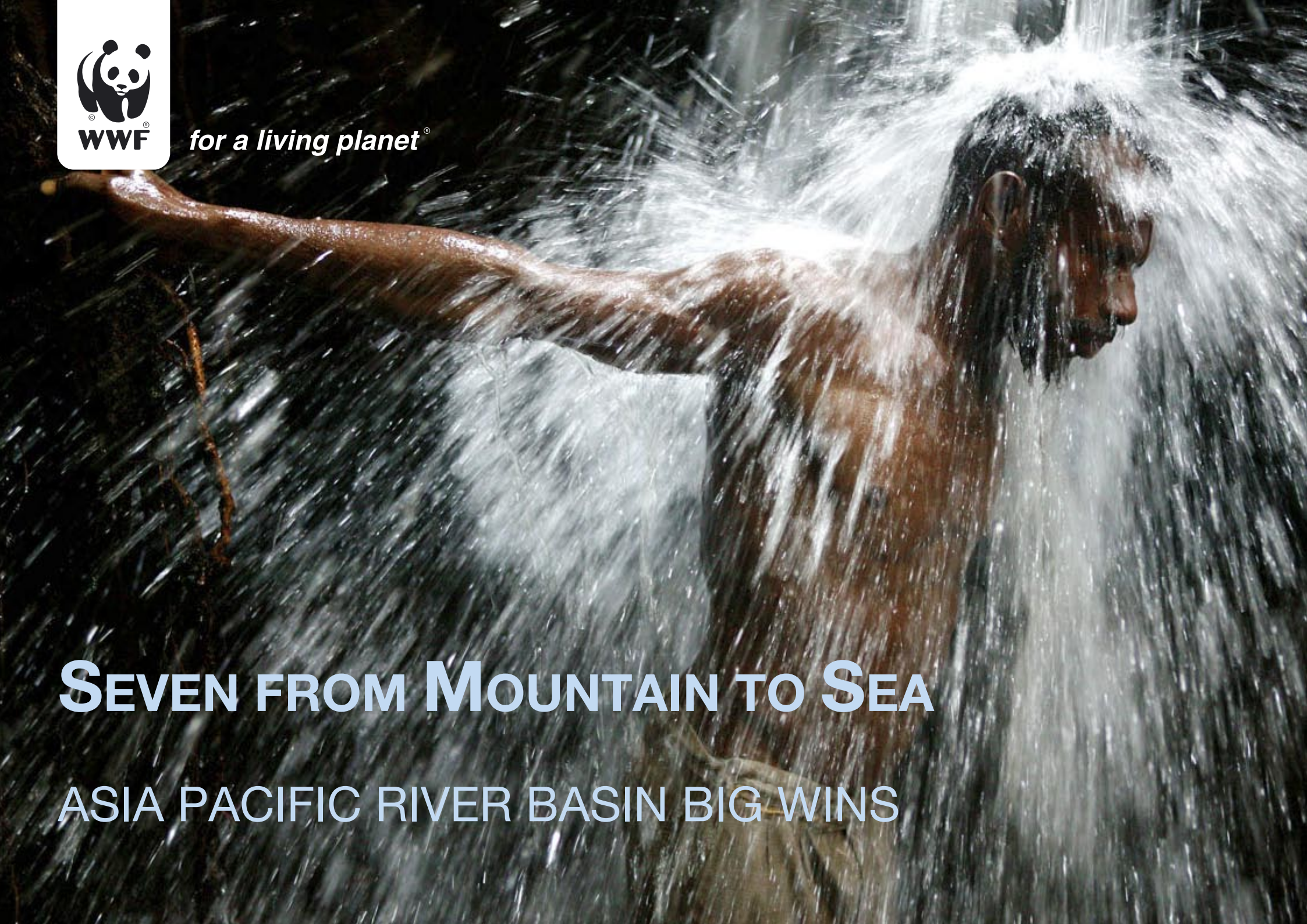

WWF

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SEVEN FROM MOUNTAIN TO SEA

ASIA PACIFIC RIVER BASIN BIG WINS

Front Cover

A villager from Pukapuki stands under a waterfall that feeds into the April River, a tributary of the mighty Sepik River, in the province of East Sepik. Papua New Guinea, December 2004

ACROSS ASIA AND THE PACIFIC, WWF is pursuing strategic and innovative programmes that will deliver significant achievements, stimulate attention, and leverage commitment to an ambitious 50 year conservation agenda for ecosystems in the region.

As part of this process, seven river basin teams have charted a course of collaboration, campaigning and action that will bring about key conservation wins in their rivers and surrounding terrestrial ecosystems by September 2006. These 'Big Win' teams will optimise the visionary and convening power of integrated river basin management (IRBM) to deliver successes that stimulate and motivate commitment and action over the short term. Such achievements will in turn help leverage further support by multiple stakeholders to the realisation of ambitious conservation visions for these river basins, leading to the protection and effective management of these basins from mountain to sea.

Over 1 billion people are reliant on these seven rivers basins, which cover over 4.7 million km^2. These seven rivers are some of the longest in the world, yet many are in crisis and we need to act now to help manage these resources for the present and future needs of people and the environment.

This portfolio of river basin Big Win initiatives will see forest, freshwater and alpine biodiversity protected and effectively managed across Asia and the Pacific. Achievement of the conservation aspirations that these Big Wins represent will change the pattern of conservation and conservation investment across ten Asia Pacific countries, multiple government ministries, multilateral and donor agencies, communities and the private sector. Individually, the contribution of these Big Wins to a global conservation effort is no less inspirational. Whether it be working on freshwater dolphin conservation in the Ganges or community management of natural resources in the Sepik Basin, each Big Win seeks to lift to new heights the level of conservation effort and achievement between now and September 2006.

You are invited to share the vision, ambition, passion and commitment of the IRBM Big Win process and of the seven river basin teams and programmes that are part of this initiative. As each Big Win unfolds over the next eighteen months, be prepared to be inspired by the opportunities that they uncover; by the scale of effort and collaboration that they generate; and ultimately, by the impact that they have at national, regional and global levels.

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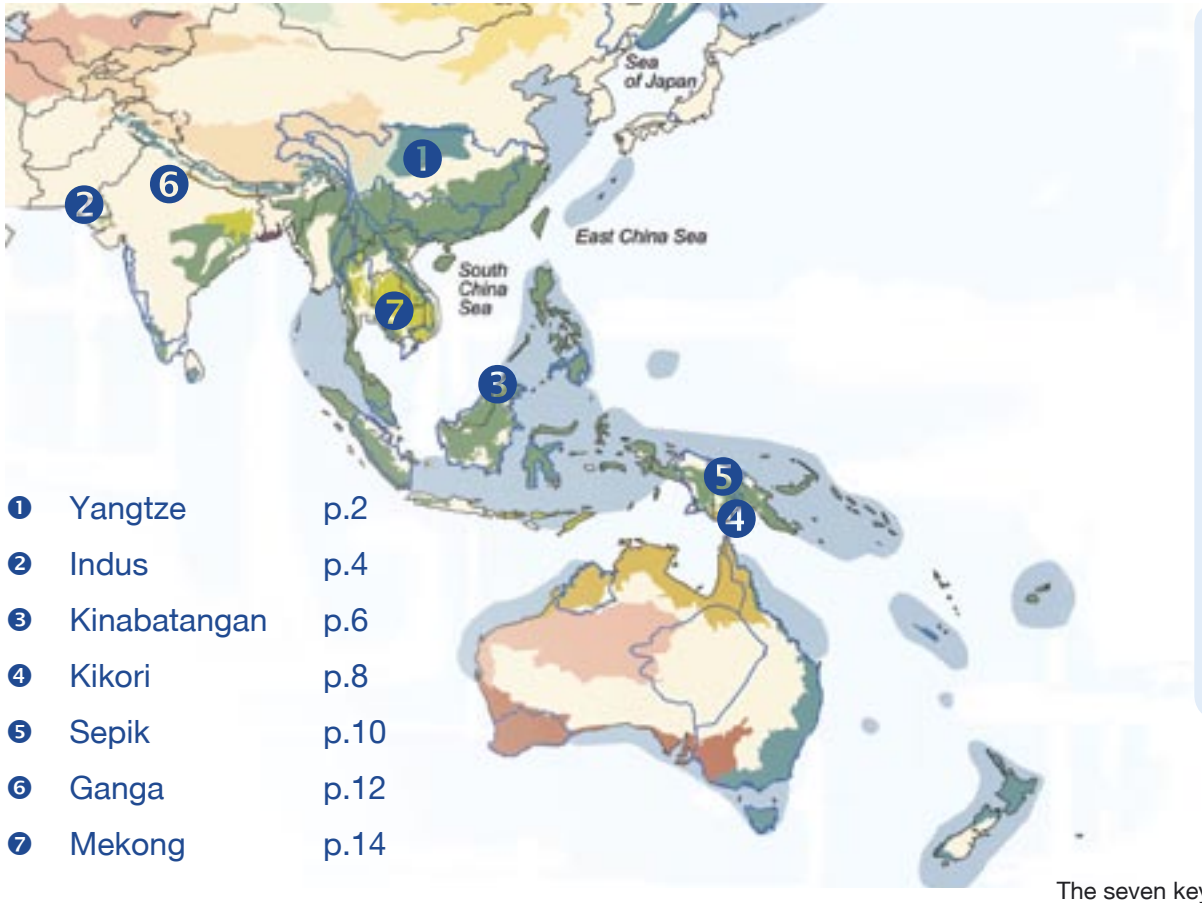

What is a Big Win ?

A Big Win is a significant conservation achievement capable of stimulating attention and leveraging commitment to an ambitious conservation agenda, and is led by a team of inspired and dedicated field practitioners and supported by people from the WWF Network.

A Big Win should:

- Have a clear conservation outcome
- Be ambitious
- Have a "home" within a larger conservation context (e.g. an IRBM or Ecoregion Strategy)
- Have a champion

Big Win Progress Markers should:

- Be strategic
- Set milestones along the road to the Big Win
- Stimulate attention and leverage action

Big Win Tools and Approaches should:

- Optimise the potential to reach the progress markers and Big Win
- Inspire and leverage key audiences, stakeholders and partners
- Inspire the commitment of Big Win "champions"

What is IRBM?

Integrated river basin management (IRBM) is the process of coordinating conservation, management and development of water, land and related resources across sectors within a given river basin, in order to maximise the economic and social benefits derived from water resources in an equitable manner while preserving, and where necessary, restoring freshwater ecosystems.

IRBM rests on the principle that naturally functioning river basin ecosystems, including accompanying wetland and groundwater systems, are the source of freshwater.

The seven key elements to a successful IRBM initiative are:

- A long-term vision for the river basin, agreed to by all major stakeholders.
- Integration of policies, decisions and costs across sectoral interests such as industry, agriculture, urban development, navigation, fisheries management and conservation, including through poverty reduction strategies.
- Strategic decision-making at the river basin scale, which guides actions at sub-basin or local levels.
- Effective timing, taking advantage of opportunities as they arise while working within a strategic framework.
- Active participation by all relevant stakeholders in well-informed and transparent planning and decision-making.
- Adequate investment by governments, the private sector, and civil society organisations in capacity for river basin planning and participation processes.
- A solid foundation of knowledge of the river basin and the natural and socio-economic forces that influence it.

Yangtze River Basin

Vision

A region where a living river links the Tibetan Plateau and the Pacific; where people thrive in harmony with nature, pandas play in the forests, children swim with dolphins and fish in the clear water, pheasants dance among the rhododendron, and cranes sing at sunrise. A region where natural cycles sustain a rich and ancient culture.

Big Win Outcome

By the end of April 2005, the Yangtze Forum is established as a platform for information/knowledge sharing, dialogue and cooperation among the key stakeholders and partners to facilitate the development and implementation of Yangtze Development and Conservation Strategy (Master Plan).

Achieved

About the Basin

The Yangtze, the largest river of China, descends 7500m from the pristine Tibetan Plateau to the East China Sea over the course of its 6300 km journey (equivalent of travelling from London to Chicago). The unique system of forests, rivers and lakes form the Chinese Eden of Biodiversity. The best known species include the giant panda, the Siberian crane, the leopard, Chinese sturgeon, and the Yangtze River dolphin. The mighty river has also been a cradle of an ancient culture and root of much prosperity and sorrow in China, and has been extensively modified for thousands of years. With an area of 1.8 million square km, the Yangtze River Basin is home for 400 million people – one third of China's population. The basin also holds 40% of China's freshwater resources, and generates more than 70% of its rice, 40% of its grain, and 40% of its GDP. For thousands of years, the river's sights, sounds and mystical atmosphere inspired much of Chinese philosophy, literature and art.

Key threats include infrastructure development, habitat degradation and conversion, unwise/overuse of natural resources, pollution, and weak institutional arrangements.

G200 Ecoregions: Southwest China Temperate Forests (70), Yangtze River and Lakes (149)

Toward Success: Progress Markers

March 2005	Organize Forum Roundtable of key stakeholders, to form Forum Board as the Forum decision-maker; establish the Secretariat as the liaison and communication body for the Forum; establish Experts Group as the technical assistance body
April 2005	Launch Forum (launch conference, workshop, debates, dialogue, roundtable, Yangtze Festival)

Focal Team

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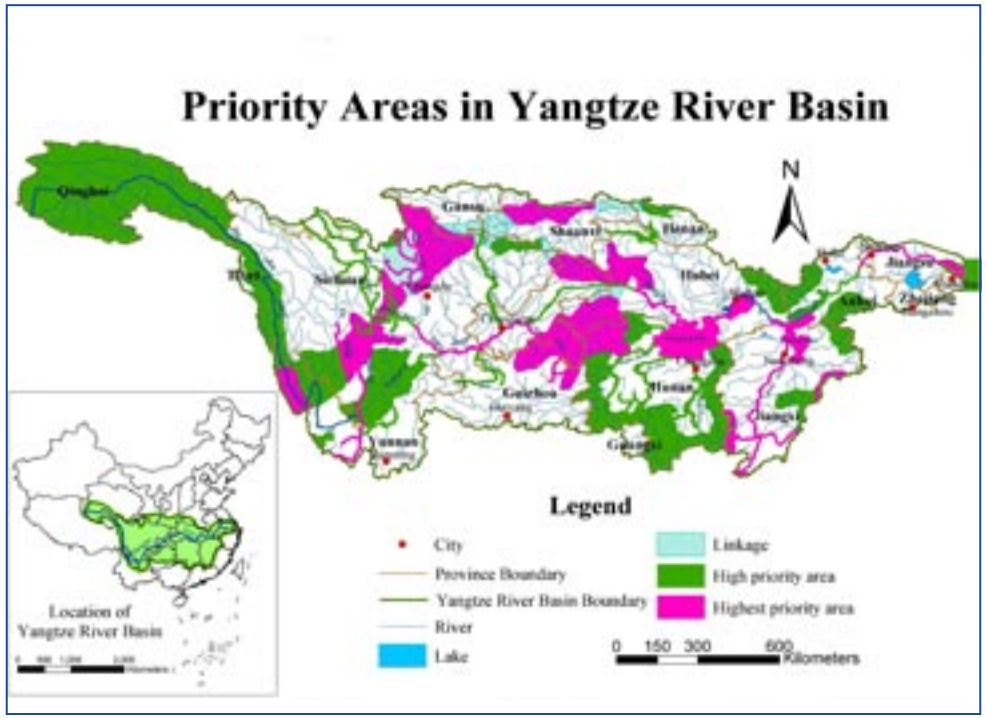

Indus River Basin

Vision

Mankind coexisting with nature in complete harmony, a network of interlinked wetlands where dolphins/otters thrive in their river habitats and raptors/waterfowl inhabit lakes and lagoons. Aquatic flora and associated biodiversity flourish on the banks and mouth of the river Indus and the newly hatched marine turtles safely return to the sea.

Big Win Outcome

The Government of Sindh notifies and incorporates the Lower Indus River Basin (LIRB) Conservation Plan into the Ten Year Perspective Development Plan by August 2005 and the Government of Pakistan adopts an IRBM framework by June 2006.

About the Basin

The Indus River and its main tributaries of Kabul, Jhelum, Chenab, Ravi and Sutlej comprise the main water resource of Pakistan. The River travels almost 3,000 km, and the basin extends over a drainage area of 965,300km^2, covering Tibet, India, Pakistan and Afghanistan. A population of 150 million live within the Basin. There has been massive urbanization here. Agriculture is the main stay of the basin's economy with the main crops grown being wheat, cotton, sugarcane, rice, pulses and millets; cotton is the most important cash crop. The Indus River is home to one of the world's few freshwater dolphin species, the endemic Indus River dolphin *(Platanista gangetica minor)*. Important food species, like large freshwater shrimps, are a part of the delta's abundant aquatic life

Key threats include pollution, sea water intrusion, water diversion (dams and irrigation), deforestation, unsustainable use of natural resources and water quality deterioration.

G200 Ecoregions: Indus River Delta (156)

Toward Success: Progress Markers

April 2005	WWF Pakistan convenes the inaugural meeting of the Indus APSC (Action Programme Steering Committee) and moves the motion to create a seven member task force chaired by the Special Secretary Technical to finalize the conservation plan (CP)
May 2005	The Indus APSC task force finalizes the CP and reports back to APSC for subsequent course of action
May 2005	Government of Sindh jointly with WWF publishes and notifies the Lower Indus Basin Conservation Plan
August 2005	Provincial government and relevant Ministries reflect CP in their annual development plans

August 2005	Attention of EDCG (Environmental Donor Coordination Group) members, committed to extending development cooperation to the GoS, is drawn towards the implementation requirements of the CP through execution of various projects under the annual development plans
December 2005	River basin monitoring framework established and supported by the Office of the Deputy Chairman Planning Commission
December 2005	IRBM-based consultations with EDCG and the Government of Pakistan

Focal Team

Core team: Dr. Ejaz Ahmed (team leader), Faisal Farooq Khan, Hammad Naqi Khan, Uzma Khan

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Kinabatangan River Basin

Vision

Sustainable management of natural resources in the Kinabatangan now and in the future will depend on a common vision for a balance between economic development and nature conservation shared by all stakeholders – the local community, oil palm and tourism industries, and the relevant government agencies. “Kinabatangan: Corridor of Life”, the vision for the lower Kinabatangan floodplain, is truly for the people and nature.

Big Win Outcome / Corridor Restoration

By September 2006, through partnerships with private landowners, at least 50% of the non-forested gap areas under private ownership in the Lower Kinabatangan corridor are secured.

Big Win Outcome / IRBM Plan

By September 2006, the Sabah State Government accepts and agrees to implement the Kinabatangan IRBM Plan, and adopts the Plan as a model for other river basins in the State.

About the Basin

The Kinabatangan, with a catchment area of about 16,800 square km and stretching for 560km, is the largest river in Sabah. The floodplain, known for its biodiversity, comprises some of the few remaining freshwater swamp rainforests in Southeast Asia and numerous oxbow lakes. Natural forest cover along the river bank includes a 27,000 ha strip recently designated as Kinabatangan Wildlife Sanctuary and the river corridor includes dipterocarp forest, riparian forest, freshwater swamp forests, limestone forests, oxbow lakes and mangroves. Kinabatangan is also known for a wide variety of wildlife; more than 50 mammal species such as Orang Utan, Asian Elephants, Sumatran Rhinoceros and 10 primates including Proboscis monkeys and over 200 species of birds have been recorded.

Key threats include declining floodplain forest cover and fragmentation due to expansion of oil palm plantations, river water quality degradation due to agro-based pollution and sedimentation, unregulated tourism development and practices, installation of undesirable infrastructures, and inadequate protection of the wildlife sanctuary.

G200 Ecoregion: Central Borneo Montane Forests (33); Northern Borneo-Palawan Moist Forests (34)

Toward Success: Progress Markers / Corridor Restoration

June 2006	Commitment on reallocation of land formalized with signing of MoUs with plantation companies and the government.
June 2006	Long term arrangement for shared ownership and management of the reallocated land areas as part of the Corridor of Life identified jointly with the plantation partners and government. Establishment of the Management Committee initiated.
September 2006	Contacts established and negotiations initiated with CEOs of oil palm plantation companies which own land within the identified vital wildlife corridors. MoUs with specific Terms and Conditions (T&C) negotiated

and finalized jointly with prospective plantation companies and with advice from relevant government authorities.

September 2006 10,000 seedlings for the restoration of degraded forest within the reallocated vital wildlife corridors secured and replanting activities initiated.

September 2006 Communication opportunities (e.g. Animal Planet Programme) to leverage the protection and restoration of the vital wildlife corridors capitalized.

Toward Success: Progress Markers / IRBM Plan

September 2005 Compilation and analysis of information on river basin condition and water resources management issues completed

September 2005 Management strategies and action plans recommendations established.

December 2005 Kinabatangan IRBM Plan finalised and published.

December 2005 Kinabatangan IRBM Plan approved and accepted by the State Water Resources Council as a model plan for other river basins in the State where IRBM Plans have yet to be developed.

April 2006 State Water Resources Council decision expressed in the media. Kinabatangan IRBM Plan launched by Chief Minister and promoted/ publicized to all relevant stakeholders.

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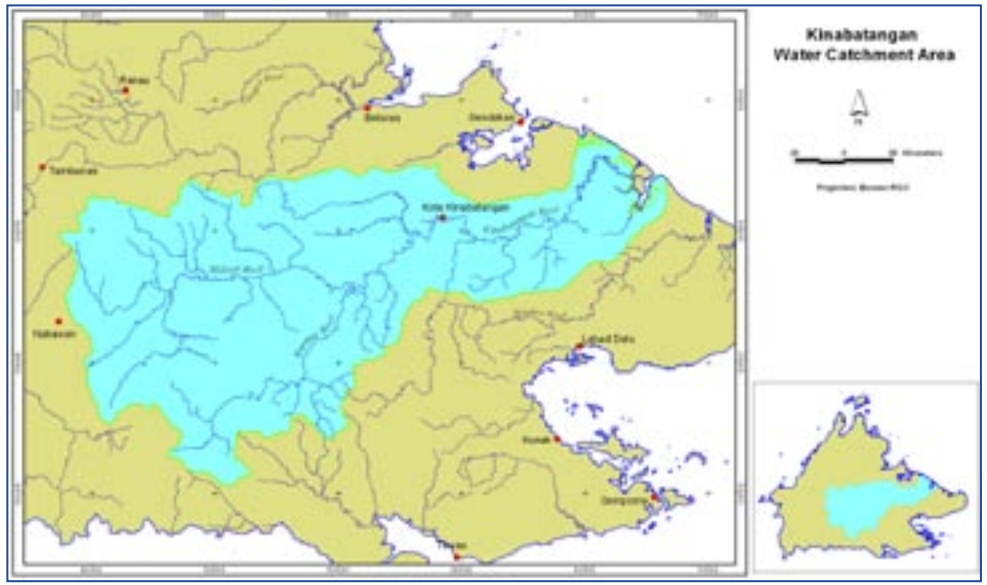

Kikori River Basin

Vision

To conserve the biodiversity and ecological processes of freshwater ecosystems in Papua New Guinea's portion of the New Guinea Rivers and Streams ecoregion.

Big Win Outcome

Joint declaration of commitment by communities within Kikori river catchment and government of Papua New Guinea to set aside forest and freshwater protected areas covering over 20,000 ha by 2006.

About the Basin

The Kikori River basin in Papua New Guinea, contains a diversity of habitats ranging from mountain peaks and montane forests down to the largest block of mangrove in the Pacific. The area includes rugged limestone plateaus, deep blue lakes, and ecologically-important wetlands. The basin is nearly 300 kilometres in length and rises over 3600m above sea level. It is one of the biologically richest areas in Papua New Guinea, with over 2000 moth species, 200 butterfly species, 100 freshwater fish species, 250 bird species (including many bird of paradise species), 60 species of frogs and 100 mammal species living in the area. Lake Kutubu at 800m above sea level is listed with Lake Sentani in Papua, Indonesia as its own ecoregion in recognition of the remarkably high fish endemism (12 endemic rainbow fish). The Kikori basin is also home to approximately 60,000 people who live within the basin and are primarily subsistence farmers, hunters and gatherers.

Key threats include industrial/Illegal logging, oil exploration, over exploitation of natural resources, invasive exotic species, changing land-use patterns, and destruction of habitats.

G200 Ecoregions: Southern New Guinea Lowland Forests (14), New Guinea Montane Forests (15), New Guinea Mangroves (138), New Guinea Rivers and Streams (165), Lakes Kutubu and Sentani (187).

Toward Success: Progress Markers

May 2005	Establish a Kikori IRBM Working Group.
July 2005	Awareness building on IRBM to stakeholders.
July 2005	Stakeholder consultation
September 2005	Communities in Mt Bosavi and Kutubu area are committed towards setting aside areas for forest and freshwater protected areas.
October 2005	Gazettal of Libano Wildlife Management Area (WMA) in Mt Bosavi.
December 2005	Official declaration of Libano WMA.

March 2006	Presentation of the gazettal documentation to WMA Committee and the local communities.
June 2006	Further 1 or 2 new applications for WMA in Mt Bosavi and Kutubu area submitted to DEC for processing for gazettal.
December 2006	Gazettal and official declaration of new Wildlife Management Areas.

Focal Team

Core team: Amos Ona (team leader), Michael Avosa, Ted Mamu, Rex Namo, Dennis Badi

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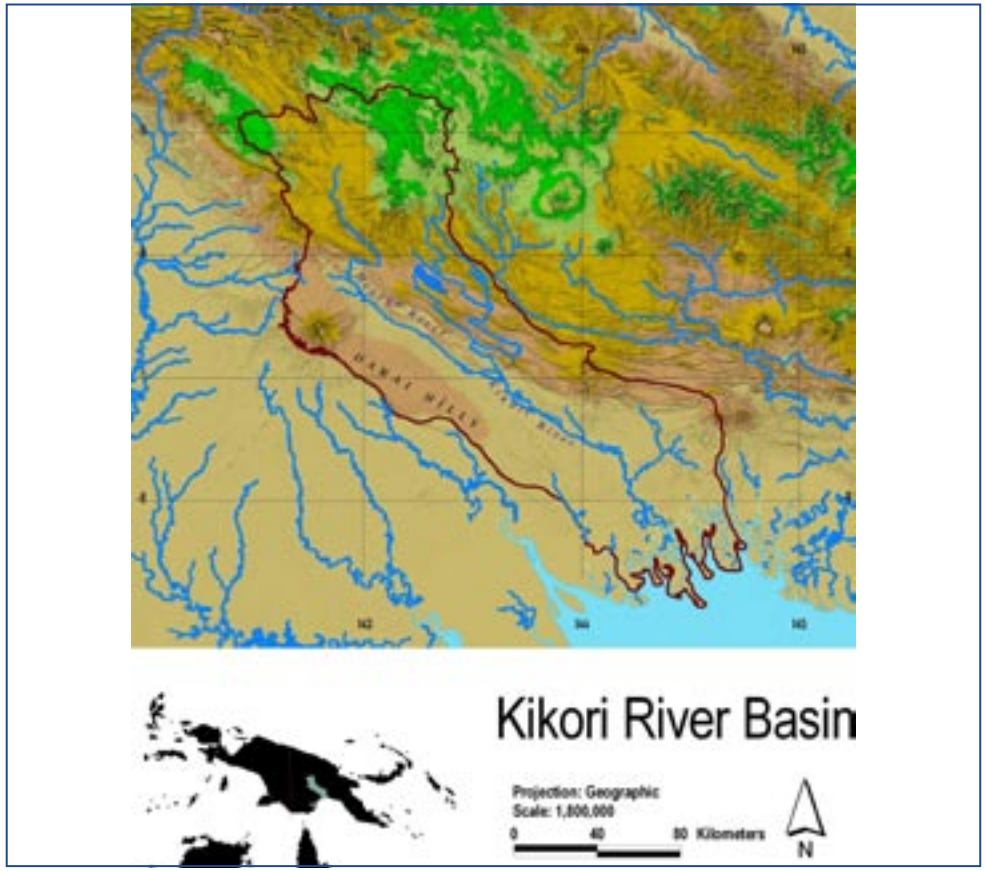


Sepik River Basin

Vision

To conserve the biodiversity and ecological processes freshwater ecosystems in Papua New Guinea's portion of the New Guinea Rivers and Streams ecoregion.

Big Win Outcome

By June 2006, a Sepik River Steering Committee is established and an MOU signed to facilitate the planning and implementation of the IRBM in the Sepik River; Three new Wildlife Management Areas declared creating a 300,000 ha forest and freshwater protected area complex.

About the Basin

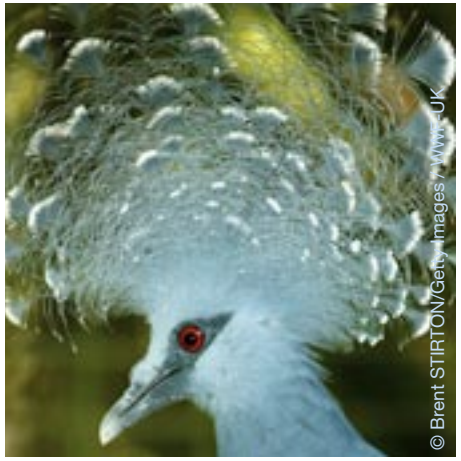
The Sepik River is the largest unpolluted freshwater system (basin area of 80,300 km^2, and length of 1,126 km) in New Guinea and one of the three most important in the tropical Asia Pacific. It contains priority wetlands and three areas of high priority terrestrial landscape; the most important and commercially significant crocodile population in New Guinea; important waterbird populations including stopover points for migratory waders; a significant habitat for nationally listed threatened species such as the Victoria Crowned Pigeon, the Harpy Eagle and the Cassowary; and the largest lowland rainforest protected area in Papua New Guinea. The upper Sepik River is one of the least developed regions in a very poor country. Communities in the area rely almost entirely on the environment for subsistence resources.

Key threats include large scale mining and oil extraction, logging and forest conversion, invasive alien species, species over-extraction and trade, unsustainable agricultural practices, and forest fire.

G200 Ecoregions: New Guinea Montane Forests (15), New Guinea Rivers and Streams (165), Bismarck Solomon Seas Ecoregion

Toward Success: Progress Markers

June 2005	Consultation and awareness building on IRBM to key stakeholders and partners
August 2005	Establish a Steering Committee and expert group comprising key stakeholders and partners as decision making body
August 2005	Launch of Sepik River Nature and Culture Tourism Brochure
September 2005	Meetings/discussions with the stakeholders communities on IRBM
October 2005	Negotiating and jointly drafting MOU with key stakeholders.
November 2005	Assist local communities to identify and develop management plans (WMAs)
December 2005	Discussion for incorporating IRBM principles in the Local Level



	Government's 5 year development plan
December 2005	Formulate and conduct awareness programme for local communities
December 2005	Signing of partnership agreements
December 2005	Launching of Sepik River Crocodile Festival
January 2005	Evaluation and assessment of regulatory framework and capacity on IRBM
March 2006	Findings of the reviews made available to stakeholders
June 2006	Declaration of three Wildlife Management Areas (WMAs).

Focal Team

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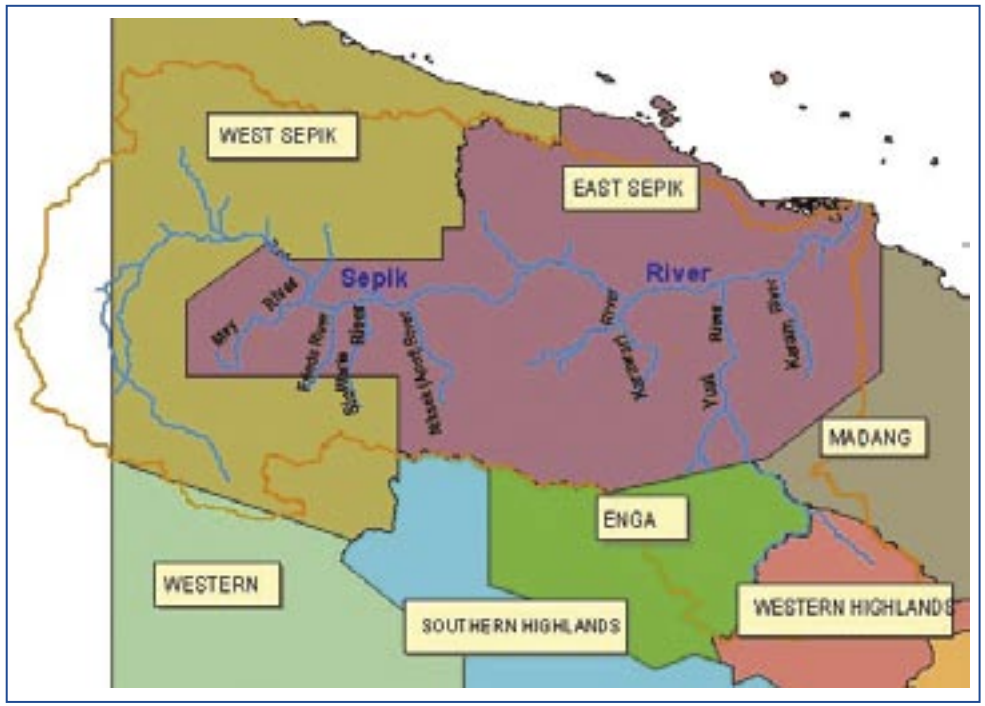


Ganga River Basin

Vision

To be developed.

Big Win Outcome

A 164-kilometer stretch of the main Ganga channel in western UP (India) and four wetland sites totalling 100,000 hectares are well-managed and given Ramsar designation by August 2006, protecting the Ganga River dolphin and the broader riverine ecosystem.

About the Basin

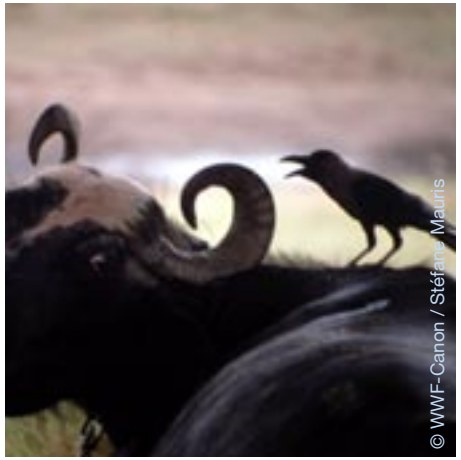
The Ganga River basin extends over more than 1 million square kilometres and encompasses parts of India, Nepal, China and Bangladesh and is home to 450 million people. As a result, there is strong demand and competition for natural resources, especially water for domestic use and irrigation, and most of the basin tributaries are regulated by barrages. Fisheries along the river are of considerable economic value and their output makes a major contribution to regional nutritional needs. The river is sacred, symbolising purification to millions of Indians who believe that drinking or bathing in its waters will lead to moksha, or salvation. The Ganga supports a rich fauna and flora, including the endangered Ganga river dolphin *(Platanista gangetica gangetica)* and at least nine other species of aquatic mammal.

Key threats include water extraction (over 90% of the river is extracted before it reaches the sea), dams/barrages, unsustainable practices during religious activities, pollution, deforestation/soil erosion, commercial overfishing, sand and stone mining.

G200 Ecoregion: Sundarbans Mangroves (139)

Toward Success: Progress Markers

April 2005	The Ministry of Environment designates the Upper Ganga River (164km stretch) as Ramsar Site
May 2005	The state government agrees to undertake the Installation of one sewage treatment plant at Anupsahar (under construction).
May 2005	Boat rally held
August 2005	The district administration agrees to ban the leasing of commercial fishing
August 2005	Partnership developed with the certifying organisation for the certification of organic products
October 2005	Plantation established along the banks of identified sites to check soil erosion



December 2005	Dolphin awareness campaign conducted
December 2005	Model project completed in Upper Ganges River
February 2006	Documentation for designation of four Ramsar sites from Ganges River Basin.
August 2006	Designation of four Ramsar sites from Ganges River Basin.

Focal Team

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Mekong River Basin

Vision

Healthy freshwater ecosystems are established and maintained that enhance and sustain the livelihoods of local communities whilst ensuring the long-term conservation of Mekong basin biodiversity.

Big Win Outcome / Dams Scenarios

The countries and key partners of the Mekong commit to apply the principle in the Mekong basin of an integrated basin wide approach to hydro dam development based on a least cumulative impact criteria by December 2005, and key stakeholders supporting sustainable development of the Mekong countries collaborate to implement an integrated basin wide approach to hydro dam development by 2007.

Big Win Outcome / Greater Mekong Subregion (GMS)

By June 2005, a GMS environment ministers Declaration outlines commitments to collectively address adverse impacts of economic corridor development by establishing biodiversity corridors, improving protected areas management, building subregional capacity in environmental governance and ensuring sustainable financing in the Mekong basin by 2015.

Achieved

About the Basin

With its headwaters in the Tibetan Plateau, the Mekong River travels some 4,500 kilometres through six countries (China, Myanmar, Laos, Thailand, Cambodia and Vietnam) before discharging into the South China Sea. To date, the Mekong Basin has largely escaped the dramatic changes in landscape and flood patterns that have decimated the natural biology of many of the world's rivers. Ranked as 2nd most biologically diverse river in the world, the Mekong River basin is estimated to house at least 1,300 species of fish alone, as well as other highly endangered species such as the Siamese Crocodile and Irrawaddy Dolphin. The river system is also home to great cultural diversity, with over 60 million people from more than 95 distinct ethnic groups living in the basin. The vast majority of these people are dependant on the river and its natural resources, which account for 80% of the dietary protein of the basin's population..

Key threats include deforestation, flood control modifications, hydropower, road and other infrastructure development, and overfishing.

G200 Ecoregions: Annamite Range Moist Forests (25), Lower Mekong Dry Forests (54), Mekong River (144)

Toward Success: Progress Markers / Dams Scenarios

February 2005	Mekong River Commission (MRC) confirms in principle agreement to let WWF use the hydropower project list in the Lower Mekong
March 2005	Support obtained from the OXFAM led World Commission on Dams (WCD)/Mekong coalition
May 2005	MRC/BDP (Basin Development Plan) list map completed
June 2005	Updated lists of Mekong /Lancang hydropower projects in China (Tibet + Yunnan) and in Myanmar produced
May, July 2005	Release of statement at Shanghai Environment Ministers Meeting (EMM) and Kunming Greater Mekong Subregion (GMS) Summit

September 2005	Aquatic habitat classification map completed
October 2005	WWF prepares and implements campaign using map to deliver specific conservation objectives
December 2005	Firm commitment from key partners (MRC, Asian Development Bank (ADB), World Bank) WB, Japan Bank for International Cooperation (JBIC) obtained to implement the hydropower scenarios tool in their decision-making
December 2005	MRC/WWF Expert team constituted (+ ADB, WB?, JBIC,..)
December 2005	Firm commitment obtained from Mekong riparian governments to implement the hydropower scenarios tool in their decision-making on board
April 2006	Key event held to get celebrate commitment from six governments

Focal Team

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Toward Success: Progress Markers / Greater Mekong Subregion (GMS) Initiative

December 2004	Establish WWF as a GMS Development Partner during the 13th GMS Ministerial Meeting
Jan.-Apr. 2005	Agree with ADB on modality of WWF collaboration in the GMS Biodiversity Conservation Corridors Initiative (BCI), preparatory phase.
Jan.-Apr. 2005	Provide key technical input, guidance and support during BCI field missions and workshops, and into key documents i.e. profiles of pilot biodiversity corridors, a strategic framework and action plan.
March 2005	Input into the GMS Core Environment Program (CEP), and the Joint Statement of environment ministers
May 2005	Secure an invitation as a development partner to the inaugural GMS Environment Ministers' Meeting in Shanghai
May 2005	Endorsement of the CEP and Joint Statement during the GMS Environment Ministers' Meeting
June-July 2005	Announce a Joint Statement on sustainable development with IUCN - The World Conservation Union, and Sida (Swedish International Development Agency)
June-July 2005	Hold a press conference with ADB, IUCN and Sida in advance of GMS Summit
July 2005	Second GMS Summit of leaders, finance and foreign affairs ministers, in Kunming)
July 2005	Endorsement of the BCI during the GMS Summit

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Back row (L to R): Peter Ramshaw, Walter Wagner, Dave Tickner, Warwick Moss, Hammad Naqi Khan
Middle row: Rajah Indran, Wang Limin, Liu Jiangbi, Wang Ding, Uzma Khan, Anna Forslund, Neera Pradhan, Ute Collier, Biksham Gujja, Sandeep Behera, Li Lifeng, Rob Shore
Front row kneeling: Ted Mamu, Wong Ee Phin, Daria Mathew, Josephine Regip, Faisal Farooq Khan, Abhishek Bhatnagar, Amos Ona, Roger Mallot, Will Reidhead
Not shown: Marc Goichot, Chavalit Vidthayanon, Dao Suwannachairop

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WWF is one of the world's largest and most experienced independent conservation organizations, with almost 5 million supporters and a global network active in 90 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption.

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