富群环境研究院
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北京富群社会服务中心
Beijing Fuqun Social Service Center

生态产品手册

Ecological Product Brochure













生态产品价值实现

Realizing The Value Of Ecological Products



关于富群

About Fuqun

富群是致力于推动“以社区为基础的自然保护与可持续发展”的公益机构。
Fuqun is a non-profit organization dedicated to promoting "community-based conservation and sustainable development".

我们相信“当地人是有智慧的，他们是推动社区发展的核心力量”。
We believe that "the local people are wise and they are the core force driving the development of the community".

我们关注的区域通常有着脆弱的生态系统、丰富的生物多样性以及贫困的生活环境。
The areas we focus on typically have fragile ecosystems, rich biodiversity and poor living conditions.

富群坚持通过参与式学习和社区共管，增强当地人参与自然保护的能力，可持续地推动当地自然保护。
Fuqun has consistently promoted local nature conservation through participatory learning and community co-management to empower local people to participate in nature conservation.

我们的工作

Our Work

高原牧民主要依靠畜牧业和虫草采集维持生计，单一的收入来源和对自然资源的依赖，增加了收入的不稳定性。
The plateau pastoralists mainly rely on animal husbandry and cordyceps collection to make a living. The single source of income and dependence on natural resources increase income instability.
基于深入的社区调查和交流，富群帮助三江源内的团结村、青海湖旁的达玉村、祁连山脚下的苏吉湾村建立自我组织、自我运作的小组体系，挖掘具有当地特色和文化传承的生态产品和文创产品，提供相应的技术培训指导，并通过公众号传播、开设微店、展会售卖、公益众筹等方式在更多的平台对项目地生态产品和文创产品进行宣传推广、对接更多的销售渠道。

Based on in-depth community investigations and communications, Fuqun helped establish self-organized and self-operating group systems in Tuanjie Village in Sanjiangyuan, Dayu Village near Qinghai Lake, and Sujiwan Village at the foot of the Qilian Mountains. Fuqun excavated ecological products and cultural and creative products with local characteristics and cultural heritage, provided technical training and guidance, and promoted local ecological products and cultural and creative products through WeChat public platform, opening WeChat shop, participating in exhibitions, and crowdfunding for public welfare, thus connecting with more sales channels on multiple platforms.

一、藏糖 Tibetan Sugar

在三江源，60 多岁的索南奶奶的商店里，有一种奶黄的硬糖特别受村里孩子的欢迎，这种糖就是藏族人民的传统食物——藏糖。为推动当地发展可持续生计、促进就业，在青海省玉树藏族自治州曲麻莱县巴干乡团结村，富群引导 11 位妇女成立了尕朵觉悟妇女藏糖小组，传承和创新传统手艺的同时，小小的藏糖把妇女们凝聚在了一起。

In the store of Suonan, a grandmother in her 60s in Sanjiangyuan, there is a kind of creamy yellow hard candy that is particularly popular among the children in the village. This candy is called Tibetan sugar, which is a traditional food of the Tibetan people. To promote local sustainable livelihoods and create employment opportunities, in Tuanjie Village in Bagan Township, Malai County, Yushu Tibetan Autonomous Prefecture, Qinghai Province, Fuqun guided 11 women to establish the Gaduojuewu Women's Tibetan Sugar Group. While inheriting and innovating traditional craftsmanship, the small Tibetan sugar has brought the women together.







藏糖的藏语是“曲克安哒”，由藏地牦牛奶提取酥油和曲拉(奶酪)后的曲拉水为原材料制成，拥有 4000 多年的历史，是玉树州的非物质文化遗产之一。

The Tibetan name for Tibetan sugar is "Qukeanda". Tibetan sugar is made from the whey of Tibetan yak butter and cheese after extraction. With a history spanning over 4000 years, it stands as one of the intangible cultural heritages of Yushu Prefecture.

“尕朵觉悟妇女小组”成立了藏糖工坊，用沙棘、蜂蜜、牦牛酸奶等天然食品改进传统藏糖的风味，同时规范包装设计和卫生条件。这些高品质的藏糖不仅在本地市场大受欢迎，也通过富群的线上推广渠道被更多人所认识和喜爱。

The "Gaduojuewu Women's Group" has established a Tibetan sugar workshop, where they enhance the flavor of traditional Tibetan sugar using natural ingredients such as sea buckthorn, honey, and yak yogurt. Simultaneously, they ensure standardized packaging design and hygiene conditions. These high-quality Tibetan sugars are not only well-received in the local market but are also gaining recognition and popularity among a broader audience through Fuqun's online promotional channels.



产品单价：
30 元/小包
55 元/大包
产品规格：
小包 200g
大包 500g



二、生态产品 Ecological Products

富群帮助三江源地区牧民积极发掘当地具有特色和经济价值的生态产品，拓展当地居民的经济收入来源。在富群与社区的共同努力下，不仅藏糖制作成功，藏糖妈妈们的产品逐渐多元化，开拓出藏葱、蕨麻、黄蘑菇等当地稀有且高价值的生态产品采集、加工、包装、销售体系。

Fuqun helps nomadic herders in Sanjiangyuan region actively explore ecological unique products, expanding the source of income for local residents. With the joint efforts of both the local community and Fuqun, not only has Tibetan sugar production been successful, but also Tibetan sugar mothers' products have diversified gradually. This has led to the exploration of local rare and high-value ecological products such as Tibetan green onions, ferns, yellow mushrooms, etc., establishing a system for their collection, processing, packaging and sale.







产品单价：10 元
产品规格：150g/包



产品单价：300 元
产品规格：500g/包



产品单价：32 元
产品规格：250g/包

藏葱：生长于高原岩石缝隙，牧民将其采下晒干研碎，添加青盐和辣椒粉，即制成传统藏式调料。

Tibetan green onion(Allium chrysanthemum): Growing in the crevices of high-altitude rocks. nomadic herders harvest them, sun-dry, grind them into powder, and add green salt and chili powder to create traditional Tibetan seasoning.

黄蘑菇：即黄绿蜜环菌，主要产自青藏高原海拔 3200-5000 米的区域，是名贵的高原菌种，味道鲜美、营养丰富。

Yellow mushroom （armillaria luteo-virens): is primarily found in the Qinghai-Tibet Plateau region at altitudes of 3200-5000 meters. It is a valuable high-altitude fungus known for its delicious taste and rich nutritional content.

蕨麻根：又名人参果、长寿果，营养丰富、保健作用优秀，是藏区的传统食物。

Fern root (potentilla anserina): Also known as ginseng fruit and longevity fruit. it is rich in nutrients and has excellent health benefits, serving as a traditional food in Tibetan areas.

三、藏式编织手工艺品——乌尔朵

Tibetan Style Weaving——Wuerduo

乌尔朵又叫投石索，用牦牛毛编织成，是大约 2 米长的一根带子。这种投石索主要用于驱赶牦牛之用。
Wuerduo, also known as the sling, is woven from yak wool and is approximately 2 meters long . This sling is mainly used to drive away yaks.



牧人放牧闲暇时分就会织乌尔朵，一条乌尔朵需要花费一个辛勤牧民 2 周的时间编制成。乌尔朵体现的是自然粗犷之美，斑斓的色彩、硬朗的质感象征着当地牧民爽朗豪迈的性格。

The herders weave wuerduo during their leisure time, and It takes about two weeks of hard work for a diligent herder to complete one wuerduo. Wuerduo embodies the rugged beauty of nature, with vibrant colors and a robust texture symbolizing the hearty and unrestrained character of the local herders.

富群通过招募生态产品体验官，亲身体验当地手工艺产品，助力产业振兴。这些乌尔朵正是三江源团结村妇女小组成员们的手作产品，除此之外，富群引导当地村民探索其他手工业生态产品，减少对自然资源的依赖，实现保护型发展。
Fuqun recruits eco-product experience officers to personally experience local handmade products, helping to revitalize the industry. These Wuerduo products are precisely the handcrafted products of the women's groups in Sanjiangyuan Tuanjie Village. In addition, Fuqun guides local villagers to explore other handmade ecological products, reducing reliance on natural resources and achieving conservation-oriented development.

产品单价：185 元
产品规格：1.2-1.8m







三、藏式编织手工艺品

Tibetan Style Weaving

——土布手工包

——Handmade Cloth Bags







藏族人家代代相传着传统编织技艺，用牦牛毛拧成的线绳，不仅可以编织成手环、腰带、挂件等装饰品，也可以编成乌尔朵（投石绳）、牵牛绳等实用的工具。

Tibetan families have passed down traditional weaving techniques from generation to generation. Threads twisted from yak hair can be woven not only into decorative items such as bracelets, belts, and pendants, but also into practical tools such as irdo (stone-throwing rope) and marionette ropes.

富群在位于青海湖畔的达玉村，支持了当地一群擅长编制的妇女组成手工小组。她们掌握着最传统的藏式纺织和编织技艺：把羊毛纺成线后，用手工织布机织成配色鲜明，民族风情浓郁的土布，最后制成手拿包、手机袋、小挎包等各式包袋。

In the village of Dayu, located on the shores of Qinghai Lake, Fuqun supported a group of local women skilled in weaving by forming a handicraft group. They have mastered the most traditional Tibetan spinning and weaving techniques: after spinning wool into threads, they use hand looms to weave them into colorful, ethnically-inspired earth cloths, which are then made into a variety of bags, such as clutches, cell phone bags, and small satchels.



产品单价：160/80/50 元
产品规格：大/中/小号

三、藏式编织手工艺品——五彩金刚绳

Tibetan Style Weaving——Colorful Vajra Rope

藏式五彩金刚绳寓意吉祥，象征着金玉满堂、平安吉祥，可以给佩戴之人带来好运，护佑事事顺心，一切圆满如意。

Tibetan colorful vajra rope means auspicious, symbolizing gold and jade, peace and good luck, can bring good luck to the wearer, blessing everything goes well, all complete as desired.

把五彩金刚结挂在车头、用作钥匙串，是藏区近年新兴的时尚，有祈求平安吉祥、一帆风顺的寓意。

The colorful diamond knot hanging in the front of the car, used as a keychain, is the Tibetan area in recent years the emerging fashion, there are praying for peace and good luck, smooth sailing symbolism.





产品单价：85 元

产品规格：50cm





“指尖产业”不断发展，达玉村妇女小组持续摸索新的生态产品，通过自己的双手增加一份收入。富群助力“指尖产业”与当地生态旅游的结合，加快了牧民开拓传统畜牧业转型升级的步伐。青海湖北岸的妇女们也积极为访客展示达玉部落的传统编织手工艺，“传统编织”体验成为生态旅行的又一个亮点。

The "fingertip industry" continues to develop as the women's groups in Dayu Village persistently explore new eco-products, adding to their income with their own hands. Fuqun's support in integrating the "fingertip industry" with local ecotourism has accelerated the pace of traditional animal husbandry transformation and upgrading for the herdsmen. Women on the northern shore of Qinghai Lake actively showcase the traditional weaving handicrafts of Dayu tribe to visitors, making "traditional weaving" experience another highlight of ecotourism.

四、藏式刺绣手工艺品——掇绣

Tibetan-style embroidered handicrafts——Embroidery



“掇绣”，又叫剁绣、戳花绣、墩绣、戳花等，是现代社会近于流失的一种传统刺绣手艺。掇绣产品看上去厚重、饱满，摸上去毛茸茸的，立体感强。许多藏区妇女闲暇时喜欢用掇绣打发时间，绣鞋垫、绣门帘、绣枕套，内容以传统花卉为主，花色鲜艳，具有民族特色。

“Embroidery”, also known as chop embroidery, poke flower embroidery, dun embroidery, poke flower, etc., is a traditional embroidery craft nearly lost in modern society. The embroidered products appear dense and full, with a furry texture when touched, and they have a strong sense of three-dimensionality. Many Tibetan women like to use pick up embroidery to pass the time in their spare time, embroidered insoles, embroidered curtains, embroidered pillowcases, embroidery content to traditional flowers, bright colors, with national characteristics.





2020 年，富群来到门源开展社区可持续发展工作，刺绣培训是我们和社区基于实践后做出的尝试之一。我们希望充分发挥门源这样一个多民族聚居地区的文化多样性优势，以刺绣为切入点，发挥妇女半边天的力量，通过指尖带动产业。我们在当地展开的培训反响热烈，参与者众多，经过几轮培训之后，绣娘们的技能日益娴熟。

In 2020, Fuqun came to Menyuan to initiate community sustainable development work, and embroidery training i is one of the attempts we made based on practice with the community. We hope to fully leverage the cultural diversity advantage of Menyuan as a multi-ethnic area, using embroidery as an entry point, harnessing the power of women to drive the industry through their fingertips. The training we conducted locally received enthusiastic responses with a large number of participants. After several rounds of training, the skills of the embroiderers have become increasingly mature.

在富群支持下，青海门源苏吉湾村一群刺绣技术高超的阿姨们组成了“妇女掇绣小组”，把祁连山当地的本土物种、自然景观、藏传佛教等元素融入绣品之中，例如雪豹、马鹿、荒漠猫、雪山花海，开发了一批具有当地特色的手工文创产品。

With the support of Fuqun, a group of aunts with high embroidery skills in Sujiwan Village, Menyuan, Qinghai formed the "Women's Embroidery Group" to integrate local species, natural landscapes, Tibetan Buddhism and other elements of the Qilian Mountains into embroidery, such as snow leopards, deer, desert cats, snowy mountains and seas of flowers, and developed a number of handmade cultural and creative products with local characteristics.







四、藏式刺绣手工艺品

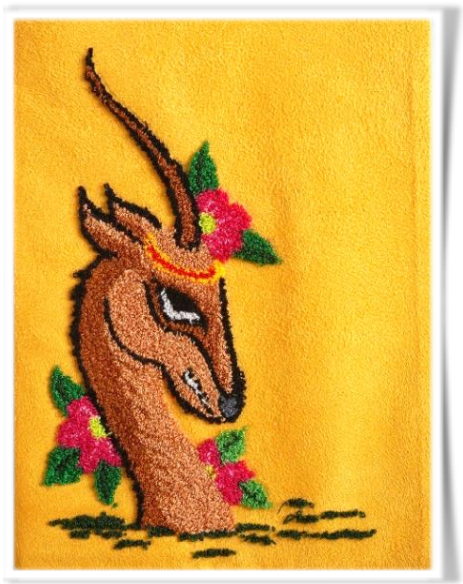
——掇绣笔记本（图案可定制）

Tibetan-style embroidered handicrafts——Embroidery Notebook

掇绣笔记本可选样式：



样式：雪豹掇绣



样式：藏羚羊掇绣

产品单价：160 元
产品规格：16K
（规格和样式可定制）

其他可定制样式：













样式：藏羚羊掇绣

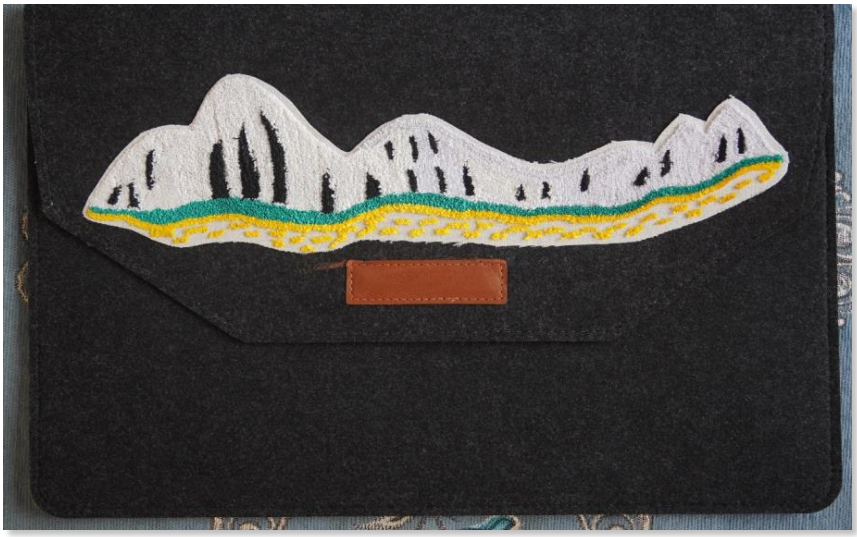


样式：雪豹掇绣

四、藏式刺绣手工艺品

——掇绣电脑包（图案可定制）

Tibetan-style embroidered handicrafts——Embroidery Laptop Bag





产品单价：300 元
产品规格：根据电脑型号定制





四、藏式刺绣手工艺品

——刺绣口金包（图案可定制）

Tibetan-style embroidered handicrafts——Embroidery Metal Frame Pouch







产品单价：80 元
产品规格：10cm×10cm

图案的设计与提高当地刺绣的竞争力分不开关系，也是未来发展墩绣产业不可回避的问题，富群通过招募志愿者提供图案设计，联结更多思考和创意，解决掇绣技术娴熟但产品竞争力不足的问题，进而支持祁连山国家公园社区妇女，共同绘制社区协调发展的美好画卷。

Pattern design is closely related to enhancing the competitiveness of local embroidery products and is an unavoidable issue for the future development of the embroidery industry. Fuqun recruited volunteers to provide pattern design, connecting more thoughts and creativity to address the issues of local villagers skilled in embroidery but less competitive in products. It supported women in the community of Qilian Mountain National Park to jointly create a beautiful picture of coordinated development in the community.

富群

FUQUN

富群坚信自然保护与人类发展的和谐是可持续发展的基础

Fuqun firmly believes that harmony between nature conservation and human development is the basis of sustainable development

富群致力于推动以社区为基础的自然保护和可持续发展

Fuqun is committed to promoting community-based conservation and sustainable development



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