



GRÜNE ZUKUNFT? #1



Luo Yi (Laotu)

Protecting Pandas, Supporting People Sustainable Agriculture and Social Entrepreneurship in China

With the iconic giant panda facing extinction, the Wolong National Nature Reserve was established in 1963 to protect pandas and other endangered species. After five decades of effort, the giant panda was finally reclassified from 'endangered' to 'vulnerable'. The pandas' success, however, has come at the expense of many locals' livelihoods - small business owners have benefited from the tourism pandas generate, but farmers struggle and many have left to work in cities.

LUO Yi, founder of the social enterprise Laotu, explores the impact of China's environmental protection strategy on the countryside, both natural and cultivated, as well as on its human inhabitants. Discussing some of the varied social and environmental projects Laotu has led across rural China - including in Wolong itself - she shows how it is possible to promote both wildlife protection and sustainable agriculture through innovation.

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