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20 YEARS IN
MONGOLIA



WWF-MONGOLIA: THE WAY FORWARD

WWF-MONGOLIA ACHIEVEMENT SUMMARY AND LANDMARK DATES

1992-1997

- WWF starts its first project towards designing and expanding PA networks with WWF-Germany's support and opened a project office with three staff members. Prior to WWF's arrival, Mongolia had established only 13 protected areas, encompassing the area of around 5 Million hectares that accounted for 5.3% of the country's territory. With WWF's direct involvement, the size of PAs enlarges with establishment of Gobi Gurvan Saikhan, Gorkhi-Terelj, Khangai Mountain Range and Khar-Us Lake National parks.
The total size of the PA network for the entire country is doubled in less than 6 years.
- With direct involvement of WWF, the draft Law on Protected Areas and Law on Buffer zone of Protected Area are developed and adopted, through an internal zoning system which is adopted as a basis for sound PA networks and its functionality.
- As part of the WWF initiative, entitled "Gift to the Earth", the Mongolian President pledges to put 30% of the nation under protected status, which is formalized by parliamentary approval of the National Programme on Protected Areas in 1998. With this approval, the goals are established to develop a protected area network to secure ecological balance and ensure effective management to an international level. The National Programme is one of the few national programmes adopted by the Parliament.
- Due to WWF's assistance to the Government for raising the funds to support PA network, the German Government ensures long-term financial commitment for nature conservation within bilateral agreement.
- In 1997, the WWF Mongolia Project Office is upgraded to a Country Office and officially registered as a branch of the International NGO in line with national legislation.



1998-2002

- WWF develops its first 5-year conservation programme with special focus on improving management of PAs and endangered species, including the Snow Leopard and Saiga antelope and continues its efforts to expand PA networks. Eco-regional approach starts to be applied. Funding is diversified through WWF Network e.g. WWF-Austria, Sweden, Netherland and Germany and private foundations such as Hermsen, Mava, Messerli and Otto.
- WWF conducts the first ever nationwide biodiversity gap analysis. The results are reflected in the General Land Management Plan and approved by the government. WWF helps to establish new National Parks such as Siilkhem, Tsambagarav, Khyargas Khan Khukhii, Tarvagtai Mountain range and Onon-Balj, the headwaters of Amur River. Trans-boundary PA negotiations start in the Uvs Lake Basin which lead to the establishment of trans-boundary PA “Uvs Lake Basin” by two States in 2011.
- Community based Snow Leopard conservation project starts with three interlinked components. First time in ASER, a sign survey using Snow Leopard Information and Management System technique is introduced. A community programme, titled “Irves Enterprise” to provide female members of herder families with opportunities to cooperate in making sheep wool and felt products in order to increase livelihood incomes as indirect compensation scheme for loss of livestock by the Snow Leopard predation. As the programme has proven to be successful and sustainable, it has been replicated in other parts of Mongolia and several countries of Central Asia. The 1st mobile anti-poaching unit is established in project area in 2001 and taken over by the Government 9 years later. Poaching of the Snow Leopard and its prey species is significantly reduced.
- The first Saiga conservation project starts in 1998 based on community based principles. The project is assessed successful with the population increase of 79% within 3 years, however subsequent harsh winters in 2001/2002 declined this number by almost 86%. The population decrease down to 750 heads shows that Saiga population is extremely vulnerable to external factors and there’s a need for long-term investment and application of more sustainable approaches, including pasture management.
- In 2002, WWF-Mongolia becomes a Programme Office.





2003-2006

- The second 5-year conservation programme launches in alignment with WWF's global programme priorities: the eco-regional approach, Altai-Sayan and Daurian Steppe eco-regions and thematic programmes, including freshwater, forest, toxics and climate change.
- The second mobile anti-poaching unit "Irvyes-3" establishes and expands its activities in Snow Leopard, Argali and Saiga habitat areas. It is proven as one of the most effective tools in a short period of time to fight against poaching and illegal wildlife trade.
- Public advocacy campaigning against chemical control of the Brandt's vole is undertaken and results in halting the massive use of chemical substances.
- WWF initiates the first national Water Forum and undertakes a series of lobby meetings and consultations which result in incorporation of Integrated River Basin Management concepts in the Law on Water in 2004.
- The rural development efforts coupled with conservation becomes a central approach for WWF-Mongolia, supported by SIDA in 2004. The first forest CBOs are established in the Khan-Khukhii Mountain range in 2003 opening doors for setting up legal environment for CBOs to manage their natural resources in 2006.
- WWF-Mongolia leads the elaboration of National Programmes on conservation of endangered species such as the Snow Leopard, Mongolian Saiga and Argali sheep and has them approved by the Government. This initiative leads to development of National Programmes for conservation of other important species' by different stakeholders.
- WWF-Mongolia initiates the incorporation of sustainable development issues into education through its pilot schools in two eco regions. The integration of Education for Sustainable Development principles into the existing school curriculum results in attitude and practice change in about 50% of students. With 35 kids' eco clubs, WWF-Mongolia continuously spreads conservation messages across the public.

2006-2011

- The 2nd Conservation programme is reviewed and updated covering periods of 2005-2010, closely aligning with Global Programme Framework. Continued efforts put on two eco-regions, Altai-Sayan and Amur-Heilong, reaffirming the results of previous conservation work. WWF opens its field office for Eastern Mongolia in Dadal soum of Khentii province.
- WWF starts piloting IRBM concept in two river basins, Khar Lake-Khovd in the Altai-Sayan and Onon River in the Amur-Heilong respectively. The demonstration pilots create blueprints for IRBM which is replicated in other river basins countrywide.
- WWF-Mongolia's key approaches promote and integrate community based forest and pasture management, community based wildlife management with climate adaptation measures through demonstration pilots.
- Mongolian Government starts to incorporate the BioSan wildlife-monitoring programme, developed and piloted by WWF, into the national wildlife monitoring system.
- Comprehensive biodiversity and management gap analysis is carried out and identifies 34 biodiversity hot areas. The Government expands the PA network, covering 16.6% of the total territory. The findings of gap analysis are fully reflected in the establishment of PAs.
- Thanks to MAVA Foundation's financial commitment, conservation measures have led to a 43% (since 2007) increase of the Saiga antelope population to $\leq 5,000$. This is due to mobile anti-poaching units and rangers' network operating throughout the Saiga antelope range, in cooperation with relevant local agencies and herders.
- Zero poaching and trade cases for the Snow Leopard is reported since 2008.
- The Argali population in the "Gulzat" local PA has had annually increased by 20-25% over the last 5 years. Approximately 500 Argali now inhabit the area.
- Unregulated fishing in the Onon river area stops through the establishment of three fishing clubs providing guidance to fishermen. Over 120 forest CBOs become the stewards of 300,000 ha of forested area in the Amur-Heilong Mongolia part.

2012

- WWF-Mongolia celebrates its 20th anniversary and launches its Strategic Plan for 2012-2016.

STRATEGIC PLAN 2012-2016

EXECUTIVE SUMMARY

Mongolia is a land-locked country, which covers an area of 1,564,118 sq.km in North East Asia. The total population of Mongolia at the end of 2010 was estimated to be 2.7 million people with over half of the population live in urban centres concentrating in 0.39% of the territory. Therefore, the conservation and sustainable natural resource management is closely linked with the transhumance society living at density around 0.5 person per sq.km and fully exposed to market economy and globalization.

Mongolia is of global significant because of its location at the convergence of the Great Siberian taiga and the Central Asian steppe and deserts that form a rich diversity due to the transitional ecosystems that occur nowhere else and unique assemblage of species. There are 16 distinct ecosystems that can be grouped into four broad ecoregions, these are: Altai-Sayan, Daurian Steppe, Central Asian Gobi Desert, and Hangay. Of these, Altai-Sayan and Daurian Steppe (as part of the Amur-Heilong Ecoregion Complex) have been identified as priority places in the WWF Global Programme framework.

Habitats of migratory ungulates in the Eastern Gobi and Mongol - Manchurian grassland needs special attention due to extensive linear infrastructure development is planned to take place, potentially causing irreversible impacts to the migration patterns of endangered wildlife.

The biodiversity of Mongolia is facing serious threats from human activities and from climate change. A variety of different factors such as infrastructure development, over-grazing, mining and logging are all contributing to the large-scale decline of species and habitat degradation throughout Mongolia. WWF-Mongolia has assessed that the highest threats to the selected targets are coming from the overgrazing and overstocking of pasture, poaching that brings negative impacts wildlife and mining associated linear infrastructure. Mongolian economy has experienced rapid growth in recent years largely induced by the mining sector. This rapid economic growth as well as GDP based growth policies in mining, energy, agriculture, coupled with weak law and policy enforcement are becoming



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In close consultation with the partners, WWF Mongolia has identified 7 interlinked conservation targets, which include three ecosystems, three species and a habitat for migratory ungulates. Three critical ecosystems are - forest, steppe and freshwater - integrity of which plays an important role in conservation of entire biodiversity and the globally endangered species. Three target species (all of which are WWF priority species) include Snow Leopard (*Panthera uncia*) with estimated 500 - 7000 animals in the ASER ecoregion, Argali sheep (*Ovis ammon ammon*), of which the Altai Argali sheep is the largest subspecies of this genus and Saiga antelope (*Saiga borealis mongolica*) Mongolian Saiga antelope - an endemic species to ASER Mongolia with only around 8,000 individuals struggling to survive in the intermountain depressions of ASER Mongolia.

the main driving factors for these threats. Climate change will result in changing ecosystems and geographical distribution of biodiversity as well as affect the pastoral livestock system of Mongolia both in near- and long-term. In both global priority ecoregions – Altai-Sayan and Amur-Heilong – air temperature records indicate significant increases over the past decades.

Over the past two decades WWF has positioned itself as a credible and compelling science-based organization. WWF-Mongolia's expertise expands from community based natural resources management to wildlife management, creating ecological network and promoting integrated river basin management. In parallel, it ensures the linkage of field work with policy dialogue.

SCOPE

The scope of WWF's programme in Mongolia is bounded by the Global Programme Framework (GPF). It will focus on conserving two GPF priority places (the Altai-Sayan Montane Forests and the Amur-Heilong Ecoregional Complex), and three GPF priority species (Snow Leopard, Argali sheep and Saiga antelope), as well as addressing water footprint in the two priority places. In addition to GPF priority places, WWF-Mongolia will also work in South-Eastern Gobi and Mongol-Manchurian grassland where pressure on the fragile biodiversity, including globally endangered wildlife has increased drastically over the past decade.

VISION

Mongolia is a safe home for wildlife and a place where present and future generations enjoy a high quality of life, living in harmony with nature.



TARGETS AND GOALS



1. TARGET FORESTS

Goal: By 2021, protection of forests in AHEC is increased by at least 145,000 hectares over the 2011 levels.



2. TARGET FRESHWATER

Goal: By 2021, the freshwater ecosystem functions of the priority river basins in ASER (Khar lake – Khovd river, Khyargas-Zavkhan River Basin) and AHEC (Onon and Ulz rivers) are maintained at the 2011 level, and the wetland area protected in AHEC and ASER is increased by at least 265,000 ha over the 2011 level.



3. TARGET STEPPES

Goal: By 2021, the percentage of steppe habitat in a favourable or high conservation status is increased by 35% in ASER and by 10% in AHEC over the 2011 levels.
Nested target: Mongolian Gazelle



4. TARGET HABITATS OF MIGRATORY UNGULATES

Goal: By 2021, key habitats of Mongolian gazelle and Asiatic Wild Ass are connected and not fragmented by linear infrastructure development (railways, roads, fences) in South Gobi and Mongol-Manchurian grasslands.



5. TARGET ARGALI SHEEP

Goal: By 2021, the Argali sheep population is increased by 30% in priority areas over the 2009 level.



6. TARGET SAIGA ANTELOPE

Goal: By 2021, the Saiga antelope population is increased by 30-50% over the 2010 level.
Nested target: Desert steppe ecosystem



7. TARGET SNOW LEOPARD

Goal: By 2021, the Snow Leopard population is stable at the 2010 level.
Nested target: Ibex

IN ORDER TO CONTRIBUTE WWF'S WORLDWIDE EFFORTS CONSERVING THE VITAL FOR HUMANITY PLACES AND PRIORITY SPECIES WWF MONGOLIA HAS DEVELOPED FIVE OVERARCHING STRATEGIC APPROACH THAT INTEGRATE THE GLOBAL AND NATIONAL PRIORITIES

- 1 In order to ***advancing the stewardship of local communities in sustainable use and management of natural resources***, WWF-Mongolia will continue to actively engage at the policy level to promote improved legal framework for natural resources management by local communities. In parallel, WWF-Mongolia will further promote and integrate community based forest and pasture management, community based wildlife management with climate adaptation measures through demonstration pilots.
- 2 WWF-Mongolia considers that the main thrust in ***safeguarding landscape integrity through functional network of protected areas*** will be reached through creating a legal environment that ensures sound management of protected areas (PA) of all categories (including local PAs and state reserve pastures), both in terms of human and technical capacity and financial sustainability. Strengthening existing and newly established protected areas through proper management, the generation of revenues, and eventual upgrading or status changes will also be considered as key areas of support.
- 3 In order to ***address climate, energy and water footprint through Integrated River Basin Management (IRBM)***, WWF will collaborate with key stakeholders to revise the legal framework for IRBM, introducing mechanisms for financial sustainability of basin level management authorities, while ensuring that IRBM takes fully into account the need for CC adaptive management of river systems and the conservation of freshwater ecosystems.
- 4 ***Catalyzing effective law enforcement in priority areas for priority species*** will be reached through close work with the State Specialized Inspection Agency, police and border patrol units. This work will be complemented by active anti-poaching efforts at the local community level and increasing local stakeholders' knowledge and attitudes toward conservation values and the benefits of wildlife.
- 5 To ***reduce impacts of mining in priority areas*** WWF-Mongolia will be lobbying to establish a sound legal framework for responsible mining and mining-associated infrastructure development that would avoid and minimize the current and potential threats from mining and mining associated infrastructures to the priority areas and species. In parallel Civil Society Organizations' (CSO) will be supported enabling them to act as public watchdogs over mining, linear infrastructure development and implementation of the legal framework.

CONSERVATION STRATEGIES AND OBJECTIVES

Strategy 1

Advancing the stewardship of local communities in sustainable use and management of natural resources

SUB-STRATEGIES	OBJECTIVES
Catalyse a sound legal framework to enable the full transfer of natural resource management rights to local communities	By 2013, legal framework for CBNRM is in place that enables community based organizations (CBOs) to sustainably manage and benefit from natural resources.
Increase local stakeholders' knowledge of sustainable development and CBNRM to change attitudes and practices towards the sustainable use of natural resources	By 2016, local residents in priority areas are fully knowledgeable about the values and benefits of participatory natural resource management and legal framework for CBNRM, resulting in increased participation in CBNRM.
Increase area under CBNRM	<ul style="list-style-type: none"> By 2016, at least 589,000 ha of boreal forest are sustainably managed by local communities in AHEC. By 2016, local communities effectively manage at least two Community Based Wildlife Management (CBWLM) areas (231,000 ha) that function as corridors for GPF priority species.
Promote sustainable financing options for local communities through CBNRM	By 2016, community funds of CBOs in project intervention areas have increased on average by 30% through sustainable CBNRM compared to 2012.

Strategy 2

Safeguarding landscape integrity through functional network of protected areas

Catalyse a legal environment for sound management and financing of PAs	By 2013, laws concerning PAs are amended to create a sound legal framework for managing and financing all categories of PAs
Increase local stakeholders' knowledge and support for PAs	By 2016, 40% of the local stakeholders in priority areas are knowledgeable about the values and benefits of PAs and supportive of them.
Establish, expand and improve management of national and transboundary PAs and PA networks	<ul style="list-style-type: none"> By 2016, the Altai World Heritage site is extended to the Altai mountains of Mongolia. By 2016, transboundary PA established in AHEC (Source of Amur) and transboundary PA cooperation (Sielkhem, Daurian International PA, and Uvs) is strengthened through implementation of joint MP. By 2016, the coverage of high conservation value areas is increased by 422,100 ha in ASER and 422,000 ha in AHEC through a network of PAs, based upon the GAP analysis results. By 2016, state designated reserve pastures are established covering 10% of Saiga antelope and Argali sheep habitats in priority areas. By 2016, the PA regional training centre's management capacity is strengthened to support PAs in ASER and AHEC. By 2016, management of at least two RAMSAR designated wetland areas in AHEC is improved through community based conservation.

Strategy 3 Addressing climate, energy and water footprint through IRBM	Catalyse a sound legal environment for financially sustainable river basin management authorities	By 2016, the laws regulating water management and conservation are amended to ensure a clear and financially sustainable institutional framework for functioning of River Basin Management Authorities.
	Integrate climate change adaptation measures into local development agendas through IRBM	<ul style="list-style-type: none"> • By 2016, climate change impacts are fully taken into consideration in the IRBM Plan of the Khar Lake-Khovd basin. • By 2016, climate change impacts and freshwater footprints are assessed for Ulz River/Torey Lake Basin in AHEC, and Khyargas Lake-Zavkhan River Basin in ASER.
	Strengthen local and national stakeholders' capacities to implement IRBM	<ul style="list-style-type: none"> • By 2014, at least 5 community and private sector partnerships are established to protect and improve the management of Taimen in the Onon River basin. • By 2016, cooperation between River Basin Councils in Northeast China, Russia Far East and North East Mongolia on Amur River basin management is strengthened.
	Increase local stakeholders' knowledge of IRBM and climate change impacts and adaptation to change attitudes and practices towards sustainable water resources management	By 2016, 40% of the local stakeholders are fully aware of climate change issues and IRBM's role in the adaptation and mitigation of potential climate change impacts and conservation of freshwater ecosystem's integrity.
Strategy 4 Catalysing effective law enforcement in priority areas for priority species	Support law enforcement agencies to control poaching and wildlife trade	<ul style="list-style-type: none"> • By 2013, capacity and cooperation amongst law enforcement agencies is strengthened at national level to increase the prevention and detection of wildlife trade and poaching. • By 2016, no poaching of Saiga antelope, Argali sheep and Snow Leopard are reported in priority areas.
	Change local stakeholders' knowledge and attitude toward conservation values and the benefits of wildlife	<ul style="list-style-type: none"> • By 2016, local residents living in priority areas are fully knowledgeable about the conservation values and benefits of global priority species. • By 2016, suitable mechanisms for conflict resolution between Snow Leopards and herders are in place in priority areas. • By 2016, 50% reduction in forest fire incidents and areas affected in Onon-Balj River basin compared to 2007.
Strategy 5 Reduce impacts of mining in priority habitats	Catalyse a sound legal framework for responsible mining with broad public monitoring	By 2013, the EIA law is amended to ensure broad public participation in EIA processes (decision making and follow-up monitoring), and to introduce Strategic Environmental Assessment (SEA), minimizing the impacts of economic development on biodiversity.
	Increase stakeholders' knowledge and capacity to monitor impacts of mining and associated linear infrastructures	<ul style="list-style-type: none"> • By 2016, local people's knowledge of responsible mining, EIA, and SEA is increased, ensuring strong public monitoring of the biodiversity impacts of economic sector development. • By 2016, key stakeholders actively participate in EIAs on mining associated linear infrastructure development to ensure the integrity/connectivity of landscape priority species.

FOUR PILLARS FOR ACHIEVING CONSERVATION IMPACTS

PARTNERSHIP FOR CONSERVATION

Strategy 1

Increasing conservation effectiveness through critical strategic partners

- By 2016, the enabling environment for green economy investments in productive sectors (e.g. agriculture, energy, and mining) in priority areas is promoted through strategic partnerships.
- By 2016, at least 3 local NGOs in priority areas have entered partnership agreement with locally active donors and foundations to enhance CBNRM approach.
- By 2016, Partnerships with TNC and WCS strengthened in addressing mining and linear infrastructure issues.
- By 2016, at least one new partnership signed with corporate entity to implement corporate social responsibility, particularly in extractive industries.
- By 2016, at least one new WWF internal partner signed PIA to support Amur-Heilong and Altai-Sayan ecoregion strategies.

COMMUNICATIONS

Strategy 1

Promoting and profiling innovative conservation approaches to decision makers

- By 2013, key decision makers strongly support the conservation approaches (Econet, CBNRM and IRBM) and adopt them in to policy and legislation.

Strategy 2

Mobilising Millions for Conservation

- By 2016 WWF's logo and name are recognized by 70% of the general public – as the leading environmental NGO in Mongolia.
- By 2016, WWF-Mongolia's profile within the donor community – right perception of who we are and what we do will lead to right type of engagement.

Strategy 3

Enhancing cooperation with the media

- By 2016, Environmental topics are mainstreamed as policy in key 5 national media institutions to ensure at least 8% of their media coverage is dedicated to environment.
- By 2016, the number of media institutions working in partnership has expanded by 50% to support the WWF conservation programme.

FUNDRAISING

Strategy 1 ■ **Increasing and maintaining WWF Network funding** ■ By 2016, at least Euro 300,000 basket funding is secured annually from the WWF Network through PIAs or other agreements, attracting additional Euro 600,000 from other donors.

Strategy 2 ■ **Increasing and maintaining funding from multi- and bilateral PSPs** ■ By 2016, at least Euro 3 million raised from PSP donors.

Strategy 3 ■ **Building and maintaining new income sources from foundations** ■ By 2016, at least Euro 1 million is raised from foundations.

Strategy 4 ■ **Building new income sources from the corporate sector** ■ By 2016, at least two corporate partners (beverage industry, banking and finance) establish long-term mechanisms to support the WWF conservation programme as part of their corporate social responsibilities.

MANAGING PEOPLE, FINANCE & ADMINISTRATION

Strategy 1 ■ **Strengthening governance structure to effectively guide conservation** ■ By 2016, WWF-Mongolia's local Advisory Board supports fundraising and policy advocacy.

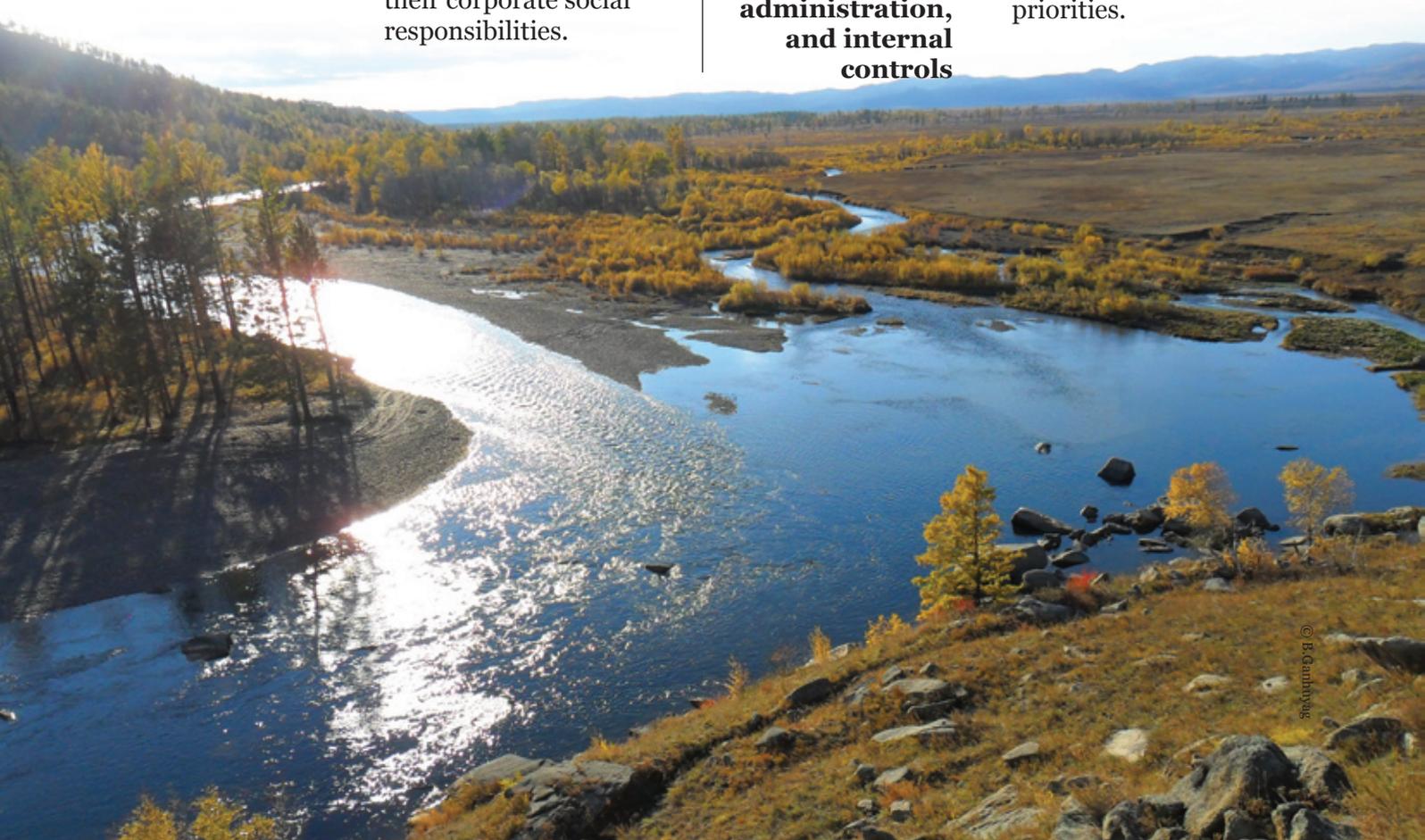
■ By 2013, WWF Mongolia team's capacity is further enhanced by direct support from the PIA shareholders.

Strategy 2 ■ **Strengthening critical people and organizational design to create a high performance staff, organization and culture** ■ By 2016, WWF Mongolia will have a highly adaptive organisational structure at national and ecoregional levels to address the new external and internal realities.

■ By 2016, WWF Mongolia will have established itself as the NGO employer of choice in the country.

Strategy 3 ■ **Internalising "Operational Network Standards" and effective capabilities for finance and administration, and internal controls** ■ By 2013, Network Operational Standard is adopted and implemented effectively

■ By 2014, IT policies and procedures are revised and being implemented step-by-step according to priorities.



WWF-MONGOLIA IN NUMBERS

2

Works in 2 Ecoregions:
Altai-Sayan and Onon River
basin, the headwaters of
Amur-Heilong

1992

WWF-Mongolia was
founded in 1992

2

IWRM concept
introduced in 2 River
basins

3

Established and supports
3 mobile anti poaching
units "Irvs" for effective
law enforcement.

8.0 million

8 million ha of PAs established,
which makes 39% of PAs

4

Conservation focus on 4
species: Mongolian Saiga,
Snow leopard, Argali
sheep and Taimen

+140

Supports over 140
Community based
organizations



Why we are here.

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

www.panda.org