 21 community members that are willing to receipt ecological visitors were identified and their capacity was built through trainings.
- Three ecological experience routes and commentary wordings were produced, and the community has received many visitors for ecological experience.
- The community achieved a total economic benefit of CNY 129836. The sales revenue of Tibet candy and other products had accumulated to CNY 65,336, and benefited 20 herders. A total of 37 herders benefited from ecological experience revenue that had accumulated to CNY 64,500.
- The income satisfaction ratio of villagers who participated in the survey increased by 42%.



团结村调研对象对收入的满意程度

Rate of satisfaction on income of the respondents in Tuanjie Village



## 建立有效的社区保护地管理体系，促进可持续管理自然资源、传承自然和文化遗产

Establish effective management system of community conserved areas, promote sustainable management of natural resources and inheritance of natural and cultural heritage

### 活动 Activities

- 与县生态环保和自然资源管理局、乡政府和村领导沟通探讨，确定了与团结村的合作内容和机制，签订了四方合作协议
- 采取参与式方法与社区共同绘制社区地图，编制社区生态保护规划
- 挖掘和培养社区为基础的自然保护和社区发展带头人
- 支持社区探索和建立以家族为单位的小组长制度，支持完善环保工作
- 联合社区、学校和地方政府共同举办巴干乡生态环保论坛
- 跟进团结村虫草委员会的制度变化并提供建议
- 与曲麻莱县生态保护和野生生物监测协会主办“朵朵觉悟社区保护和发展论坛”，多方探讨生态巡护、环境教育和生计项目等议题
- The project contents and mechanisms were defined through discussing with the Qumalai County Ecological Protection and Natural Resources Management Bureau, the Bagan Township government and Tuanjie Village. A multi-stakeholder cooperation agreement was also signed.
- Facilitated community to draw community maps and compile ecological protection plans by adopting participatory approaches.
- Identified and trained community elites on community-based conservation and community development.
- Supported the community to explore and establish a family-based team leader system, and supported the improvement of environmental protection work.
- Organized the Bagan Township Ecological and environmental Protection Forum with communities, schools and local governments.
- Followed up with the system changes of Caterpillar Fungus Committee in Tuanjie Village and provided suggestions.
- Hosted "The Gaduojuewu Forum on Community Protection and " with the Ecological Protection and Wild Life Monitoring and Protection Association of Qumalai County, in which multi-stakeholder discussed issues such as ecological patrol, environmental education and livelihood projects by multi-interests.







- 初步建立了社区为主体的知识管理体系，包括团结村生态保护和生态体验发展规划地图、乡土档案等
- 建立团结村在生态、环境保护和生计发展三大领域的社区带头人机制
- 建立了团结村环保小组长机制，使社区环保员成为护林员、草原管护员之外的保护力量
- 建立了巴干乡年度生态环保论坛机制，多个有关方定期聚集探讨生态环保问题的解决方案
- 建立了自然资源可持续利用与保护机制，完善团结村虫草管理制度
- 建立了覆盖全县社区的年度“朵朵觉悟社区保护和发展论坛”机制，首届论坛于2019年8月召开，19个行政村近200名村民参加

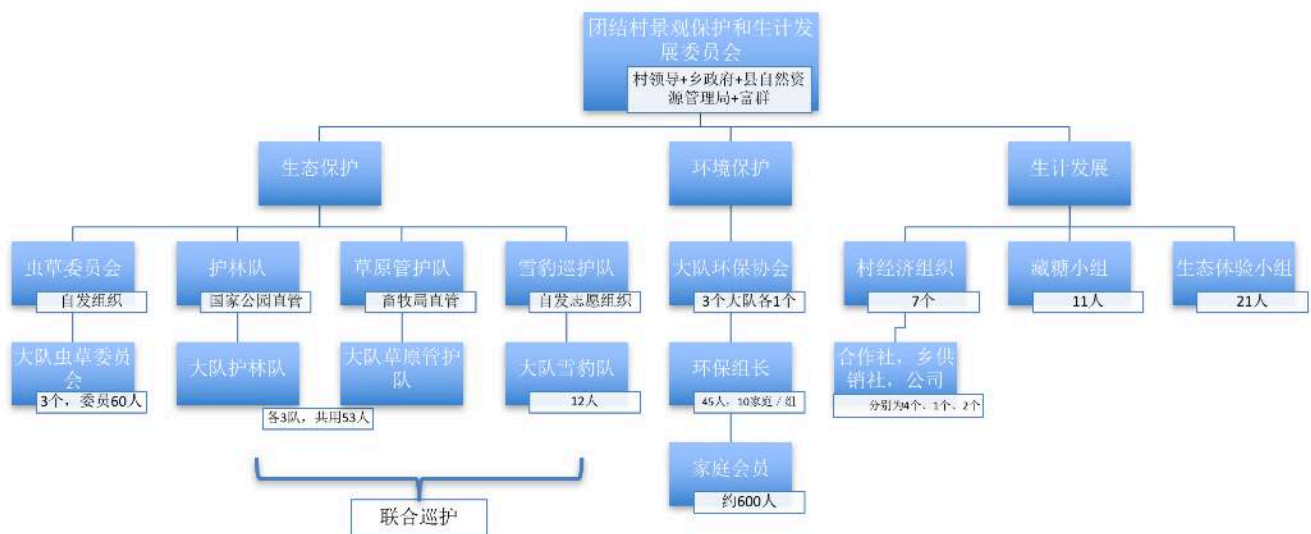
- Preliminarily established community-oriented knowledge management system, including the map of Tuanjie Village ecological protection and ecological experience development planning and local archives, etc.
- Established community elites' mechanism of Tuanjie Village in the area of ecology, environmental protection and livelihood development.
- Established an environmental protection team leader mechanism of Tuanjie village, which enabled normal herders become protection force besides forest and grassland rangers.
- Established the annual ecological and environmental protection forum mechanism of Bagan Township, in which multiple stakeholders gathered regularly to discuss solutions for ecological and environmental protection problems.
- Established a mechanism on sustainable use and protection plan of natural resources, and improved the Caterpillar Fungus management system of Tuanjie Village.
- Established the annual "Gaduojuewu Forum on the Community Protection and Development" that covers all communities in the county. The first forum was held in August 2019, with participation of nearly 200 herders from 19 administrative villages.



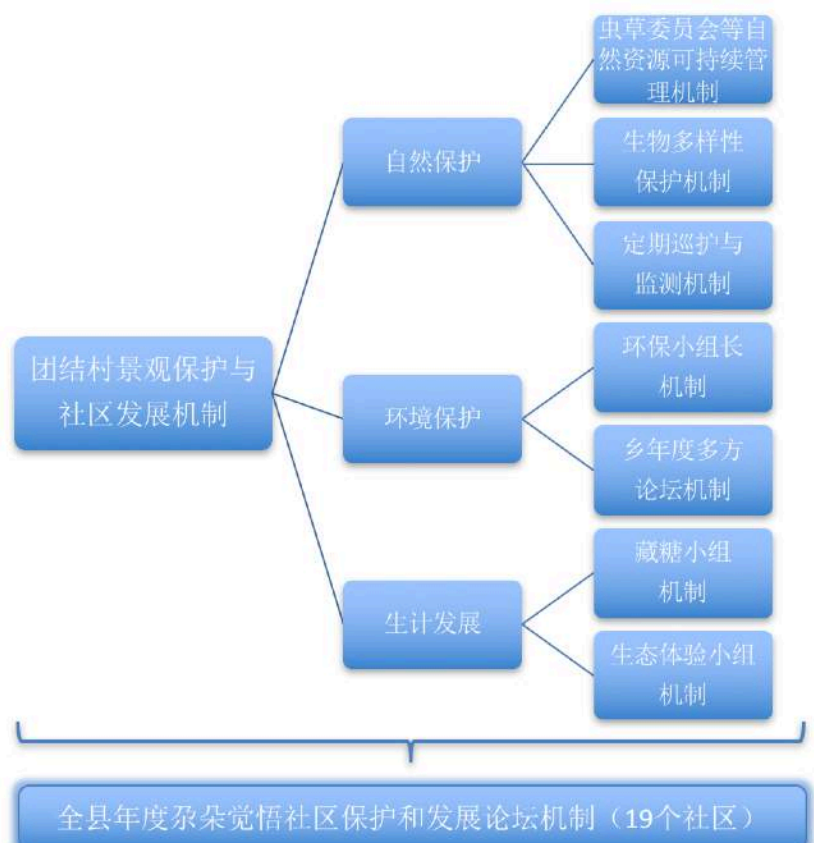


## 成果 Outcomes

- 建立了由村两委、三个大队长、乡政府代表、县自然资源管理局代表及富群代表组成的团结村景观保护和社区发展委员会，建立了生态、环保和生计发展三大领域为支柱，社区自我治理、管理和保护为主体的社区保护地管理体系
- The Tuanjie Village Landscape Protection and Community Development Committee was founded which composed of the Qumalai County Ecological Protection and Natural Resources Management Bureau, the Bagan Township government, Tuanjie Village and Fuqun. The Conserved Area Management system of Tuanjie Village was established, which included three pillars, namely ecological protection, environmental protection and livelihood development, and is featured by community –based self-governance, management, and conservation.



- 建立了团结村以社区为主体的、景观保护和社区发展机制，并扩展到全县19个社区
- A series of community-based mechanism on landscape protection and community development for Tuanjie Village were developed which was expanded to all the 19 communities in the County.







## 总结并宣传推广项目经验

Summarize and disseminate project experience



### 活动 Activities

- 完成了项目案例与总结报告
- 通过开展问卷调研、景观修复力会议和入户访谈等方式开展下项目评估，累计144人次参与
- 完成了项目宣传册、项目地野生动物书签，并在微信公众号、网站等平台和多场线下活动中进行了推广
- Completed the project case studies and summary report.
- Questionnaire surveys, landscape resilience workshop and door-to-door interviews were conducted to evaluate project impacts, with participation of 144 communities members.
- Designed and printed the project brochure and bookmarks of the unique wild animals at project site, and disseminated them through Fuqun public WeChat account, website and many offline activities.



### 成果 Outcomes

- 编写调研评估报告和有关自然资源可持续管理、替代生计发展的案例
- 富群撰写的介绍团结村在虫草科学采挖与环境保护工作的文章，被三江源国家公园管理局官方网站和微信号转载刊发
- 制作并发放1600份项目宣传册和野生动物书签
- 发布29篇项目有关报道，累计阅读5000人次
- 组织或参与了12场线下活动，累计影响2500人次
- Projected impact evaluation reports as well as case studies on nature resource management and alternative livelihood development were compiled.
- An article on Tuanjie Village's work on sustainable management of caterpillar fungus and environmental protection, which was compiled by Fuqun, was published in the official website and we-chat account (social media) of the Management Bureau of the Three-River-Source National Park
- Printed and disseminated 1600 project brochures and wild animal bookmarks.
- Published 29 project related reports, which were read by 5000 reading person-times.
- Organized or participated in 12 offline activities, which impacted 2500 person-times.

5200 person-times

- Organized or participated in 12 offline activities, which impacted



## 关于富群

About Fuqun

富群是致力于推动“以社区为基础的自然保护与可持续发展”的公益机构。

Fuqun is a non-profit organization dedicated to promoting "community-based conservation and sustainable development".

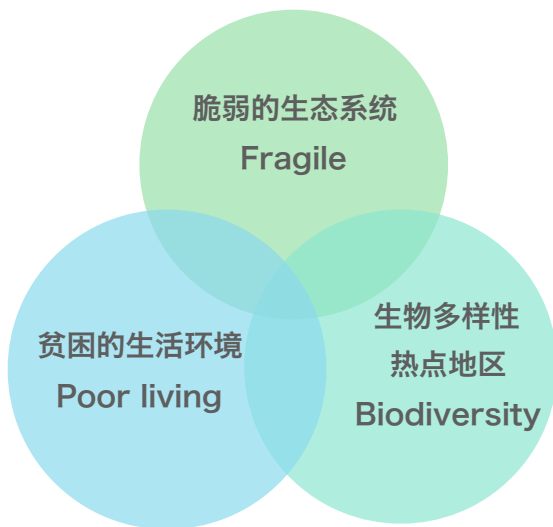


我们相信“当地人是智慧的，他们是推动社区发展的核心力量”。

We believe that "the locals have wisdom and are the core force driving the development of the community".

我们关注的区域通常有着脆弱的生态系统、丰富的生物多样性以及贫困的生活环境。

The areas we focus on often have fragile ecosystems, rich biodiversity and poor living conditions.



多年来，富群坚持通过参与式学习和社区共管，增强当地人参与自然保护的能力，可持续地推动当地自然保护。

Over the years, Fuqun has consistently promoted local nature conservation through participatory learning and community co-management to empower local people to participate in nature conservation.

## 使命 MISSION

推动以社区为基础的自然保护和可持续发展

Promoting community-based conservation and sustainable development

## 愿景 VISION

人与自然和谐 保护和发展平衡

Harmony between man and nature, Balance between conservation and development







## 富群 FUQUN

全国青年环保组织联盟发起单位和副理事长单位

中国民间社会性别网络成员

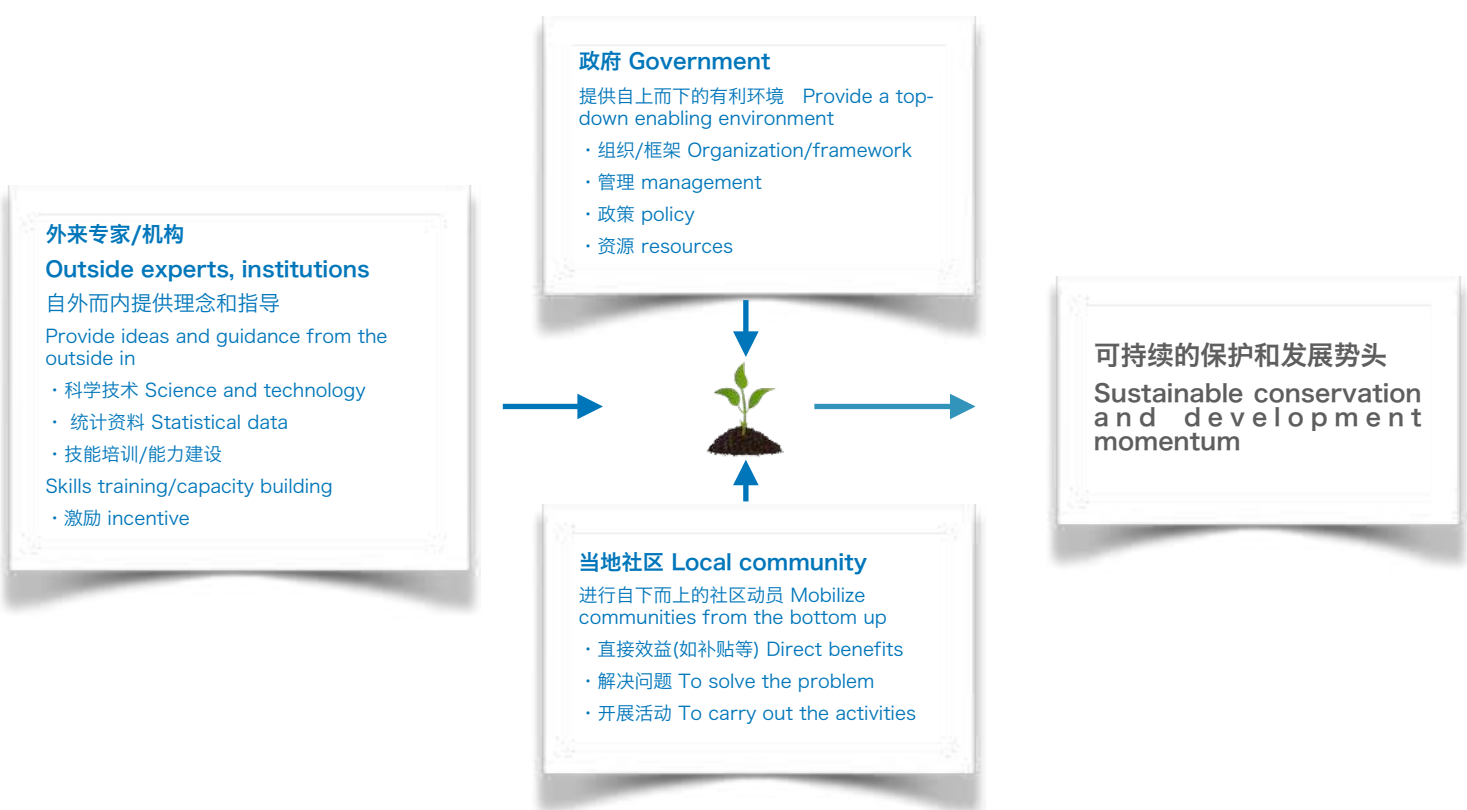
青海省社区保护创新联盟成员

Fuqun is the initiator and vice-chairman unit of the National Youth Environmental Protection Organization Alliance, a member of the China Civic Gender Network, and the Qinghai Community Conservation Innovation Alliance



### 项目推进中的三方合作原则

The principle of three-party cooperation in project promotion





# 三江源项目发展进程

## Development Process of Sanjiangyuan Projects



### 2014年

与青海省林业厅合作开展三江源生物多样性保护

在玛多县2个村启动社区共管项目

Cooperated with Qinghai forestry department to carry out biodiversity protection in Sanjiangyuan

Initiated conservation community co-management project in two villages of Maduo county



### 2015年

启动环境教育项目，覆盖6所试点学校

编写了乡土生态环境教育教材《家住三江源》

Launched the environmental education project, covering 6 pilot schools.

Compiled the teaching material of local ecological environment education: *My Home is in Sanjiangyuan*



### 2016年

环境教育项目覆盖了21个村，6所学校

项目获2016福特汽车环保奖社区实践奖一等奖

The environmental education project covered 21 villages and 6 schools

The project won the first prize of Community Practice Award of Ford Environmental Protection Award 2016



### 2017年

巴干寄小创新生态环保戏剧节、生态环保论坛等环境教育项目，《家住三江源》正式出版

The Boarding Primary School in Bagan Township has innovated environmental education projects such as the ecological environmental protection Drama Festival and the ecological environmental protection forum.

The textbook *My Home is in Sanjiangyuan* was officially published.



### 2018年

启动三江源社区景观保护和生计发展示范项目、三江源社区生态扶贫创新示范项目

In 2018, launched the Demonstration Project on Community Landscape Conservation and Livelihood Development in Sanjiangyuan Area and the Innovative Demonstration Project of Sanjiangyuan Community Ecological Poverty Alleviation



### 2019年

启动“阿妈热瓦”三江源生态环境教育与绿色学校建设项目和“绿色兴农、扶贫攻坚”神山脚下藏族村落的生态发展项目

Launched the project "Green Livelihood and Poverty Alleviation - Ecological Development of a Tibetan Community at the Foot of the Sacred Mountain" and the Amarewa Sanjiangyuan Ecological Environmental Education and Green School Development Program





## 富群奖项（部分）

### Awards (selected)



#### 2016福特汽车环保奖“社区实践奖”一等奖

First prize in Community Service Projects in Ford's Environmental Protection Competition in 2016

#### 2016康明斯全球环保挑战赛一等奖

Grand Prize in Cummins Global Environmental Challenge in 2016



#### 2017康明斯亚洲区影响大奖

Cummins Asia Impact Award in 2017

#### 2017年中国青年社会组织公益创投大赛（青海赛区）一等奖

First prize in 2017 China Youth Social Organization Public Welfare Venture Capital Competition (Qinghai Division)



#### 《家住三江源》生态环境教育教材被科技部评为“科技部2017年全国优秀科普读物”

My Home is in Sanjiangyuan was awarded as one of Top 50 National Excellent Popular Science Books by the Ministry of Science and Technology in 2017

#### 2017年水环保公益人物奖

Asahi Kasei Water Environment Preservation Awards in 2017



#### 项目学校获得2017年青海省绿色学校、2019年国际生态学校绿旗荣誉

The project pilot school won the honor of Qinghai Provincial Green School in 2017 and International Eco-School Award in 2019



#### 2018年中国青年志愿服务项目大赛金奖

Gold Medal in 2018 China Youth Volunteer Service Competition





*Empowered lives.  
Resilient nations.*

联合国开发计划署同社会各阶层的人们建立伙伴关系，帮助各国克服危机，推动和维持能够改善每个人生活品质的发展类型。在全球170多个国家和地区，联合国开发计划署提供全球视角和深入本土的见解，帮助建立民强国盛的国家。

三十多年来，作为联合国从事发展的全球网络，联合国开发计划署充分利用其全球发展经验，支持中国制定应对发展挑战的解决之道，并为中国开展南南合作和参与全球发展提供协助。联合国开发计划署目前在中国的重点工作领域为：减少贫困、善治、危机预防与恢复及能源与环境。

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, UNDP offer global perspective and local insight to help empower lives and build resilient nations.

UNDP has drawn on world-wide experience for over three decades to assist China both in developing solutions to its own ongoing development challenges, and in its south-south cooperation and engagement in global development. Domestically, our work focuses on Good Governance, Energy & Environment, Poverty Reduction and Disaster Management.

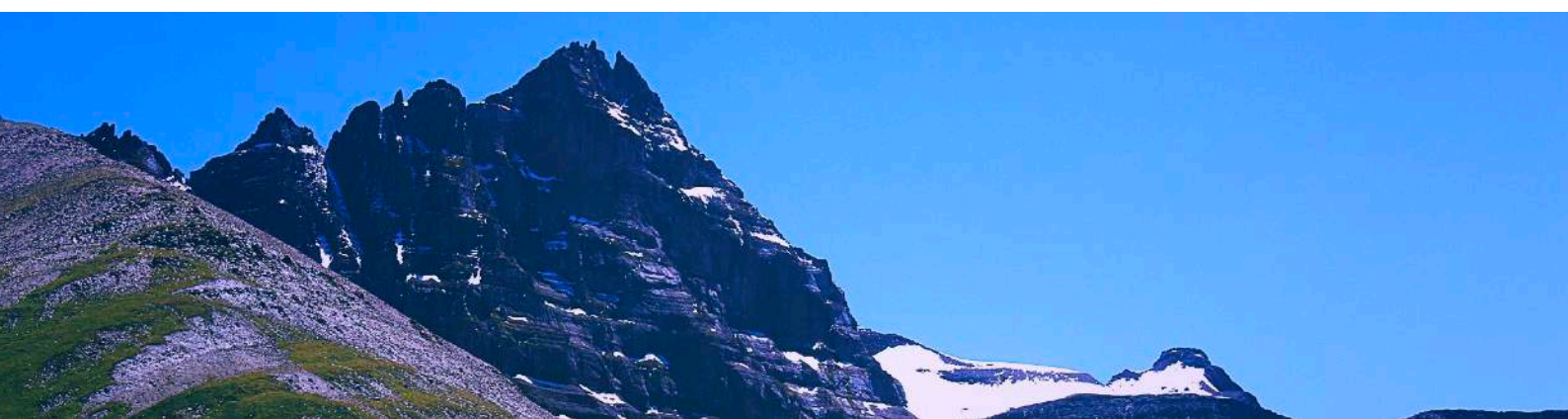


## 全球环境基金小额赠款计划

小额赠款计划成立于1992年，是全球环境基金的共同项目，由联合国开发计划署负责实施。小额赠款计划在全球125个国家，向当地民间组织，特别是原住民、妇女、青年实施的可持续发展项目提供资金，以促进基于社区的创新、能力建设和赋能。小额赠款计划在全球已经支持了20000多个社区项目，工作领域包括保护生物多样性、减缓和适应气候变化、防止土地退化、保护国际水域、以及减少化学品的影响，同时发展可持续的生计。

### **The Global Environment Facility (GEF) Small Grants Programme (SGP)**

The Small Grants Programme (SGP) is a corporate programme of the Global Environment Facility (GEF) implemented by the United Nations Development Programme (UNDP) since 1992. SGP grant-making in over 125 countries promotes community-based innovation, capacity development, and empowerment through sustainable development projects of local civil society organizations with special consideration for indigenous peoples, women, and youth. SGP has supported over 20,000 community-based projects in biodiversity conservation, climate change mitigation and adaptation, prevention of land degradation, protection of international waters, and reduction of the impact of chemicals, while generating sustainable livelihoods..





# 特别感谢

## Special thanks to

UNDP-GEF-SGP 联合国开发计划署-全球环境基金-小额赠款计划  
对本项目的资助

United Nations Development Program-Global Environment Facility (GEF)  
-Small Grants Program to fund the project

以及

and also thanks to

青海省林业和草原局

Qinghai Provincial Forestry and Grassland Administration

三江源国家公园管理局

Sanjiangyuan National Park Administration

三江源国家公园曲麻莱管理处生态环境与自然资源管理局

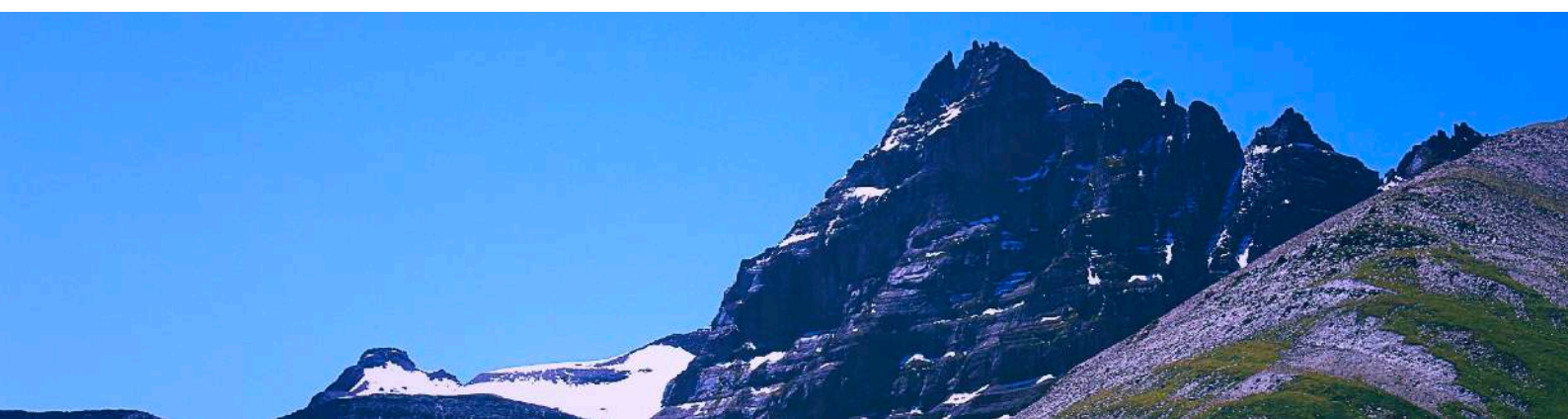
Administration of Ecological Environment and Natural Resources of  
Qumalai Management Office of Sanjiangyuan National Park

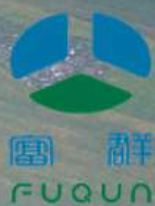
青海省玉树藏族自治州曲麻莱县巴干乡团结村

Tuanjie Village, Bagan Town, Qumalai County, Yushu Tibetan  
Autonomous Prefecture, Qinghai Province

等机构和组织对本项目的大力支持

and other institutions and organizations to support this project





北京富群社会服务中心 富群环境研究院

Beijing Fuqun Social Service Center

Academy of Beijing Fuqun Environment

推动以社区为基础的自然保护和可持续发展

Community-based Conservation and Sustainable Development

[fuqun@fuqun.org](mailto:fuqun@fuqun.org)

