



口袋山河
Pocket Mount

Himalayan Handicrafts & Sustainable Culture

Field Research from the Tibetan Plateau

Presented by:
YANG XU





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喜马拉雅手工艺与 可持续文化

田野调查

Presented by:
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Environmental Context: Sanjiangyuan

The Sanjiangyuan region, located on the Tibetan Plateau, is known as the “Source of Three Rivers” — the Yangtze River, Yellow River, and Mekong River.

It is one of the most important ecological regions in Asia, playing a critical role in water security, biodiversity, and climate regulation.

In recent years, local herders have experienced grassland degradation, changing weather patterns, and more extreme winters.

To protect this fragile ecosystem, the Chinese government established the Sanjiangyuan National Park, one of the world’s largest high-altitude national parks.

These environmental challenges highlight the strong connection between ecosystems, pastoral livelihoods, and sustainable material practices.

The region is closely connected to several SDGs, particularly:



三江源环境概况

三江源，位于青藏高原腹地，是长江、黄河与澜沧江的发源地，被誉为“中华水塔”。这里是亚洲最重要的生态安全屏障，对水资源平衡、生物多样性保护和全球气候调节起着不可替代的作用。

然而，近年来，当地牧民深刻感知到草场退化、冰川退缩及极端天气频发带来的挑战。为守护这片脆弱而珍贵的土地，中国建立了三江源国家公园，这也是世界上海拔最高、面积最大的国家公园之一。

这一环境背景，也直接映射出生态系统、牧民生计与文化遗产之间的紧密纽带。我们在此地的探索，与多个联合国可持续发展目标（SDGs）深度契合，尤其是：



Community Case Study

A Long-Term Project with Sangmao's Community

Gyatong Grassland is located in Zhengqin Township, with an average elevation of 4,250 meters, inside the Sanjiangyuan National Nature Reserve.

Gyatong Women's Handicraft Group was established in November 2021, and the cooperative was founded in December 2022, with support from the local government and Shan Shui Conservation Center.

There are currently 12 members, all women from the community of Zhengqin Second Village. Relying on their own hands and wisdom, the women use yak wool, a raw material from the plateau, to produce a series of handicraft products, exploring multiple livelihood paths for community development and enhancing resilience to climate change.



社区案例

嘉塘草原长期项目

嘉塘草原，位于青海省玉树州称多县，平均海拔4250米，是三江源国家自然保护区的一部分。在这里，我们与当地社区建立了长期的伙伴关系。

嘉塘妇女手工艺小组成立于2021年11月，并于2022年12月正式注册成立合作社。项目得到了当地政府和山水自然保护中心的支持。目前，合作社共有12名成员，均为来自珍秦二村的妇女。

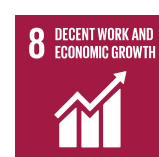
她们以高原牦牛毛为主要材料制作手工艺品，在传承传统技艺的同时，也积极探索社区多元化的生计方式，以提升应对气候变化和环境变化的能力。



A Long-Term Project with Sangmao's Community

Since last year, we have been long-term tracking this community, documenting how they adapt to environmental and livelihood challenges through field observation, cultural documentation, and community engagement.

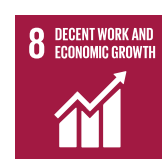
We aim to introduce educational tools to the community to help them understand SDGs and sustainability concepts, while connecting them to resources from Shenzhen to provide tangible support.



嘉塘草原长期项目

自去年起，我们团队持续跟踪记录社区的发展过程，通过田野观察、文化记录和社区参与，了解她们如何面对气候变化与生计挑战。

同时，我们也向社区引入SDGs的创新教育工具，并尝试链接深圳的资源网络，为她们提供更多实际支持。



Yak Culture & Sustainable Philosophy



The yak is one of the highest-living mammals in the world (apart from humans), adapted to the extreme conditions of the Tibetan Plateau.

For centuries, yaks have lived alongside Tibetan local herders, sustaining life in a harsh high-altitude environment.

For many herders, the yak is not simply livestock — it represents livelihood, culture, and identity.

Every aspect of local herders' life depends on the yak: meat as a primary food source, butter used in traditional butter tea, fiber used for clothing and textiles, yak dung used as fuel for heating.

Yaks also play an important role in maintaining the ecology of the grasslands, as grazing cycles and natural fertilization from dung support the balance of the highland ecosystem.

Yak fiber therefore represents a material shaped by landscape, culture, and resilience, connecting highland ecosystems with contemporary sustainable design.





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牦牛文化 与可持续理念

牦牛是世界上海拔分布最高的哺乳动物之一（除人类外），能够适应青藏高原严酷而极端的自然环境。几个世纪以来，牦牛始终与藏区牧民共同生活，为高海拔地区的人类社会提供重要的生存支持。

对于许多牧民而言，牦牛不仅仅是牲畜，更承载着生计来源、文化传统与身份认同。牧区生活的许多方面都与牦牛紧密相连：牦牛肉是重要的食物来源，牦牛奶可制作酥油，并用于日常饮用的酥油茶；牦牛绒可用于制作衣物和纺织品；牦牛粪则是高原地区重要的取暖燃料。

与此同时，牦牛在高原草地生态系统中也发挥着重要作用。放牧活动与粪肥循环，有助于维持草地生态的平衡与更新。

因此，牦牛绒不仅是一种自然材料，更是一种由高原生态环境、地方文化传统与社区韧性共同塑造的资源，也为当代可持续设计与材料实践提供了新的可能。

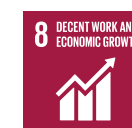


Our Research & Documentation

Because this culture embodies strong ideas of sustainability and coexistence with nature, our team has conducted extensive research, interviews, and documentation focused on yak-related practices.

We have also developed educational modules and courses around yak culture, exploring how traditional knowledge and sustainable livelihoods can be connected to SDG-related learning.

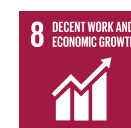
Below are some examples of yak-related products, crafts, and initiatives that we have documented.



我们的研究与记录

正因为这些文化实践中蕴含着人与自然共生的可持续理念，我们团队围绕牦牛相关的生产、生活与文化实践，持续开展了大量研究、访谈与记录。

同时，我们也开发了以牦牛文化为主题的教育课程和学习模块，探索如何将地方传统知识与SDG可持续发展教育结合起来。



Examples of Yak-Based Products and Initiatives



Yak Cheese – Litang

Yak cheese produced in Litang is a handmade organic Italian-style cheese made in a family workshop.

The product has received recognition in international cheese competitions in France.



Yak Soap

A sustainable lifestyle brand rooted in traditional Tibetan culture.

The brand practices zero-waste use of yak-based materials and supports local women's workshops.



Yak Fiber – Norlha

Norlha is a well-known Tibetan brand working with yak fiber (Khullu) as its main material.

The brand employs over 100 local herders, building trust gradually while teaching skills such as: weaving, accounting, computer literacy.

Each Norlha scarf is made from the fiber of about 30 yaks and requires four days of hand weaving.

<https://www.norlha.com/>

牦牛相关产品与实践案例



理塘牦牛奶酪

家庭作坊手工制作的有机意式奶酪，曾在法国国际奶酪比赛中获得奖项。



牦牛香皂

基于藏族传统文化的可持续生活品牌，倡导牦牛原料零废弃利用，支持当地女性参与手工制作。



牦牛绒 - Norlha诺乐

藏区知名品牌，以牦牛绒为核心材料，雇佣 100 多位牧民，并提供编织、记账、电脑技能培训。
一条围巾约需 30 头牦牛的绒毛，手工织造四天完成。

<https://www.norlha.com/>



Yak Weaving – Zhuoni Craft Families

The Zhuoni weaving families have practiced yak and wool weaving for generations. Using yak fiber, cashmere, and wool, they produce traditional textiles such as Pulu cloth, widely used by monks and local communities.

Pazhuoba Cooperative

Pazhuoba is a cooperative that uses wool and yak fiber to create bags, lampshades, hats, cushions, and other home goods.

The cooperative focuses on preserving traditional nomadic culture and protecting the ecological environment, while providing employment opportunities for children from single-parent families, orphans, and people with disabilities.

All income goes directly to local herders. Its craft practice has also extended into fashion, with work shown at the 2022 Shanghai Fashion Week and the United Nations exhibition “China Sustainable Design.

reference: <https://undpinchina.exposure.co/local-solutions-global-goals-communities-in-china-driving-path-to-zero-waste-future>





卓尼家族手工编织坊

家族延续着牦牛毛和羊毛纺织的传统。她们利用牦牛、羊绒和羊毛，织造氍毹（Pulu）等传统织物。

帕卓巴合作社

帕卓巴位于青海省玉树州，合作社利用羊毛、牦牛绒制作挎包、灯罩、帽子、靠垫等家居用品。

合作社以保护传统游牧文化与生态环境为核心，同时为单亲家庭的孩子、孤儿及残障人士提供就业机会。所有收益归牧民所有。其手工艺实践延伸到时尚设计领域，参加了2022年上海时装周，作品参展联合国总部展览——“中国可持续设计”。

<https://undpinchina.exposure.co/local-solutions-global-goals-communities-in-china-driving-path-to-zerowaste-future>



Related Brands & Environmental Initiatives



Khyenle (钦乐)

Khyenle is based in Maisu, where it leverages the traditional skills of Tibetan artisans to create a vibrant and sustainable community. Over 2,000 artisans work across more than 30 workshops, practicing traditional crafts such as metal casting, gold and silver work, yak wool weaving, black pottery, thangka painting, and wood carving.

Website: <https://www.khyenle.com/>



Black Pottery (黑陶)

A craft practice preserving traditional ceramic techniques using local materials and cultural identity.

Video reference:

<https://www.youtube.com/watch?v=EZuIDxNw2ac>



Sustainable Wool Practices in Guoluo

We interviewed local environmental organizations in Guoluo, who highlighted their focus on the Maqin Plateau sheep and exploring more sustainable ways to process the wool.

相关品牌与可持续实践



Khyenle (钦乐)

钦乐位于麦宿，那里依托藏族工匠的传统技艺，形成了一个充满活力且可持续的社区——超过2,000名工匠在30多个作坊从事铸铜、金银加工、牦牛绒编织、黑陶、唐卡绘画和木雕等传统工艺。

Website: <https://www.khyenle.com/>



Black Pottery (班玛黑陶)

源自青海班玛县，代表当地黑陶工艺，采用源自原始高山森林的天然粘土制作，简朴造型体现六个世纪的传统工艺，并致力于保留可追溯至两千年的烧制传统。

Video reference:

<https://www.youtube.com/watch?v=EZuIDxNw2ac>

果洛的可持续羊毛探索

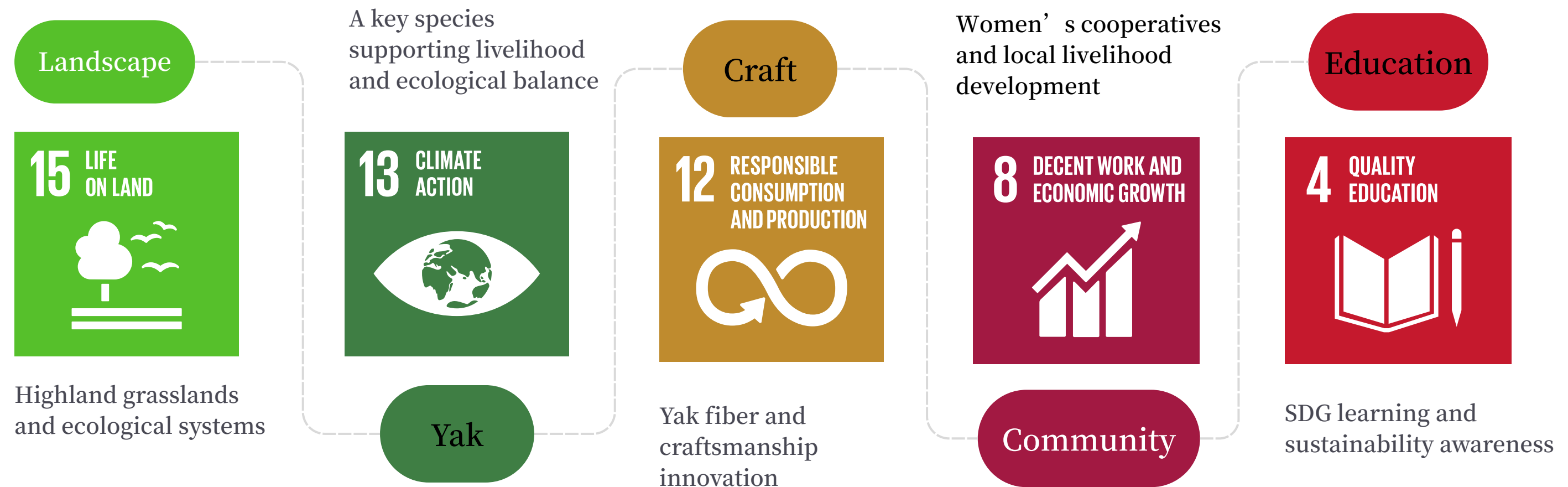
我们还采访了果洛州的环保组织，他们在关注玛沁的一种高原羊，想探索如何更可持续地处理这些羊毛。



Conclusion

This report presents Pocket Moun's fieldwork process and on-the-ground journey in communities across the Tibetan Plateau.

Through documenting yak culture, community craftsmanship, and environmental changes, we connect local knowledge with global sustainability discussions.



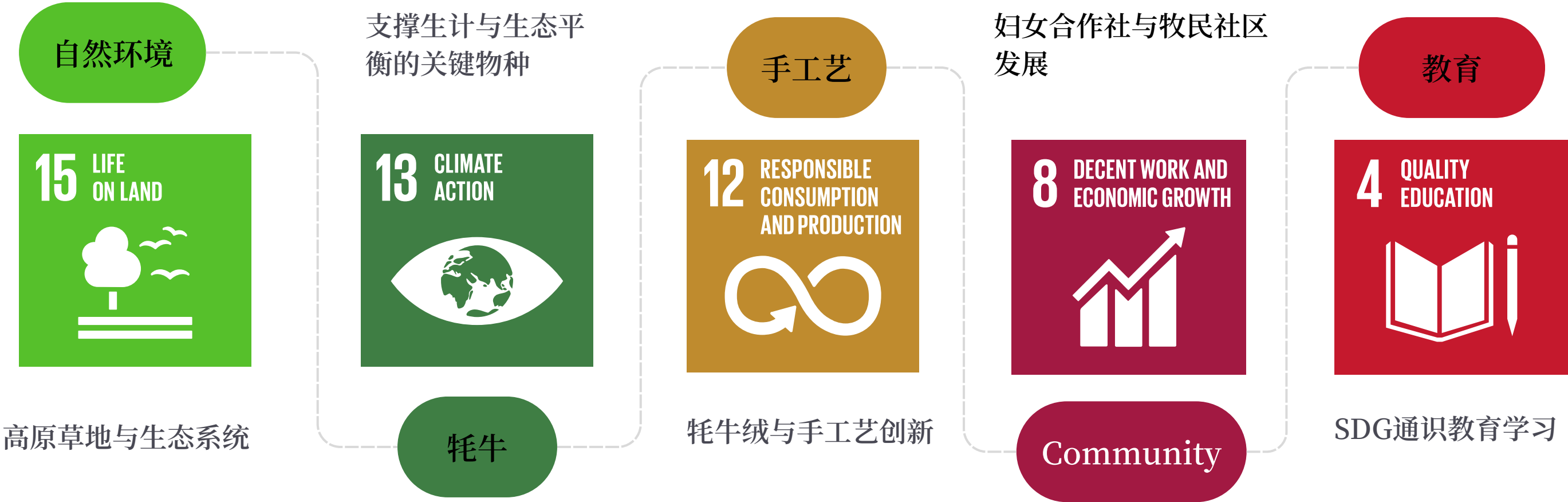
Landscape · Culture · Material · Sustainability



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小结

本报告呈现了口袋山河团队在青藏高原社区开展田野调查的过程与实践足迹。
通过记录牦牛文化、社区手工艺及气候变化中的在地经验，我们希望将地方知识与全球可持续发展议题连接起来。



自然环境 · 文化 · 手工艺 · 可持续