NATIONAL GEOGRAPHIC NEWS

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NATIONAL GEOGRAPHIC SOCIETY EXPANDS SCIENTIFIC AND CONSERVATION GRANTMAKING IN CHINA

With support from Alibaba Group, Society announces National Geographic Air and Water Conservation Fund

美国国家地理学会扩大中国环保资助规模

由阿里巴巴集团支持，（美国）“国家地理空气与水保护基金”落户中国

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BEIJING—The National Geographic Society announced today the expansion of its Global Exploration Fund to Asia with the newly established National Geographic Air and Water Conservation Fund.

北京讯 ——美国国家地理学会今日宣布成立（美国）“国家地理空气与水保护基金”，中国将成为该基金的重点关注地区之一。这也是该学会的全球探索基金首次进入亚洲。

With support from founding partner Alibaba Group, a global e-commerce leader and the largest e-commerce company in China, this program specifically expands National Geographic's grant-making capabilities in China. It is designed to challenge and bring forward the best and most creative scientific and conservation talent in the country and encourage their efforts on solving problems confronting China's water and air resources. Grants ranging from $20,000 to $50,000 will be given to on-the-ground projects at the cutting edge of research, technology and conservation, including those that investigate

risky or unproven approaches. The fund is open to resident citizens of mainland China doing work in the country.

在全球电子商务领袖和中国最大的电子商务公司阿里巴巴集团的支持下，该基金特别扩大了其在中国的资助规模，旨在激励和促进国内最优秀、最富创意的科技人才设计，鼓励他们寻求对中国现存的水资源和空气质量问题的解决之道。额度介于 2 万至 5 万美元的资助款将授予那些处在研究、技术和环境保护领域前沿并需要起始资金的中国实地项目及探索。凡在中国大陆地区从事相关工作的居住公民，都有资格申请该资助基金。

“This partnership with Alibaba Group will enable National Geographic to continue to work toward its goal of extending grants to deserving scientists and conservationists throughout the world,” said Terry Garcia, executive vice president for Mission Programs at National Geographic. “Further, the Air and Water Conservation Fund will support cutting-edge projects with practical applications for China’s future, ensuring a lasting legacy for the program.”

美国国家地理学会负责“使命计划”的执行副总裁泰瑞·加西亚（Terry Garcia）表示，“与阿里巴巴集团的合作伙伴关系，将使国家地理学会能够向全球需要资金的科学家和环境保护学者持续提供帮助。此外，‘空气与水保护基金’将资助对中国未来具有实际应用价值的环保前沿项目，确保该资助基金具有长远的积极意义。”

The Air and Water Conservation Fund is part of National Geographic’s Global Exploration Fund, a global initiative modeled on National Geographic’s century-long approach to funding science, research, exploration and conservation projects through targeted grant programs. National Geographic launched the Global Exploration Fund last year in Sweden to expand its support of scientists and explorers from a particular geographic area who are advancing research and exploring solutions for the benefit of the planet. Each Global Exploration Fund will operate at the regional level and assemble a cross-section of scientific and innovation experts to serve on an advisory board that will help guide the program to achieve regional priorities. The Funds will employ a peer-reviewed process to identify and evaluate projects that need funding in each designated region.

美国国家地理学会在资助科学、研究、探索和环境保护等项目已有百余年，并以此建立了“全球探索基金”。如今设立的“空气与水保护基金”正是其中的一部分。去年，国家地理“全球探索基金”在瑞典启动，旨在加强对某一特定地理区域的科学家和探险者的资助，便于他们为保护和改善地球环境进行更加深入的探索和研究。每一项全球探索基金都将采用区域化管理，并在该区域聘请科技、创新等跨领域专家，组成项目顾问委员会，以帮助指导项目实现区域内的优化管理。同时，基金也将采用同行评议的做法，对申请项目进行确认和评估，并对每一个指定区域内的项目做出是否需要被资助的判断和决定。

The Air and Water Conservation Fund includes a scientific advisory board — currently comprised of five renowned Chinese experts — that will review grant applications and help raise awareness of the Fund within the scientific and conservation communities to attract results-based projects.

“空气与水保护基金”内设有一个科学顾问委员会，由五位著名的中国学者组成，负责各申请项目的评审。

“Alibaba Group encourages our customers, partners and employees to take action toward a cleaner environment, especially when it comes to clean water and better air,” said Susan Jin, managing director of corporate social responsibility, Alibaba Group. “The National Geographic Society has a long history of facilitating impactful projects worldwide, and we are happy to be supporting such meaningful work in China.”

阿里巴巴集团社会责任部总监金瑗影表示：“阿里巴巴集团鼓励我们的客户、合作伙伴和员工用实际行动，努力创造一个更加干净的环境，尤其是在保护水资源和提高空气质量方面。美国国家地理学会在组织具有全球影响力的项目方面历史长，经验丰富，因此我们非常高兴能够参与这么有意义的中国项目。”

Creation of this fund is consistent with Alibaba Group's environmental conservation strategy of focusing on clean water and improving air quality. The company's decision to support this new fund was also centered on helping build scientific and environmental capabilities within China to positively impact the lives of billions of people in the region.

阿里巴巴集团长期关注清洁水源和改善空气质量，而"空气与水保护基金"的建立与其自然环境保护的策略一脉相承。公司做出支持这项基金的决定，同样希望能够在中国提高科学环保能力，采取有效行动，对国内数亿人的生活产生积极的影响。

Since 1890, the National Geographic has funded grants to every corner of the Earth — filling gaps in human knowledge, sometimes in spectacular ways. Late in 2011, the total number of National Geographic grants reached 10,000, representing a combined value of $153 million. Scientific field research, exploration, conservation and adventure are the backbone of National Geographic's grants, which have led to countless discoveries that continue to shed light on the planet's rich variety and diversity — and help preserve it. The results from field work are shared with audiences around the world through an array of National Geographic media, including print, broadcast and online outlets as well as events, exhibitions and educational platforms.

自 1890 年以来，由美国国家地理学会资助的项目遍及世界每一个角落——有些填补了人类知识的空缺，令人叹为观止。截止 2011 年下半年，国家地理资助的项目总数已达到一万个，资助总额达一亿五千三百万美元。从资助的历史来看，科学实地研究、探索、环保以及探险等是国家地理资助的重点项目，而由此所诞生的不计其数的科学发现，揭示了地球的丰富多彩和生物的多样性，并在过程中起到了保护物种的作用。这些从实地研究中发掘出的宝贵成果，通过国家地理的各种媒体形式，包括杂志、广播电视、网络载体以及现场活动、展览和教育平台，得以与世界各地的观众分享。

Past and current grantees include polar explorer Robert Peary; Hiram Bingham, excavator of the lost Inca city of Machu Picchu; anthropologists Louis and Mary Leakey; primatologist Jane Goodall; Robert Ballard, underwater explorer and discoverer of the sunken *Titanic*; anthropologist Wade Davis; marine

biologist Sylvia Earle; high-altitude archaeologist Johan Reinhard; and Chinese paleontologist Xu Xing, who has advanced understanding of the origin of bird flight.

Additional information about the new Global Exploration Fund and how to apply for a grant is available at www.nationalgeographic.com/GEF/China. Further information about the Global Exploration Fund initiative can be found at www.nationalgeographic.com/GEF.

美国国家地理学会过去和当前的资助者包括：极地探险家罗伯特·皮尔里（Robert Peary）、印加失落之城马丘比丘的挖掘者海勒姆·宾厄姆（Hiram Bingham）、人类学家路易斯·利基和玛丽·利基夫妇（Louis and Mary Leakey）、灵长类动物学家珍·古德（Jane Goodall）、水下探险家、沉没的泰坦尼克号的发现者，罗伯特·巴拉德（Robert Ballard）、人类学家韦德·戴维斯（Wade Davis）、海洋生物学家西尔维亚·厄尔（Sylvia Earle）、高海拔考古学家约翰·莱因哈德（Johan Reinhard）、以及在鸟类飞行起源方面有最新研究成果的中国古生物学家徐星。

了解更多关于最新的全球探索基金项目介绍及申请方式，请访问以下网站：

www.nationalgeographic.com/GEF/China

了解更多关于全球探索基金的倡议，请点击：

www.nationalgeographic.com/GEF

About the National Geographic Society

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society works to inspire people to care about the planet. It reaches more than 400 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded 10,000

scientific research, conservation and exploration projects and supports an education program promoting geographic literacy.

美国国家地理学会简介

美国国家地理学会是全球最大的非营利性科学教育机构之一。该学会成立于 1888 年，致力于“增进推广地理知识”，而其社会使命是鼓励人们关心地球。全球每月有超过四亿人口通过各种媒体渠道接触到国家地理学会，例如：国家地理官方杂志和旗下其他杂志、电视频道、电视纪录片、音乐、电台、电影、书籍、DVD、地图、展览、现场活动、学校出版项目、交互式媒体和各类周边产品。国家地理学会至今已赞助了一万多个科学研究、环境保护和探索项目，并大力支持教育活动，普及地理知识。

About the Alibaba Group

Alibaba Group is a global e-commerce leader and the largest e-commerce company in China. Since it was founded in 1999, Alibaba Group has grown to include the following core businesses: Alibaba.com (HKSE: 1688; 1688.HK), Alibaba Group's flagship company and the world's leading B2B e-commerce company; Taobao Marketplace, China's primary C2C online shopping destination; Tmall.com, China's leading B2C online marketplace for quality, brand name goods; eTao, China’s most comprehensive shopping search engine; Juhuasuan, China’s most comprehensive group shopping platform; Alibaba Cloud Computing, a developer of advanced data-centric cloud computing services; and China Yahoo!, one of China's leading Internet portals. Alipay, China's largest third-party online payment service, is an affiliate of Alibaba Group.

阿里巴巴集团简介

阿里巴巴集团是经营多元化的互联网业务，自 1999 年成立以来发展迅速，现时拥有以下核心业务：阿里巴巴集团的旗舰公司兼全球领先的 B2B 电子商务公司阿里巴巴（香港联合交易所股票代号：1688）；中国主要的 C2C 网上购物目的地淘宝网；中国领先的 B2C 优质品牌产品零售网站天猫；

中国最全面的网上购物搜索引擎一淘；中国最大的第三方网上支付服务供应商支付宝；中国最全面的品质团购网站聚划算；致力开发以数据为中心的先进云计算服务的阿里巴巴云计算；以及中国领先的门户网站之一中国雅虎。

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