



全球环境基金小额赠款项目

丽江文海社区主导的 湿地和森林生态系统保护项目

Community Wetland and Forest Conservation Project in Wenhai, Lijiang



北京市东城区天恒可持续发展研究所
丽江市生态保护与发展协会
丽江杉野教育信息咨询有限公司
湖北经济学院旅游与酒店管理学院



1. 项目概览

项目名称：丽江文海社区主导的湿地和森林生态系统保护项目

项目周期：2018年9月至2021年9月

赠款资金：5万美元

配套资金：3.75万美元

项目执行机构：

北京市东城区天恒可持续发展研究所（天恒所）

共同实施机构：

丽江市玉龙县白沙镇文海村委会（文海村委会）

丽江市生态保护与发展协会（生态丽江）

丽江杉野教育信息咨询有限公司（杉野自然）

湖北经济学院旅游与酒店管理学院（旅游学院）

丽江市玉龙纳西族自治县文化和旅游局（玉龙县文旅局）

丽江拉市海高原湿地省级自然保护区管护局（拉市海管护局）

项目支持机构：

全球环境基金小额赠款项目（GEF-SGP）

联合国开发计划署（UNDP）

项目目标：

保护拉市海高原湿地省级自然保护区文海片区的生物多样性，改善文海村民生计和社区生活环境。

Project Name:

Community Wetland and Forest Conservation Project in Wenhai, Lijiang

Project Period: September 2018 to September 2021

Grant funding: \$50,000

Matching funds: US\$37,500

Project Implementing Agency:

Beijing South-North Institute for Sustainable Development

Co-Implementing Agencies:

Wenhai Village Committee

Lijiang Conservation and Development Association

Lijiang Wild Mountain Education Consulting Co., Ltd

Hubei University of Economics, College of Tourism and Hotel Management

Lijiang Yulong Naxi Autonomous County Culture and Tourism Bureau

Lijiang Lashihai Plateau Wetland Nature Reserve Management Bureau

Project Supporting Agencies:

Global Environment Facility Small Grants Program (GEF-SGP)

United Nations Development Programme (UNDP)

Project Objectives:

To conserve biodiversity in the Wenhai area of the Lashihai Plateau Wetland Nature Reserve and to improve the livelihoods and community living environment of Wenhai villagers.

2. 文海简介

文海村位于拉市海以北、白沙乡西部、玉龙雪山主峰扇子陡南麓，也是拉市海高原湿地省级自然保护区（国际重要湿地）和玉龙雪山自然保护区的一部分，文海村所处文海片区是拉市海省级自然保护区的四个片区的第二大片区，距丽江古城约23公里，全村共300户998人，纳西族和彝族约各占一半。这里自然景观优美，生物多样性丰富，村落宁静古朴，村民生计相对单一，亟待将改善村民生计和保护生态环境协同发展。



2. Wenhai Introduction

Wenhai Village is located in the north of Lashihai and south of the main peak of the Jade Dragon Snow Mountains. It lies in the west side of Baisha Township and is a part of the Lashihai Plateau Wetland Provincial Nature Reserve (Ramsar Wetlands Of International Importance) and the Jade Dragon Snow Mountain Nature Reserve. Wenhai is the second largest area of the Lashihai Provincial Nature Reserve. It is around 23 kilometers from the ancient city of Lijiang. The village has a total of 300 households and 998 people, about half of whom are Naxi ethnicity and half of Yi ethnicity. The village has a beautiful natural landscape, rich biodiversity, quiet and simple villages, and a relatively homogeneous livelihood of villagers.



3. 项目活动概览

3.1. 项目大事记

3.1.1. 前期准备

项目申请前，根据资助要求，天恒所团队前往云南省丽江市4个村实地调研访谈，最终选定了文海村作为项目的实施点。



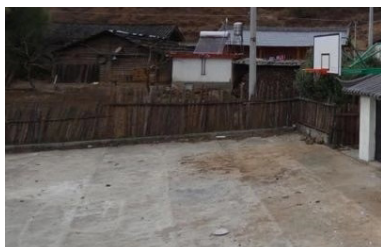
3.1.2. 召开项目启动会

项目支持方、项目执行方和文海村以及其他多个保护机构共同为文海的生物多样性保护和社区发展献计献策。



3.1.3. 开展污水处理示范调研

撬动政府在彝族村修建了一个环保示范公共厕所。项目实施期间，政府支持全村通了污水管道，安装了生态厕所，建了污水处理站和垃圾分类站，环湖湿地200米范围内都被列为水源保护区，禁止砍伐山上的林地。



3.1.4. 种植花椒树

支持村委会组织村民在丽江市蒞县购买22500株花椒苗，每户75株分发给村民种植，成活率低。实际成果低于预期。



3.1.5. 开展生态旅游和环境教育培训

组织1次村民外出学习考察，6次在村里开展培训，累计有148人次参加培训，提高了村民环保意识和生态旅游技能



3. Project Activities

3.1. Project Milestones

3.1.1 Preliminary preparation

Before the project application, according to the funding requirements, the Beijing South-North Institute for Sustainable Development (SNISD) team went to 4 villages in Lijiang City, Yunnan Province for field research and interviews, and finally selected Wenhai Village as the project implementation site.



3.1.2. Project kick-off meeting

Project supporters, project implementers and Wenhai Village community, as well as several other conservation organizations, worked together to advance the biodiversity conservation and community development of Wenhai.



3.1.3. Demonstration project on wastewater treatment

Government funds were leveraged to build an environmentally friendly public toilet in the Yi village. During the project, the government supported the whole village to connect sewage pipes, install ecological toilets, build a sewage treatment station and a garbage sorting station. Additionally, a belt of 200 meters around the lake was classified as water conservation area, and logging prohibition was put in place.



3.1.4. Planting Sichuan pepper trees

The village committee provided support in organizing the community to purchase 22500 Sichuan pepper seedlings in Ninglang County, Lijiang. Each household was supplied with 75 seedlings for planting. Due to low survival rate, the actual results were lower than expected.



3.1.5. Ecotourism and nature education training

Organized one study tour for villagers and six training sessions in the village. A total of 148 community members participated, improving their environmental awareness and ecotourism implementation skills.



3.1.6. 开展学校环境教育活动

共开展8次，帮助文海完小的孩子们树立了保护美丽家园的意识，并通过孩子们的交流增强家长的环境保护意识，一起保护文海的生物多样性。



3.1.7. 开展村民与游客环保互动活动

共开展10次，累计有70人次相互交流本地和外地环保经验，文海生态旅游向导进行了实践学习、徒步线路踩线和产品设计等。



3.1.8. 支持村民制定村规民约

村委会组织村民制定了详细的村规民约，为保护家园制定了秩序保障。



3.1.9. 编制《文海社区参与式生态旅游发展规划》

村民积极参与，一起厘清文海生态旅游资源，制定文海可持续的生态旅游方式，设计符合本地资源和市场需求的生态旅游产品，把文海的生态旅游打造成为一个乡村振兴的旅游试点，该《规划》得到玉龙县文旅局的审批。



3.1.10. 完成项目总结和评估

完成了项目总结，聘请4位专家对项目进行了评估，专家对项目给了全面的建议和意见。





3.1.6. Nature education activities for primary school

A total of 8 activities were carried out to support the children of Wenhai Primary School in building up the awareness of protecting their beautiful homeland, to enhance the parents' awareness of environmental protection through child-parent communication, and to protect the biodiversity of Wenhai.



3.1.7. Nature education activities between villagers and tourists

A total of 10 activities were conducted, with a total of 70 participants exchanging knowledge about local and foreign environmental protection experiences. Wenhai eco-tourism guides participated in hands-on learning, trail exploration and ecotourism service design.



3.1.8. Support villagers to develop village rules and regulations

The village committee organized the villagers to make detailed village rules and regulations to establish order and guarantee for the protection of their homes.



3.1.9. Preparing the Wenhai Community Participatory Ecotourism Development Plan

Villagers actively participated in identifying Wenhai's ecotourism resources, developing a sustainable ecotourism approach for Wenhai, designing ecotourism products that meet local resources and market demand, and making Wenhai's ecotourism a pilot for rural revitalization. The plan was approved by the Yulong County Bureau of Culture and Tourism.



3.1.10. Project completion meeting and evaluation

The project summary was completed and four experts were invited to evaluate the project. The experts gave comprehensive suggestions and opinions on the project.

3.2. 项目启动会

项目支持方、项目执行方和文海村以及其他多个保护机构共同为文海的生物多样性保护和社区发展献计献策。



3.3. 开展8次生态旅游培训

把村民的想法和需求与专家的智慧及外面的经验教训结合起来，将生态旅游和社区可持续发展有序的进行下去。



3.4. 组织1次村民外出学习考察

组织村民前往云南腾冲高黎贡山百花岭，目的是学习当地的观鸟为主的社区生态保护和生态旅游模式。



3.2. Project kick-off meeting

Project supporters, project implementers and Wenhai Village, as well as several other conservation organizations, joined together to contribute to the conservation of biodiversity and community development in Wenhai.



3.3. Conducting 8 ecotourism training sessions

Combining the ideas and needs of villagers with the knowledge of experts and lessons learned from outside, ecotourism and sustainable community development was carried out in an orderly manner.



3.4. Organizing one study trip for villagers

Organized a trip for villagers to Baihualing, Tengchong Gaoligong Mountains, Yunnan Province, with the aim of learning the local model of ecological conservation and ecotourism for the bird-watching-oriented community.



3.5. 开展8次学校环境教育活动

帮助小学生树立保护美丽文海家园的意识，并通过孩子的交流增强家长的环境保护意识，一起保护文海的生物多样性。



3.6. 开展10次村民与游客环保互动活动

文海生态旅游向导进行实践学习，与游客交流外地环保经验，一起完成文海生态旅游徒步线路踩线和产品设计。



3.7. 编制《文海社区参与式生态旅游发展规划》

村民积极参与厘清文海的生态旅游资源，制定文海可持续的生态旅游方式。



3.5. Conducted 8 school environmental education activities

Help elementary school students build awareness of protecting their beautiful Wenhai home and enhance parents' awareness of environmental protection through communication with children, to enhance cooperation in protecting Wenhai's biodiversity.



3.6. Nature education activities between villagers and tourists

10 activities were conducted, with a total of 70 participants exchanging knowledge about local and foreign environmental protection experiences. Wenhai eco-tourism guides participated in hands-on learning, trail exploration and ecotourism service design.



3.7. Preparation of the Wenhai Community Participatory Ecotourism Development Plan
Villagers actively participated in clarifying Wenhai's ecotourism resources and developing a sustainable ecotourism approach for Wenhai.



3.8. 编制文海生态旅游手册

介绍了文海的生态资源、民族特色、生态旅游产品、生态旅游行为规范、生态旅游从业人员准则以及执行规范；手册还包括了文海生态旅游地图、文海常见植物和鸟类手册。

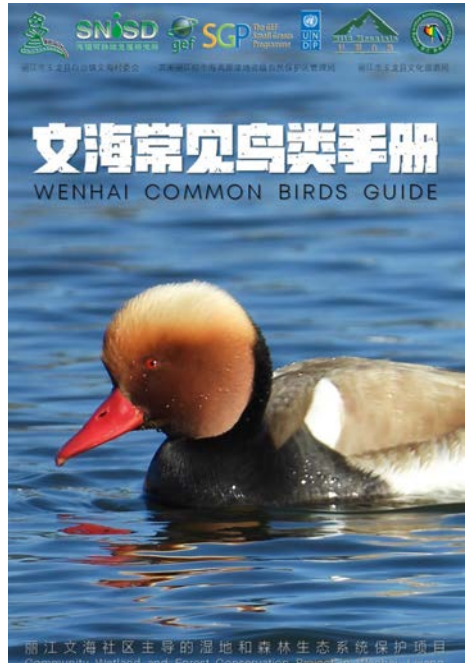


3.9. 联合国开发计划署全球环境基金项目组实地考察文海项目实施情况。了解村民的需求，为社区保护和发展的提出多项建议。



3.8. Development of Wenhai Ecotourism Guidebook

The manual introduces Wenhai's ecological resources, ethnic characteristics, ecotourism products, ecotourism codes of conduct, ecotourism practitioner guidelines and implementation standards. It also includes Wenhai ecotourism maps and manuals of common plants and birds in Wenhai.



3.9. The UNDP GEF team visited the Wenhai project site and examined its implementation.

The team learned about the needs of the villagers and made several recommendations for community conservation and development.



4. 项目经验和教训

4.1. 通过调研、问卷调查，充分了解社区的需求，制定项目实施计划，根据实际情况及及时进行适应性调整。

项目申请前，天恒所组织专家前往文海村进行实地考察，了解了文海村民希望在保护生态的前提下发展生计的实际需求，以及希望可以开展的活动，为申请、设计和实施项目提供了基本依据。

根据定性和定量调查结果，取消了原计划开展的野生动物保护监测、减少偷猎行为和种植速生薪炭林的活动；根据村民和各合作机构的意见，对项目进行了调整，进行了更多的村民能力建设，特别是生态旅游技能的培训，制定了社区参与式的生态旅游规划，编写了全面的生态旅游手册。

生态旅游规划编制过程中，编制团队多次前往项目点调研，得到许多支持和帮助，获得第一手资料。

和村民座谈，了解文海现有的旅游资源、旅游发展瓶颈、村里希望了解的知识，通过项目希望在生态旅游方面得到哪些支持，以及吸引更多游客的途径。



4.2. 项目得到很多机构和个人的支持，与本地的利益相关者紧密合作，进行了适应性调整。

玉龙县文旅局为汝南果（彝族村）建生态厕所提供了全部配套资金。

拉市海管护局积极参与到各项活动中，包括学校环境教育活动和生态旅游培训和生态旅游规划的编制等。

项目实施期间，当地政府出资完成全村的污水处理系统建设，集体布设排污管道，因此项目及时进行了调整，不再做污水处理及示范工作。

4.3. 支持本地机构进行一些具体的项目活动策划和实施等。

天恒所作为非在地NGO，积极与本地机构紧密合作，共同实施活动，获得了更多的支持。尤其是在疫情期间旅行受到限制的情况下，本地机构杉野自然和生态丽江保护协会的参与起到了积极的作用，独立完成了生态旅游培训、学校环境教育课程、游客与村民的交流、为生态旅游规划制定收集了全面的信息、编辑《文海生态旅游手册》等和确保了项目的顺利完成。



2. Project experiences and lessons

4.1. Through research and questionnaires, we understood the needs of the community, formulated the project implementation plan, and made timely adaptations according to the actual situation.

Before the project application, SNISD organized experts to visit Wenhai Village for a field trip to understand the actual needs of Wenhai villagers who wish to develop their livelihoods under the premise of ecological protection and the activities they wish to carry out. It provided the basis for the application, design and implementation of the project.



Based on the results of the qualitative and quantitative surveys, the planned activities of wildlife conservation monitoring, poaching reduction and fast-growing charcoal forests were cancelled. The project was adjusted based on the opinions of the villagers and the partner organizations. More focus was put capacity building for villagers, especially training on ecotourism skills. Community participatory ecotourism planning was developed, and a comprehensive ecotourism manual was prepared.

During the preparation of the ecotourism plan, the team visited the project site several times and received a lot of support and help in obtaining first-hand information.

Discussions were held with villagers to understand Wenhai's existing tourism resources, bottlenecks in tourism development, what the villagers would like to learn, what support they would like to receive through the project, and ways to attract more tourists.

4.2. The project was supported by many institutions and individuals and adapted in close cooperation with local stakeholders.

The Yulong County Bureau of Culture and Tourism provided full matching funds for the construction of ecological toilets in Runanguo (Yi village).

The Lashihai Management Bureau actively participated in various activities, including environmental education activities in schools and the preparation of ecotourism training and ecotourism planning.

During the implementation of the project, the local government constructed the sewage treatment system for the whole village and the laying of sewage pipes. The project was timely adjusted and no more sewage treatment and demonstration work was done.



4.3. Support local organizations in specific project activities planning and implementation.

As a non-local NGO, SNISD has worked closely with local organizations to implement activities and gain more support. Especially when travel was restricted during the epidemic, the participation of local organizations Lijiang Conservation & Development Association and Lijiang Wild Mountain Company played an active role, independently completing ecotourism training, environmental education courses for schools, and exchanges between tourists and villagers, collecting comprehensive information for ecotourism planning, compiling the Wenhai Ecotourism Guidebook and ensuring the successful completion of the project.

4.4. 项目活动与村里的集体活动相结合，带动了社区的积极主动性。

文海村农民丰收节。文海村民族特色浓郁，每年都会集体过多个节日。项目活动多次和村民的节日或村委的活动相结合，更容易集中村民。



村里集体清扫垃圾。文海村集体氛围很好，村里每个月都会集体清扫一次村道和湖边的垃圾。村民很爱护他们的资源，看到湖边有游人车压过的痕迹和丢弃的垃圾，很心疼。项目生态旅游规划调研期间，正赶上村民在集体清扫垃圾，于是项目组成员和村民一起清扫。



村民自主参与项目的积极性得到很大提高。参加生态旅游培训，为生态旅游规划的制定等积极建言献策，表达自己的想法。



4.4. Project activities were combined with other activities to drive community initiative.

Harvest Festival. Wenhai Village has strong ethnic characteristics and collectively celebrates several festivals every year. Project activities were often combined with these festivals and other village committee activities, which made it easier to attract more participants.



Collective trash clean-up activity. Wenhai Village has a good collective atmosphere. The villagers clean the village road and the lake once a month. The villagers are very caring of their resources, and it is heartbreaking to see the traces of visitors' cars and trash discarded by the lake. During the project ecotourism planning research stage, it was just in time for the villagers to collect the trash, allowing the project team members to join the activity.



The motivation of villagers to participate in the project on their own has greatly increased. They actively participated in ecotourism training, contributed to the development of ecotourism planning and freely expressed their opinions and ideas.



4.5. 个别活动的关键环节项目组未能有效参与。 花椒苗种植案例分析。

结合村里禁止采伐林木和发展集体经济的诉求，项目调整在水源地种植速生薪炭林的计划改为支持村民种植花椒苗，由村委会组织村民购买、分发和种植。种植以后，成活率非常低。项目及时进行了复盘，寻找问题的症结，村里也积极查找了失败的原因：海拔高、干旱、种苗运输时间长等。



项目专家通过和村民代表座谈和田间调研发现个别水源充足的农户的花椒苗成活率相对较高，也证实了干旱是导致花椒苗没有成活的一个原因。此外，没有小范围试种再全村种植，村里也没有采取请专家指导种植的建议，也是失败的原因。



4.5. the project team was not effectively involved in the key aspects of individual activities. Case study of Sichuan pepper planting.

In response to the village's ban on logging and the need to develop local economy, the original plan to cultivate fast-growing charcoal forests in watershed area was cancelled. Instead, it supported villagers to plant Sichuan pepper tree seedlings, which were purchased, distributed and planted by the village committee. After planting, the survival rate was very low. The project was reviewed with active participation of local community. The reasons of failure were identified as high altitude, drought and long transportation time of seedlings.



Project experts found through discussions with village representatives and field research that the survival rate of pepper seedlings in individual farms with sufficient water supply was relatively high, which supported the drought as one of the main reasons for the failure. In addition, no small-scale trial planting was organized, and the village did not take the advice to invite experts to guide the planting.



5. 项目影响力和可持续

5.1. 项目产出得到村民、保护区和政府的认可

项目通过编制《文海社区参与式生态旅游发展规划》、《文海生态旅游手册》、《文海常见植物手册》和《文海常见鸟类手册》，帮助村民梳理了文海的生态旅游资源，制定了生态旅游产品，规范了生态旅游活动，宣传了文海生态旅游，为文海通过可持续的生态旅游提高生计打下了基础，这几项产出也得到保护区和政府的认可，希望能复制到别的地区。



5.2. 丽江市老君山利苴村民乔丽华，参加了项目生态旅游培训后，在自己村里开展了观鸟接待的生态旅游，目前已收到很好的效果。



2. Project impact and sustainability

5.1. Project outputs were recognized by villagers, the nature reserve and the government

By producing the Wenhai Community Participatory Ecotourism Development Plan, the Wenhai Ecotourism Guidebook, the Wenhai Common Plants and Birds Manuals, the project has helped villagers to sort out Wenhai's ecotourism resources, develop ecotourism products, standardize ecotourism activities, promote Wenhai ecotourism, and lay the foundation for Wenhai to improve its livelihoods through sustainable ecotourism. These outputs have also been recognized by the nature reserve and the government, and it is hoped that they can be replicated in other areas.



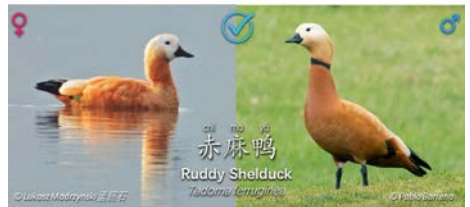
33 宽药隔玉凤花
Habenaria limprichtii
濒危植物。中国国家二级保护植物。生于海拔2200-3500米的山坡林下、灌丛或草地。花期6-8月。



34 椭圆叶花锚
Halenia elliptica
药材植物。民族药材（保保、普米、伍、藏、蒙）清热利湿、可治急性黄疸型肝炎等症。生长在海拔700-4100米的高山林下及林缘、山坡草地、灌丛中、山谷水沟边。花果期7-9月。



35 扇唇舌喙兰
Hemipilia fabelata
濒危植物。中国国家二级保护植物。世界自然保护联盟濒危物种红色名录（近危）。生长于海拔2000-3200米的林下、林缘或石灰岩石缝中。花期6-8月。



5.2. Qiao Lihua, a villager from Liju Village, Laojun Mountains in Lijiang, after attending the project's training, initiated bird-watching ecotourism development in his own village and has achieved good results.



5.3. 项目受到丽江多家媒体宣传和报道

项目得到包括丽江日报，丽江自媒体“掌心玉龙”、“丽江生态环境”、“杉野自然”，丽江市玉龙县综合频道和都市频道的报道。项目支持单位会通过项目网站等多种渠道宣传文海的项目成果，扩大项目影响，吸引更多的可持续关注。



5.4. 通过参与项目，文海村民更有信心保护好家园和招待好游客，并且也在积极寻求更多的资源支持文海保护和发展。



5.3. The project was publicized and reported by many media in Lijiang

The project has been reported by "Lijiang Daily" newspaper, "Yulong in Hand", "Lijiang Ecological Environment" and "Wild Mountain" new media platforms, as well as, Lijiang Municipal and Yulong County Public TV Stations. The project supporters will continue to publicize the results of Wenhai project through various channels, including the project website, to expand the project's impact and attract more sustainable attention.



5.4. Through participation in the project, villagers in Wenhai have become more confident in protecting their environment and receiving tourists. They are also actively seeking for more resources to support Wenhai's conservation and development.



致谢

希望文海的这一可持续发展模式能为乡村振兴助力，也希望同行之间能进行更多的交流，也希望文海的明天会更好，特别感谢文海的社区居民为守护家乡的绿水青山而做出的努力，在此，也感谢以下单位对项目 and 文海社区的生态保护和社区可持续发展的大力支持，希望我们能继续为生态保护一起践行更多的行动！

联合国开发计划署(UNDP)
全球环境基金小额赠款计划(GEF-SGP)
天恒可持续发展研究所
丽江拉市海高原湿地省级自然保护区管护局
玉龙纳西族自治县文化和旅游局（玉龙县文旅局）
丽江市生态保护与发展协会（生态丽江）
丽江杉野教育信息咨询有限公司（杉野自然）
湖北经济学院旅游与酒店管理学院

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We hope that this model of sustainable development in Wenhai will contribute to the revitalization of the countryside, and that there will be more exchanges among peers, and that the future of Wenhai will be brighter. We would like to thank the residents of Wenhai for their efforts to protect the green hills of their hometown, and we would like to thank the following organizations for their support to the project and the sustainable development of Wenhai community. Hope we can continue to work together and contribute more to ecological protection!

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Global Environment Facility Small Grants Program (GEF-SGP)
Beijing South-North Institute for Sustainable Development
Lijiang Lashihai Plateau Wetland Nature Reserve Management Bureau
Lijiang Yulong Naxi Autonomous County Culture and Tourism Bureau
Lijiang Conservation and Development Association
Lijiang Wild Mountain Education Consulting Co., Ltd
Hubei University of Economics, College of Tourism and Hotel Management

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