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项目宣传手册

Project Bochure

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长沙地区野生蛇保护项目

The Global Environment Facility/Small Grants Programme

Wild Snake Protection Project in Changsha Area



Project Background

Snakes play an extremely important role in the natural ecosystem. They sustain biodiversity and ecological balance through effectively controlling the rodent population in nature, thus reducing agricultural damage. For a long time, however, the public's awareness of conservation of wild snakes is not enough. Changsha is one of the severest areas of eating snakes, with a considerable number of people having the bad old habit of snake-eating.

When diners are enjoying a big meal, few know that the wild snakes around Changsha and even Hunan Province are endangered. The fact greatly worries us, that at least two third of current consumed snakes in Changsha are wild snakes and smuggled from other provinces such as Guangxi, Hubei, Guizhou, Sichuan.

Snake eating as a habit can cause the population decline and adversely affect the safety of ecosystem, as well as pose a hazard to human health. Changsha Wildlife Conservation Association(CSWCA) launched the first movement of conserving wild snakes, after conducting a series of specified investigations and researches. The CSWCA wish to raise public awareness of snake conservation through practical actions, and render co-participations of the government, non-governmental organizations, enterprises and civil society, and to conserve and sustain snakes resources which will continue to benefit mankind.

Confronted Problems



Lack of public awareness of conserving snake species



Widespread of restaurants serving snake dishes

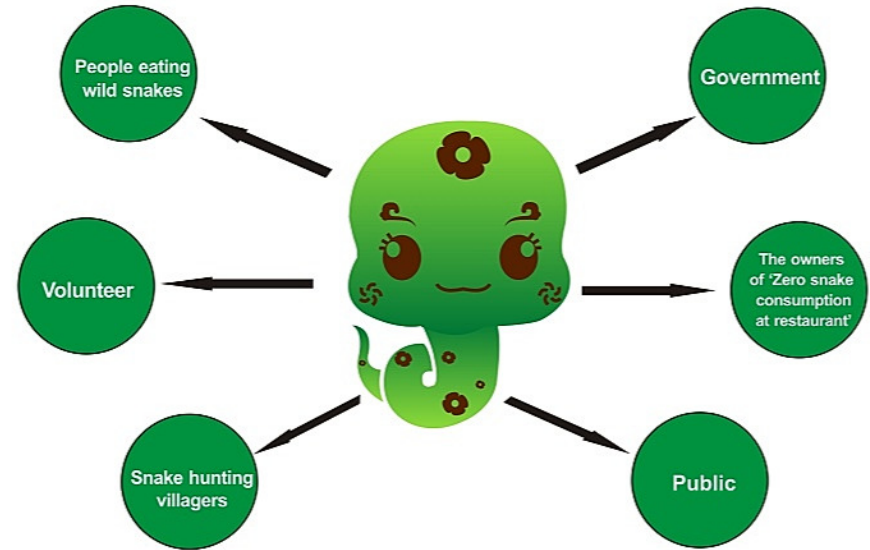


Difficulties for the investigation of killing and selling of wild snakes



Current snake farming failed to supply enough to meet the growing need for snake consumption

Beneficiaries Of The Project



People eating wild snakes: direct beneficiaries. We hope the public can react to change the bad old habit of snake-eating, after explained by volunteers the importance of sustainability of wild snakes and hazardous risks brought by eating them. This habit can pose serious danger to human health by introducing parasites and bacteria carried by wild snakes, thus rejecting it can lead to a larger chance of maintaining security of urban ecosystem.

Volunteer: indirect beneficiaries. By participating in various campaigns and undercover investigations, professional knowledge, skill level, and communication skills of volunteers can be greatly enhanced through such social practices.

Snake hunting villagers: direct beneficiaries. CSWCS will provide technical guidance and training opportunities offered by snake farming expert to local villagers, who will profit from snake farming, instead of hunting. Thus do good to keep ecological balance of nature.

Government: indirect beneficiaries. Through carrying out undercover investigations by volunteer of CSWCS on the source, transport channel, trading market and restaurant business of snake hunting, workload can be reduced for the relevant government departments. This action also will push local government to strengthen market supervision and law enforcement. A more practical government which tackles ecological problems more effectively will gain a better image in people's mind.

The owners of 'Zero snake consumption at restaurant': indirect beneficiaries. Reputed with a high sense of social responsibility and awareness of environmental protection, they will be rewarded by the media publicity on the shop signs and cuisine. CSWCS will ask the media to make propaganda for and guide diners to their restaurants. Probably, the economic loss brought by losing snake-eating guests will be made up for and even follows an increase of revenue.

Public: indirect beneficiaries. Successful implementation of the project can effectively reduce the market consumption, thus reduce the population decline of wild snakes, from which urban ecosystem and public health can benefit in the long term.

Project Objectives



Push the government to strengthen law enforcement and to improve the degree of conservation of snakes, through a series of online and offline ongoing campaigns;



Promote snake farming technology, and gradually reduce the market consumption of wild snakes;



Sustain campaign on green certification of 'zero snake consumption at restaurant' to raise public awareness of the conservation and social responsibility of catering enterprises, and finally achieve the goal of zero consumption of wild snake at restaurants in Changsha.



In future, we also consider conducting research projects on population census and restoration of endangered snake species to conserve genetic and species diversity of wild snakes.



Volunteers visit trading spots of wild snake to conduct undercover investigation



CSWCA Staff visit domesticated snake farms to study breeding and farming technology



UNDP GEF SGP National Coordinator Mis. Liu Yi announcing the official launch of wild snake conservation actions in Changsha



On September 10, 2014, the City Forestry Bureau released domesticated baby snakes



During campaign of 'Zero snake consumption at restaurant', volunteers put up posters in the restaurant



Forest Police of Changsha investigate in the smuggling of wild snakes at Changsha West Bus Station

Innovativeness And strategies Of The Project

This project is the first great attempt of movement on snake conservation initiated in the country, based on their conservation status in Changsha surveyed by CSWCS. The coverage is the largest, while the duration of the movement is the longest of its kind.

Methodology: CSWCA uses the methodology of 'discover - analyze - solve the problem', following the track of hunting source, transport channel, trading markets, serving restaurants and snake diners, to carry out in-depth investigation on entire chain of interest. In the earlier stage of the action, undercover investigation will be conducted by volunteers, so that two survey reports could be generated, first on current trade situation of wild snake in Changsha, and second on the attitudes of diners towards snake eating and conservation of wild snakes.

These first-hand information will be delivered to relevant government departments to promote strengthening of supervision and law enforcement. In the later stage of the action, the CSWCA will popularize snake farming as a means of alternative livelihood for the farmer instead of traditional wild snake hunting, in order to make sure of sustainable use of this valuable resource for the benefit of future generations. This action could even become a stereotype for further spread in terms of conservation of wild snakes and other species across the country.

We are taking action to conserve wild snakes in Changsha

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Project Schedule

During the stage CSWCA had set up a website, a forum and a microblog specialized for snake conservation and caring for propaganda. The launching ceremony with the aim of conserving wild snakes had been held in Changsha, followed by a public activity called 'snap shot to rescue wild snake' aiming at reporting clues of illegal hunting and marketing of wild snakes. Volunteers are then asked to gather evidence from reporting and inform the forest police. In this way legislation and law enforcement could be strengthened, and the captured wild snakes could be rescued for field release.



CSWCA Staff give training seminars at universities in Changsha on the 'Zero snake consumption at restaurant' campaign



Spot checks on wild snake sale market by forest and wildlife conservation Sector and forest police of Changsha forestry bureau

The project's first stage started from May 2013 to June 2014

CSWCA asked 120 volunteers to carry out a series of investigations and campaigns. Focusing on the implementation of campaign 'Zero snake consumption at restaurant', volunteers are expected to visit major restaurants in Changsha, put up snake conservation posters, and persuade restaurant owners to abandon business utilizing wild snakes consciously. Moreover they will survey on diners' attitudes towards snake eating and conservation, hand out promotional materials of snake conservation and green dining cards indicating refusal to consume wild snakes. A press conference is planned to be held by the end of 2014 for the campaign 'Zero snake consumption at restaurant' in coalition with multiple government sectors. 50 prospective restaurants will be approved and granted with 'Zero snake consumption restaurant'. And mass media will be invited to advocate and guide diners to these restaurants.

The second stage of the project started from July 2014 to December 2014

Volunteers will be asked to go campaigning around the main snake hunting sites in Changsha, to set up warning signs, patrol on a regular basis, and join forest police in confiscating snake hunting equipments. Meanwhile, teaming with snake farming experts, CSWCA will persuade villagers to abandon illegal hunting of wild snakes, and embark on domesticated snake farming as an alternative livelihoods so that the villagers could gain profit as well as sustaining ecological balance.



Press conference on World Environment Day, with the theme 'pay attention to food safety, refuse to consume wild animals' on June, 5th 2014

The last stage of the project will start from January 2015 to April 2015

Expected Results Of The Project



For the 'Zero snake consumption at restaurant' campaign, CSWCA Staff investigate in a restaurant kitchen whether there is wildlife ingredient



For the 'Zero snake consumption at restaurant' campaign, CSWCA Staff and law enforcement officers of Changsha Forestry Bureau check up purchase ledger in a restaurant

Through the implementation of the project, we intend to crack down on the illegal hunting and selling of wild snakes in Changsha. Hopefully, 10 common species like eastern garter snake, taeniura, king ratsnake, serpent, coral snake will be effectively conserved. 5000-7000 wild snakes are estimated to be released. We hope to establish a monitoring and supervision mechanism, with which the public can effectively participate in the wild snake conservation. Awareness and refusal to dine on wild snakes will be raised, and 10,000 people are expected to no longer consume wild snake. Through strengthening law enforcement, about 1/5 potential offenders will give up on illegal hunting, transport, and sale business. Over 50 restaurants will be awarded with green certification as 'zero snake consumption restaurant'. Through spread of snake domestication and establishment of 2-3 model snake farmers, we could not only benefit the subject area with alternative livelihood, but also gradually reduce the market consumption of wild snakes.

Project Agency

United Nations Development Programme (UNDP)

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, we 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.

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

As a corporate programme funded by the Global Environment Facility (GEF), Small Grants Programme was established in 1992, implemented by the United Nations Development Programme (UNDP) on behalf of the GEF partnership, and executed by the United Nations Office for Project Services (UNOPS). SGP channels financial and technical support directly to NGOs and CBOs for activities that conserve and restore the environment while enhancing people's well-being and livelihoods. SGP supports activities in these priorities - biodiversity conservation, abatement of climate change , protection of international waters, prevention of land degradation and elimination of persistent organic pollutants. With presence in more than 125 countries, SGP has awarded more than 14,000 grants worldwide.



Press conference for green certification of 'Zero snake consumption at restaurant'



The launching ceremony of wild snake conservation actions sited in Changsha in 2014



CSWCA Staff and law enforcement officers of Changsha Forestry Bureau release confiscated wild snakes to the wild

ChangSha Wildlife Conservation Association(CSWCA)

ChangSha Wildlife Conservation Association, referred to as CSWCA, founded in 2004 and currently located in Changsha, is a professional non-profit wildlife conservation organization. Over the years, implementing concept of sustainable development, and committing to conservation of wildlife and their habitats, CSWCA embarks on nature experience activities, wildlife rescues and other actions, and has made positive efforts and contributions to the improvement of ecological environment in Changsha.

项目背景

蛇在自然生态系统中扮演着极其重要的角色。它不仅在维护生物多样性、促进生态平衡方面具有重要意义，还有效的控制着鼠类在自然界中的种群繁殖数量，从而减少农业灾害。然而长期以来，公众对野生蛇的保护意识普遍不高。长沙是吃蛇的重灾区，很多市民都有吃蛇的陋习。食客们在大快朵颐的时候，却很少有人知道，长沙周边以及湖南省内的野生蛇已经不多，现在长沙人餐桌上享用的蛇几乎都是从广西、湖北、贵州、四川等地偷运过来的，其中至少有三分之二是野生的，这不得不让人忧虑！

食用野生蛇严重地危害着生态系统的安全，同时也给人类的健康带来隐患。长沙市野生动植物保护协会通过详细的调研之后，发起了全国首个野生蛇保护行动，协会希望通过实际行动去唤醒市民的保护意识，发动政府、民间组织、企业和公民社会的力量，共同参与，保护蛇类资源，让它继续造福人类。

面临的问题



公众对野生蛇保护意识淡薄



经营蛇食的餐馆泛滥

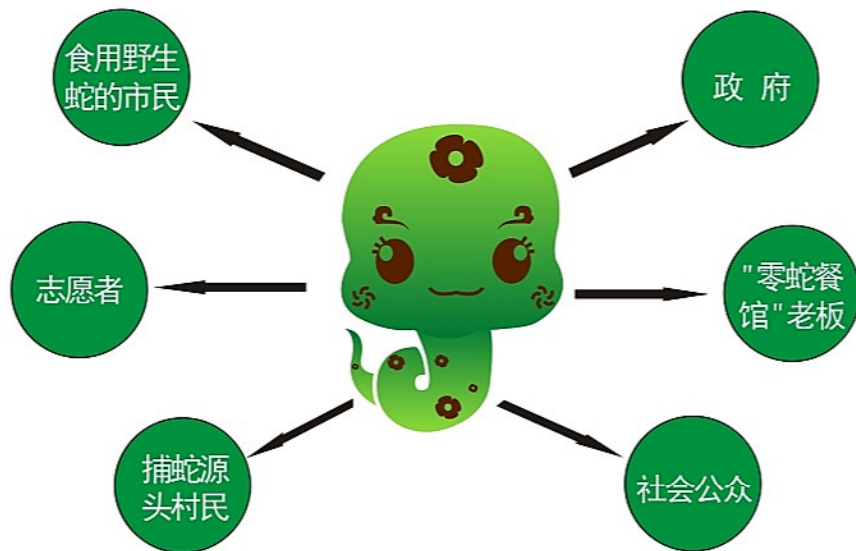


捕杀、贩卖野生蛇的取证调查困难



蛇的市场需求大，人工养殖数量及技术跟不上

项目受益人群



食用野生蛇的市民：为直接受益人群。通过志愿者们对市民进行野生蛇重要性及食用野生蛇危害的讲解，部分市民主动改变吃蛇陋习，能减少因食用野生动物感染的寄生虫和病菌的风险，同时也有效地维护了生态系统的安全。

志愿者：为间接受益人群。通过参与各项宣传以及暗访调查活动，志愿者专业知识及技能水平、社会实践能力、沟通交流能力等都有很大的提高。

捕蛇源头村民：为直接受益人群。协会组织蛇类专家提供人工养蛇技术指导 and 培训，当地村民从捕捉贩卖野生蛇到从事人工养蛇，从中获得经济效益的同时也维护了当地的自然生态平衡。

政府：为间接受益群体。通过协会组织志愿者暗访调查野生蛇捕捉源头、运输渠道、交易市场和经营的餐馆，为相关政府部门减轻了工作量；同时这一行动也推动了当地政府开展市场监管和执法行动，政府多做实事，既促成了当地环境问题的解决，也提升了在百姓心目中的形象。

“零蛇餐馆”老板：为间接受益人群。加入“零蛇餐馆”行列的餐馆，具有高度的社会责任感和环境保护意识，协会联系媒体对其进行宣传，提高其社会影响力和品牌形象，引导食客到这些餐馆用餐，弥补了因不经营蛇食而造成的经济损失，甚至还增加了收入。

社会公众：为间接受益人群。通过项目的实施，有效减少了市场对野生蛇的消耗，保证野外蛇类种群的数量，减少因蛇类种群下降而发生自然灾害的可能，从而保障人类生存环境的健康、保障社会经济的长久发展，使社会大众从中受益。

项目目标



通过一系列线上线下宣传活动的持续开展，推动政府加强执法，提高蛇类的保护级别；



大力推广人工养蛇技术，逐步减少市场对野生蛇的消耗；



持续开展“零蛇餐馆”绿色认证宣传活动，提高市民保护意识及餐饮企业社会责任感，实现长沙餐馆零野生蛇目标；



未来，还考虑进行对濒危野生蛇类开展种群调查和恢复项目，保障野生蛇类的遗传多样性和物种多样性。



志愿者前往野生蛇贩卖窝点进行暗访调查



协会工作人员在养蛇场参观学习人工养殖技术



长沙市林业局森林公安在汽车西站对私运野生蛇的大巴进行查处



联合国开发计划署及全球环境基金小额赠款计划国家协调员刘怡女士在项目启动仪式上发言



2014年9月10日，市林业局开展养殖幼蛇放生活动 “零蛇餐馆”宣传活动中，志愿者在餐馆张贴护蛇海报



项目的创新性及策略

本项目是全国发起的首个野生蛇保护行动，也是协会根据长沙地区保护现状开展的守护家园行动的一次伟大尝试。无论其覆盖面的广度、参与调查宣传的人数、行动所包含活动的数量、行动持续的时长均为全国同类行动之最。

在方法上，协会按照“发现问题-分析问题-解决问题”的思路，从捕杀野生蛇的源头抓起，通过运送、市场、餐馆和食客层层推进调查，从整条利益链进行深度分析。在行动过程中，通过志愿者的暗访调查，撰写出长沙野生蛇交易现状调查报告、餐馆食客吃蛇及保护野生蛇态度问卷调查报告等一手资料，提交给相关部门，推动其加强监管和执法。在行动后期，协会组织专家在捕蛇源头大力推广人工养蛇技术，利用替代生计，发展养蛇专业户，以养蛇替代捕蛇，使蛇类这一宝贵资源得以持续利用，造福子孙后代。这一模式和所取得的成果和经验可以在全国进行大范围的推广，推动全国各地对野生蛇及其它野生动物的保护。

项目活动内容

该阶段

协会开辟了护蛇专题网站、护蛇论坛、野生蛇保护行动专用微博等线上宣传平台，对外持续进行宣传。举行了长沙地区野生蛇保护启动仪式，发起“随手拍解救野生蛇”的活动，让公众提供捕杀贩卖野生蛇类地点的线索，发动志愿者主动出击，搜集相关证据，报告给森林公安，推动政府加强立法执法，对不法分子进行严厉查处，将收缴的野生蛇类开展救护行动和野外放生。



协会工作人员走进长沙各大高校开展“零蛇餐馆”宣传活动志愿者培训讲座

2013年5月-2014年6月，项目前期阶段

协会组织

120名志愿者开展一系列保护野生蛇的调查和宣教行动。重点实施“零蛇餐馆”宣传活动，志愿者们走进长沙各大餐馆饭店，张贴护蛇海报，引导餐馆放弃经营野生蛇，自觉加入这一行列；对食客进行护蛇态度问卷调查，发放护蛇宣传资料和绿色餐卡，引导其选择绿色健康消费，主动拒绝餐桌上的野生蛇。2014年年底联合政府多部门召开“零蛇餐馆”绿色认证新闻发布会，授予主动申请且通过审核的50家餐饮企业为“零蛇餐馆”。并组织媒体开展宣引导食客来这些餐馆用餐。

2014年7月-2014年12月，项目中期阶段

协会组

织志愿者在长沙周边主要捕蛇地对村民开展宣教，设置警示牌，定期开展巡护，联合执法部门收缴诱捕野生蛇的铁笼和器具。并且组织蛇类专家共同开展研究，在长沙周边捕蛇严重地区积极倡导和推广人工养蛇技术，利用替代生计逐渐地变捕杀野生蛇为家养繁殖，让村民从中获得经济效益的同时也维护了当地的自然生态平衡。

2015年1月-2015年4月，项目后期阶段



2014“六·五”世界环境日开展“关注食品安全，拒食野生动物”为主题的新闻发布会



长沙市森保站和长沙市森林公安对贩卖野生蛇的市场展开突击执法

项目产生的成效

通过项目的实施开展，将在长沙地区形成依法打击捕杀贩卖野生蛇、拒食野生蛇的良好社会风气。乌梢蛇、黑眉锦蛇、王锦蛇、赤练蛇、银环蛇等10余个品种的野生蛇将得到有效保护。解救放生野生蛇达5000-7000条。通过项目的层层推进，建立监督机制，项目区公众野生蛇保护的意识和拒食野生蛇的自觉行为将得到提高，有1万人不再食用野生蛇。通过政府执法，约有1/5从事捕杀、运输、贩卖野生蛇的不法分子不再从事该非法活动。累计超过50家餐饮企业通过“零蛇餐馆”绿色认证。通过发展2-3家人工养蛇大户，在解决替代生计、让项目区群众受益的同时，也逐步减少了市场对野生蛇的消耗。



“零蛇餐馆”宣传活动中，协会工作人员和媒体调查餐馆厨房是否有野生动物食材



“零蛇餐馆”宣传活动中，长沙市林业局执法人员和协会工作人员在餐馆查阅进货台账

项目机构介绍

联合国开发计划署 (UNDP)

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，我们提供全球观点和深入本土的见解，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。

全球环境基金小额赠款计划 (GEF SGP)

作为全球环境基金资助项目的组成部分之一，小额赠款计划成立于1992年，由联合国开发计划署负责实施，联合国项目管理办公室负责执行。小额赠款计划直接向非政府组织和社区组织提供资金和技术，支持他们保护和恢复自然，同时提高人们福祉和生计的活动。小额赠款计划支持的优先领域为：保护生物多样性、减缓气候变化、保护国际水域、防止土地退化和消除持久性有机污染物。目前，这个计划已经在全球125多个国家支持14000多个项目。



"零蛇餐馆"绿色认证新闻发布会现场



2014年长沙地区野生蛇保护行动启动仪式现场



长沙市林业局和协会工作人员将执法收缴的野生蛇放归自然

长沙市野生动植物保护协会 (CSWCA)

长沙市野生动植物保护协会 (ChangSha Wildlife Conservation Association)，简称：CSWCA，成立于2004年，是目前长沙地区一家专业从事野生动植物保护的民间公益组织。多年来，CSWCA推行可持续发展的理念，致力于保护野生动植物及其栖息地、开展自然环境体验和野生动物救助等行动，为推动长沙的生态文明建设做出了积极的努力和贡献。