



HOW WE MOVE FORWARD

HOW WE MOVE

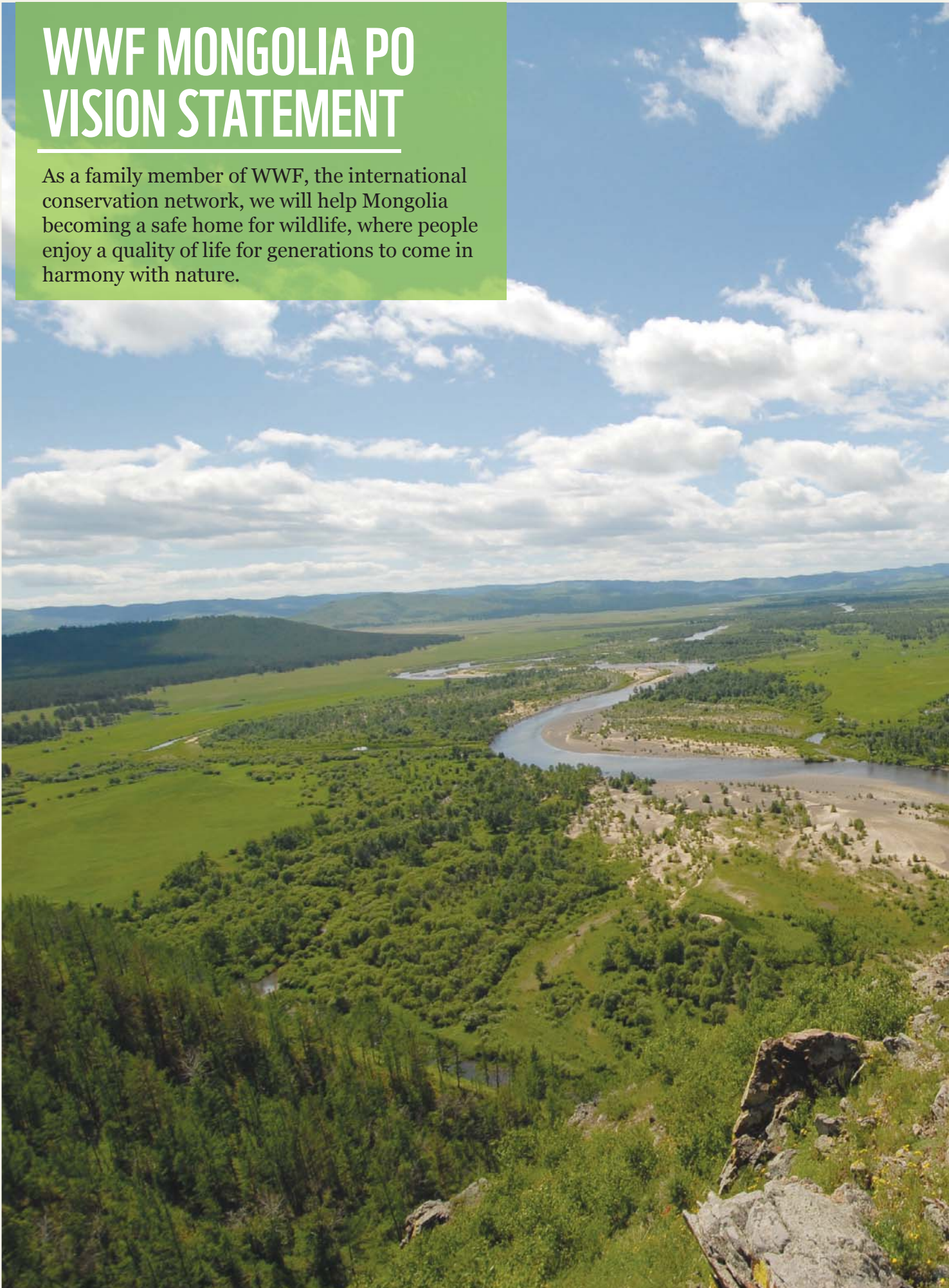
FORWARD



WWF Mongolia Programme Office
Annual Review Fiscal Year 2010

WWF MONGOLIA PO VISION STATEMENT

As a family member of WWF, the international conservation network, we will help Mongolia becoming a safe home for wildlife, where people enjoy a quality of life for generations to come in harmony with nature.





34

PRIORITY AREAS FOR BIO-DIVERSITY CONSERVATION WERE IDENTIFIED THROUGH THE GAP ANALYSIS

30 000

PEOPLE SIGNED UP FOR WWF'S EARTH HOUR 2010

43%

CONSERVATION MEASURES LED TO AN INCREASE OF SAIGA POPULATION BY 43%



“ We are living in extraordinary times, the human race is consuming the planet’s resources at a pace outstripping its capacity to support life. WWF Mongolia has had enormous success this year in engaging Mongolians on the greatest threats facing our nation’s unique yet fragile environment. During the year WWF – with its solutions-focused approach based on the best science and a willingness to engage with all key stakeholders – has again attained considerable success. WWF Mongolia has been steadfast in its focus of making the landscape of Mongolia pristine, its species protected and its people living in harmony with nature. It has been a challenge to all those who have been associated with WWF Mongolia to see that we continue to move towards this vision and to convert it into reality. As time is critical it is necessary to have public backing to bring about a radical change in our perceptions. WWF Mongolia’s awareness campaigns have slowly started gaining momentum. The annual review not only showcases its projects but also its community engagements and awareness drives. ”

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CONSERVATION

Since 1992 WWF Mongolia has embarked on a bold approach to catalyze change. Our conservation work strategically focuses on two globally recognized areas, Altai-Sayan and Amur-Heilong with the twin goals of conserving biodiversity through promoting sustainable use of natural resources and reducing human footprint through encouraging sustainable lifestyle practices. Looking back to 18 years of operations, we have a proud track record of delivering conservation results in some of critical areas combining traditional conservation with work to address the global dynamics driving today's threats to our natural world. However, to meet today's environmental challenges, we need to redouble our efforts and combine strengths of our diverse partners and supporters to implement concrete conservation solutions at every level.





CONSERVATION SUCCESSSES



Zero poaching and trade cases of Mongolian Saiga and Snow Leopard reported

The Mobile Anti-Poaching Unit (MAPU) and Saiga Rangers' Network operate throughout the Mongolian Saiga range and ensure law-enforcement in cooperation with relevant local agencies and herders (voluntary rangers).

60%

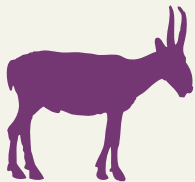
of local people got aware of the penalties on poaching of the Snow Leopard and its prey species.



43%

Percentage of Mongolian Saiga population increase

Recent estimates suggest that conservation measures during the last 3 years led to an increase of the population to $\leq 5,000$ (43% increase from 2007). The steppes in the depressions between the lower ranges of the Altai Mountain, in particular Shargiin Gobi, Khuisiin Gobi and Durgun steppe are the center of Saiga distribution. This is an incredible increase given the fact that 10 million livestock died in this harsh winter.



10%

Percentage of Saiga habitat increase

Effective protection measures enabled the Saiga to extend its range in Shargiin Gobi to the south and to the east and in Durgun steppe to the north. A small group of animals was even observed north of Khar Us Lake, in one of the species historical ranges. Saiga groups moved also to Olonbulag, Khaliun Soum, which is part of its historical range. It is important to note that the Saiga has become firmly established in Durgun steppe, where the population used to be very fragile and disappeared regularly during difficult climatic conditions, tough competition from livestock and heavy poaching.



24.2%

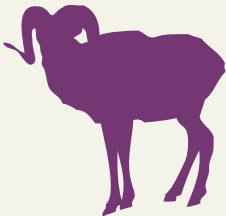
of increase in ibex numbers in comparison to 2004 year's survey. Prey species for the Snow Leopard are mainly Ibex in Jargalant and Bumbat Mountains and prey species population monitoring is conducted in 2009, while in Tsagaan Shuvuut mountain range (both in Russian and Mongolian side) the prey species are an ibex and the



domestic yaks. The population assessment should not be an independent activity it needs to remain an integral part of the Snow Leopard conservation measures.

The objective is to determine population size, structure, density and migration, identify population trends and dynamics and assess threats. The survey of 2009 estimated 227 ibex with a density of 0.7 animals per 1,000 ha. This shows an 24.2 percent increase in ibex numbers in comparison to 2004 year's survey. According to the report on Snow Leopard monitoring by joint Mongolian and Russian researchers (2010), which was a joint effort of WWF Russia and Mongolia, the number of Snow Leopards in Tsagaan Shuvuut mountain, including the Russian side, is about 19-25 individuals, 11 of which are in Mongolian side.

20-25%



The Argali population in the “Gulzat“ local PA has a constant annual increase of 20-25% since last 5 years. There are around 500 Argali inhabit the area.

Field teams of the National Assessment of Mountain Ungulates in Mongolia directly observed a total of 385 groups of argali, totaling 3,373 individuals. As part of a comprehensive assessment of the population status and conservation programme for argali and ibex in Mongolia, a nationwide survey was conducted in October, 2009. On the basis of extrapolation methods, the point estimate of argali is 19,701, with a lower 95% confidence limit of 9,193 and an upper 95% confidence limit of 43,135. In general, threats and conservation challenges were greater for argali than for ibex.

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There are 13 herder families who initiated to freeing up their area in core Snow Leopard habitat of Jargalant Mountain in Khar-Us Nuur National Park.

Implementation of this concept requires building of confidence between herders and WWF and some investigations at specific sites on the effects of overgrazing on the rural economy. There are good prospects for establishing temporarily livestock free grazing areas for prey species of Snow Leopard in the area as a first step, for several months of the year, at critical sites or at critical times of the year.

3



Local fishermen in the Onon river basin have established three fishermen's clubs with an aim to carry out conservation of fish, especially taimen and provide guide to the incoming fisherman to stop unregulated fishing in Onon river.

BIOSAN PROMOTES COMMUNITY-BASED WILDLIFE MONITORING SYSTEM

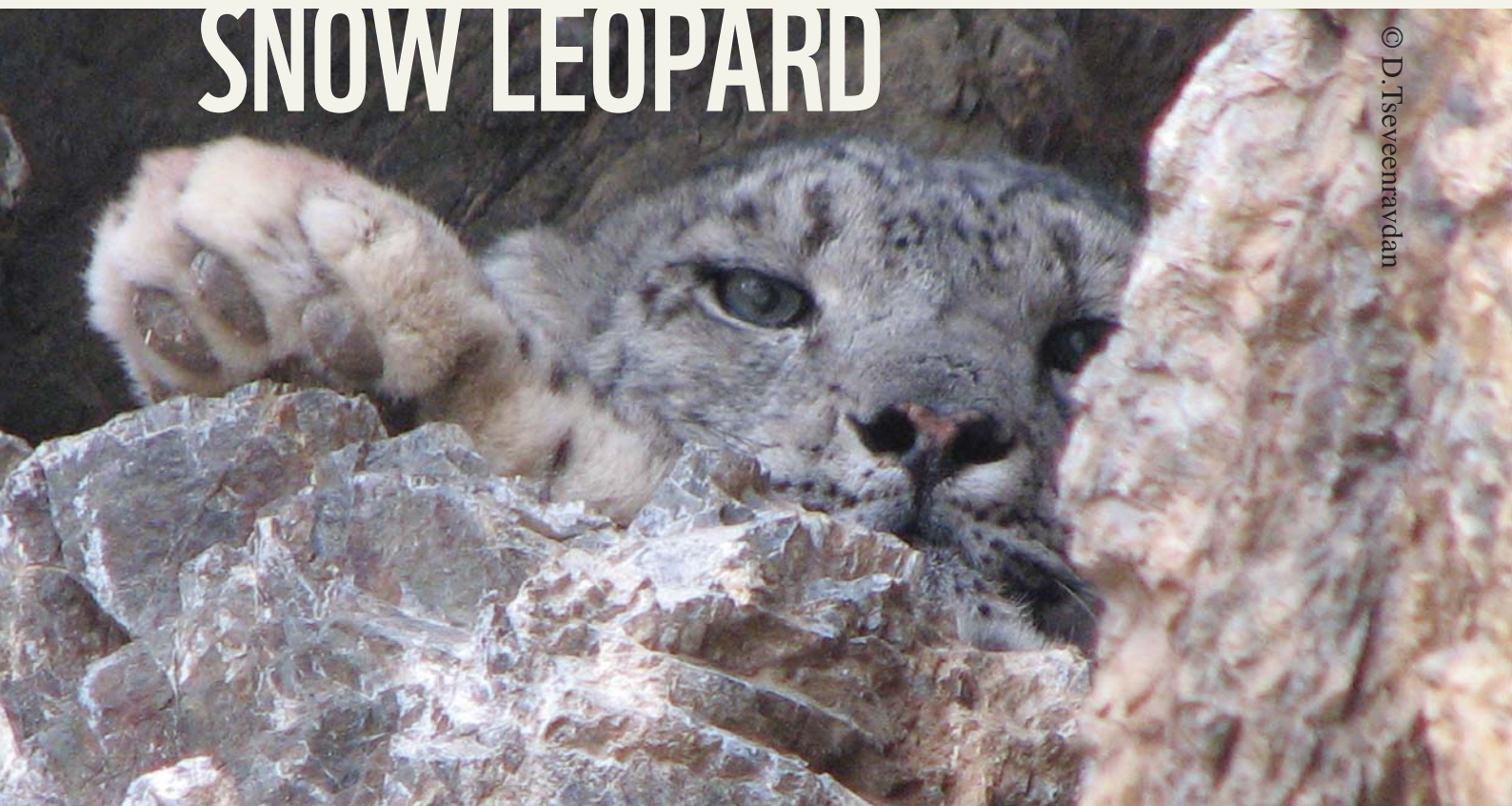


On the occasion of the World Telecommunication and Information Society Day, 14 May 2010, the BioSan wildlife monitoring programme, developed and being piloted in the Altai-Sayan eco-region by WWF Mongolia, has won at national level the second place. The programme is featured by its uniqueness to convert information on wildlife, gathered by rangers in accordance with approved methodologies into digital database, which allows elaboration of accurate data and use in the environmental conservation planning process. WWF Mongolia considers that the creation of the BioSan Programme is a valuable contribution to improving management of Protected Areas.



BUY GOAT TO SAVE A SNOW LEOPARD

© D. Tseveenravdan



Within the objectives to protect endangered species of Mongolia, WWF MPO has appealed to international audience for raising funds to mitigate conflicts between herders and Snow Leopard through compensation scheme for herders, whose livestock has been depredated by Snow Leopard, and in 2007 the ‘Buy goat’ programme has been initiated.

Similar initiatives on compensation for livestock loss were piloted in other countries with Snow Leopards population, but did not succeed much due to human greed for easy money by mis-claiming for the loss. However, for Mongolia, the programme proposed to have a mutually beneficial partnership

based on trust and fair play principle for those enrolled into Compensation Scheme with a short-term manner.

WWF MPO defined Otsum area of Khaliunbulag bag of Khovd soum and Turgen Mountain SPA of Uvs aimag as a core breeding area of Snow Leopard based on regular research since 1997 and involved herder families with the mutual agreement. The area is planned to be scaled up in line with success that the programme has shown.

We wish to express our heartfelt gratitude to those who enabled this programme to succeed through online donation at WWF global website.

To find out more and help us save Snow Leopards, visit http://wwf.panda.org/how_you_can_help/support_wwf/gifts/products/goat/

OUR DEDICATION TO CONSERVATION CAUSE LEADS TO GRADUAL CHANGE IN ATTITUDES OF LOCALS

Three years ago we launched the saiga conservation project with ambitious goal to maintain and restore the Mongolian Saiga in the Great Lakes Depression and to extend its range into its former habitats.



The southern part of the Mongolian Altai-Sayan Eco-region is the last refuge of the Mongolian Saiga, an endemic sub-species that is extremely vulnerable to habitat competition with livestock, poaching and extreme natural disasters such as cold winters and drought.

“I am proud to lead a community based network of professional rangers and volunteers that operates throughout the Saiga range. The decline of the Saiga population was stopped and poaching eliminated in 2009. The population increased by 43% and extended its range by 10% since 2007” states proudly B. Batsaikhan, leader of Saiga Rangers’ Network and team member of MAPU-3.

“The major support for conservation has been received from the local community. The first herder community groups were established in critical Saiga habitats with the objective to reduce competition between livestock and Saiga for pasture and open water, by introducing environmentally friendly pasture management” Batsaikhan adds.

“The project became a significant contributor to environmental education. Youth-clubs operate throughout the project area, with support from the Saiga rangers. Involvement of schools and youth has helped to spread the message of conservation into herder families and helped to raise support from local people” notes Batsaikhan. “After all, children are our future, so an intellectual investment is a must.”



BIODIVERSITY CONSERVATION BY MONITORING WILDLIFE TRADE

With the initiative and financial support of WWF Mongolia, under the resolution by the Head of the State Specialized Inspection Agency, Irves-1, Irves-3 and Irves-5 Mobile anti-poaching units (MAPU) were established to be responsible for the territories of Altai-Sayan and AHEC Mongolia parts. MAPU aims at protecting biodiversity and fighting against illegal hunting and trade of wildlife. It has been given the full authority of the State Inspectors for action against all illegal activities, including poaching. In addition, MAPU plays an important role in increasing participation of local communities in conservation by creating volunteer rangers' network. So far, Irves-1 has been handed over to the local Inspection agency late 2009 which ensures the sustainability of WWF's initiative.



15

MAPU teams revealed 15 serious criminal cases of illegal hunting and trade, including cases of 2 Ibexes, 3 Dalmatian Pelicans, 2 Brown Bears, 4 Red Deers, 7 Saker Falcons, 8 Taimens, 6 Wild Boars, 192 Marmots, 12 Roe Deers, 5 Mongolian Gazelles, 380 Fishes and 500 Pallas' Sandgrouses.

19784 USD

The total fines and compensations amounted to 19784 USD in this reporting period.

PROTECTED AREAS AND COMMUNITY INVOLVEMENT IN BIODIVERSITY CONSERVATION

The poorer the people, the more they need nature's capital for overcoming poverty. We live in a world where most people in rural areas are depending a great deal on natural resources for their nutrition, shelter and health. Well planned and managed protected areas can play a key role in reducing poverty, with the relationship strengthened when well-being is measured as more than just income. However, delivering on these promises is not that easy since a solid partnership between local communities, business sector and other related stakeholders should be created with major focus on building capacity of PA administration staff and ensuring effectiveness and efficiency of management. Moreover, the fact that major part of PA network in Mongolia exist along the borders, trans-boundary PA cooperation should be emphasized at all levels: local, regional and international.





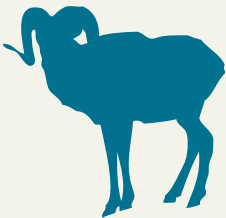
400 SQ KM



The Tsagaan Gol Island, covering the territory of 400 km² with 63 islands remained free from the livestock grazing from April to November which was not the case for the last decade.

Rangeland User Association (RUA) is established and capacity of members is strengthened which is resulted in regular advocacy and monitoring activities by locals themselves. Hence, the collaboration of RUA and Khar Us Nuur National Park, coordinated by WWF Mongolia, resulted in more than 90% of 144 households living in the territory of 3 soums (county) got aware on the importance of new pastureland regulations and became fairly supportive. Furthermore, the baseline database is started to be compiled through establishing of two pasture monitoring polygons which would enable us to compare the data annually. Local herders and decision makers are appreciative for having smooth winter conditions and relatively abundant pastureland while many places throughout the country faced heavy snow falls resulted in the natural disasters.

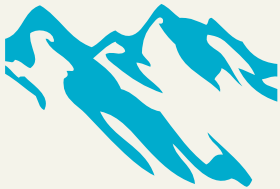
39.1%



From total of 74 respondents in Buhmurun and Sagil soums of Uvs province, 39.1% have understanding on the concept of Community-based Wildlife Management.

CBWLM is mostly seen as tool to protect nature and ensure conservation of rare species. Economic benefits were referred here too. Among those who have some understanding about CBWLM, 75.86% consider that the current trophy hunting management is not adequate and a new management option should be applied so that local people would benefit economically. WWF Mongolia works towards promoting the best models of local protected area management in this trans-boundary area. The effectiveness of local PA, called “Gulzat” was substantially improved with active participation of local people and herder communities. Roles and responsibilities of management authorities of Gulzat Local PA were clarified and approved by the governor of the province. Marmot and argali sustainable hunting process is expected to start in the forthcoming year. The Namibian experiences, achievements and lessons learnt on CBWLM were introduced and decision makers of the provincial government became knowledgeable of the new concept on CBWLM.

638,510 HA



The Parliament of Mongolia has approved a resolution for establishing 4 new PAs, covering the area of 638,510 ha, three of which locate in the Altai-Sayan eco-region.

These include: Altan Khukhii Mountain Nature Reserve area for protection of the Snow Leopard and its prey species' core habitat; Mongol Els National Park for the research of mixed ecosystem of sand dune and lakes as well as for developing eco-tourism in the Altai-Sayan eco-region; and Ulagchinii Khar Nuur National Park.

3



In order to promote community-based tourism as an alternative income generation for the entire Onon river basin, WWF facilitated the development of initial vision of the tourism development for Onon river that considers taimen as an important sustainable income sources at local level. Three tourism products are recommended to be developed.

Keep updated what we're fighting for. Visit <http://mongolia.panda.org/> and www.econet.mn

LINKING LIVELIHOOD TO CONSERVATION

Mongolia-specific community based conservation is driven by the unique patterns of nomadic animal husbandry grounded on three pillars: humans-species-nature



“Effective from mid 20th century, world nations sought for efficient ways for nature and environment conservation resulting in considerable successes and lessons through trial and error. It has already become obvious that the environment conservation goal is accomplished in case it is deeply integrated with the nation-specific culture, tradition and development patterns.” says Yo. Onon, Species Programme Manager, WWF Mongolia.

“This concept of community based nature conservation came into limelight in Mongolia from 2005, resulting in amendment to Law on Environment protection to include a provision regarding herders’ community groups allowing the locals to join into partnerships for sustainable use of pasture and other natural resources” adds Onon.

“Presently, more than 600 community groups were formed country-wide under a single goal of nature protection, out of which 87 groups are functioning in the Altai-Sayan and 96 - in Onon River Basin. It generally takes 5-6 years to run 6 phases which are required for a community group to grow mature. These include initiative taking, partners’ involvement, team building, goal setting, planning and capacity building” Onon says.

Additionally, there are many advantages for herders besides nature conservation, including livelihood improvement, self development, team building and socializing aspects. The latest example include the groups from Tsagaan Gol area where more than 220 households had the lowest livestock loss during the last year’s natural disaster, called Dzud i.e. their loss was 2-3 times lower than other herders in the area as a result of the reserve pasture they used during winter hardships. However, as the current legal environment restricts the potentials for conservation partnerships to directly gain economic benefits from proper natural resource use, thus causing the partners disabling to make tangible contribution to nature conservation. Nevertheless, herders’ mentality and attitudes started changing to the concept that participatory natural resource management is the most potential way out of all possible means. Sooner, the initial positive impacts of this changing attitude will yield its benefits.



AS MORE AND MORE COMMUNITIES OPEN THEIR MINDS TO CONSERVATION, THESE NUMBER WILL GROW AND CONSEQUENTLY EASE PRESSURE AROUND THE AREA

The Government of Mongolia issued a regulation to annually select three best herder community groups at national level starting from 2010. A herder community group “JARGALANT ORGIL” of Chandmani soum of Khovd aimag was selected as the first Mongolia’s best herder community group.

This community group has been successfully running conservation activities since its establishment in 2004. This shows tangible results and achievements from the conservation efforts and projects implemented by WWF, particularly towards improvement of local community livelihoods and creating collective and productive cooperation attitude among locals through the participation of local communities in conservation efforts and sustainable use of natural resources. Alternative income of Jargalant Orgil community was increased by 13 percent in this reporting period.

RECOGNIZING THE ROLE OF BIODIVERSITY FOR HUMAN WELL-BEING

By ratifying the Convention on Biological Diversity, Mongolia has taken the responsibility of safeguarding its biodiversity and protecting the species that belong to and thrive in the Mongolian landscape. It is thereby not only the responsibility of Mongolia and its citizens to protect biodiversity, but it is a global responsibility of the international community, of which Mongolia is part.

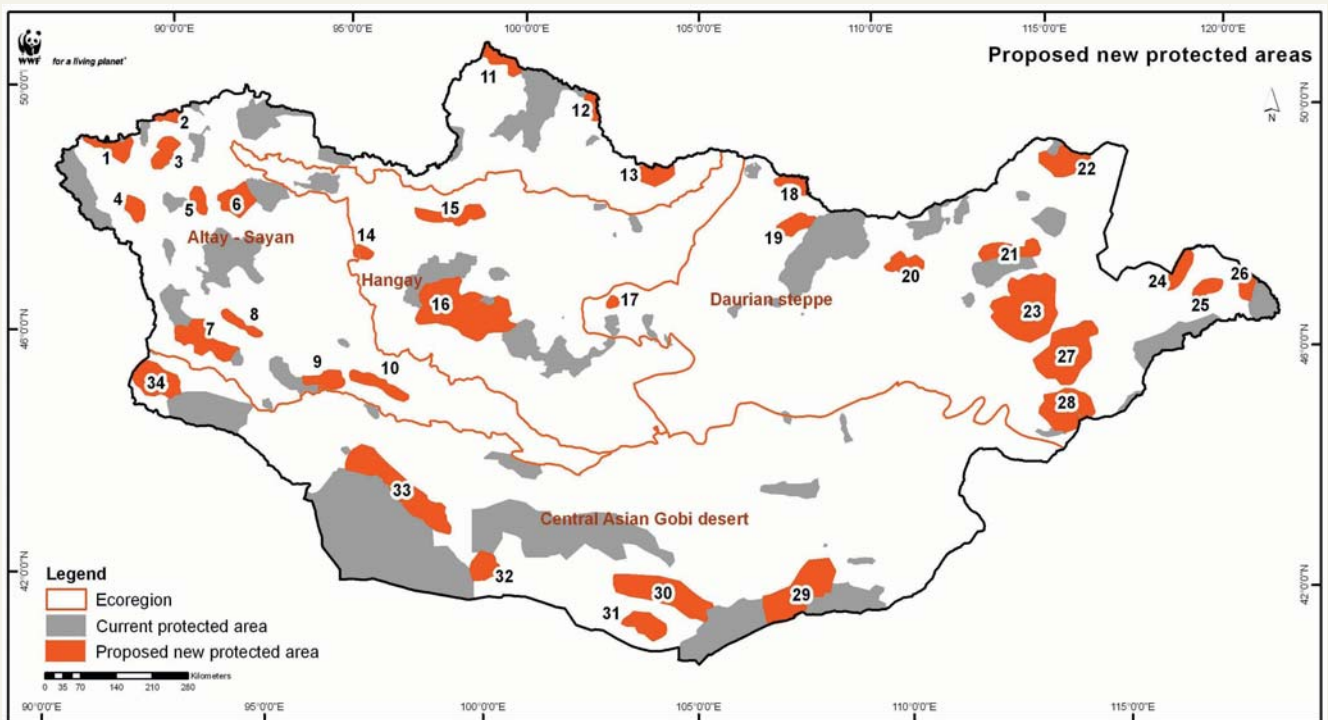


Biodiversity is at risk! Human and species have been living together for thousands of years, not always as good neighbors and many species have disappeared over time. However, the speed of disappearance is now higher than nature has ever experienced before and the risk of extinction of species and failure of ecosystems is paramount. It is the responsibility of all global citizens to protect the heritage, the species, and the ecosystems and secure those ecological processes that continue to contribute to our common wellbeing. This is our heritage and this is our responsibility.

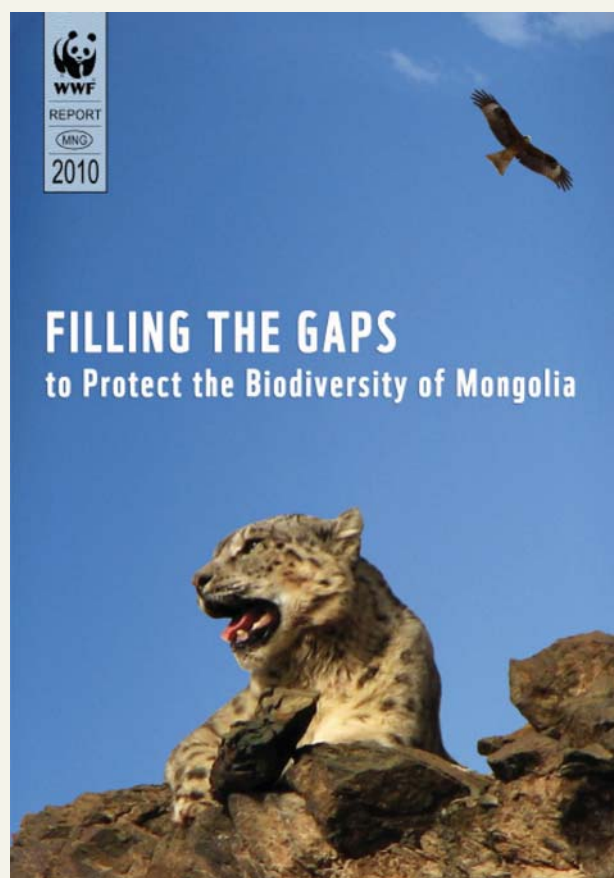
“This is why a Gap analysis has been performed to assess the situation in Mongolia. This analysis aims to ascertain how well the current national system of Protected Areas protects all the species included in Mongolian biodiversity” says Chimed-Ochir, WWF Mongolia PO Representative.

“There are positive signs, and there are negative and alarming ones. On the positive side, Mongolia has set aside large areas to be included in the PA network in an ambitious effort to protect biodiversity. The government and the authorities have established a legal and institutional framework and there are commitments from most relevant bodies to take positive action for preserving biodiversity and for the PA network” adds Chimed-Ochir.

However, the situation requires urgent attention to prevent deterioration of what has been invested in the network and loss of the values the PA network was created to protect. The gaps are many, sometimes deep and almost overwhelming. WWF Mongolia however shows the way forward and a structure to follow.



Mapping of important areas for biodiversity conservation which suggested to be included in the PA network



Find our GAP analysis report in English at <http://mongolia.panda.org/>

PROTECTED AREA SYSTEM

**12
YEARS**

WWF Mongolia undertook the mid-term evaluation to the implementation of the National Programme on Protected Areas and issued recommendations jointly with the donor organization committee. This happened after 12 years of implementation of the programme which was approved in 1998. In line with those recommendations, the Ministry of Nature, Environment and Tourism (MNET) has updated the second action plan. The continued link between the action plan and the PoWPA has been ensured in due course.

**75
RANGERS AND
20
SPECIALISTS**

A capacity development training curriculum was prepared with MNET and approved by the Head of PA department of MNET. Each topic included in this curriculum has been detailed and elaborated with the intention of developing a comprehensive training program that meets the real needs. To follow up the capacity development training curriculum, three training sessions were held for improving knowledge and capacity of specialists and rangers of specially protected areas within the Mongolian part of the Altai-Sayan Ecoregion. Trainings were held simultaneously and independently from each other and attended by 75 rangers and 20 specialists of 17 PAs.

17 PAs

A training centre of Altai-Sayan eco-region, Mongolia part is agreed to be established in Khar-Us Lake NP serving to 17 PAs. The action plan of training centre and one-year curricula have been developed with active participation of all PAs staff.



Sustainable financial mechanism along with implementation recommendations for PA has been developed by working group involving the directors of all PA administrations, staff of MNET and relevant stakeholders. Khuvsgul national park, part of Altai-Sayan eco-region was selected as a model PA for implementation of sustainable financial mechanism. During the testing process, the project team organized 4 series of workshops attended by all related local partners of Khuvsgul NP. As a result of this, the Council of Tour Operators and Conservation Fund agreed to support the priority activities of Khuvsgul NP management plan.

DECEMBER
2009

A Second management plan of Uvs Nuur Basin PA has been finalized by respective PA administrations and national experts. The management plan was approved by the Ministry of Nature, Environment and Tourism in December 2009.



6

Onon-Balj National Park's (OBNP) staff capacity building was on focus this reporting period both in human and technical levels. WWF facilitated 6 capacity building trainings, including state organized trainings for public servants in addition to its focused trainings for the OBNP rangers and volunteer rangers. Additionally, national park and its buffer zone management plans started to be developed.

227 KM

Total 227 kms long fire prevention belts were created in Khentii and Dornod provinces. Thanks to this measurements as well as more responsive attitude from Russian side no fires have crossed from Russia to Mongolia during 2009 autumn and 2010 spring dry seasons.

TRANS-BOUNDARY COOPERATION

province coinciding with Western region partnership-2009 trade fair. Communities gathered together to share experience and lessons learned, expand existing market and search for new horizons, increase business partnership, as well as introduce their products. The event was also an opportunity for the participants to get their voices heard on the challenges they face in running small-scale business to generate an alternative income.

- An international workshop, entitled “Sustainable development and environment in the Khuvsgul Lake National Park” was held in Ulaanbaatar, attended by relevant partners, including Russian counterparts. Besides discussing number of presentations covering the issues of conservation policy, biodiversity studies results, current status and future trends of the National Park development, the workshop participants issued recommen-

- Since 2007 WWF Mongolia has been organizing Community Development Festival on annual basis. This year, the event was held late August in Khovd



dation addressed to decision makers and important stakeholders. The recommendations mainly focus on promotion of responsible tourism, undertaking biodiversity complex research and ensuring involvement of local communities in the implementation of PA management plan.

- Mongolian - Russian International Symposium on “Sustainable development and environment in the Uvs Lake Basin” was held in Ulaangom city. The symposium stressed the importance of biodiversity and climate change research in the Uvs-Nuur area and joint management plan of the transboundary PA.
- Joint Russian-Mongolian training on felt production was conducted in Kosh-Agachskiy district of Altay Republic. At the invitation of local people, members from two herder communities conducted elemen-

tary level training on wool processing. The trainers were satisfied and expressed their willingness to have further cooperation, despite the cultural difference and language barrier. It was the first and important step for joint international activities with local people which could be beneficial for both local people and nature conservation.

- Beyond our borders, WWF Mongolia’s collaboration with the people of Tuva endures as we seek to develop and implement policies for responsible tourism, especially in regard to promoting Community based tourism practices. Though tourism is the main income source for protected areas, business enterprises and people inhabiting the area, if developed irresponsibly, it could have negative impact on nature and environment. A consultative meeting on “Involvement of parties in development of responsible tourism in the Altai-Sayan eco region” held in Bayan-Olgii province. As a result, an MoU between Mongolian Tourism Association and Ecotourism of Altaya of Russia was signed and the joint priority actions for the development of the ecotourism in trans-boundary areas have been identified.



ing on “Involvement of parties in development of responsible tourism in the Altai-Sayan eco region” held in Bayan-Olgii province. As a result, an MoU between Mongolian Tourism Association and Ecotourism of Altaya of Russia was signed and the joint priority actions for the development of the ecotourism in trans-boundary areas have been identified.



- The 2nd consultative meeting on trans-boundary eco tourism was held in Altai Republic, Russia. Joint priority actions have been further discussed to promote responsible tourism that would minimize negative economic, environmental and social impacts; generate greater economic benefits for local people and enhance well being of host communities in both countries.

- Experience sharing summer festival of kids clubs of Tuva Republic of Russia and Uvs province of Mongolia was held in Mongun-Taiga district, Republic of Tuva. The event provided an experience sharing platform for kids which are an essential aspect for the further development and motivation.
- A study tour was organized for Onon-Balj National Park staff visiting Sokhondo biosphere reserve in Russia that deepened the collaboration between the two PAs. The OBNP team was exposed to all aspects of Sokhondo BR operation including conservation work at BR, monitoring, work with local communities – especially children.

CHANGING PERCEPTIONS THROUGH EDUCATION AND TARGETED COMMUNICATIONS

Communication is a powerful tool to enhance the achievement of conservation results. This explains why WWF Mongolia's every single project/programme includes communications, education and public awareness component as an integral part. Environmental communication is seen as:

- a realistic and essential vehicle for our understanding of the environment as well as our relationships to the natural world. This is about the instrumental function of educating, alerting, persuading, mobilizing and helping the target audiences to shape their perceptions of nature and environmental issues
- a planned and strategic use of communication processes and media products to support effective policy making, public participation and specific project implementation geared towards environmental sustainability
- a way to change people's knowledge and attitudes and hence their behaviour, based upon traditional knowledge and practices
- an integral part of Education for Sustainable Development (ESD) which is a dynamic and expansive undertaking that envisions a world where every person has the chance to benefit from educational opportunities and to learn the lifestyles, behaviors and values necessary to create a sustainable future





EDUCATION SUCCESSSES

16



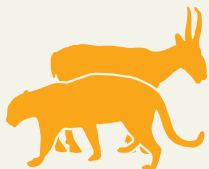
As part of our policy to promote conservation through education, we deem important to focus on the intellectual investment to the schools through in-service teacher training sessions to support the development and testing locally relevant curricula and themes. WWF Mongolia was pioneering in supporting and piloting ESD approach in the country since 2004 and at the present time there are 16 pilot schools in the Altai-Sayan and AHEC Mongolia parts. Nine pilot schools in the Altai-Sayan continue to promote ESD in very concrete terms and adapted to local needs within “whole school” context. Promotion of ESD has just been started in six other schools located in AHEC Mongolia.

42



Experience sharing annual event provided a platform for discussion for 42 teachers and principals from 9 schools in the Altai-Sayan eco-region. Lessons learned of development and testing of locally relevant curricula was the main focus of discussions.

21



specific curricula which integrate fresh water, Saiga and Snow Leopard conservation and its habitats were developed.



160

An integrated method for entrepreneurial business activities within the concept of environmental sustainable development objectives was introduced to more than 160 teachers and school managers. Specially designed Entrepreneurship training aimed to link up rural development and education components that can contribute business development in the soums and improve living standards and environmental conservation in local areas.



4

in-service training sessions to support the innovative methodology of development and testing of locally relevant curricula were conducted, supported by methodological handbooks for teachers.

The “Green School Newsletter”, as an enclosure to the familiar specialized environmental magazine is the first widely distributed ESD material in the country has been published 4 times, e.g. on a quarterly basis.



32

As part of non-formal education initiatives, there are 32 school based eco clubs actively running in 2 eco regions. 10 clubs’ initiatives were supported during the reporting period.

It is hoped that this effort targeted to children will bring about a gradual change in the mindset of parents when they notice the positive change of their children.

“

“The most important task, if we are to save the Earth, is to educate”
Sir Peter Scott

”

AMBITIOUS AND LOUDED

One of the year's most significant initiatives, earth hour not only captured the hearts and minds of Mongolians



Inspired communications campaigns have been at the very heart of this year's conservation projects. The broad community support we have enjoyed and the media coverage we have generated in FY10 has been unsurpassed.

“Undoubtedly, our most ambitious and lauded campaign of the year was Earth Hour. Mongolia joined Earth Hour for the first time. More importantly, Earth Hour engaged individuals and businesses to make small changes in their everyday lives and take action against climate change. The buildings surrounding the Sukhbaatar square, one of the biggest squares in the Asian region, turned off their lights for one hour along with other iconic places” says Khulan, Communications Programme Manager.

“Supported by more than 30000 residents and 30 corporate businesses and countless other further afield, the most inspiring show of environmental force this year has proved the largest ever climate change initiative in the country” adds Khulan.

It is now important to urge businesses, consumers and government to make the necessary behavioral changes to maintain the energy savings year around. As growing number of people recognize their role in addressing climate change, WWF will channel the goodwill into affirmative action.





Mongolia was part of event for the first time and joined hundreds of millions of people who switched off their lights for WWF's Earth Hour, making it the world's largest display of public concern about climate change.



TELLING THE STORIES OF CLIMATE CHANGE

The Climate Witness Programme is WWF's initiative to help build a movement of people who have observed the impacts of climate change in their local environment, on their family and community and who want to be active in participating in the solutions. This happens by asking people to share their observations with WWF and other members of the public, and engaging them in WWF's climate solutions.

The climate witness from Mongolia, Ms. Marush Narankhuu from the Tsagaan Gol area of Chandmani soum, Khovd aimag was invited as speaker to the International Media Forum, held in Italy, November 2009. This was an unbelievable and unexpected occasion for a 68-year old completely rural and illiterate person who even barely visited a big city in her lifetime.

Marush was part of over 50 other witnesses to have their voices heard along with numerous scientists and journalists during the Greenaccord International Forum of Viterbo and asking all the parties involved in the UNFCCC Copenhagen Conference to draw a road map being a binding agreement for a total de-carbonization of world economy.

CHANGING THE WAY PEOPLE RELATE TO NATURE

In order to inspire people to care about and protect nature, there's a need to continuously seek for a wider range of tools for developing conservation leadership at the community level. WWF Mongolia's communications work in the AHEC Mongolia focused on ad-

addressing illegal fishing activities in the Onon river within RARE Pride Campaign. The symbol of pride campaign is the Taimen, freshwater indicator species being on the top of food chain. The social marketing, a method for changing attitudes and behaviors that has been successfully applied by Rare was adopted for this campaign. The campaign manager, B.Gankhuyag is working with local fishing people to adopt catch-and-release fishing practices with the purpose of reducing illegal fishing.

This threat is expected to be reduced as local people will stop fishing in the winter and spring, and will practice more "catch and release" fishing which is enabled by the fact that more monitoring and enforcement (in the form of Community Managed Areas, an Onon River Basin Council, and more) will be adopted.



PUBLIC VOICES HEARD BY THE PARLIAMENT

Current development in Mongolia requires large-scale support of electricity. Hydropower is obviously a more sustainable source if well planned and implemented. However, some cases have shown that hydropower establishment can have fatal impact on river and lake ecosystems when filling of dams cuts of water supply to downstream placed lakes, wetlands and streams. Besides prioritizing the economical benefits, the most essential is to consider the environment impact

when planning dam constructions. There's a need for large scale watershed planning and implementation of sustainable water resource planning and practices.

The Law on Environmental Impact Assessment provides a legal ground for public to monitor the planning and implementation process of hydro power plants. Hence, WWF Mongolia facilitated 2 times press trip to the Taishir HPP built on the Zavkhan river in the Western Mongolia, upon request by the Mongolian National Broadcaster, resulted in 2 hot documentary programmes stressing the impact of this huge construction on the livelihood of local communities and herders inhabiting downstream. In addition, numerous media coverage



Zavkhan River Delta, July 2006



Zavkhan River Delta, July 2009

appeared in daily newspapers and attracted much of public attention.

Consequently, the Parliament members questioned the Government on this specific issue of environmental impact of Taishir HPP and present scientifically-based actions to be further taken. We will further keep our eyes open as regards the Taishir dam issue.





MEDIA WORK IN FIGURES

VOLUME OF PUBLICATIONS

- 35 publications
- 4 issues of Panda news
- 4 issues of ASER e-newsletter (with WWF Russia)
- 4 issues of AHEC e-newsletter (with WWF China)
- 4 issues of Green pages
- 4 issues of Saiga news
- 2 issues of ADB project

PRESS WORK

- WWF MPO Coverage (articles): 100 (FY09) to 130 (FY10)
- Environmental Journalists club's work with WWF
- Ecology-Knowledge Students club
- Fully functional Information center in Onon-Balj
- <http://mongolia.panda.org>; www.econet.mn;
www.khovd-gol.mn

TV/Radio

- Weekly Radio program on local radio
- At least 80 appearances on TVs
- Regular contract with local TV; Press in Khovd/Gobi-Altai/Bayan-Olgii
- Cooperation with 12 TV channels
- 10 ad rolls broadcasted 450 times
- 2 documentary films broadcasted 20 times through 10 TV channels
- 2 Documentary programmes with Mongolian National Broadcaster

MITIGATING FOOTPRINT THROUGH IRBM

Landscape of Mongolia is very sensitive with climate change, so water resources threatened by not only many different uses of finite water resources but also global warming. That requires sustainable water management as a climate adaptation strategy.

Integrated River Basin Management is a holistic and integrating approach to water resource management, including the broader natural environment, and is always in relation to the socio-economic demands and potentials. The WWF Global Freshwater Programme has adopted the IRBM approach as the backbone of its work, so did WWF Mongolia Programme Office.







WWF has continuously carried out capacity building for Khovd River Basin Council (KRBC) and especially chairman and secretary through targeted training and learning by organizing 10 sessions of local stakeholder discussions on priority problems and measures and drafting Khovd IRBMP with technical backstopping from experts group.



3

A team of experts, consisted of lawyer, institutional development and water experts conducted detailed review on exiting institutional and legal framework for financial sustainability of KRBC operation. Recommendations from these assessments were delivered to 3 core decision-making bodies, namely the Ministry of Nature, Environment and Tourism, Environmental and Agricultural Steering Committee of the Parliament and Water Authority to be considered in the proposed amendments to the Law on Water.

IWRM

WWF facilitated the chairman of the KRBC, a freshwater officer of WWF, the environmental advisor to the president of Mongolia and parliament member joining to an exposure visit for Mongolian high-level decision makers, “Integrated Water Resources Management (IWRM) in North-Western Europe” to Netherlands and France regarding to not only the capacity building on IWRM and but also making a lobby group for amending Law on Water.

KRBMP

Based on priority problems and measures determined by local stakeholders, results of baseline study and recommendation by international experts under framework of related national and regional development programmes, draft Khovd River Basin Management Plan (KRBMP) developed and discussed among local authorities and stakeholders. Relevant maps and GIS-database generated during the baseline study for the preparation of IRBMP incorporated into virtual information system of water, ecology and socio-economic state in Khovd and Buyant River Basins. The management plan has been finalized and approved by the Minister for Nature, Environment and Tourism.

1ST

WWF facilitated Water Authority to organize the first meeting of all established RBCs for experience sharing and developing proposal related to RBC status and sustainability of financing and operation to reflect on amendment of Law on Water.

4444 KM

The largest free flowing river in the eastern hemisphere, Amur takes its waters from Onon River, runs for 4,444 km and inflow into the ocean. As a part of Free flowing Amur study, all technical reports are compiled and has been prepared under one report. An assessment of Climate Change Impacts on AHEC headwaters (Onon, Kherlen and Khalkh Rivers) is compiled and WWF Mongolia team has finalised report to serve as a scientific basis for IRBM on Onon River Basin. Both reports are being used for the preparation of the Onon river Integrated river basin Management plan.

ENSURING SUSTAINABLE USE OF WATER RESOURCES

WWF Mongolia has increasingly realized that its biodiversity conservation efforts cannot be sustained in the long term without addressing the human ecological footprint. Further, it is clear that if we are to have a sustainable future our planet cannot afford to maintain continued overconsumption and unsustainable and inequitable lifestyles.



“Recognizing the Mongolian Government’s prioritization for effective and sustainable use and management of the available water resources spelled out in the Water Law, there are 29 river basins approved by Minister of Nature, Environment and Tourism based on scientists’ estimation in the territory of Mongolia” says B.Oyunmunkh, the Freshwater officer of WWF Mongolia.

“Sustainable use, protection and rehabilitation of these river basins water resources are supposed to be managed by River Basin Council (RBC) established to involve local community by Article 19, Water Law. We have initiated a programme to support and demonstrate the implementation of these new water management policies by supporting establishment of Khovd and Buyant River Basin Councils, facilitating the development of river basin management plans and increasing the public awareness and capacity and knowledge towards sustainable management of water resources” adds Oyunmunkh.

This programme proposes to safeguard the ecological integrity of important wetlands, riparian forests, rangelands and protected areas (recognized at an international level as unique in the world) and ensure sustainable use of water resources throughout the Khovd River Basin in the Great Lakes Depression of Western Mongolia, showing that sustainable water management is a good climate change adaptation strategy. The Buyant River Basin includes a globally outstanding assemblage of distinct landscapes, including high mountain ranges with glaciated peaks, deep and wide valleys, forests, forest steppes, large lake and wetland complexes, semi-desert areas and the Gobi Desert. The integrating element that ties all of these zones together into one functional unit is their common watershed.

“

IRBM is a participatory planning and implementation process that brings stakeholders together to determine how to meet society's long-term needs for water resources while maintaining essential ecological services and economic benefits.

”



OUR SUPPORTERS AND PARTNERS

Delivery of successful conservation results would not be possible without building strong and long-lasting partnerships with our donor, supporters and partners. Whilst we have found much strength in working together, the fact that much more needs to be done helps us to raise the level of our performance.

We express our heartfelt appreciations for our donors, partners and stakeholders for their commitment and tremendous dedication to the cause of conservation. Without their cooperation, devotion and energy, obviously we would not have succeeded in fulfilling our mission to work for a better planet.

OUR DONORS

WWF Network Family

WWF Germany

WWF International

WWF Netherlands

WWF Sweden

WWF US

GAAs and private donors

ADB, Japanese Fund for Poverty Reduction

GEF/UNOPS

MAVA Foundation

NEMO, the Government of Netherlands

UNDP

Mr. Sven-Oliver Mangold

Swiss Development Cooperation/Coping with Desertification project

World Bank

OUR PARTNERS

Government

Administration, Land affairs, Geodesy and Cartography Agency, under the Ministry of Road, Transportation, Construction and Urban Development

Governor Offices from Khovd, Khentii, Dornod, Gobi-Altai, Uvs and Bayan-Ulgii provinces

Ministry of Food and Agriculture

Ministry of Education, Culture and Science and its affiliated agencies

Ministry of Justice and Internal Affairs and its affiliated agencies

Ministry of Nature, Environment and Tourism and its affiliated agencies

Mongolian Academy of Sciences and its affiliated agencies

National University of Mongolia

State Specialized Inspection Agency

NGOs

Economic Research Centre for agriculture and environment

ESD didactics centre, under National University of Mongolia

Irves Enterprise

Mercy Corps

Snow Leopard Foundation

Water Resource Centre, under National University of Mongolia

International Community

Asia Foundation

GTZ

Rare Pride

Swiss Development Cooperation/Coping with Desertification project

TNC

UNDP

WCS

Ramboll Natura experts

Private Sector Partnership

Nomadic Journeys/Mongolian River Outfitters

MCS Coca Cola

Xas Bank



The President of Mongolia (in the right) awards Munkhtogtokh (in the left)

“

It is difficult to convey the spirit of our work and the pride of achieving results. We are proud that seven staff of our team have been rewarded by State awards for their dedicated and hardworking efforts as well as their intellectual powers. Those include:

B.Ganbold has been awarded by the State second-rank prize for excellence in labour, called RED FLAG MEDAL FOR LABOUR MERIT; Chimed-Ochir, Tsevenravdan and Munkhtogtokh – by the State third-rank prize for excellence in labour, entitled POLAR STAR; Onon and Chimeddorj – by the Medal for excellence in border security. Besides, Lkhagvasuren became a member of the sub-assembly of the Biological science division, Mongolian Academy of Sciences.

”

**FINALLY, DEDICATION, STRENGTH AND MOTIVATION
OF OUR STAFF ARE MAJOR FACTORS FOR SUCCESS.
GET INTRODUCED WITH OUR FAMILY!
WWF MONGOLIA MAIN OFFICE, BASED IN ULAANBAATAR**



Chimed-Ochir Bazarsad
PO Representative,
18 years with WWF
"Conservation work is challenging, even frustrating sometimes. However, I will never give up, because this is a holy cause."



Enkhtuya Majaakhuu
Operations Director,
13 years with WWF
"Warm atmosphere is the cornerstone of our organization. You hardly find a team with such warm and friendly environment."



Lkhagvasuren Badamjav
Conservation Director,
1 year with WWF
"Being directly involved in the conservation of wildlife is a huge, but pleasurable task, which I was dreaming about since my childhood."



Batkhuyag Baldangombo
Freshwater Programme Manager and AHEC Mongolia eco-region coordinator, 2.5 years with WWF
"I am really glad that I have become a part of wholehearted family that does everything to ensure our children's future."



Onon Yondon
Species Programme Manager and Altai-Sayan Mongolia eco-region coordinator, 7 years with WWF
"Though the results of our work are not always tangible, I am firmly convinced that we are sowing seeds of inspiration and care for nature in others' souls and minds."



Khulan Munkh-Erdene
Communications Programme Manager, 2.5 years with WWF
"As time is critical it is necessary to have public backing to bring about a radical change in our perceptions. And this is what we endeavor to do."



Bayartsengel Batsukh
Receptionist, 5 years with WWF
"WWF feeds my mind with love to natural world."



Burged Jamganjav
Driver and messenger,
11 years with WWF
"Man's heart away from nature becomes hard."



Chimeddorj Buyanaa
Species officer,
3.5 years with WWF
"Biodiversity is the source of our existence."



Delgermaa Armaa
Press officer, 3.5 years with WWF
"I love my home with blue roof and green carpet. This love helps me to keep my home clean and safe."



Oyunmunkh Byambaa
Freshwater officer,
2 years with WWF
"Drop by drop makes a whirl."



Enkhbayar Nyamsuren
Press officer,
5 months with WWF
*"My planet is calling for help.
And I am learning to
respond."*



Munkhtuya Munkhbaatar
Assistant accountant, 4
years with WWF
*"I'm happy and enjoy being
a part of this organization
working to conserve Mother
Nature."*



Munkhchuluun Basan
Conservation and Natural Resources Management specialist, 2 years with WWF
"Contributing to conservation causes is my duty and aspiration of my life. That's why I like my work."



Sanjmyatav Dolgorjav
GIS specialist,
3.5 years with WWF
*"Gathered magpies are better
than a sole tiger."*



Selenge Gantumur
Education officer, 2 years with WWF
*"Education is central to enabling
changes in attitudes and behaviors
as well as new ways of understand-
ing and thinking about our environ-
ment. That's why we involve young
people and focus on education."*



Undraa Nanjidsuren
Accountant, 3.5 years with WWF
*"It is always interesting to work
with such energetic team because
our work is endless and every time
it is new."*



Munguntsooj Tsendorj
Office Manager, 1 year with WWF
*"My pride is to joining this global
organization and work for a living
planet."*

ALTAI-SAYAN FIELD OFFICE



Ganbold Baatar

Uvs branch office coordinator,
9 years with WWF

*"I feel proud for participating personally
in the protection of my homeland."*



Tseveenravdan Damdindorj

Head of Altai-Sayan Field office,
5 years with WWF

*"I work with kind, generous and
industrious people who share the
goal of environmental conserva-
tion and who deeply appreciate
Mongolia's stunning nature, with
its high, eternally snow-covered
mountain peaks and beautiful
lakes."*



Altantsetseg Lkhagvasuren

Education and communications
officer, 5 years with WWF

*"There is enough in the world for
everyone's need, but not enough for
everyone's greed."*

Baigalmaa Dembee

Community development officer,
7 years with WWF

*"My colleagues hold a place in
my esteem after only my parents,
as there are so many core values
that we share. My work has
enabled me to learn by trial and
error and has given me many op-
portunities. I am proud to be able
to say that I work for WWF."*



Batsaikhan Baljinnyam

MAPU-3 member and Saiga rangers' network leader, 4 years with WWF
"Most local communities feel that nature conservation is a civic duty, which I believe to be the key outcome from our operations."



Dolgorsuren Zodov

Secretary of Khovd River Basin Council, 2 years with WWF
"I feel happy to be able to understand and accept the concept of environment conservation, which means we work towards a better environment for future generations."



Gantulga Margad

MAPU-3 member, 12 years with WWF
"WWF offers me a livelihood as well as teaching me and enabling me to have many friends with shared interests."



Ganbat Ochirsuren

Community development officer, Uvs branch office, 1 year with WWF
"Driven by a shared belief and commitment to conserving nature for our future generations, I and my colleagues work with passion towards this goal, truly motivated to work for the good of humanity."



Chantsaldulam Chadraabal

Administrative officer, 2 years with WWF

“Our environment, the world in which we live and work, is a mirror of our attitudes and expectations.”



Gantulga Shirnen

Driver, 6 years with WWF

“I have never encountered before an organization with such a rewarding aim - to conserve our beautiful nature.”



Gantulga Sharav

MAPU-3 Leader,
6 years with WWF

“Working in this organization with such a very important mission is to me like having a gift from heaven. I hope that the future of this organization and its work will be broaden, deepen and prosper.”



Munkhtogtokh Ochirjav

Conservation officer, 5 years with WWF

“Now that we have achieved an in-depth understanding of the consequences of inappropriate natural resource use, my primary dedication is to increase public awareness of the threat.”



Magsarjav Palam

Buyant River Basin secretary,
2 years with WWF

“I feel warmth from my colleagues in our dedication to nature conservation. I am delighted to be able to work for conservation with a team that shares this commitment. I love my job and my colleagues.”

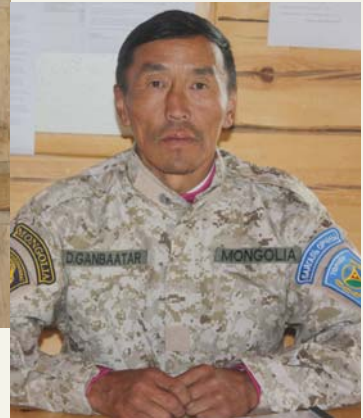
DADAL FIELD OFFICE



Chinbat Chimeddorj
Dadal Field Office coordinator,
1.5 years with WWF
"It is a great pleasure to work in an organization which gives me a lot of opportunities to learn."



Bazarsad Tsagaankhuu
MAPU-5 Team Leader, 1.5
years with WWF
"Now, I irreversibly decided to work for a living planet for the rest of my life."



Ganbaatar Dansuren
MAPU-5 team member, 1
year with WWF
"Earth is not a gift from our parents, it is a loan from our children."



Davaatsetseg Purevjav
Administrative officer, 1.5 years with WWF
"If you violate nature's laws, you are your own prosecuting attorney, judge, jury, and hangman."

Gankhuyag Balbar
Community development officer, 4
years with WWF
"I think joining WWF family was the luckiest opportunity in my life. I had a chance to grow as personality after 4 years of work with such dedicated and skilled staff that WWF accommodates."



Bat-Erdene Dashjamts
Driver, 1.5 years with WWF
"Before joining WWF I was not against hunting. Now I feel only love towards animals."

Bolortuya Ganbold
Education and communications officer,
1.5 years with WWF
"I'm inspired to be a messenger of love for the Mother Nature."



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WWF Mongolia Vision Statement

As a family member of WWF, the international conservation network, we will help Mongolia becoming a safe home for wildlife, where people enjoy a quality of life for generations to come in harmony with nature.

Front cover photo © A.S.Kuksin



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