



for a living planet

Newsletter China for a SHIFT

#2 – Oct 6, 2008

WWF China

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<https://intranet.panda.org/communities/shift>

This monthly newsletter is to shares the latest news on international trade, sustainability, ecological footprint, renewable energy, and resource consumption- with a special focus on China.

Spotlight China: banking and finance

WWF and China's Central Bank Outline Greener Banking Roadmap

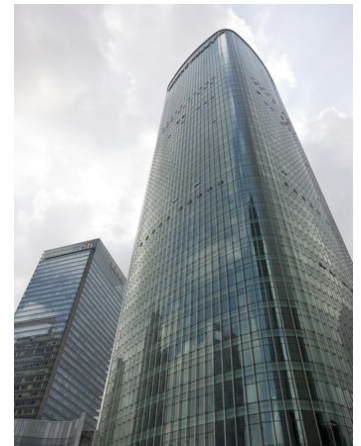
26 Sept 2008

Chinese commercial banks should establish environmental reporting, assessment, management and risk evaluation systems to promote sustainable development in China, according to the joint report launched today from WWF and the People's Bank of China (PBoC).

Towards Sustainable Development: Reform and the Future of China's Banking Industry is the first high-level government report on sustainable development and China's banking sector.

For more information:

www.panda.org/news_facts/newsroom/news/index.cfm?uNewsID=146221



International Headlines

Global Index Aims to Measure Sustainability of Cities

4 Sept 2008

WWF and city representatives from Denmark, India and China launched the Low Carbon City Development Index initiative, the first global standard for sustainable city planning. The index will incorporate each city's own emissions as well as assess its impact on other cities through import and export.

WWF and the Chinese Academy of Social Science will co-host a workshop on the initiative in Beijing on Oct 21st.

For more information:

www.environmental-finance.com/onlinews/0904new.html





Chinese Consumers Care More About the Environment, Survey Says

22 Sept 2008

Nearly a third of Chinese consumers say environmental issues trump economic concerns, compared to 28% in the U.K. and just 17% in the U.S., according to a new survey. The *Green Brands Survey* finds that environmental concerns influence Chinese consumers purchasing intent more than their western counterparts.

For more information:

http://www.sustainablelifemedia.com/content/story/brands/chinese_consumers_care_more_about_the_environment_survey_says

Upcoming Events



Inviting you to attend: China for a SHIFT Conference on Ecological Footprint in Beijing

23-24 Oct 2008

WWF and the Chinese Academy of Science are hosting a one-day conference on the topic of "Why Ecological Footprint Matters to the Economy and Sustainable Development: Practical Solutions to Global Needs." This will be followed by a one-day field visit to Baoding, one of WWF China's Low Carbon City Initiative (LCCI) sites.

The conference will showcase practical solutions for reducing the global ecological footprint and share best business practices and cooperation for government, corporate, scientific, and non-government sectors. This event will also promote WWF's work to support China's shift towards a sustainable future.

For more information, please contact:

Ms. Li Nan at nli@wwfchina.org

China for a SHIFT is recruiting...

We are now building a core *China for a SHIFT* initiative team based out of Beijing and seeking candidates with strong China and global experience in policy, international relations and economics/development to fill a number of senior positions in our team.

- **Global Director**
- **China Policy Director**
- **China-Africa Senior Policy Coordinator (based in Africa)**
- **Communications Manager**

For more information, visit:

www.panda.org

Candidates should send a cover letter and a writing sample in English, CV in English and Chinese to hr@wwfchina.org.

Application deadline: 10 Oct 2008

北京