



China
Program

Presentation to WWC-CEF

October 18, 2007

The Mountain Institute



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With 35 years of experience, TMI is the only organization committed to exploring, advancing and sustaining mountain communities and ecosystems on a global scale.

TMI, through its research, observation and experience, shares its deep knowledge of mountains as an important source of life and inspiration with the world.

TMI helps mountain people and through them, all people, understand and solve problems involving the interdependence of mountain livelihoods, mountain cultures and mountain environments.

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TMI in China



Working in China Since: 1988

Program Offices:
Beijing, Chengdu, and Shangri-la

Completed Projects:

Qomolangma Conservation Program

Peak Enterprise Pilot Program

Current Projects:

Pasturelands to Profits Project (P2P): Agro-enterprise development, nomadic livelihoods development and rangeland conservation in Sichuan

Plateau Development Project (PDP): Multi-faceted agro-enterprise development, rangeland/community conservation based conservation, cultural heritage restoration/preservation in Deqin Autonomous Prefecture and Aba Autonomous Prefecture of China

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Qomolangma Conservation Program



Mission

The mission of the Qomolangma Conservation Program was to build the capacity of local Tibetans to conserve the environment, improve local livelihoods, and preserve priority cultural heritage sites within the Qomolangma Nature Preserve.

Goals

- To strengthen the Qomolangma Nature Preserve Management
- To improve the local livelihoods and promote sustainable management of natural resources
- To build local capacity to engage in cultural heritage preservation

Cooperation

Agreement between The Mountain Institute (TMI) and Netherlands Government under umbrella agreement between P.R. China MOFTEC and Netherlands Ministry of Foreign Affairs



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Peak Enterprise Program



Mission

The mission of the Peak Enterprise Program was to assist in the development of sustainable non-public enterprises in the TAR. These comprised micro, small and medium-sized enterprises in selected rural and peri-urban areas.

Goals

- To increase incomes and employment
- To promote enterprise development
- To assist in market development and expansion
- To increase understanding of the relationship between development and the environment
- To increase the know-how of the local people
- To increase the goodwill between the two great nations of China and the United States of America and their peoples

Cooperation

Agreement between The Mountain Institute (TMI) and Tibet Federation of Industry and Commerce (ICF)

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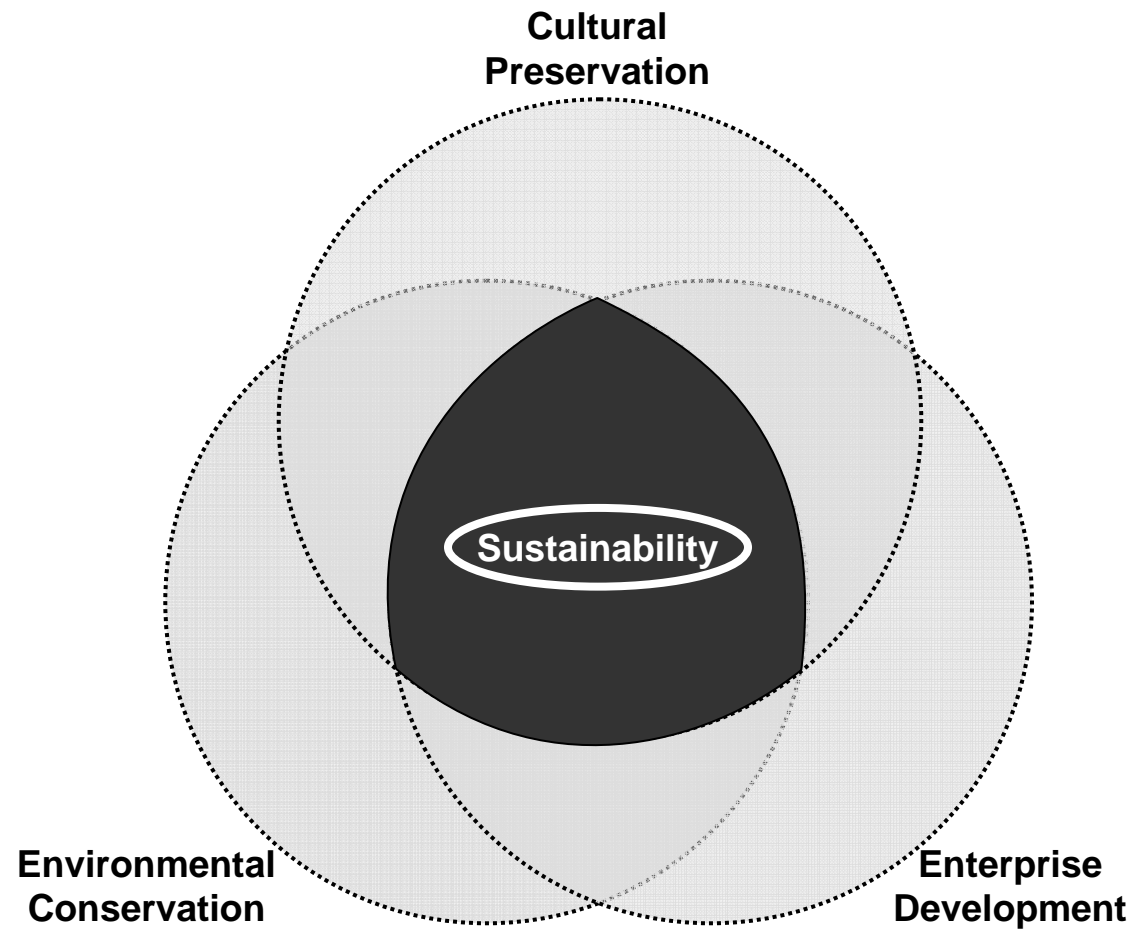
Current Program Sites

Administrative Divisions of China



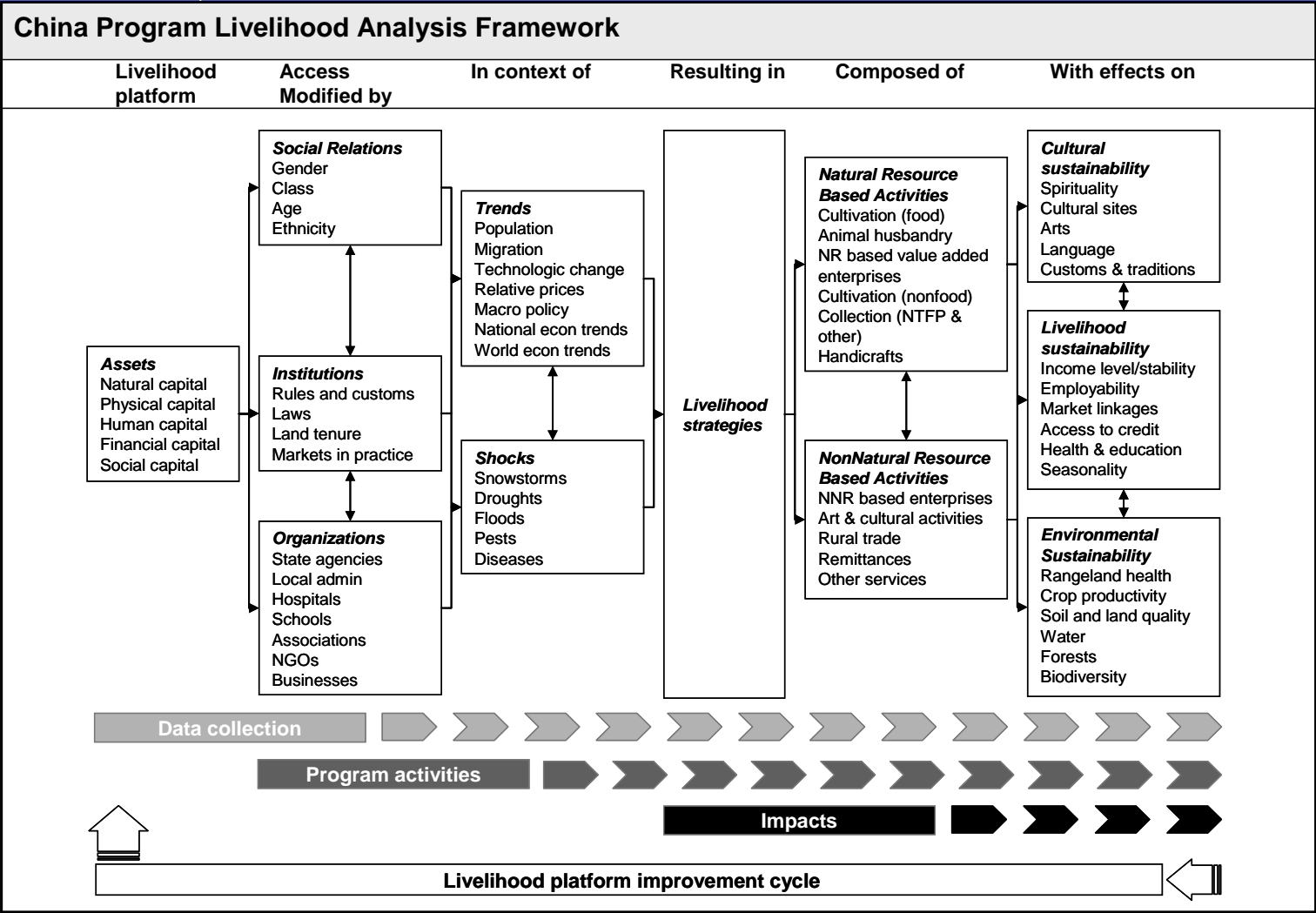


Program Philosophy





Development Strategy





Program Goal

Strengthen mountain communities' capacity for meeting their socioeconomic needs, while conserving the environment and preserving their cultural heritage

Program objective 1

Expanded sustainable income generating opportunities for improved livelihoods in targeted rural communities through strengthened capacity of local mountain community organizations to plan, implement, and monitor development activities

Program objective 2

Improved environmental conservation and natural resource management through increased adoption of sustainable rangeland management and livestock development techniques

Program objective 3

Increased capacity of mountain people to preserve their unique cultural heritage through preservation, restoration or conservation of culturally significant sites and artifacts, texts, and oral traditions; support for traditional artists; and creation of income generating opportunities for mountain artisans.

Program subobjective 1a

Expanded access to education and health care services in targeted communities

Program subobjective 2a

Improved environmental conservation through community based preservation programs.

Core Program

Sub-grant Program



Value Chain Criteria



Principle criteria:

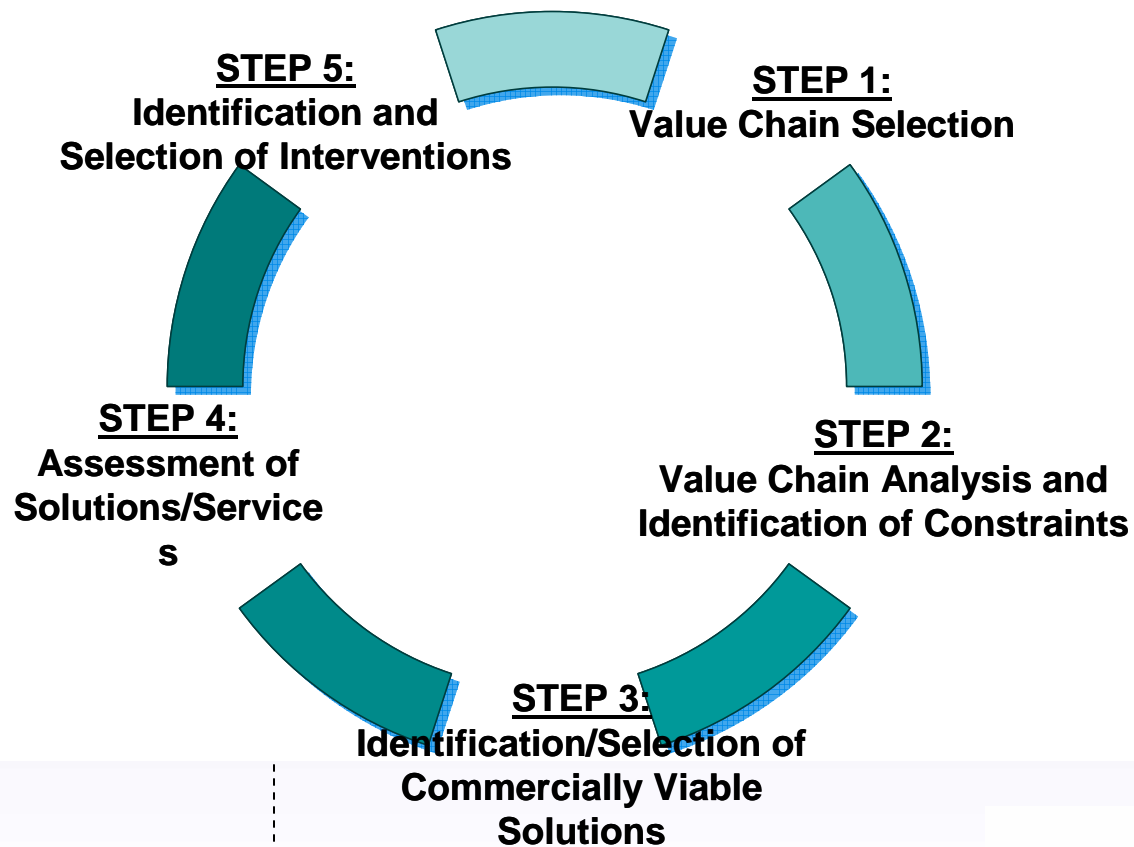
- Unmet market demand and growth potential
- Number of mountain people who could receive additional benefit

Additional criteria included:

- Potential for positive effect on the environment
- Favorable government policies
- Positive impact on women

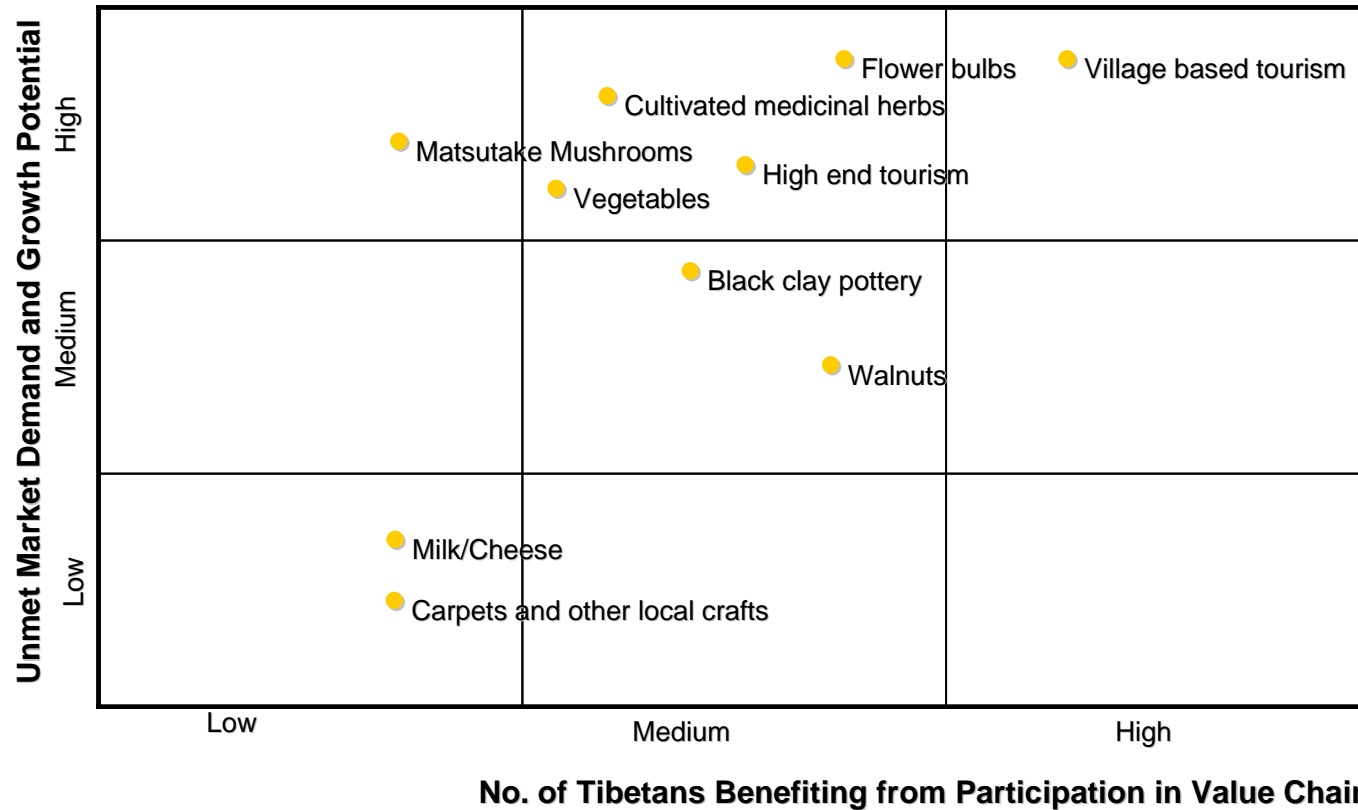


Key Steps in Program Design



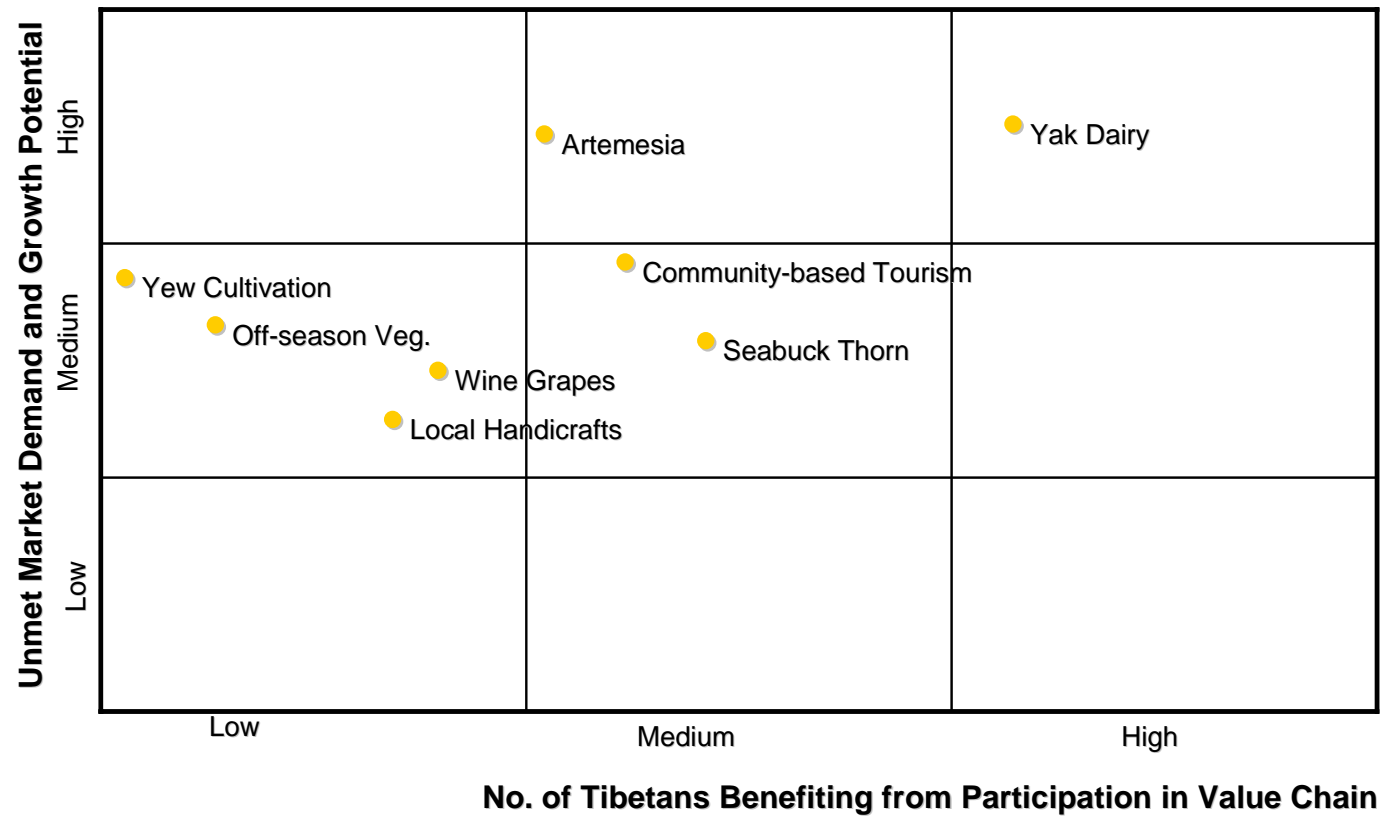


Yunnan Value Chain Short listing





Aba Value Chain Short listing





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Community Development Methodology

APPA-Core Approach *4D Cycle*

● Discover

● Dream

● Design

● Do





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Sichuan



Location:

○Hongyuan County, Aba Autonomous Prefecture, Sichuan Province

Primary Local Partners:

- Sichuan Grassland Institute
- Canada China Agricultural Cooperation
- West Yak Dairy Company

Activities:

- Yak Dairy development
- Rangeland conservation
- Tibetan Nomadic and agro-pastoralist culture preservation
- Subgrants for health, education, community conservation and cultural heritage preservation

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Yunnan



Location:

○Shangrila County, Deqin Autonomous Prefecture, Yunnan Province

Primary Local Partners:

- PVS
- Local tour operators
- Local pottery producers

Activities:

- Village based cultural heritage ecotourism
- Handicraft development
- Rangeland co-management
- Cultural heritage site restoration/preservation
- Subgrants for health, education, community conservation and cultural heritage preservation



Lessons Learned



- ☑ **Begin and end with professionalism**
- ☑ **Have a risk management plan**
- ☑ **Be resilient**
- ☑ **Be open to putting the worst foot forward**
- ☑ **Pursue a broad range of partnership options**
- ☑ **Assume the sale, be bold but diversify risk**
- ☑ **Hold the destination, be flexible on the route**
- ☑ **Assemble a winning “investment” team**
- ☑ **Engineer value through communication**
- ☑ **Invest in system development**



Thank you!!

