



Environment: Forestry, Energy & Ecosystem Services



Tibet Sustainable Environmental Resources for Increased Economic Growth (TSERING)

Tibetans continue to struggle in China to earn sufficient income and preserve their way of life. As China's population and economy expand, proven solutions for Tibetan families to protect their natural resource base and prosper economically become even more critical. Winrock International developed a comprehensive program for the Tibetan Sustainable Environmental Resources for Increased Economic Growth (TSERING) program. Our approach reflects lessons learned from three decades of experience in China and the Tibet region and is backed by years of experience in livelihoods, rural development, poverty alleviation, environmental conservation, cultural preservation, and adaptation and mitigation of global climate change.

The goal of the program is to preserve cultural traditions and promote sustainable development and environmental conservation in Tibetan communities in the Tibetan Autonomous Region and in other Tibetan communities in China.

Program Objectives

- Sustainable Development for Ethnic Tibetans improved;
- Tibetan Culture and Traditions Preserved;
- Environmental Conservation enhanced and climate change vulnerability reduced;

- Improved Local Involvement and Institutional Learning and Change

The **TSERING program strategy** is based on realistic and results-oriented approaches grounded in relevant science and sound policy and incorporate indigenous knowledge and perspectives that are proven to attract private sector investment where applicable. Our strategy will:

- Build alliances that engage a broad range of partners with diverse expertise and resources focused on jobs, income, innovative investment, community-based NRM, and cultural preservation;
- Employ participatory methods for planning, implementation, monitoring and evaluation, and adaptive management that ensure sustainable outcomes, replication, and scaling up;
- Enable capacity building and leadership development within Tibetan communities;
- Organize web-based platforms that maximize dialogue and outreach among participants and partner organizations to promote replication and share institutional learning;
- Effectively communicate the program's public awareness messages using appropriate media;
- Expand program impact by explicitly addressing gender and needs of vulnerable populations.





Program Focus

- Increasing capacity for off-farm employment and enterprise development through vocational education skills training and small business management training.
- Improving livelihoods derived from more productive, sustainable agricultural systems and agricultural value chains through improving the links between pastoralists and markets;
- Increasing institutional and government capacity and support for development and implementation of cultural preservation plans.
- Increasing collaboration and exchange between organizations involved in cultural preservation through the development of an on-line multimedia archive to share and disseminate Tibetan, Chinese, and English language resources.
- Increasing organizational and community capacity for environmental and natural resource management through natural resource management training and short courses.
- Creating alternative livelihoods options create incentives for improved NRM by increasing ecotourism contributions to environmental conservation and promoting sustainable harvesting of non-timber forest products.
- Increasing engagement between government agencies, research & policy institutions, and community organizations on environmental problem solving.
- Increasing partner capacity to assess and respond to climate change issues through information exchange seminars and training of trainer workshops on climate change adaptation and mitigation.
- Increasing community level capacity for and participation in program design, implementation, assessment and application of lessons learned;
- Increasing participatory engagement between multiple partner organizations through strengthening networks, creating common platforms for information exchange and engaging local government participation.

For additional information please contact the Winrock—TSERING office in Chengdu at:

Room 505, 5th Floor Unit B, Winera Plaza, No.6
Hangkong Road, Chengdu 610041 Sichuan, China.

Phone: 86-28-8523-0105

Fax: 86-28-8523-2556

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.