



2010 GREEN LONG MARCH

ROUTE ACTIVITY REFERENCE GUIDE

2010 ROUTES

GOLD
COAST

GRAND
CANAL

SNOWLANDS
AND HIGH
PLATEAUS

GRASSLANDS

YANGTZE
RIVER

YELLOW
RIVER

NORTHEASTERN
FORESTS

NATIONAL
TREASURES

2010 HIGHLIGHTS

- **5,200** University student volunteers
- **80** Participant Universities
- **32** Provinces reached
- **8** Routes in **8** different ecological zones
- **65** Green Seed Award Grants
- **¥245,000** Total Green Seed Grant Funding
- **169,800** People Directly Reached
- **2,200,000** People Indirectly Reached

Overview

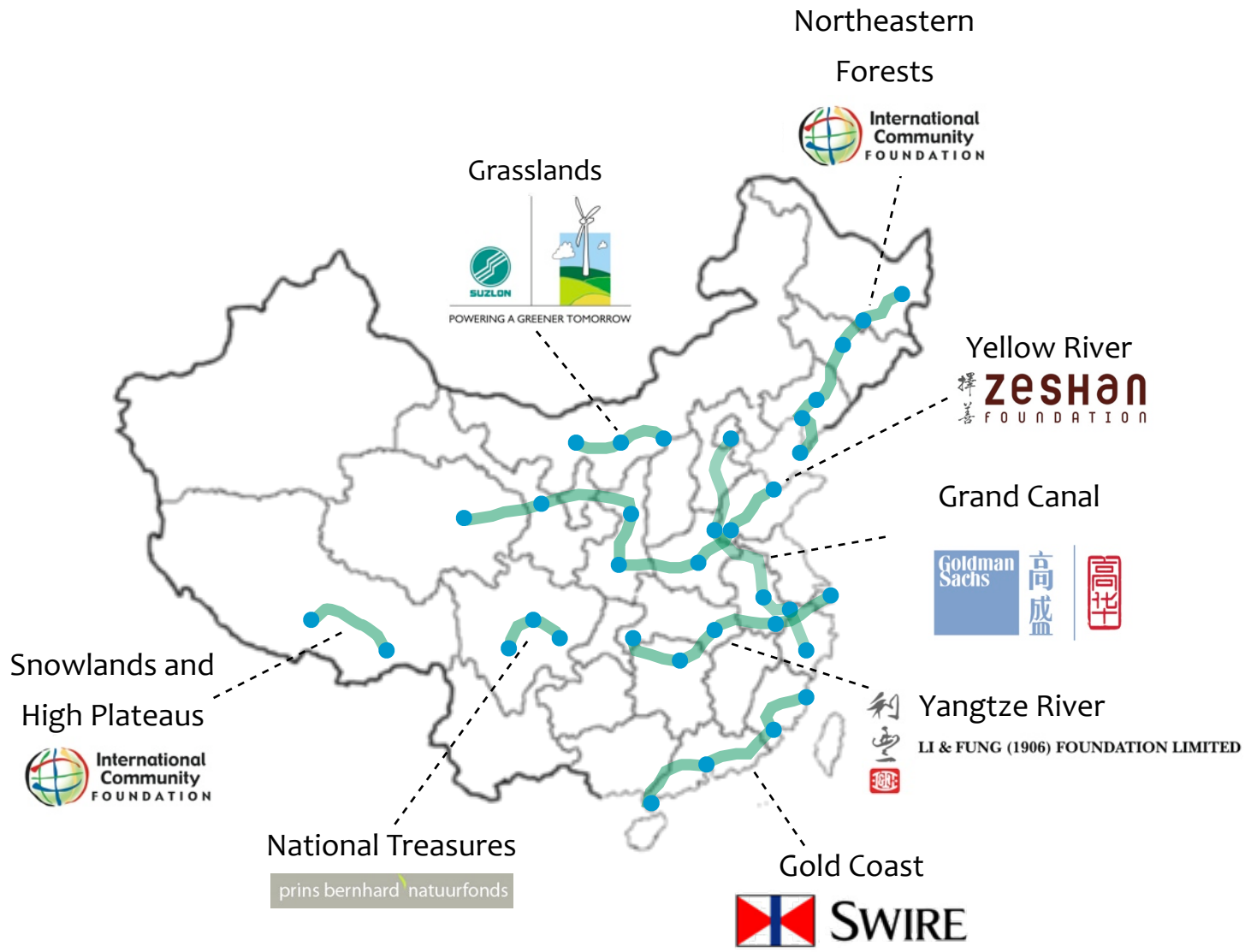
Now in its fourth year, the Green Long March has grown into China's largest youth-led green action campaign involving more than 5,000 university students from 80 universities. In 2010, youth learned skills and promoted solutions unique to China's diverse ecological regions. They designed and implemented Green Seed Award projects, on campuses and in communities, to take action on such issues as renewable energy, water quality, and agricultural practices.

The Green Long March is a partnership of Future Generations China, the Chinese Youth Federation, Beijing Forestry University, China's universities, and sponsors.

FutureGenerations China

Future Generations operates as the lead fiscal agency, designer, facilitator and quality-monitor of the Green Long March. Headquartered in Beijing, the organization promotes sustainable livelihoods through a national environmental youth campaign, model eco-communities, and community-based nature conservation in Tibet, China.

Internationally, Future Generations operates as a non-governmental organization and graduate school that promotes sustainable social and environmental development through education. The graduate school is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools in the United States and offers a Master's degree with students from around the world. Details are available at: china.future.org, future.org, and future.edu.



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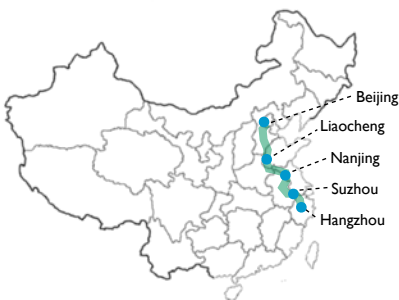
- BRONZE
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GRAND CANAL

ROUTE FACTS

- **11** Participant Universities
 - Liaocheng University
 - Nanjing University
 - Suzhou University
 - Zhejiang University
 - Zhejiang College of Construction
 - Zhejiang Normal University
 - Zhejiang Polytechnic Construction
 - Hangzhou Normal University
 - Tianjin Normal University
 - Yangzhou University
 - Environmental Management College of China
- **8** Green Seed Awards
- **2,653** Student Volunteers
- **28,460** People Directly reached
- **345,200** People Indirectly Reached

ROUTE MAP



Grand Canal marchers spread awareness on foot

On par with the Great Wall, the Grand Canal is one of the largest and most important engineering projects of ancient China. It is the longest ancient canal in the world with some portions dating back 2,500 years. Beginning in the 1850s, the importance of the Grand Canal gave way to modern developments. Due to the introduction of rail transportation, the Grand Canal fell into disrepair, with some sections becoming choked with mud and others drying up completely.

The Grand Canal is a vital source of clean water for hundreds of millions of people. Our young leaders understand the challenge of protecting this great resource. This year's March focused on canal water quality. Student volunteers explored several possible best practices and target sectors including:

- Improved sanitation and sewage treatment system
- Reviving traditional farming practices
- Organic farms and fisheries
- Wetland management
- Urban energy conservation

ACTIVITY HIGHLIGHTS

- Green Consulting
- Low-carbon lifestyle surveys
- Community recycling initiatives
- Grand Canal Museum collaboration
- Bicycle parade awareness campaign
- Weishan Lake water survey
- Community education outreach
- Leadership training



ROUTE SPONSOR



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GOLD COAST

ROUTE FACTS

- **6** Participant Universities
- Guangdong Ocean University
- South China Agricultural University
- Xiamen University
- Fujian University of Technology
- Guangzhou City Polytechnic
- Beijing Forestry University
- **8** Green Seed Awards
- **180** Swire Staff Volunteers
- **489** Student Volunteers
- **31,560** People Directly Reached
- **189,500** People Indirectly Reached



Grand Canal marchers spread awareness on foot

The 'greenbelt' spanning the Gold Coast is a lifeline for coastal communities. The importance of maintaining the delicate ecological balance of this region has never been greater. The Gold Coast Route passes through one of China's most vital, fragile, and threatened coastlines. As China's economy continues its astonishing growth, coastal cities that handle the bulk of China's export based economy face many potentially serious environmental impacts.

This year's route traversed a broad sub-tropical region that is home to many unique species of plants and animals. The area's wetlands and mangrove forests are some of China's most vulnerable ecosystems and will have dramatic affects on all forms of life if damaged. In particular, rising sea levels, increasingly frequent storms, and threatened fresh water resources are Gold Coast hot spots this year. The Green Long March worked with communities in major urban centers on several key issues including:

- Integrated coastal management
- Mangrove forest preservation
- Water resource management
- Urban energy efficiency

ROUTE MAP



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ACTIVITY HIGHLIGHTS

- Green Consulting
- Low-carbon lifestyle surveys
- Sponsor participation
- Green Trains
- Bicycle Parade awareness campaign
- Community education outreach
- Promotion of sustainable resource development



GRASSLANDS

ROUTE FACTS

- **2** Participant Universities
- Inner Mongolia Agricultural University
- Inner Mongolia University of Science and Technology
- **10** Green Seed Awards
- **665** Student Volunteers
- **24,725** People directly reached
- **376,470** People Indirectly Reached



Grasslands volunteers learn about clean energy

The Grasslands of Inner Mongolia are quickly becoming an ecological disaster. Each year, two million hectares of the grasslands disappear under desert sands blown in by increasingly frequent sandstorms. The sandstorms themselves are caused by overgrazing of the grasslands, which encourages soil erosion and desertification. As the grasslands deteriorate and agricultural production falls, this forces herdsmen to graze even more livestock to turn a profit, which illustrates the difficult cyclical nature of the problem.

Volunteers have identified several fronts on which to combat desertification and grassland dehydration:

- Integrated grasslands management by local communities
- Alternative income generation
- Small scale wind energy projects
- Community managed ecotourism
- Water management education
- Biogas and sun-stove promotion

To sustain life in a changing environment is this year's Grasslands goal.

ROUTE MAP



ROUTE SPONSOR



ACTIVITY HIGHLIGHTS

- Suzlon Renewable Energy Education
- Wusu National Park survey
- Gobi Desert and Grasslands research
- Carbon calculation
- Green Trains
- Community education outreach
- Environmental leadership training
- Promotion of sustainable resources



NATIONAL TREASURES

ROUTE FACTS

- **13** Green SOS Universities
(Green SOS is a local NGO in Sichuan with student volunteers from 13 Chinese Universities)
- **40** Student Volunteers
- **1,600** People directly reached



National Treasures community outreach

ROUTE MAP



ROUTE SPONSOR

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Sichuan Province, located on the upper reaches of the Yangtze River, is also known as “The Kingdom of Heaven” for its fertile soil and breath taking natural beauty. Its ideal geographic location in the Sichuan River basin has contributed to its long and vivid history. Sichuan’s agricultural prosperity is due largely to the construction of the Dujiangyan Irrigation System, which was built in the third century B.C. under the Qin government. Geographically, Sichuan boasts a diverse climate with distinct seasonal changes. Its topography ranges from high plateaus peaking at 7,556 km (Gongga Mountain) to the low plains in the east. One thousand four hundred rivers flow through Sichuan.

Loss of biodiversity is one of the biggest problems facing the region. The March understands that preserving regional biodiversity in plants and animals is the basis for lasting livelihoods. This year’s National Treasures Route focused on:

- Forest and Preserve management through local communities
- Agro and biodiversity conservation
- Establishing a farmers association
- Payment for ecosystem services

ACTIVITY HIGHLIGHTS

- Wolong Nature Reserve biodiversity campaign
- Community empowerment initiatives
- Establish public funds for rural economic development
- Botanical research
- Children’s ecological education campaign



NORTHEASTERN FORESTS

ROUTE FACTS

- **1** Participant University
- Harbin Normal University
- **35** Student Volunteers
- **10** Green Seed Awards
- **3,950** People directly reached
- **11,290** People indirectly reached



Northeastern Forests volunteers display their signed banner

ROUTE MAP



Northeastern China is a land of varied topography, vivid history, and pristine natural beauty. Crisscrossed with mountain ranges and wide flat plains, the northeast is home to China's largest remaining virgin growth forest in Heilongjiang Province. The northeast has a long history as the industrial heartland of China. Beginning in the 1930s when under Japanese occupation, vast sections of the region were allocated to developing heavy industry. Rich in coal, oil, and timber resources, the region was taken over and has been continually developed by the Chinese Government as the country's industrial base.

The old-growth forests in this region are this year's preservation focus. The Northeastern Forests Route concentrated on:

- Forest and Preserve management by local communities
- Biogas and sun-stove promotion
- Community managed ecotourism
- Wetlands and water resource management

Protecting this beautiful region will require the continued cooperation of the Chinese Government, universities, corporate partners, local communities, and our dedicated volunteers.

ROUTE SPONSOR



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ACTIVITY HIGHLIGHTS

- Green Consulting
- Social programs for children of migrant workers
- Egret Island ecological research activities
- Spotlight environmental disasters
- Green Trains



SNOWLANDS AND HIGH PLATEAUS

ROUTE FACTS

- **2** Participant Universities
- Tibet University
- Tibet Agriculture and Animal Husbandry College
- **71** Student volunteers
- **5** Green Seed Awards
- **2,880** People directly reached
- **85,600** People indirectly reached



Snowlands volunteers conduct low-carbon surveys

ROUTE MAP



Perched on the “Roof of the World” and under the shadows of the highest mountain on earth, the Tibet Autonomous Region harbors a reputation for mystery. Once isolated by rough terrain, the relatively new railway and airport now connect the capital, Lhasa, to the world. In addition to Lhasa, The Green Long March also passed through the Qomolangma (Everest) Base Camp in Tibet. Today, the base camp and its surrounding terrain form the Qomolangma National Nature Preserve. The preserve was set up in 1989 with support from Future Generations staff, in an effort to protect the natural ecology of the mountain and improve the quality of life for people in the Qomolangma area.

ROUTE SPONSOR



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Rising temperatures, melting glaciers, and a loss of biodiversity are important challenges this year’s March addressed through:

- The Pendebe Society (Volunteer “workers who benefit the village”)
- Solar power promotion
- Animal husbandry management
- Community managed ecotourism
- Climate change monitoring

ACTIVITY HIGHLIGHTS

- Low-carbon lifestyle surveys
- Community education outreach
- Green Trains
- Nyingchi field research
- Promotion of sustainable resource development



YANGTZE RIVER

ROUTE FACTS

- **8** Participant Universities
- Shanghai Finance University
- Huazhong Agricultural University
- Central South University of Forestry and Technology
- Jiangxi University of Finance and Economics
- Nanchang University
- Chongqing University
- Liaocheng University
- Beijing Forestry University
- **8** Green Seed Awards
- **62** Li & Fung staff volunteers
- **810** Student volunteers
- **32,500** People directly reached
- **63,200** People indirectly reached



Yangtze River route volunteers examine local wildlife

The Yangtze River is the longest river in Asia, and the third longest in the world. Covering a distance of 6,245 km, the river originates in the Tibet-Qinghai plateau and runs to Shanghai, where it meets the ocean.

The Yangtze River's importance to China is immeasurable. The Yangtze River Valley acted as the main irrigation source for a vast expanse of farmland, feeding a huge percentage of China's population. With approximately 350 million people living in the Yangtze River area, pollution is a major issue. In addition, flooding, eutrophication, saltwater intrusion, and coastal erosion were part of this year's March focus. Strategies included:

- Wetland restoration
- Organic farming and fisheries
- Forest protection
- Waterway expansion

Linking people and nature is essential for maintaining sustainable livelihoods. The March will work with communities along this historic waterway to develop better ecological management of this important resource.

ROUTE MAP



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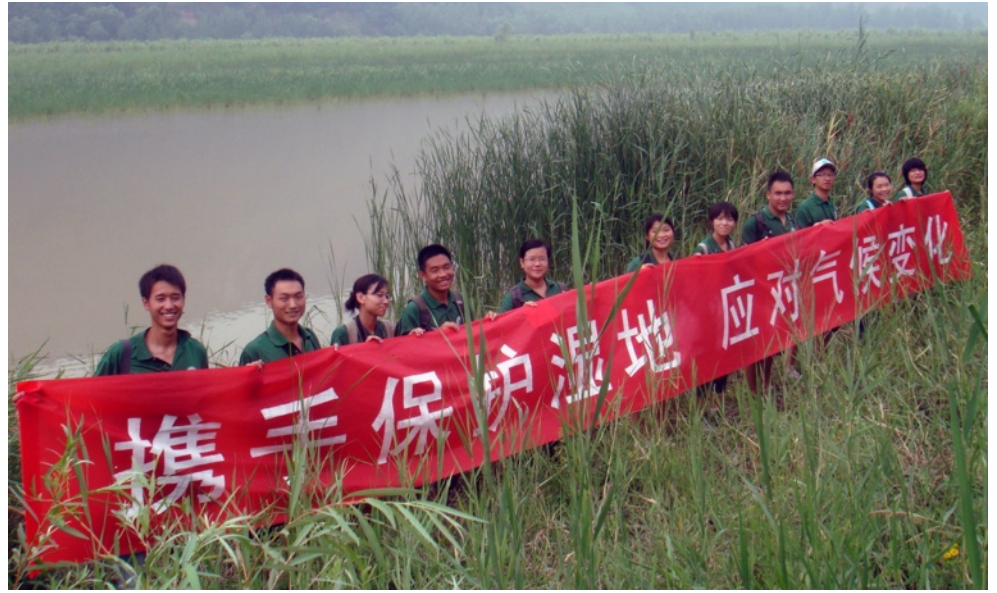
ACTIVITY HIGHLIGHTS

- Green Consulting
- Low-carbon lifestyle surveys
- Sponsor collaboration
- Shanghai Green Accounts at the 2010 Shanghai World Expo
- Dongting Lake water quality survey
- Green Trains
- Dalaoling Nature Preserve biodiversity study
- Environmental leadership training

YELLOW RIVER

ROUTE FACTS

- **8** Participant Universities
- Zhengzhou University
- Yan'an University
- Lanzhou University
- Qinghai Normal University
- China University of Petroleum
- Lanzhou Jiaotong University
- Shanxi University of Technology
- Sichuan University
- **7** Green Seed Awards
- **456** Student Volunteers
- **44,130** People directly reached
- **1,121,400** People indirectly reached



Yellow River volunteers research water conservation

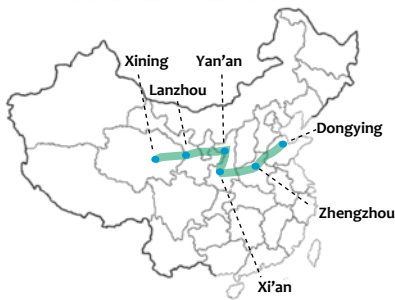
The Yellow River is China's second longest river and the seventh longest river in the world. The river gets its name from the high volume of silt it gathers as it flows through the unusually fertile, loamy plains of the Loess Plateau, giving the waters a distinctive yellow color.

It is estimated that the Yellow River irrigates up to 15% of China's farm land in addition to serving as the primary water supply for 155 million of its citizens. Drought, desertification, and degradation of grasslands are serious problems the March focused on this year. Areas of interest include:

- Grassland preservation
- Water management
- Soil erosion prevention
- Forest preservation
- Alternative income generation

Pollution is also a significant problem as the Yellow River continually ranks atop the list of China's most polluted rivers. This has negative effects on all forms of plants and animals that depend on the river for life.

ROUTE MAP



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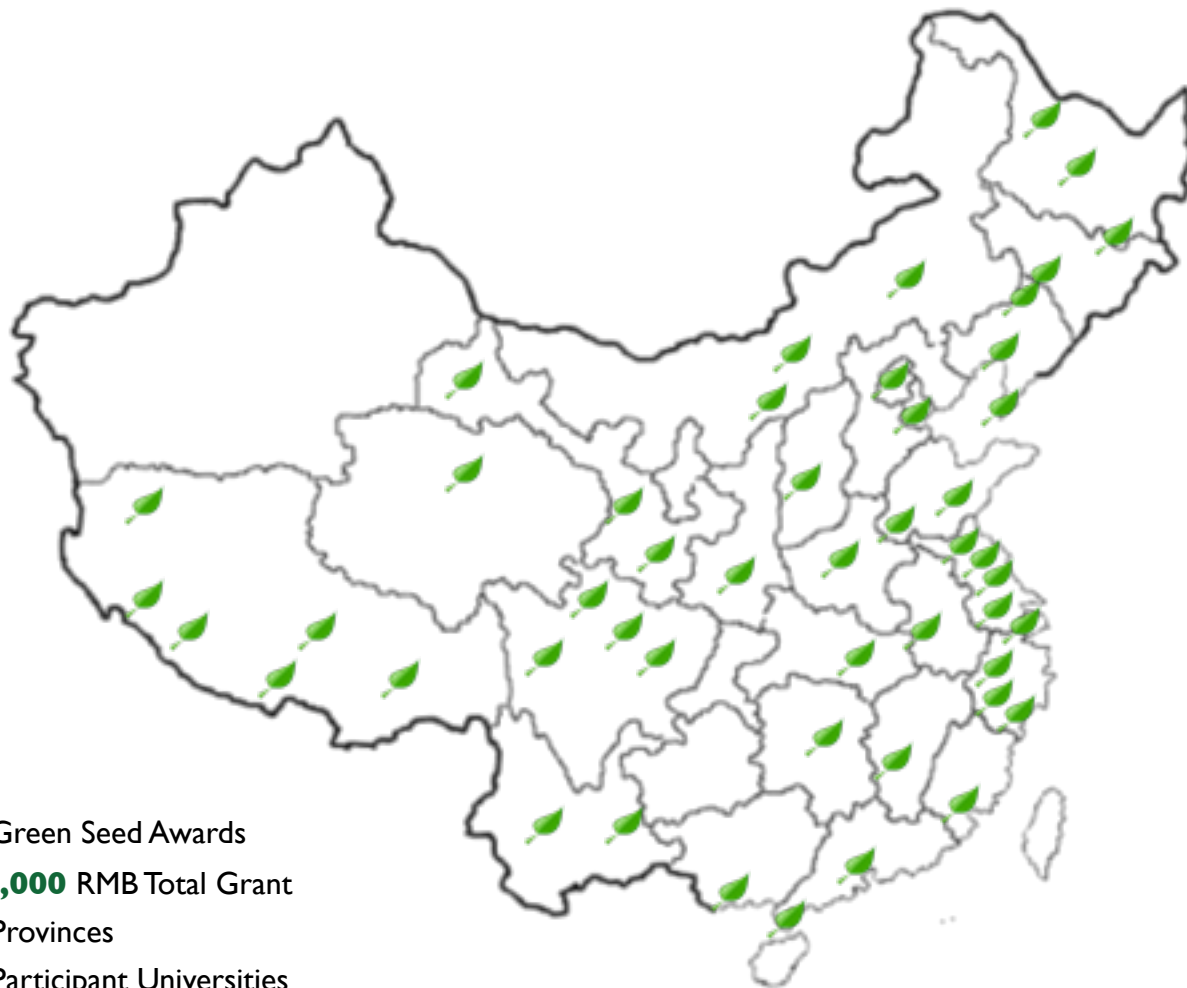


SILVER LEVEL SPONSOR

ACTIVITY HIGHLIGHTS

- Green Consulting
- Low-carbon lifestyle surveys
- Sponsor collaboration
- Shanghai Green Accounts at the 2010 Shanghai World Expo
- Dongting Lake water quality survey
- Green Trains
- Dalaoling Nature Preserve biodiversity study
- Environmental leadership training

GREEN SEED AWARDS



- 65 Green Seed Awards
- 200,000 RMB Total Grant
- 23 Provinces
- 43 Participant Universities
- 13 Green SOS Universities

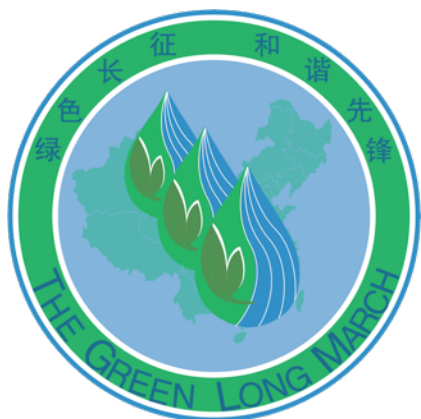
*Leaves may represent multiple Green Seed Awards

2010 Green Seed Awards

In 2010, the Green Long March again invited students to create their own project proposals for addressing environmental issues in their local communities. This year 65 submissions received Green Seed Awards (an increase of 37 projects from 2009), which consist of small grants ranging from two to five thousand Chinese yuan. While modest, these grants allow students to mobilize small teams of volunteers to conduct research and development projects that have a direct impact at the community level. **The Green Seed Award winners are members of the communities they serve, thus their initiatives are especially relevant and suited to dealing with local concerns.**

A total of 200,000 Chinese yuan was awarded to student groups across the country for projects such as awareness programs to educate the public about environmental protection and the steps they can take to reduce their carbon and energy footprints.

The 2010 Green Seed Awards program was extremely popular and generated a lot of positive community growth and actionable research data. Drafting proposals, the thrill of winning grants, and the satisfaction of leading local environmental programs contributed to the popularity of this activity. Current plans are to continue expansion of the Green Seed Awards program based on the success of the last two years.



GREEN LONG MARCH

JOIN US!

The Green Long March is always looking for interested and passionate partners who wish to join our students on the road (literally or figuratively). There is still much work to be done and everyone can help in their own way. Our wide range of programs are sure to provide everyone with an opportunity to contribute.

In addition to the Green Long March, Future Generations China administers two other major programs in China: *Conservation Tibet* and *Model Eco-Communities*. In Tibet, we partner with the Lhasa-registered Pendeba Society, a non-profit organization supporting a network of more than 1,000 Pendebras (Tibetan for “worker who benefits the community”). Pendeba leaders within protected areas are trained in primary health care, economic capacity building, and community development.

Model Eco-Communities are sites throughout China where new, innovative, and sustainable methods for raising the standard of living for rural Chinese are tested and perfected. Each site is a living laboratory producing research and development for the collective benefit. If you are interested in supporting any of these programs, please contact us!



Pendeba Training, Tibet, China

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