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全球环境基金小额赠款计划 北京市社区家庭节电节能促减排示范项目

Demonstration Project on Household Less Power Consumption
and Energy Saving to Reduce Carbon Emission in Beijing



中华环保联合会
全球环境基金小额赠款计划
联合国开发计划署





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项目背景

在北半球，极地冰川正慢慢融化；在南太平洋岛国，国民正惊恐地看着海水不断上涨、魔鬼般吞噬着自己的家园；在中国，气候变化导致的台风、干旱、洪水等自然灾害正不断肆虐，侵害着我国居民的生活……

令人担忧的事情何止这些？从极地到赤道、从海滨到内陆、从城市到乡村……全球气候变暖给人类带来的灾害日益严重，二氧化碳的排放是全球变暖的一个重要罪魁祸首。威胁着我们地球家园的警钟正在响起！

全球气候变化是中国和世界各国共同面临的挑战，减少二氧化碳排放量、积极应对气候变化是全人类的共同责任！





社区家庭节电减排的问题：

- （1）家庭低碳生活和消费模式（日常节电减排模式）还没有在我国社区家庭中形成。
- （2）《中华人民共和国节约能源法》及相关政策法规的具体落实措施有待于完善。
- （3）我国社区家庭参与节电减排的积极性不高。

项目目标

总目标：通过政府、企业、环保民间组织、媒体及公众的广泛参与，有效践行在公共事务管理中的3P（Public-Private-Partnership）理念，降低北京市居民家庭的用电量，提高北京市居民的家庭节电和应对气候变化的意识，自觉在日常生活中形成节电的生活和消费模式，研究北京市家庭节电促减排的激励机制，最终带动全社会参与节电减排工作，减少二氧化碳的排放量。

特定目标一：降低示范区域内约1万户家庭（3万人）的家庭用电量，提高示范区居民对减少二氧化碳排放量应对全球气候变化的意识。

特定目标二：提高北京市居民的家庭节电节能和应对气候变化的意识，自觉在家庭日常生活中形成正确的节电节能生活和消费方式，减少二氧化碳排放量。

特定目标三：研究北京市社区家庭节电节能的方法和激励机制。



项目概述

“北京市社区家庭节电节能促减排示范项目”，通过在示范区选择1万户家庭（约3万人），深入社区开展系列家庭节电宣传和调研实践，收集第一手家庭用电数据，比较国内外家庭耗能节能情况，立足于北京市的生活用电现状，针对政府部门、企业、学术机构、民间组织及公众，提出相应意见和建议，通过激励机制促进社区节电，减少二氧化碳排放，积极应对气候变化。





1. 嘉宾启动象征项目顺利进行的水晶球
2. 联合国开发计划署驻华代表马和励先生与22家受赠机构的代表——中华环保联合会副主席兼秘书长曾晓东签署赠款协议。
3. 大学生志愿者向联合国开发计划署代表马和励先生咨询项目情况
4. 嘉宾热烈鼓掌象征项目顺利启动
5. 中华环保联合会副主席兼秘书长曾晓东
6. 参会代表认真听会
7. 望京社区家庭代表发言
8. 社区群众踊跃签名支持项目

✦ 举行“全球环境基金小额赠款中国项目暨望京社区家庭低碳行动启动仪式”。

✦ 选择项目示范区。

✦ 招募15名志愿者和5名社区协调员，针对500户家庭的用电情况和行为模式进行入户调查和辅导。

✦ 举办“社区低碳行动志愿者培训计划”。

✦ 收集北京市社区家庭用电情况的数据，评估并研究示范区域的社区家庭节电节能量。

项目活动



项目活动

- ✦ 编写《公众应对气候变化和社区家庭节电手册》1万册和“家庭节电十一种优先行为”折页1万份，制作家庭节电闭火贴1万个，发放给目标家庭。
- ✦ 制作“望京社区家庭低碳行动”专题网页。
- ✦ 与绿色搜狐频道合作，在网上开展“社区家庭节电意识网络调查”在望京举行“北京市社区家庭节电节能促减排示范项目——望京家庭低碳知识竞赛”预赛及决赛。
- ✦ 举行“北京市社区家庭节电节能促减排激励机制研讨会”。
- ✦ 编写《北京市朝阳区望京家庭用电情况评估报告》。
- ✦ 编写《关于北京市社区家庭节电促减排激励机制的研究》。



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9. 社区工作协调会
10. 中华环保联合会项目官员周友发主持大学生志愿者招聘会
11. 北京市朝阳区望京社区
12. 中华环保联合会副秘书长谢玉红致辞
13. 北京朝阳望京街道办事处副主任康玉章致辞
14. 北京市朝阳区望京社区低碳行动入户调查启动仪式合影
15. 专家指导居民安装测试设备
16. 大学生志愿者指导居民填写调查问卷



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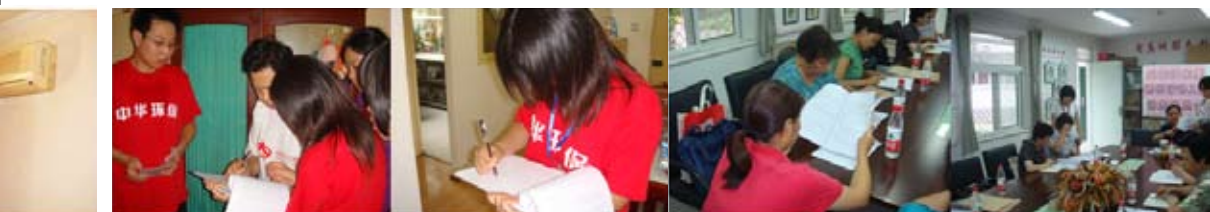


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17. 安装温度计和功率检测仪和入户调查
18. 北京朝阳望京社区低碳行动志愿者培训计划
19. 公益活动部部长王雨竹在培训仪式上发言
20. 志愿者与协调员分组进行团队训练
21. 宣传小卡片、礼品和“望京家庭低碳行动”专题网页
22. 《公众应对气候变化和社区家庭节电手册》研讨会代表认真讨论
23. “中国民间力量在应对气候变化中的行动”专题分会



24. 望京家庭低碳知识竞赛总决赛

25. 联合国开发计划署全球环境基金会小额赠款项目国家项目协调员刘怡致辞

26. 北京市节能环保中心宣传部部长姚伟代表评委组总结发言

27. 北京市电视台记者采访获奖家庭代表

28. 参赛家庭讲解日常节能生活点滴

29. 总决赛冠军家庭





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30. 北京市社区家庭节电节能促减排激励机制研讨会
31. 中华环保联合会副秘书长谢玉红主持研讨会
32. 国家环保部科技委委员、中华环保联合会理事夏堃堡
33. 国家环保部科技委委员、原国家环保局副局长张坤民
34. 中华环保联合会国际合作部部长王宇明介绍项目

项目成果

- 1、有效提高了望京3万公众对节约用电、减少二氧化碳应对全球气候变化的意识，在项目执行期间的夏季（2010年5月-9月），望京社区1万户家庭用电量平均每月下降了1度以上，减少了约50吨的二氧化碳减排量。
- 2、北京市居民的家庭节电促减排意识得到提高，自觉在日常生活中采用节电行为，在购买家用电器时尽量选购节电产品，促进居民消费方式的转变，形成环境友好型的生活方式。
- 3、完成《关于北京市社区家庭节电促减排激励机制的研究》提交给国家环境保护部、国家发展与改革委员会、北京市政府等相关政府部门。



35. “中国民间力量在应对气候变化中的行动”专题分会
上，中华环保联合会项目官
员李蕾与NGO代表进行项目
交流

36. 嘉宾为北京市朝阳区望京
街道办事处颁发优秀组织奖

37. 嘉宾为5个社区颁发优秀
社区奖

38. “北京市社区家庭节能节
能促减排示范项目”总结暨
表彰大会

39. 中华环保联合会副主席兼
秘书长曾晓东致辞

40. 中华环保联合会秘书长
谢玉红发布项目总结报告

41. 中华环保联合会秘书长
冯晓星主持颁奖仪式



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2010年全球环境基金小额赠款计划
北京社区节能节电促减排示范项目

2010 GEF SMALL GRANTS Programme
Demonstration Project on Household Less Power Consumption and
Energy Saving to Reduce Carbon Emission in Beijing

优秀组织

Excellent Organization



2010年全球环境基金小额赠款计划
北京社区节能节电促减排示范项目

2010 GEF SMALL GRANTS Programme
Demonstration Project on Household Less Power Consumption and
Energy Saving to Reduce Carbon Emission in Beijing

优秀社区

Excellent Community



联合国开发计划署

联合国开发计划署是联合国从事发展的全球网络。我们倡导变革并未各国提供知识、经验和资源，帮助人民创造更美好的生活。我们在166个国家开展发展援助，通过与这些国家的合作，帮助各国应对全球和各国国内面临的发展挑战。联合国开发计划署及其广泛的合作伙伴一起帮助各国进行自身的能力建设。

全球环境基金小额赠款计划

全球环境基金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、减轻气候变化、保护国际水域、防止土地退化和减少持久性有机污染物排放。目前，这个计划已经在全球122个国家支持12000多个项目。

小额赠款计划在通过成功的国家主导的基层行动来解决某些世界上最棘手的环境问题，同时确保可持续的生计方面发挥了独特的作用。

中华环保联合会

中华环保联合会于2005年4月22日成立，是经中华人民共和国国务院批准，民政部注册，国家环境保护部主管，非营利性的、全国性的社会组织。

我们的宗旨是“大中华 大环境 大联合”。联合每一个有志于环境保护的华夏子孙，团结与协同社会团体和民间组织，提高人们的环境意识和公众参与的积极性，引导社会监督，吸引全社会的力量，为环境保护贡献力量。

我们的工作领域包括：为政府提供环境决策建议，为公众和社会提供环境法律权益的维护，为社会提供公共环境信息和环境宣传教育活动，促进中国环保NGO组织健康发展并确立其应有的国际地位，开展国际民间环境交流与合作。

执行机构



Background

In the Northern Hemisphere, the glaciers in the Arctic are melting quicker. In the islands of the South Pacific, people are witnessing the sea level rising and inundating their homes. In China, typhoon, draught, flood and other acts of God attributed to climate change are affecting our lives....

And there are more. From the poles to the equator, from the seashore to the inlands, and from the city to the country, the phenomenon of global warming is imposing increasingly negative effects on human beings, while the CO₂ exhaust is one of the key causes. A threat to the earth is here!

Global climate change is a challenge commonly faced by China and the rest of world. Thus, carbon reduction and response to the change are our shared responsibility!





Objective

Concerns related to energy conservation and carbon reduction in communities:

- (1) Low-carbon lifestyle and consumer behavior (daily energy efficiency and carbon reduction efforts) are not practiced in the communities in China;
- (2) Energy Conservation Law of the People's Republic of China and related policies and regulations need further improvement;
- (3) The communities are not active in such initiatives.

Master plan: With wide involvement of government, businesses, non-government environmental organizations, press and the public, to effectively follow the philosophy of 3P (Public-Private-Partnership) in the administration of public affairs; to minimize the power consumption of households in Beijing; to upgrade the awareness on household power conservation and response to climate change among the residents in Beijing; to proactively create power-efficient lifestyle and consumer behaviors in daily life; to study on the incentives of civic energy conservation and carbon reduction in Beijing; and ultimately, to drive the wider community to be a part of such initiatives, in order to minimize CO₂ exhaustion.

Target 1: To minimize the power consumption in the demo area involving 10,000 households (30,000 persons), and improve their awareness on the impact of carbon reduction on global climate change;

Target 2: To upgrade the awareness on civic energy conservation and response to climate change among the residents in Beijing, and to proactively build up proper energy-saving lifestyle and consumer behaviors in daily life, in order to achieve carbon reduction;

Target 3: To study on the methodology and incentives of energy conservation in the communities in Beijing.



Overview

"Demonstration Project on Household Less Power Consumption and Energy Saving to Reduce Carbon Emission in Beijing" chooses 10,000 households (around 30,000 persons) in the demo area, launches power conservation promotion, research and practices in the said communities, collects first-hand data on household power consumption, and compares them with international counterparts. On the basis of the status quo of civic power consumption in Beijing, it will offer evaluation and recommendations to government, businesses, academic institutions, non-government organizations and the public, and implement incentives to encourage power conservation, carbon reduction and active response to climate change.





1. Khalid MALIK, UN Resident Coordinator in China, Resident Representative of United Nations Development Programme, and Xiaodong ZENG, Vice Chairman & Secretary General of ACEF, on behalf of 22 grantee organizations, sign the contract.
2. The family representative from the Wangjing community make a presentation
3. Khalid MALIK, UN Resident Coordinator in China, Resident Representative of United Nations Development Programme (Right), and Yuhong XIE, Deputy Secretary General of ACEF (Left)
4. Xiaodong ZENG, Vice Chairman & Secretary General of ACEF, sign to support the project
5. Khalid MALIK, UN Resident Coordinator in China, Resident Representative of United Nations Development Programme, sign to support the project.



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- ✦ Hosted the “Launching Ceremony of Global Environment Facility-Small Grants Program in China & Low Carbon Household Initiative in Wangjing Community”;
- ✦ Chose a demo area;
- ✦ Recruited 15 volunteers and 5 community coordinators, who visited and coached 500 households on their power conservation conditions and behaviors;
- ✦ Organized “Volunteer Training Program for Community Low Carbon Initiative”;
- ✦ Collected the information on power consumption of households in Beijing; and implemented research and study on the energy conservation volume in the demo area;
- ✦ Prepared 10,000 copies of How to Respond to Climate Change & Save Power and 11 Priorities of Power Conservation at Home respectively; produced 10,000 copies of Energy Conservation Sticker and distributed them to the target households;

Actions



Actions

- ✦ Built up the mini website of “Household Low Carbon Initiative in Wangjing Community”;
- ✦ Worked with Green Sohu Channel in launching “Online Survey on the Awareness of Households on Power Conservation” and hosting the preliminary and final rounds of “Demonstration Project on Household Less Power Consumption and Energy Saving to Reduce Carbon Emission in Beijing– Household Low Carbon Knowledge Competition in Wangjing”
- ✦ Hosted the “Seminar on the Incentives of Energy Conservation & Carbon Reduction in Communities in Beijing”;
- ✦ Prepared the Review on Household Power Consumption in Wangjing, Beijing;
- ✦ Prepared the Studies on the Incentives of Energy Conservation & Carbon Reduction in Communities in Beijing.





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6. The coordination workshop with the Wangjing Community Office
7. College volunteers make a performance
8. Participants listen seriously in the meeting
9. The Launch Ceremony of Collecting First-hand Data on Household Power Consumption in Wangjing Community.
10. Residents from the Wangjing Community fill in the questionnaire
11. The expert guides residents to fill in the questionnaire
12. The group photo of the Wangjing Community delegates and college volunteers



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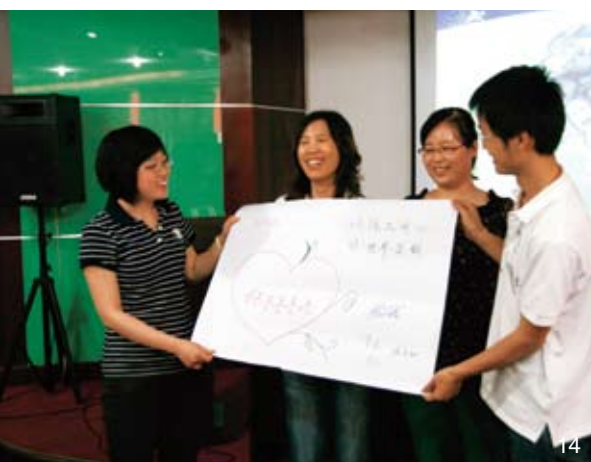
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13. The group photo of the Volunteer Training Programme for Community Low-carbon Initiative
14. Community coordinators and college volunteers divide into groups to train
15. The same as above
16. The same as above



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- 17. The sub-forum of China's environmental Civil Society Organizations' cooperation to adress climate change
- 18. Experts discuss on brochure named How to Respond to Climate Change & Save Power at the workshop
- 19. The brochure named How to Respond to Climate Change & Save Power at the workshop
- 20. The sub-forum of China's environmental Civil Society Organizations' cooperation to adress climate change



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21. The family competitor makes a presentation on low-carbon awareness
22. The family competitors answer to the question
23. The same as above
24. The family competitors make a show on power conservation at home
25. The group photo of leaders and family delegation at the Low-carbon competition
26. The Seminar on Incentives of Energy Conservation & Carbon Reduction in Community in Beijing
27. Guoxiong CAI, Vice Engineer General of China Electricity Power Research Institute, Director of ACEF
28. Ju Hu, Engineer General of Xicheng District Environmental Protection Bureau
29. Yili LI, Senior Engineer General of Construction Energy Conservation Center, Ministry of Housing and Urban-rural Development



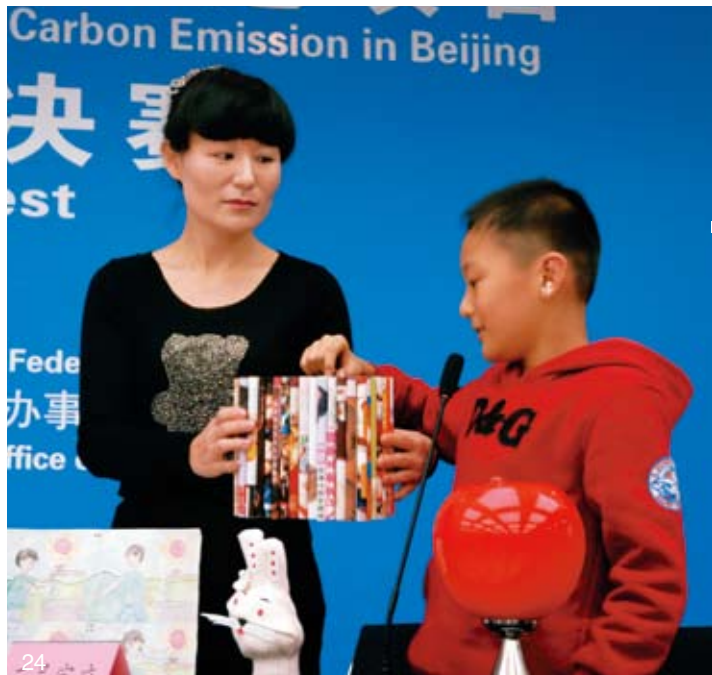
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Outputs

1. Effectively improved the awareness of 30,000 persons in Wangjing Community on power conservation, carbon reduction and response to global climate change. In the summer during the project (May – September 2010), the average power consumption among 10,000 houses in Wangjing dropped 1 kWh or more, which meant the reduction of about 50 tons of CO₂;

2. Increased the awareness of households in Beijing on power conservation and carbon reduction, who now spontaneously take energy-saving actions in daily life and prefer energy-efficient products in the purchase of home appliances. Drove the changes in consumer behaviors and created environment-friendly lifestyle;

3. Completed the Studies on the Incentives of Energy Conservation & Carbon Reduction in Communities in Beijing and submitted it to the State Ministry of Environmental Protection, the National Development and Reform Commission, Beijing Municipal Government and other related authorities.



Organizations

* UNDP

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. We are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. As they develop local capacity, they draw on the people of UNDP and our wide range of partners.

* GEF/SGP

The Global Environment Facility (GEF)'s mission is the protection of the global environment. The GEF forges international cooperation and finances actions to address six critical threats to the global environment: biodiversity loss, climate change, degradation of international waters, ozone depletion, land degradation, and persistent organic pollutants (POPs).

The underlying rationale for support of all GEF projects is that some global environmental benefit is at stake, and the project seeks to address the threat(s) or need(s) to ensure that the global environmental benefit is conserved, or sustainably used and managed. GEF funds are not substitutes for regular or traditional sources of development funding. GEF financing will always be additional to the funds required for national development, and are solely for the purpose of obtaining global environmental benefits.

The Global Environment Facility's Small Grants Programme was established in 1992.

For almost two decades, the Small Grants Programme has been working with communities around the world to combat the most critical environmental problems and has successfully demonstrated that supporting communities in their efforts to achieve more sustainable livelihoods is not only possible, but extremely important in bringing change and achieving global environmental benefits.

The programme is funded by the Global Environment Facility (GEF) as a corporate programme, 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). To date the program's funding from the GEF is approximately US\$401 million. In addition, the program has raised US\$407 million from other partners in cash or in-kind equivalents.

* ACEF

All-China Environment Federation (ACEF) is a nationwide non-profitable civil society organization (CSO) in the field of the environment, and is supported by the government. It is composed of CSOs and individuals who are enthusiastic about and support environmental protection and are willing to work for it.

The objective of ACEF is to serve as a bridge between the government and the public in implementing the sustainable development strategy, achieving national objectives on environment and development, and protecting the environmental rights of the public. By fully utilizing its organizational advantage, ACEF aims to promote environmental protection and sustainable development in China and the world at large.

With the philosophy of "Greater China, Greater Environment and Greater Union", we are committed to organize and solidify various CSOs and social forces to promote wide participation of the public in China in environmental protection for sustainable development; promote social supervision and safeguard the environmental rights of the public; and assist the government in achieving national environmental objectives.

We contribute to the protection of global environment and sustainable development through exchange and cooperation with CSOs in other countries, UN agencies, other international organizations and governments.