

美国环保协会中国项目
Environmental Defense Fund China Program



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关于美国环保协会

美国环保协会是著名的美国非赢利性环保组织，目前拥有超过70万名会员。

美国环保协会自1967年成立以来，一直遵循创新、平等和高效的原则，通过综合运用科学、法律及经济的手段，以及和各利益相关方建立起的新型合作关系，始终为最紧迫的环境问题提供解决方案。

美国环保协会致力于保护人类社会可持续发展的现在和未来。工作内容涉及水、大气、海洋、人体健康、食品安全以及生物多样性等诸多领域。一直以来，美国环保协会与各层面的政府、企业和社区开展了深入而有效的合作，寻找在改善环境的同时也能发展经济的共赢之策。



About Environmental Defense Fund

Environmental Defense Fund (EDF) is a leading nonprofit organization headquartered in the United States, representing more than 700,000 members.

EDF's mission is to preserve the natural systems on which all life depends. Since its founding in 1967, EDF has linked science, economics, law, and partnerships with the private sector to create innovative, equitable, and cost-effective breakthrough solutions to the most serious environmental problems.

EDF is dedicated to protecting the environmental rights of all people, including future generations. Among these rights are clean air and water, healthy and nourishing food, and flourishing ecosystems. EDF has often found ways to help the environment that also benefit the economy. EDF works directly with business, government, and community groups to forge solutions that make sense for everyone.



中国项目介绍

1991年，受原国家环保总局的邀请，美国环保协会参与了中国在总量控制与排污权交易领域的首次试点工作，并在之后的



二十年中帮助开展了一系列环境保护项目，探索既有利于环境保护又能促进经济发展的新方法。1999年和2010年，美国环保协会先后在中国设立了北京和上海办公室。

美国环保协会中国项目在发展历程中，一直遵循通过市场机制、利用经济和市场的手段解决环境问题的原则，并结合中国当前的经济发展和环境保护中遇到的问题开展工作。涉足领域也从最初开展的“二氧化硫排放总量控制与排污权交易”逐步发展为六大类项目，包括：

1. 火电厂大气污染物与温室气体协同控制
2. 立法和执法
3. 农村温室气体减排
4. 绿色供应链
5. 公众参与
6. 培训

美国环保协会多年来通过与中国政府、研究机构及社会各界的深入合作，取得了诸多成果。美国环保协会副总裁牡丹德博士于2004年获得了中国政府授予外国专家的最高奖项“友谊奖”，并多次受到了国家领导人的亲切接见。2007年，牡丹德博士被聘为中国环境与发展国际合作委员会委员。2011年10月，牡丹德博士荣获了由上海市政府颁发给外籍人士的最高荣誉——“白玉兰奖”。2010年，因在上海世博会期间做出的杰出贡献，美国环保协会获得了由上海世界博览会组织委员会颁发的荣誉证书。同

中国项目活动区域图 Our work in China



年，美国环保协会开展的“绿色出行”项目被联合国开发计划署、联合国环境规划署和上海市环保局等机构授予为“联合国环境友好型城市示范项目”。2011年，美国环保协会与中国环境与发展国际合作委员会签署合作备忘录，将继续支持第五届中国环境与发展国际合作委员会的工作。

美国环保协会中国项目通过美国环保协会和中国国际民间组织合作促进会共同设立的联合项目办公室开展工作。

EDF China Program

酷中国

Cool China-National Low Carbon Action Campaign

5省/5 provinces: 广东(Guangdong)、辽宁(Liaoning)、湖北(Hubei)、陕西(Shaanxi)、云南省(Yunnan)。

10市/10 cities: 天津(Tianjin)、重庆(Chongqing)、深圳(Shenzhen)、厦门(Xiamen)、杭州(Hangzhou)、南昌(Nanchang)、贵阳(Guiyang)、保定(Baoding)、北京(Beijing)、上海市(Shanghai)。

★ 绿色出行 Green Commuting

北京(Beijing)、深圳(Shenzhen)、上海(Shanghai)、广州(Guangzhou)、西安(Xi'an)、沈阳(Shenyang)

■ 农村温室气体减排 Agriculture

新疆(Xinjiang)、陕西(Shaanxi)、四川(Sichuan)

培训 Training

覆盖中国所有省份

Cover all provinces in China

In 1991, China's State Environmental Protection Administration-now the Ministry of Environmental Protection-invited EDF to participate in the country's first experiment with economic incentives for pollution control. EDF's work in China has continued for more than 20 years. In 1999, EDF opened an office in Beijing. EDF has since helped launch a series of environmental protection programs in China that explore new approaches to support both environmental protection and economic development. In 2010, EDF expanded its operations to Shanghai.

EDF's China Program has always relied on a combination of economic and market-based strategies to address environmental problems-an approach that takes into account the problems encountered in China's current stage of economic development and environmental protection. The SO₂ Total Emissions Control and Emissions Trading project, began in 1999, has gradually expanded to six broad initiatives today:

1. Creating a Multi-Pollutant Control Strategy for Coal-Fired Power Plants
2. Strengthening Enforcement of Environmental Protection
3. Reducing Greenhouse Gas Emissions from Agriculture
4. Greening China's Supply Chain
5. Encouraging Public Participation in Mitigating Climate Change
6. Training (China's Environment Innovators)

EDF has made significant contributions toward strength-



ening China's environmental protection via in-depth cooperation with the Chinese government, research institutes, and nongovernmental organizations. Dr. Daniel Dudek, Vice President of EDF, received the National Friendship Award-the highest honor given to foreign experts by the Chinese government-in 2004. Dr. Dudek has met with Premier Wen Jiabao and other national leaders on numerous occasions, and was appointed to the China Council for International Cooperation on Environment and Development in 2007. In 2010, the Organizing Committee of World Exposition 2010 Shanghai awarded EDF an honorary certificate. And in October 2011, the Shanghai Municipal Government gave Dr. Dudek the Magnolia Silver Award, an honor given to foreigners for outstanding contributions to the city's socio-economic development.

EDF's China Program is carried out through a Joint Program Office set up with the China Association for NGO Cooperation, which reports to the Ministry of Commerce and is recorded at the NGO Administration of the Ministry of Civil Affairs.

二氧化硫排放总量控制与排放权交易（1999–2005）

1999年9月，美国环保协会与国家环保总局签署协议，在中美政府合作框架下开展总量控制与排污权交易的研究与试点工作。目前“排污交易”的理念已经逐步被中国政府、企业和公众所认识和普遍接受，成为治理环境污染、改善自然环境和实现经济可持续发展的重要手段。

2002年3月，国家环保总局与美国环保协会一起开展了“推动中国二氧化硫排放总量控制及排污交易政策实施的研究项目”（简称“4+3+1”项目），项目试点选在山东、山西、江苏、河南、上海、天津、柳州以及中国华能集团公司。

2004年起，项目进入到更深入的理论研究和政策全面实施阶段。研究成果集中发表在中国环境出版社出版的《中国酸雨控制战略——二氧化硫排放交易总量控制及排放权交易政策实施示范》和中文核心期刊《环境科学研究》2005年第四期上。

2005年12月，国务院颁布了《关于落实科学发展观加强环境保护的决定》，在第二十四条中提出：“有条件的地区和单位可实行二氧化硫等排污权交易”，第一次将二氧化硫排污权交易写入了国务院的正式文件。



SO₂ Total Emissions Control and Emissions Trading (1999-2005)

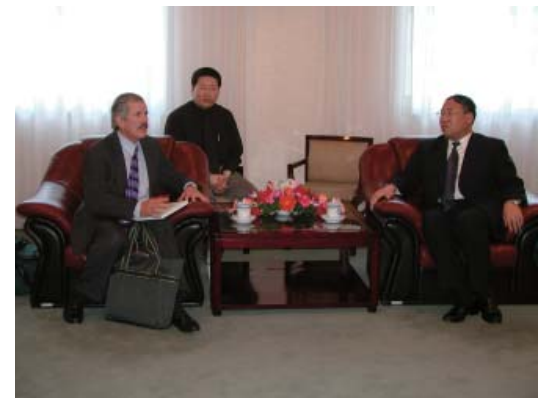
In 1999, EDF signed an agreement with the former State Environmental Protection Administration to pursue research and pilot projects on total emissions control and emissions trading under the framework of Sino-U.S. governmental cooperation on the environment. This collaboration made EDF the first organization to formally collaborate with the central government on developing the concept of “emissions trading” in China. The Chinese government, enterprises, and the public have gradually accepted this concept as an important tool in reducing pollution, protecting the natural environment, and achieving sustainable economic development.


In 2002, the State Environmental Protection Administration and EDF jointly pursued the “4 +3 +1” project, which developed a policy for SO₂ total emissions control and emissions trading in the provinces of Shandong, Shaanxi, Jiangsu, and Henan, and the cities of Shanghai, Tianjin, and Liuzhou, together with the China Huaneng Group.

In 2004, the State Environmental Protection Administration evaluated and approved the pilot work of “4+3+1.” Project participants published their findings in the report *Acid Rain Control in China: Total Emissions Control and Emissions Trading*, and in the journal *Research on Environmental*

Science.

In 2005, the State Council promulgated *Decision on the Implementation of Scientific Development Outlook and Strengthening Environmental Protection*, which noted that “eligible regions and organizations can perform SO₂ emissions trading.” This was the State Council’s first official document to include trading of SO₂ emissions.

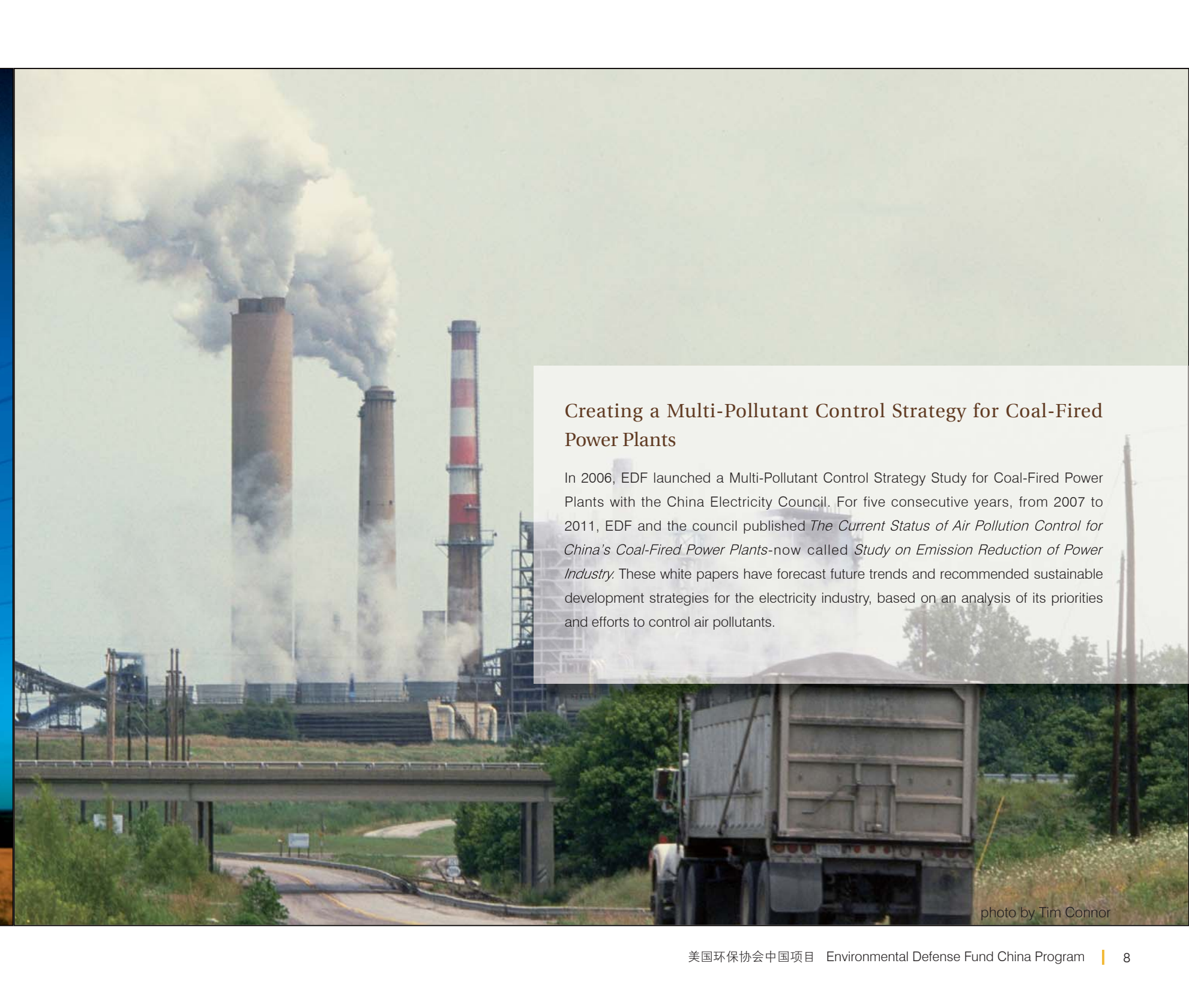




火电厂大气污染物与温室气体协同控制

2006年4月，美国环保协会和中国电力企业联合会携手开展了“火电厂大气污染物排放综合控制优化方案及发展战略研究项目”。


从2007年至2011年，美国环保协会与中国电力企业联合会已连续五年发布“中国燃煤电厂大气污染物控制现状”白皮书（现更名为《中国电力减排研究》），在对电力行业大气污染物和二氧化碳排放控制的现状和重点进行总结和分析的基础上，对未来发展趋势进行了预测，并为电力行业的发展提出建议。



Creating a Multi-Pollutant Control Strategy for Coal-Fired Power Plants

In 2006, EDF launched a Multi-Pollutant Control Strategy Study for Coal-Fired Power Plants with the China Electricity Council. For five consecutive years, from 2007 to 2011, EDF and the council published *The Current Status of Air Pollution Control for China's Coal-Fired Power Plants*-now called *Study on Emission Reduction of Power Industry*. These white papers have forecast future trends and recommended sustainable development strategies for the electricity industry, based on an analysis of its priorities and efforts to control air pollutants.

photo by Tim Connor



立法和执法

在中国经济高速发展的同时，环境法律法规所规定的环保底线也频遭逾越，环境违法问题日益突出，环境污染事故频发，严重破坏了生态环境，威胁着人民群众的健康与生命安全。执法问题已经成为环境管理的一个薄弱环节，加强环境执法是中国环境法制建设面临的迫切问题。

为提高中国环境执法能力与守法水平，美国环保协会与国家环保总局环境监察局于2005年联合启动了“中国环境监察执法效能合作项目”，旨在寻找解决中国环境执法问题的系统方案。

2005年，项目启动了当时全国最大范围的环境执法调研工作，研究足迹遍布16个省/直辖市/城市的85个环境执法机构以及162家企业。在调研基础上，美国环保协会发挥自身资源优势，先后设计和实施了十余个子项目，内容涉及执法体系与体制设计、标准化能力建设及绩效评估、执法人员培训、处罚机制设计、执法理论与实践创新等系列课题。

环境立法是环境执法的前提。为了解决中国现阶段环境“守法成本高，违法成本低”的不对称激励问题，美国环保协会先后积极参与了《水污染防治法》、《大气污染防治法》以及《环境保护法》等法律法规的修订工作。

经过几年的发展，环境执法项目取得了令人瞩目的成绩。其中多项研究成果和政策建议被国家和地方立法所采纳。例如针对“违法成本”低的问题，项目引入美国执法经验，提出了“按日计罚”的立法建议，该处罚方式先后被重庆、深圳的地方立法所采纳，其动态计罚的处罚设计理念也体现在2008年《水污染防治法》修订案中。在《大气污染防治法》和《环境保护法》修订过程中，引入按日计罚、加强违法处罚的理念得到了学界和立法界的广泛认同和支持。此外，项目还在技术层面为国家环境监察能力的建设提供了有力的支持。

在项目框架下启动的全国环境执法机构负责人和执法人员的现场和远程培训工作，也是目前非政府组织在中国开展的规模最大、持续时间最久的环境执法培训活动。



Strengthening Enforcement of Environmental Protection

Against the backdrop of rapid economic development, China's enforcement of environmental laws has been inadequate. Violations of such laws and regulations have become increasingly common, as have accidents involving pollution, seriously damaging the environment and threatening people's health and safety. Improving China's enforcement of environmental laws and strengthening the related legal infrastructure is imperative.

To improve compliance with environmental laws

and China's capacity to enforce them, EDF and the Environmental Supervision Bureau, under the State Environmental Protection Administration, launched a Cooperative Project on Capacity and Effectiveness of Environmental Enforcement in 2005. This project aims to find systematic solutions to enforcing China's environmental laws.

The project started with research on the 85 agencies responsible for enforcing environmental laws, and on the environmental records of 162

companies in 16 provinces, municipalities, and cities. Based on this research, EDF developed and implemented dozens of subprojects in cooperation with various government enforcement authorities. These include designing a better system for enforcing environmental laws, standardizing efforts to build the capacity of enforcement agencies and evaluate their performance, training enforcement officers, strengthening penalties for noncompliance with environmental laws, and exploring the theory and practice of enforcing those laws.

Legislation that establishes penalties for noncompliance with environmental laws is the foundation of effective enforcement. To solve the dilemma of “high-cost compliance and low-cost violation” in China, EDF has helped revise environmental laws and regulations, including the Law on Prevention and Control of Water Pollution, the Law on Prevention and Control of Air Pollution, and the Environmental Protection Law.

The project on enforcement of environmental law has made real contributions, with national and local legislatures adopting a number of the project’s policy recommendations. For instance, to address the problem of low-cost violations, the project proposed legislation that would allow government agencies to levy daily penal-

ties cumulative from day of violation to date of compliance based on EDF’s experience with law enforcement in the United States. Both Chongqing and Shenzhen have approved legislation codifying this approach.

The Law on Prevention and Control of Water Pollution, revised in 2008, also reflects the concept of daily-sometimes called dynamic-penalties. The idea of including stronger penalties for violations in revisions to the Law on Prevention and Control of Air Pollution and the Environmental Protection Law, and allowing penalties to accrue daily, has similarly received widespread support from academics and legislators. The project has also provided strong technical support for building China’s capacity to monitor the environment.

In 2006, EDF and the School of Public Policy and Management, Tsinghua University, organized Capacity Expansion for Environmental Governance in China. This training project was designed to infuse innovation and entrepreneurship into efforts to protect the environment in China. In 2008, the program changed its name to China Environment Innovators.





农村温室气体减排

2005年，美国环保协会在新疆和四川开展了农村温室气体减排项目的预调研工作，通过实地考察，确定沙漠红柳造林、测土配方施肥、户用沼气、农田滴灌以及水稻田用水管理等方法具有一定的减排固碳能力，并能够节约能源，改善当地生态环境，增加农民收入，可以开发为农村温室气体减排项目。

2008-2009年，美国环保协会先后与新疆、四川和陕西省地方政府合作启动了农村温室气体减排项目，并于2008年4月促成美国国际集团（AIG）注资新疆和四川的减排项目，成为中国第一笔农村温室气体自愿减排交易。2009年，美国陶氏化学公司（Dow Chemical）注资陕西农村碳减排项目。

2011年，美国环保协会开拓了农村温室气体自愿减排与扶贫相结合的工作模式，并于2011年5月与国务院扶贫办全国贫困地区干部培训中心和信息中心签署了合作备忘录。双方将以向各地扶贫系统提供低碳扶贫系列培训讲座为基础，逐步普及有关气候变化和农村温室气体减排等领域的相关知识，并选择试点省市开展农村温室气体减排项目和低碳扶贫工作。

此外，2008年4月，美国环保协会协助中国农业科学院成立了农业与气候变化研究中心。该中心主要负责为中国农村温室气体自愿减排的国际合作提供相应的技术支持和培训，为农村项目减排量的监测和认证提供合理方案和认证服务等。中心先后翻译出版了《清洁农作和林作在低碳经济中的作用 – 如何确立、测量和核证温室气体抵消量》、《DNDC模型使用手册》、《中国农村发展中的能源、环境及适应气候变化问题》和《清洁农作和林作在低碳经济中的作用 – 农业温室气体减排和市场机制在中国的实践》等书籍，并组织编写了农村固碳减排项目计量方法指南系列丛书，为农村温室气体自愿减排项目的监测、认证工作提供技术支持。



Reducing Greenhouse Gas Emissions from Agriculture

In 2005, EDF conducted research on the feasibility of reducing greenhouse gas emissions from agriculture in Xinjiang and Sichuan. The researchers concluded that methods such as tamarisk afforestation, more precise application of fertilizers, the use of household biogas systems, the use of drip irrigation, and water management in rice



fields could reduce carbon emissions, save energy, improve the local environment, and increase the income of rural people. Sometimes called “carbon farming,” these methods are now improving the livelihood and lives of 400,000 farmers.

In cooperation with provincial governments, EDF launched Agricultural Greenhouse Gas Reduction Projects in Xinjiang, Sichuan, and Shaanxi in 2008 and 2009. In 2008, American International Group (AIG) signed contracts with Xinjiang and Sichuan to purchase emissions credits for these reductions in agricultural greenhouse gases. This was the first voluntary transfer of agricultural carbon credits in China.

In 2011, EDF developed an initiative that combined voluntary reductions in agricultural greenhouse emissions with efforts to alleviate poverty. EDF signed a memorandum of understanding with the Cadre Training Center and Information Center under the Poverty Alleviation Office of the State Council. EDF and the center will hold a series of seminars to educate local poverty alleviation officers about climate change, and train them on low-carbon approaches to reducing agricultural greenhouse gas emissions. EDF and the center will also select provinces and cities to implement pilot projects on low-carbon



approaches to alleviating poverty.

In 2008, with support from EDF, the Chinese Academy of Agricultural Sciences launched the Center for Research on Agriculture and Climate Change. The center provides technical support and training to promote international cooperation on voluntary reductions in agricultural greenhouse gas emissions, develop plans for monitoring and verifying those reductions, and monitor and verify efforts to reduce agricultural emissions in China. The center has translated and published books such as *Harnessing Farms and Forests in the Low-Carbon Economy*, and *DNDC Model Practical Handbook*. The center is now developing methodologies for measuring and verifying cuts in carbon emissions from various rural carbon reduction and sequestration projects, to provide technical support for these efforts in China.

绿色供应链

绿色供应链是企业和政府在当前全球经济一体化、环境责任共担的背景下通过自身的采购力量，产生市场机制的杠杆效应，推动其供应链上的企业减少环境污染和提高能效，从而提升整个供应链体系的环境绩效的一种自下而上寻求解决传统环境问题的新尝试。

美国环保协会自2008年启动“绿色供应链项目”以来，一直致力于通过这种市场的手段提高中国环境治理效率、促进中国实现绿色转型。一方面，项目通过剖析中国政府绿色采购的相关法律、政策以及实施现状与问题，对中国政府绿色采购的政策框架构建、能力建设和制度设计提出相应的政策建议。另一方面，美国环保协会借助自身在企业环境管理等方面的优势，为中国企业绿色供应链管理的实践提供技术支持和能力建设。

美国环保协会先后与政府部门、研究机构、行业协会和中外企业开展了各类研究、培训、研讨及考察活动。2009年5月，美国环保协会与中央财经大学联合开展了“政府绿色采购”研究项目。2010年2月，与环保部环境发展中心共同确立了绿色供应链——低碳合作项目。2010年12月，支持中国环境与发展国际合作委员会绿色供应链专题政策研究项目。

为了进一步改善上海市的生态环境质量，提升区域产业经济的可持续竞争力，美国环保协会与上海市环境保护局于2011年10月签署合作备忘录，将共同在上海及长三角地区推广绿色供应链试点工作。





Greening China's Supply Chain

Given global economic integration and shared responsibility for protecting the environment, establishing a green supply chain is a new approach to solving traditional environmental problems from the bottom up. Both enterprises and government can use their purchasing power and leverage market mechanisms to encourage enterprises in the supply chain to reduce pollution and improve energy efficiency—thereby enhancing the environmental performance of the entire production system.

EDF launched the Green Supply Chain Project in 2008, reflecting its commitment to using market mechanisms to improve the efficiency of environmental governance and promote a green transformation through both government and enterprises in China. For example, the project analyzed the Chinese government's laws and policies on green procurement, as well as problems in implementing them, and then recommended policies to strengthen the green procurement framework and build its capacity. EDF has also relied on its own experience in corporate environmental management to provide technical support and build the capacity of Chinese enterprises to practice green supply chain management.

As part of these efforts, EDF has conducted research projects, trainings, seminars, and visits with China's government departments, research institutions, industry associations, and enterprises. In May



2009, for example, EDF and the Central University of Finance and Economics started a research project on Government Green Procurement. In February 2010, EDF established the Green Supply Chain Low-Carbon Cooperation Project with the Environmental Development Center of the Ministry of Environmental Protection. Additionally, in December 2010, EDF provided support to the China Council for International Cooperation on Environment and Development on its Green Supply Chain Special Policy Study.

In 2011, EDF and the Shanghai Environmental Protection Bureau signed a memorandum of cooperation to improve Shanghai's ecological and environmental quality and build the sustainable competitiveness of regional industries. The memorandum committed the partners to conduct pilot work on promoting a green supply chain in Shanghai and the Yangtze River Delta.



公众参与

多年来，美国环保协会中国项目通过三个子项目推动和鼓励公众参与到减缓气候变化的实际行动中，这三个子项目包括：环境信息传播、绿色出行和酷中国-全民低碳行动计划。

Encouraging Public Participation in Mitigating Climate Change

The EDF China Program is fostering public participation in efforts to mitigate climate change in China in three main ways. These include disseminating information on the environment, promoting green commuting, and helping to develop Cool China: National Low-Carbon Action Campaign.

环境信息传播

2005年初美国环保协会启动了环境信息传播项目。并于2005年4月起，在人民网环保频道正式开设了“环球热点”栏目。2005年7月，创立了国内首家世界环境资讯类电子周刊《全球环境扫描》，目前已发布300多期。美国环保协会还与人民网合作，在人民网环保频道开办了“环保论坛”。此外，美国环保协会成立了由人民日报、新华社、中国日报、中国环境报、中国网和北京电视台的资深媒体人士组成的媒体顾问委员会。

Dissemination of Environmental Information

In early 2005, EDF launched a Global Focus series on the environmental protection channel of *People's Daily Online*. Later that year, EDF created *Global Environment Scan*, China's first electronic weekly magazine on the global environment. More than 300 issues have now been published. EDF has also cooperated with *People's Daily Online* to launch the Environmental Protection Forum on the environmental protection channel.

绿色出行



2006年6月，在关于空气污染对人体健康影响的大量科学研究和实际观测的基础上，美国环保协会与中国国际民间组织合作促进会共同发起了“绿色出行”活动，倡导各单位职工和广大市民乘坐地铁、公共汽车以及其他更加健康、环保的方式出行，得到了国内诸多城市 and 大型企事业单位的响应。

2007年6月，项目与国内20多个城市合作，建立了绿色出行网络。2008年北京奥运会期间，美国环保协会与相关单位共同发起了“绿色出行破路行动”活动，并与清华大学交通研究所合作开发了绿色出行网上计算器，将交通出行产生的碳排放量进行了量化。经计算，“绿色出行破路行动”共减排二氧化碳8895吨，随后，这些减排量在北京环境交易所挂牌。2009年8月，上海天平汽车保险有限公司购买了这些碳指标，成为中国首例自愿碳减排交易。

2008年底和2009年初，美国环保协会分别与上海市环保局和上海世博局签署合作备忘录，共同启动了“世博绿色出行”项目。2010年上海世博会期间，项目除了在上海近500个社区、学校、企业开展“绿色出行”和“碳减排”知识的宣传教育工作外，还通过引入市场机制，发行了全球首款“世博绿色出行低碳交通卡”，将“碳指标”与市民日常出行使用的交通卡相匹配，最终实现为世博会降低二氧化碳排放7万吨的成绩。为表示对“世博绿色出行低碳交通卡”的支持，世博会期间，先后有多达22个世博场馆对“低碳交通卡”的持有者无偿开放绿色通道。除此之外，世博绿色出行项目还在上海市内筹建了一片“世博绿色出行林”、发布了倡导低碳出行的“世博绿色出行指南”、并组织了“穿越长三角”、“低碳世博 中华风韵晚会”等一系列低碳、环保活动。

2010年到2011年，美国环保协会与中国民促会绿色出行基金合作，在广州亚运会和深圳大运会期间开展了众多绿色出行推广活动。其中，“大运绿色出行”的成功运作使深圳市将2012年确定为“绿色出行年”，并成立了深圳市绿色出行项目办公室，以期在深圳建立绿色出行长效机制，努力打造全国绿色、低碳示范城市。

2011年底，美国环保协会与中国民促会绿色出行基金合作发起了“新青年 新展望”中国低碳先锋活动。活动从全国征集和评选出了99条绿色寄语，由“2011绿色出行大使冯绍峰”带往在南非德班举行的气候变化大会现场并递交给中国代表团团长、国家发改委副主任解振华和联合国气候变化框架公约执行秘书菲格里斯。此外，双方还在德班开展了“传递绿手帕”等环保活动。



Green Commuting

In 2006, based on research and real-world observations on the impact of air pollution on human health, EDF and the China Association for NGO Cooperation cosponsored a Green Commuting campaign. This campaign aimed to convince commuters to use public transport and other healthier and environmentally friendly ways to get to work. The campaign received favorable responses from many cities and large enterprises.

In 2007, the campaign collaborated with more than 20 cities to establish a green commuting network. During the 2008 Beijing Olympics, EDF kicked off Green Commuting, Carbon Road Action campaign, calling for citizens and visitors to reduce their carbon footprints during the grand event.

EDF also worked with the Institute of Transportation Engineering, Tsinghua University, to develop an online calculator



to quantify reductions in carbon emissions from changes in commuting practices. This tool revealed that Green Commuting, Carbon Road Action reduced carbon emissions by 8895 tons. In 2009, Shanghai Tianping Auto Insurance Company Limited purchased these carbon credits on the China Beijing Environment Exchange, completing the first voluntary trading of carbon emissions in China, and becoming its first carbon neutral company.

In 2008 and 2009, EDF signed memorandums of understanding with the Environmental Protection Bureau of Shanghai Municipality, and the Shanghai Bureau for World Expo, to launch the World Expo Green Commuting Campaign. During the 2010 Expo, the project offered activities in nearly 500 communities, schools, and enterprises in Shanghai to spread the concept of green commuting and best practices for reducing carbon emissions.

The project also introduced market mechanisms to green commuting by issuing the world's first Green Commuting Low-Carbon Transit Card, which linked visitors' travel cards with carbon credits. These cards helped offset 70,000 tons of carbon emissions from commutes to the Shanghai World Expo. To show support for the card, 22 Expo venues opened free "green entryways" for cardholders. The project also built a World Expo Green Commuting Forest in Shanghai, released a *World Expo Green Commuting Guide*, and offered low-carbon environmental protection activities, including Crossing the Yangtze River Delta and Low-Carbon World Expo Evening Gala of Chinese Charms.

In 2010 and 2011, EDF worked with the Green Commuting Fund of the China Association for NGO Cooperation on activities promoting green commuting for the Guangzhou Asian Games and Shenzhen Universiade. The success of Universiade Green Commuting in Shenzhen prompted the city to name 2012 a Green Commuting Year, and set up a Green Commuting project office. Such efforts help establish long-term mechanisms to spur green commuting, and are enabling Shenzhen to become a model for green, low-carbon cities in China.



“酷中国-全民低碳行动计划”

2009年4月，美国环保协会与环保部宣教中心等部门共同启动了“酷中国-2009年全民低碳行动”，项目先后在9个省份的11个试点城市开展了环保宣传和实践活动。并根据对9城市3000户居民的调查，完成了中国首个面对多城市家庭碳排放开展的《9省11市社区家庭碳减排研究报告2009-2012》报告。

2011年，在前期工作的基础上，“酷中国”项目得到了继续深化。项目将深入学校、社区和企业等群体开展低碳生活的宣传教育工作，倡导公众在日常生活中减少二氧化碳排放，对减缓全球气候变化做出贡献。国家发展和改革委员会应对气候变化司和环境保护部宣传教育司为项目的指导单位。



Cool China: National Low-Carbon Action Campaign

In 2009, EDF joined the China Environmental Education Center, of the Ministry of Environmental Protection, and other departments in launching Cool China: National Low-Carbon Action Campaign. The campaign conducted public educational activities on environmental advocacy in 11 pilot cities in nine provinces. After surveying some 3,000 families in those cities, Cool China produced the nation's first report on household carbon emissions: Report on Household and Community Carbon Emissions in 11 Cities of Nine Provinces, 2009-2012.

In 2011, the China Environmental Education Center, EDF, and other institutions expanded the campaign. From 2011 to 2016, the project will launch pilot projects on building a low-carbon economy in 10 cities in five provinces chosen by the National Development and Reform Commission. These pilot projects are promoting low-carbon practices in schools, communities, and enterprises, and calling on people to reduce carbon emissions in their daily lives to help mitigate global climate change. The

Department of Climate Change of the National Development and Reform Commission, and the Department of Environmental Education of the Ministry of Environmental Protection, are the guiding departments for the project.



培训

2006年，美国环保协会与清华大学公共管理学院联合发起了“中国环境治理能力拓展”培训项目，旨在通过理念、内容、方式和方法的创新，为中国培育最具创新意识和进取精神的环境保护核心力量。2008年，“中国环境治理能力拓展”正式更名为“西尔环境教育”。

西尔环境教育秉承“超越、创新、公益、开放”的理念，不断探索、创新教学方式，采取“名家对话”、“专项环境培训”、“远程培训”等组织形式，实现了线上培训与线下培训、境内培训与境外培训的结合。截至2011年，西尔已走遍全国31个省、市、自治区及直辖市，累计培训学员近9000余人。同时，为了加强学员间的联系，项目还创办了校友会及内部刊物《拓新者》，为学员提供实时的知识更新。

绿色媒体的力量：大众传播与环境保护 The Power of a Green Media

中国环境治理能力提升“西尔环境”项目第二期
China Environmental Innovators "Green Program" Series

中国环境文化促进会
China Environmental Culture Promotion Association
美国环保协会
Environmental Defense Fund
中国环境文化促进会
China Environmental Culture Promotion Association
中国环境文化促进会
China Environmental Culture Promotion Association

2008年3月16日
北京清华大学继续教育学院



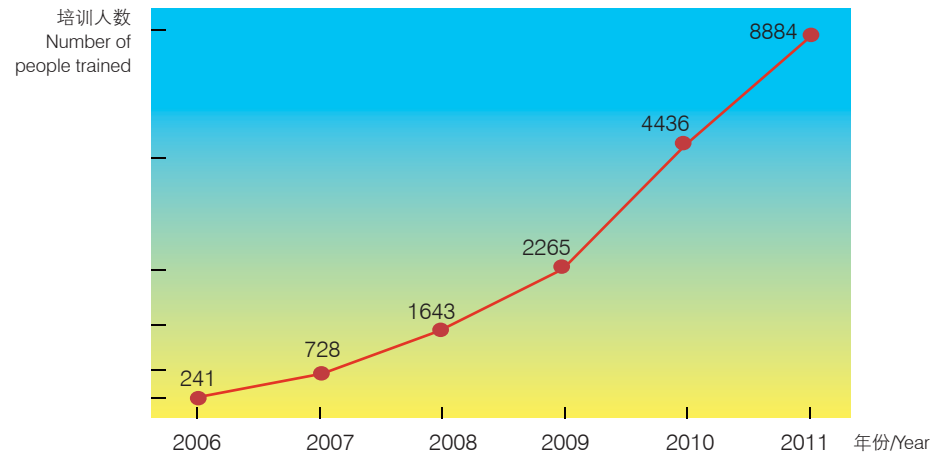
Training (China Environment Innovators)

In 2006, EDF and the School of Public Policy and Management, Tsinghua University, organized Capacity Expansion for Environmental Governance in China. This training project is designed to infuse innovation and entrepreneurship into efforts to protect the environment in China. In 2008, the program changed its name to China Environment Innovators.

The credo of China Environment Innovators is “superiority, innovation, protection of public interests, and openness” in environmental education. The program combines online

and offline training, and is exploring innovative teaching methods such as dialogues among experts, a Congress on environmental innovation, special environmental training, and remote training.

As of 2011, the program has trained some 9,000 people in 31 provinces, municipalities, and autonomous regions in China. To strengthen communication among trainees, the program has created an alumni association. Alumni receive *Envinnovators*, a publication that enables them to update their knowledge and skills on a regular basis.



截止2011年12月31日，培训项目已累积培训学员近9000人。
As of 2011, the training program has trained nearly 9000 people.

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