

On June 5, 2004, nearly 100 entrepreneurs initiated the establishment of the SEE Conservation in the Tengger Desert of Alagxa League, Inner Mongolia —— China's first social organization that takes social responsibility (Society) as its mission, with entrepreneurs (Entrepreneur) as its main body, and ecological protection (Ecology) as its goal.

In order to build a strategic support system for the sustainable development of environmental protection public welfare, and to facilitate the systematic and long-term development of environmental projects, SEE Conservation and its members have established 8 foundations, focusing on desertification control, climate change and business sustainability, coastal wetland protection, biodiversity protection, nature education, Yangtze River protection, green supply chains, industrial development and other relevant environmental issues. With over 2 billion yuan accumulative fundraising income, these institutions have joined hands with more than 1,200 Chinese civil society organizations and individuals to conduct environmental public welfare activities.

In 2008, SEE Conservation initiated the SEE foundation in Beijing(which later became a public fundraising foundation in 2014), implementing projects including the “100 Million Suosuo”initiative for desertification prevention and control, “Green Startups” and “Growing Up Together” programs to nurture civilian-initiated environmental protection forces. In 2012, SEE Conservation founded the Mangrove Conservation Foundation (MCF), China's first publicly-funded environmental protection foundation initiated by civil society, creating a replicable model for coastal wetland protection in China. In 2016, SEE Conservation founded the Hubei Changjiang Conservation Foundation (CCF) to facilitate the national strategy of “Yangtze River Protection”.

In 2017, SEE Conservation founded the Xi'an Entrepreneurs Environmental Protection Foundation to protect the ecology of Qinling, a major chain of mountains in Central China. In 2018, SEE Conservation launched Shenzhen Aleshan Foundation, which brings entrepreneurs’ resourcefulness and innovative spirit into full play, and provides sustainable support for public welfare organizations and projects. In 2021, SEE Conservation founded Guangdong Nature Conservation Foundation (NCF) and Guangxi Conservation Foundation (GCF), focusing on the Guangdong and Guangxi regions to promote natural resource protection and ecological restoration, supporting green development. In 2023, SEE Conservation launched Jiangxi Poyang Lake Conservation Foundation, aiming to explore effective conservation paths for rare and endangered species and wetland ecosystems, contributing to the national strategy of “Yangtze River Protection”.

To date, SEE Conservation and its affiliated organizations have been awarded titles including the National Exemplary Social Organization, Beijing Social Organization Demonstration Base, and the 5A Level organization in China Social Organization Evaluation Grade. We have also received honors such as “Beautiful China, I'm a Participant - Top Ten Public Engagement Cases”, the Mother River Award of the Central Committee of the Communist Youth League, the “Ford Conservation & Environmental Grants, China” (CEGC), the Paulson Prize for Sustainability, Top Ten Hotspots of China's Public Welfare and Charity (2008-2018), and the China-Europe Top Ten Green Foundations Award.

After twenty years of development, SEE Conservation has entered a new phase, further driving and integrating entrepreneur resources and social capital to promote innovative environmental public welfare activities. By carrying out the Green Belt and Road Initiative and “One Vertical, One Horizontal” strategy, SEE Conservation is determined to call for the support and participation of a wider public, establishing a public environmental platform for civic engagement to jointly protect our environment.

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Message from the President |

20 Years of Ecological Commitment: From Desert Roots to National Impact

The year 2024 marked the 20th anniversary of the SEE Conservation. Our journey began two decades ago with a single promise: to restore China's clear waters and blue skies. For the past twenty years, we have worked tirelessly to honor that promise.

Over the past two decades, our journey has been marked by both challenges and triumphs — a story of how a non-profit organization with national reach began with an ideal rooted in the desert. What began as a mission to restore fragile desert ecosystems has gradually expanded to include diverse ecosystems, such as bustling cities, across China. We work to balance commerce and ecological conservation and harness technology to protect and restore nature. We've brought together the government agencies, caring enterprises, our members, industry partners and passionate citizens to write a new chapter in environmental protection in China.

The past twenty years have borne witness to profound changes driven by the convictions and actions of Chinese entrepreneurs and environmental philanthropists. We are like fireflies, gathering to illuminate the path forward. The SEE Conservation now has over 2,000 entrepreneur members and 1,300 partner organizations, and has facilitated 1.1 billion individual green actions. We are witnessing the awakening of public awareness of environmental protection and the changes it has made. Our growth is fueled by the trust of millions of supporters.

As we marked our 20th anniversary in 2024, we recognized that we must not only stay true to our ecological mission but also keep abreast with the times. To that end, our 2024 initiatives expanded into a diverse range of fields like film, music, art, sports, and education. From forests to oceans, and from cities to the countryside, our conservation efforts spanned nearly every type of ecosystem and environment. By using creative and cross-sector approaches, we have found new ways to share environmental messages, tackle ecological challenges, and deepen people's connection to nature.

Earth is our shared home; we all bear responsibilities for its future. In the global environmental movement, Chinese civil society organizations like the SEE Conservation, as well as environmentally conscious Chinese entrepreneurs, have evolved from mere participants into influential leaders.

Our commitment to our green mission has only grown stronger over time. After two decades of diligent work, the vision of the SEE Conservation has taken firm root, driving positive changes across China. Together with our partners across all sectors, we will continue to harness technology to protect our planet for ourselves and future generations.



ZHOU Zhou

PRESIDENT, SEE CONSERVATION
NINTH PRESIDENT

Perseverance and Continuity: The Unstoppable Force of Commitment

The SEE Conservation’s two-decade-long journey stands as a testament to the dedication of our members and partners — a collective answer to nature’s call, written in passion and action. Together, we’ve safeguarded 140,000 square kilometers, every inch etched with our profound love and reverence for nature. With 1,300 environmental partners, we’ve boosted transformative change and propelled conservation forward. Behind us, the resonance of over 1.1 billion public engagements has fortified an unshakable belief in protecting our shared home.

Every effort carries weight. Grateful and determined, we press onward.

Like a river that flows tirelessly day and night, so does our unwavering commitment. This timeless rhythm mirrors nature’s enduring harmony and embodies the passing of the torch among generations of environmental advocates. In 2025, our tenth governing team will take up this mission, carrying forward the legacy. We recognize that every footprint left by our collective efforts enriches the growth rings of SEE Conservation’s history, and every drop of sweat from our partners nourishes the vitality of our shared home.

We hold fast to the vision that the power of environmental philanthropy will converge like starlight — transforming hope for a better planet into tangible action. Moving forward, we will empower youth through diverse initiatives, helping them

realize their conservation ideals. We will advance citizen science by multiplying our programs until individual efforts merge into the thriving forests of change.

In the next two years, the members of our 10th Governing Team will dedicate our time, efforts, and unwavering commitment to safeguarding the pristine beauty of starry skies, vast lands, majestic mountains, rivers, and oceans alongside all our members and partners. “Where Dreams Take Root, Nature Thrives” — let this vision guide us as we take firmer steps in environmental philanthropy, amplifying the power of conservation.

Together, may we weave with love and wisdom a sustainable future for our green homeland.

刘明达



LIU Mingda
PRESIDENT, SEE CONSERVATION
TENTH PRESIDENT (SINCE JANUARY 1, 2025)



LIU Mingda
Chair of the Ninth Board of Supervisors (2023-2024)

In 2024, with the unwavering support of all members, partners, and various sectors of society, the SEE Conservation remained steadfast in its commitment and took pragmatic actions to deepen its efforts in environmental philanthropy. We are delighted that the SEE Conservation has made breakthrough progress in key areas such as desertification prevention and control, biodiversity conservation, and climate-adaptive restoration. As members of the Board of Supervisors, we have witnessed and participated in every step of this green endeavor, observing how each effort transforms into vitality and hope for our planet.

Over the past year, guided by the principle of “balancing oversight with service,” the Board of Supervisors has worked diligently to ensure compliance in projects and efficient use of funds, and optimized institutional governance. Our goal has always been to ensure that every resource is precisely allocated to the forefront of ecological conservation and that every act of goodwill is delivered with transparency. It is rewarding to see that while maintaining professionalism, the Conservation has continuously explored new models for public engagement, activating broader public participation through multi-stakeholder collaboration. Such efforts demonstrate the innovative vitality of an environmental organization keeping pace with the times.

In the coming year, the Board of Supervisors will continue to safeguard the Conservation’s development with prudence, embrace innovation with an open mind, and drive continuous improvement in philanthropic effectiveness and social impact. May every small effort we make ultimately coalesce into a force that changes the world!



GUAN Yi
Chair of the Tenth Board of Supervisors (since January 1, 2025)

Every step of the SEE Conservation’s growth has stemmed from a profound reverence for nature and an unwavering commitment to its philanthropic mission. As members of the Board of Supervisors, we have consistently upheld the principle of providing support through oversight, striving to balance compliance with efficiency in governance while ensuring both quality and impact in project execution. Over the past year, we have witnessed the Conservation’s continuous refinement in strategic advancement and risk management. Philanthropy requires not only passion but also scientific thinking and sustainable mechanisms.

Standing at this new starting point, the Board of Supervisors will continue to let transparency be our sail, driving openness and progress in governance, and let accountability be our anchor, ensuring that every act of goodwill translates into lasting ecological value. We understand deeply that only by staying true to our original aspirations and fostering open collaboration can we unite broader forces to protect the ever-renewing vitality of nature.

Together with all our members, we pledge to carry out our environmental mission with reverence and to explore sustainable development with an innovative spirit. Let us move forward side by side with steadfast determination on the path of environmental conservation!

Message from the Chair of the Charter Committee |



LI Qimao
Chair of the Ninth and
Tenth Charter Committees

The Charter of the SEE Conservation is more than just a document; it is a visionary framework developed to guide our efforts in addressing the pressing environmental challenges of our time. From the very inception, we actively engaged our entrepreneur members in the development of the Charter, ensuring a genuine commitment to integrating ecological conservation into their business practices.

Equal participation and democratic decision-making are essential. Just as it takes many grains of sand to build a hill, it takes the collective effort of all entrepreneur members to define our environmental mission.

The rules set out in the Charter form the foundation of our work. Over the years, the Charter has been revised 15 times, shaped by tens of thousands of votes through a democratic process, demonstrating a strong consensus among our members. The Charter Committee is responsible for continuously refining the framework and ensuring its compliance with laws and regulations.

Our fundamental principles and rules enshrined in the Charter require no elaborate justification — they speak for themselves. They were drafted by a group of passionate and idealistic individuals who are deeply committed to environmental protection. Over the past twenty years, the organization has demonstrated that these principles and rules have stood the test of time and remain essential to our operations.

After 15 revisions, the Charter now contains only the principles and rules that truly reflect our belief in environmental causes.

Message from the Secretary General |



LI Sa
Secretary General of the
SEE Conservation

As the first rays of sunlight of 2024 touched the Suosuo forest in Alagxa, they heralded not just the beginning of a new year, but also our 20th anniversary. During the two decades, we witnessed a remarkable transformation — from a solitary Suosuo tree in the desert to a thriving oasis — and what began as a passion shared by our founding members has grown into a dedicated organization with nearly 600 employees. Small actions, when combined, can lead to meaningful change. Our journey is a testament to the power of persistence in conservation, a story shaped by both hope and unwavering commitment.

We have built an incredible green legacy. I recall the insightful discussions during the SEE Climate Week. The event brought together brilliant people and sparked real momentum for change. Every step on the desert sands strengthened our bond to the very lands we are committed to protecting. In our environmental classes, we saw hope for the planet in the eyes of the next generation. These invaluable moments live on as a shared memory of the SEE community, fueling a unique entrepreneurial spirit that continues to shape China’s environmental movement.

We believe that centering on our members in everything we do enhances the impact of our actions. Each member is a steward of our planet, and in the coming year, we are committed to further empowering them in this vital role. We will tailor member benefits to align with the green transformation needs of their businesses and launch a dedicated platform for members to share resources and exchange insights. We will also refine our member engagement mechanism so that every member can contribute to environmental causes in a way that suits them. The trust our members place in us is our greatest motivation for continuous improvement. We value every contribution made by our members. Small acts of conservation can add up to a tidal wave of change.

02

20TH ANNIVERSARY

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20th Anniversary Series Activities

The year 2024 marked the 20th anniversary of the SEE Conservation. Over the past two decades, we have stayed true to our mission: uniting entrepreneurs for a better environment. In 2024, we launched a series of impactful environmental events, in collaboration with government agencies, research institutions, and like-minded businesses in sectors like film, music, art, sports, and education. From forests to oceans, and from cities to the countryside, our activities touched nearly every type of ecosystem. We used creative approaches to promote environmental awareness and inspire public participation. Our ultimate goal is to integrate the principles of ecological conservation into everyday life, fostering a future in which humanity and nature coexist in harmony.

These activities demonstrated the strong commitment of the SEE Conservation and its partners to environmental protection, as well as broad and active support for conservation from all sectors of society. They offered more than just vibrant cultural experiences. More importantly, they planted seeds of change by quietly nurturing a deeper awareness of our shared responsibility to protect the planet. Serving as a vital bridge, these activities united government, businesses, nonprofit organizations, and the public to form a powerful coalition for environmental protection. Our 20th anniversary was both a milestone and a new beginning. Moving forward, the SEE Conservation will unswervingly uphold its founding principles and work alongside more partners to build a greener, healthier future for all.

Collaborating with the Beijing International Film Festival (BJIFF) to Launch REFOUND

Telling Environmental Stories Through Film

January–September

In January, the SEE Conservation partnered with the Beijing International Film Festival · 31st Beijing College Student Film Festival (BCSFF) to launch REFOUND, with a view to igniting ecological passion among college students and encouraging them to share their views and concerns about environmental and sustainability issues through the powerful medium of film. The project provides a cross-cultural and cross-regional platform for young filmmakers to promote environmental awareness and inspire collective action.

On April 22, the “Environmental Film: From Recording to Revelation” forum was held as part of the 31st BCSFF. This event, co-organized by the organizing committee of the festival, the Dongcheng District Committee of the CPC, the Dongcheng District People’s Government of Beijing Municipality, and the SEE Conservation, also marked the official launch of REFOUND. The initiative aims to raise environmental awareness among college students, encouraging them to explore environmental and sustainability issues through filmmaking.



Launch of REFOUND

The inaugural edition of REFOUND received nearly 200 entries from students worldwide, with 39 works — including 25 short films and 14 short videos — advancing to the final round. An expert panel then selected eight winning films, which were celebrated at the REFOUND Award Ceremony in Beijing on June 7. In September, the winning films went on a nationwide tour of universities, co-organized by the 31st BCSFF and the SEE Conservation.



REFOUND Award Ceremony

Sponsoring the Film Snow Leopard

Promoting Harmonious Coexistence
Between Human and Nature

March

On March 29, PEMA Tsenden’s film *Snow Leopard* had its national premiere, which featured a special screening hosted by its exclusive charity partner, SEE Conservation. The event was attended by key figures from both the SEE Conservation and the film crew. Representing the SEE Conservation were President ZHOU Zhou, Council Member WANG Suping, and Member LIU Yazhuo. They were joined by the film’s executive director JIGME Trinley, producer WANG Lei, and cast members Jinpa, XIONG Ziqi, TSETEN Tashi, GENDEN Phuntsok, and WANGDON Tso.



Representatives of the film crew of *Snow Leopard* appear at the special premiere

With China Film Co., Ltd. as its lead producer and distributor, the film *Snow Leopard* centers on the conflict that erupts after a snow leopard kills nine of a herder’s wethers, exploring challenges and possibilities of harmonious coexistence between man and nature. It was shot near Lake Donggi Cona, a key monitoring site for the SEE Foundation’s Conserving the Sanjiangyuan Region project. The foundation’s work in the Sanjiangyuan Region is extensive. In addition to snow leopard protection, it also provides funding and advisory support for initiatives like grassland restoration, human-wildlife conflict resolution, and waste management. Furthermore, it empowers local communities by strengthening community governance and engaging herders in conservation efforts. Following its premiere, the film was screened across 11 provinces, autonomous regions, and municipalities, including Chongqing, Qinghai, and Zhejiang to advocate the concept of harmonious coexistence between human and nature.



Representatives of the film crew of *Snow Leopard* at the premiere

Towards a More Sustainable Xiamen 2024

Promoting Sustainable Lifestyles

April–November

In April 2024, the SEE Conservation launched the “Towards a More Sustainable Xiamen 2024” campaign in partnership with Xiamen’s local organizations across various sectors, aiming to foster a culture of sustainability across the city. Between April 19 and May 22, the campaign hosted more than 40 events, including mangrove planting, beach cleanups, and markets featuring recycled products. These events attracted over 20,000 participants, creating more than 100,000 touchpoints. The goal was to make sustainable living a new trend in Xiamen, inspiring more young people to embrace green practices and help build a beautiful, sustainable future for the city.

From November 22 to 24, the campaign was featured in the sustainability-themed exhibition at Xiamen Sports Carnival 2024. More than 20 Xiamen-based sustainability partners participated, showcasing local sustainable living practices around themes such as “Sustainable Community,” “Sustainable Living in Xiamen,” “Ways to Protect the Ocean,” “Sustainable Market,” and “Zero Waste.”



Towards a More Sustainable Xiamen

Forest Night

Supporting Ecological Conservation in the Yellow River Basin

April

On the evening of April 26, the Forest Night event was held at the Ecological Plaza of Jinan Quancheng Park. As a key part of both the third Shandong Forest Culture Week and the SEE Conservation's 20th anniversary celebrations, the event was co-organized by the SEE Conservation and over 40 partners from across Shandong Province, including Department of Natural Resources of the Shandong Province, Shandong Environmental Protection Foundation, Shandong Forest Protection and Development Center, Jinan City Garden and Forestry Greening Bureau, Music and Lifestyle Radio Program Production Center at Shandong Radio and Television, Jinan Park Development and Service Center, Shandong Cosmetics Industry Association, Shandong Modern Alumni Economic Development Center, and Qilu Yidian. This event aimed to promote public engagement in environmental philanthropy.



Forest Night

This event celebrated SEE Conservation's 20th anniversary, and more importantly, promoted the ecological health and high-quality development of the Yellow River Basin. The Plant a Tree for the Mother River project launched by the SEE Conservation in 2020 aims to restore the Yellow River's environment by planting trees and to engage the public in conservation through environmental education. Significant outcomes have been achieved, with over 700,000 trees planted to create more than 10,000 *mu* of carbon-neutral forest. Furthermore, its nature education programs have attracted over 10,000 participants and indirectly influenced more than one million people.



A tree planting event in the Yellow River Basin

Youth in Action for a Greener Future

2024 Spring Planting Event

May

From May 2 to 4, over 100 people, including entrepreneur members of the SEE Conservation and their families, media representatives, and volunteers, gathered at the Ulan Buh Eco-Education Base of the SEE Foundation for the 2024 Spring Planting Event. This event, themed "Youth in Action for a Greener Future," was part of the 100 Million Suosuo project.



2024 Spring Planting Event under the 100 Million Suosuo project

During the event, participants took part in various activities to combat desertification, including planting Suosuo and spring millet, a desert hike, quiz contests, and a visit to the birthplace of the SEE Conservation.



Volunteers are planting Suosuo

SEE Climate Week

Public Engagement, Diversity, and Innovation

June

The SEE Climate Week, held from June 6 to 9 and centered on the theme "Public Engagement, Innovation-Driven, and a Green Future," featured over 40 events across multiple cities. It brought together stakeholders from diverse sectors to foster broader participation in climate action. More than 100 guests, including government officials, industry experts, business leaders, and representatives of social organizations, delivered insightful presentations. In total, over 3 million people took part both online and offline.

The Climate Week aims to encourage broader public engagement in climate issues, promote climate action, showcase China's climate achievements to the world, and foster multilateral dialogue and cooperation. Launched in 2012 at the China Corporate Green Contract Forum, the event was originally established by SEE Conservation as a platform to facilitate communication among government bodies, experts, businesses, media, and the public. After ten successful editions, the forum has been upgraded to "Climate Week" to meet the challenges and opportunities of a new era.



ZHOU Zhou, President of the SEE Conservation, delivers a speech at the opening ceremony of the Climate Week



Presentations on environmental project outcomes



Parallel Session on Sustainability Actions Essential for a Climate-Friendly Future

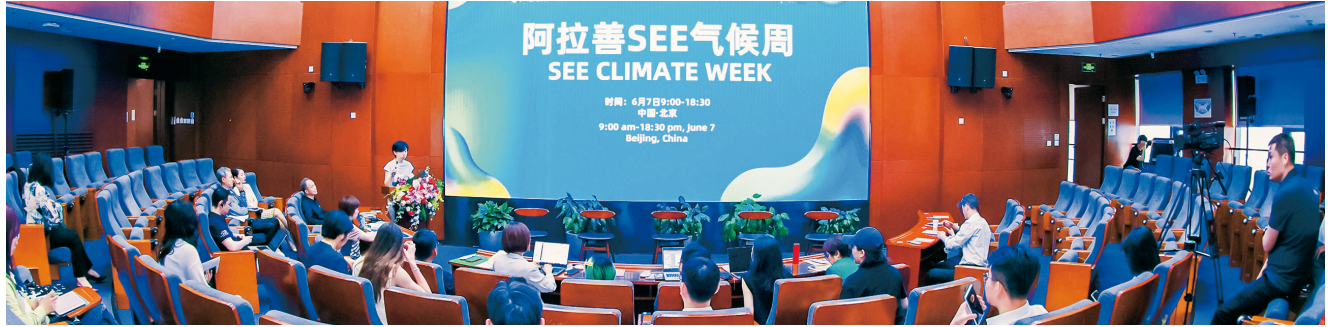


Dialogue: Proactive Climate Action and the Role of ESG in Driving Green and Low-Carbon Development



Roundtable: Leveraging Nature-Based Solutions to Tackle Climate Change

From June 6 to 8, the main venue and several sub-venues were set up in Beijing for the Climate Week, hosting a series of themed meetings and activities, such as presentations on environmental project outcomes, green innovation-themed activities under the Growing Up Together project, the REFOUND Award Ceremony, etc. Topics covered sustainable actions essential for a climate-friendly future, photovoltaic power and energy, daily low-carbon practices for a green future, ESG practices and trends, climate finance and adaptation, the role of philanthropy in addressing climate challenges, green transition of businesses and sustainability of enterprises. The agenda also included the release of the *Report on Environmentally Harmful Subsidies* and a closed-door seminar, Youth Action for Climate Change, and the Xishan Forest Carnival. The Climate Week provided a dynamic platform that brought together people from all sectors of society, fostering collaboration and sparking new ideas for advancing environmental protection.



Parallel session on international cooperation

Xishan Forest Concert

Let Music Be the Voice of Nature

June

The 2024 Beijing Xishan Forest Carnival took place from June 8 to 9 at Xishan National Forest Park, Beijing. Under the theme “Return to the Forest and Embrace the Pines”, the event consisted of three core sections, namely, a forest fete, a forest run, and a forest concert. The carnival, which welcomed over 13,000 visitors, aimed to raise awareness of ecological conservation, care about environment issues and embrace greener lifestyles. It allowed participants to immerse themselves in nature and reflect on the importance of biodiversity.

The highlight of the carnival was the forest concert, which served as the grand finale for SEE Climate Week 2024. Presented by the renowned conductor Tan Lihua and the Beijing Symphony Orchestra, the performance drew an in-person audience of over 1,500 and 2.1 million online viewers for a summer celebration of nature and philanthropy. By blending musical artistry with the theme of ecological conservation, the concert offered a unique platform for the public to learn about biodiversity and environmental protection as well as China’s achievements in these areas. Additionally, the event also raised funds for biodiversity education programs run by the SEE Foundation’s Jingcao Carnival project.



Beijing Xishan Forest Concert

National Fish Releasing Day

Releasing 2.98 Million Rare and Endangered Native Fish in 14 Cities

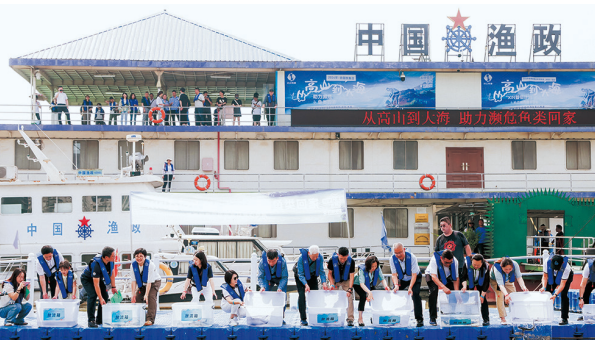
June

On June 6, to mark the tenth National Fish Releasing Day, a scientifically-guided fish release was held under the theme, “From the Mountains to the Sea: Help Endangered Fish Go Home” in 14 cities, including Wuhan, Shanghai, Nanjing, Yangzhou, Tongling, Chizhou, Changsha, Jiujiang, Chongqing, Kunming, Jinan, Zhoushan, Shaoguan, and Longyan. The event was a collaborative effort with local environmental charities and our entrepreneur members provided sponsorship. In total, 2.98 million rare and endangered native fish, including the Chinese sturgeon (*Acipenser sinensis*), the golden-line barbel (*Sinocyclocheilus grahami*), the Chinese sucker (*Myxocyprinus asiaticus*), the Chinese longsnout catfish (*Leiocassis longirostris*), and the Chinese spinner barb (*Spinibarbus sinensis*), were released into the Yangtze River.

This marked the second time when SEE Conservation members were invited to join the National Fish Release Day campaign in the Yangtze River Basin. In collaboration with government bodies and local environmental organizations, we amplified our call of “Protecting Endangered Fish and Restoring the Ecology of the Yangtze River.” This partnership also aimed to pioneer a new model of engaging civil society organizations in ecological conservation of the Yangtze River. More than 10,000 people took part in the National Fish Release Day activities, including native fish releasing, on-site discussions, and public science outreach.



National Fish Releasing Day: “From the Mountains to the Sea” Fish Releasing Event



National Fish Releasing Day: “From the Mountains to the Sea” Fish Releasing Event

Celebrity-led Environmental Documentary Series *Guardian of Light*

See the Light and Be the Light

August-November

In August 2024, *Guardian of Light*, a celebrity-led documentary series co-produced by the SEE Conservation and Wajijiwa Entertainment, premiered on Tencent Video. The series follows celebrities to explore the world of environmental practitioners, documenting the vital work of those on the front lines of conservation. By showcasing the concrete actions of environmentalists and environmental charities, the series aims to connect with the younger audience and inspire them to join this “light-chasing journey.” This release marked a major milestone for the SEE Conservation as its first documentary series targeting the general public.



Preview of *Guardian of Light*

The documentary series received significant recognition at the 2024 China International Philanthropic Movie Festival, held in Shenzhen on November 30. Its episode “Deep in the Desert” won the festival’s highest honor, the Golden Butterfly Award, while another episode, “The Heart of the Ocean,” was recognized with the Outstanding Work Award for Nonprofit Organizations. Following its release, the four-episode documentary gained over 237 million online views, earned more than 1.18 million likes, and sparked 22 trending topics. The series was also shortlisted for the 4th Beijing Philanthropic Movie Exhibition.



LÜ Xi (center), Council Member of the SEE Conservation, attends the China International Philanthropic Movie Festival and accepts the award on behalf of the organization

Countryside Basketball Invitational Tournament–Gaipai Village

Driving Win-Win Outcomes for Both the Ecology and the Economy

August

In August 2024, the Countryside Basketball Invitational Tournament came to Gaipai Village in Haiyuan County, Ningxia Hui Autonomous Region. It was a vibrant festival that blended the excitement of sports with cultural exchanges and championed a powerful message of environmental protection. It also served as a platform to celebrate two decades of the SEE Conservation’s commitment and achievements.



The Countryside Basketball Invitational Tournament in Gaipai Village

By integrating ecological protection with rural revitalization and consumer spending stimulus, the event created win-win outcomes for the local environment and economy. Through activities like the environmental outcomes exhibition, charity games, and eco-themed performances, it effectively promoted green living, raised public awareness about environmental protection, and advanced the cause of rural ecological development. The event attracted over 110,000 tourists, generated 2.67 million yuan for the local economy, and reached an online audience of over 200 million viewers, successfully turning ecological conservation into tangible economic benefits for the local community. It took concrete actions to safeguard the clear waters and blue skies of Ningxia, the “Jiangnan” beyond the Great Wall, making green the most beautiful backdrop of the countryside.



Guests at the opening ceremony of the Countryside Basketball Invitational Tournament in Gaipai Village

Yuelu Mountain Red Maple Festival

Supporting Environmental Protection in Hunan

November

On November 23, 2024, the 18th Yuelu Mountain Red Maple Festival kicked off with the Forest Symphony Concert at the West Gate Square. This year's festival was co-hosted by the Forestry Department of Changsha City, the Department of Culture, Tourism, Radio and Television Administration of Changsha City, the Public Communication Department of Xiangjiang New District, and the Yuelu Mountain Scenic Area Administration Bureau, and organized by the Lushan Scenic Area Administration Office, under the guidance of the Forestry Department of Hunan Province and the Hunan Xiangjiang New District Management Committee. As a co-organizer, the SEE Conservation helped weave environmental protection awareness into this year's festival.



LUO Bo (first from left), Council Member of the SEE Conservation, joins other guests and officials from the Yuelu Mountain Scenic Area Administration Bureau to officially launch the 18th Yuelu Mountain Red Maple Festival

The SEE Conservation co-organized the Forest Symphony Concert, once again harnessing the power of music to convey environmental messages and inspire a deeper appreciation for nature. Additionally, during the festival, the Yuelu Mountain Scenic Area Administration Bureau, the SEE Conservation, and the Jingcao Carnival jointly presented a Yuelu Mountain eco-themed cultural fair. Revolving around nature, ecology, environmental protection, and humanities, this fair connected two major venues and offered diverse interactive experiences. It provided guidance on the exploration of the Yuelu Mountain, shared environmental messages, and offered visitors a chance to enjoy art that blended seamlessly with the natural landscape. Both events successfully enhanced the Yuelu Mountain's cultural influence and highlighted its ecological importance.



Biodiversity-themed Jingcao Carnival

The Yangtze River and Its Source: Nature Education Roadshow

A Journey for the Ecological Health of the Yangtze River Basin

May-November

Rich in natural resources and home to unique ecosystems, the Yangtze River Basin serves as a vital ecological barrier and a biodiversity hotspot in China. Major cities along the River, including Shanghai, Hefei, Wuhan, Chongqing, and Xining, have distinct ecological significance. To promote the green development of the Yangtze River Economic Belt and strengthen environmental protection in the region, nature education and public awareness campaigns are crucial.

In celebration of SEE Conservation's 20th anniversary, our co-branded project Growing Up Together partnered with environmental organizations along the river to launch the "Yangtze River and Its Source" Nature Education Roadshow.



"Yangtze River and Its Source" Nature Education Roadshow

This roadshow brought together a diverse group of experts, GUT mentors, partners, caring businesses, and civil society organizations, all sharing a deep commitment to protecting the Yangtze River. By pooling their expertise and resources, they created a powerful force for environmental outreach. Together, they completed a roadshow dedicated to promoting the ecological health of the Yangtze River Basin.



Charity fair

2024 Members' Congress

November 9-10

On November 9-10, 2024, the SEE Conservation hosted its two-day annual Members' Congress in Shenzhen, Guangdong. At the conference, its 9th management team reported on their achievements in organizational governance, member development, project execution, fundraising, and brand communication. One of the highlights of the conference was the election of the 10th management team, tasked with furthering the organization's mission of environmental philanthropy.

In parallel with the annual Members' Congress, the organization also held meetings of the Council and Board of Supervisors, conducted member training sessions, and hosted a special charity night. These events brought together members from across the country to engage in in-depth discussions and share valuable insights. The organization also took the opportunity to recognize members who made outstanding contributions to environmental causes in 2024.

Annual Work Reports

During the convention, ZHOU Zhou, on behalf of the 9th Council of the SEE Conservation, delivered a report on the 2024 work progress and financial status. LIU Mingda presented the work report of the Board of Supervisors, and LI Qimao delivered the work report of the Charter Committee.



ZHOU Zhou delivers the annual work report of the Council



LIU Mingda delivers the annual work report of the Board of Supervisors



LI Qimao delivers the annual work report of the Charter Committee

Voting on Charter Revision and Other Matters

To ensure the organization remains responsive to current needs, the Charter Committee drafted several key documents in 2023: *the Sustainability Accord of the SEE Conservation*, *the Charter of the SEE Conservation*, and revisions to related policies. These proposals were submitted to the 2023 Members' Congress for discussion and were put to a vote. Any unresolved matters were carried over and presented for voting at the 2024 Members' Congress.



Members of the Charter Committee CHEN Min, LI Qimao, LING Songting, NI Mingliang, and LOU Xianying (from left to right), explain items up for a vote.

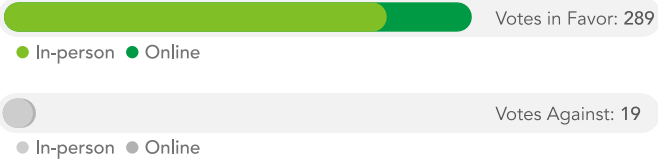
Item 1

Sustainability Convention of the SEE Conservation



Result

The final tally showed 289 votes in favor (236 cast in person, 53 online) and 19 votes against (17 cast in person, 2 online). With votes in favor surpassing two-thirds, Item 1 was formally approved.



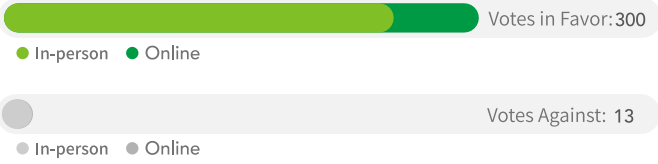
Item 2

Implementation Rules of the Charter of the SEE Conservation



Result

The final tally showed 300 votes in favor (246 cast in person, 54 online) and 13 votes against (12 cast in person, 1 online). With votes in favor surpassing one half, Item 2 was formally approved.



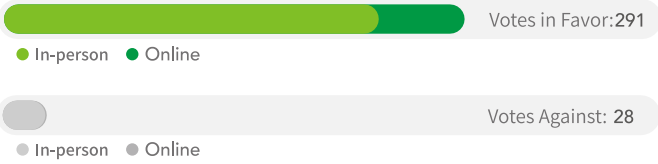
Item 3

Amendment to the Charter of the SEE Conservation



Result

The final tally showed 291 votes in favor (237 cast in person, 54 online) and 28 votes against (27 cast in person, 1 online). With votes in favor surpassing two-thirds, Item 3 was formally approved.



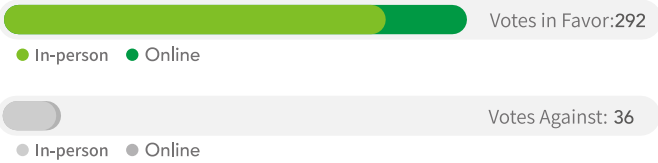
Item 4

Amendment to the Membership Policy of the SEE Conservation



Result

The final tally showed 292 votes in favor (241 cast in person, 51 online) and 36 votes against (33 cast in person, 3 online). With votes in favor surpassing one half, Item 4 was formally approved.



Election of the 10th Management Team

A key agenda item at the Members' Congress was the election of the 2025–2026 management team. The team consists of 10 Council Members, seven Supervisors, and five Charter Committee Members. Since the President of the Council serves on the Council automatically, the remaining ten Council Members were elected at the conference to complete the 11-person Council.

During the election process, 32 candidates (18 candidates for Council Members, 8 candidates for Supervisors, and 6 candidates for Charter Committee Members) delivered election speeches. Each candidate was allotted five minutes to speak, followed by a two-minute Q&A session. The presentations were delivered following the sequence of the Charter Committee, the Board of Supervisors, and the Council. After online and in-person voting, the new management team was officially formed.



The Election Committee supervised the vote counting

Council

President
LIU Mingda

First Vice President
LUO Bo

Second Vice President
ZHANG Li

Members
ZHOU Zhou (Later changed to SHEN Peilin),
WANG Dalin, YANG Lichuan, ZHU Xiaoyu,
LOU Xianying, ZHANG Wenfei, ZENG Yue,
and LÜ Xi

Board of Supervisors

Chair
GUAN Yi

Members
YE Jianyu, BAOSU Rina, LIAO Hui, LIU
Zejun, LING Songting, and YAO Hongtao

Charter Committee

Chair
LI Qimao

Members
CHEN Min, NI Mingliang, XIE Jingbin,
and LIU Zhenyu





Handover ceremony



Group photo of the 10th management team

“Youth in Action for a Greener Future” Charity Night

Shenzhen was alight with community spirit on the evening of November 9 for the “Youth in Action for a Greener Future” Charity Night. The event brought together passionate members, dedicated partners, and distinguished guests from across the country to celebrate a remarkable milestone: the 20-year journey of the SEE Conservation’s environmental philanthropy.

During the event, the organization recognized 20 honorary volunteers who selflessly dedicated their time and energy to the SEE Conservation’s environmental initiatives from 2004 to 2024.



Recognition of honorary volunteers (5 volunteers at present)



Recognition of the 9th management team



Recognition of life members (present at the event) between November 2023 and October 2024

Awards were also given to members for their exceptional achievements from November 2023 to October 2024 in key areas such as member development, donations, fundraising, brand communication, and environmental projects. (See page 21 for a full list of honorees.)

Recognition of Members in 2024

November 1, 2023-October 31, 2024

Jinlan Award: 63 Recipients

Awarded to members who developed at least one new member during the year

LI Zhihai	LU Yu	ZHANG Zehui
LU Yongyi	SU Yong	FANG Lu
DING Liguo	HUANG Jian	LI Hua
WANG Kegang	JU Weihong	QU Xiaohua
MI Ruirong	ZU Guoliang	ZHANG Le
LI Xinhua	LI Xiaoqiang	LI Xiang
LIU Caixia	LIU Xiaogang	WANG Chao
ZONG Yanmin	CHEN Lei	WANG Jianhua
YANG Zhitai	ZHOU Botong	SHI Hongqiang
XU Zhixue	ZHANG Jiayu	LAI Guoxiang
WU Huafeng	XIE Shangming	XIANG Lei
ZHANG Jinge	YAO Weiguo	ZHANG Xiang
CHEN Zhizhong	MAO Jiang	HUANG Lezhong
JIA Hui	ZHANG Shuxin	WANG Chenhui
ZHOU Yubin	YU Hongyong	ZHONG Hongguang
YAO Hongtao	XIAO Jin	TANG Fen
NI Mingliang	LING Songting	XIAO Nan
ZHANG Li	ZHOU Zhou	GUO Cheng
HONG Yao	LI Qimao	LIU Mingda
WANG Ren	LUO Bo	YAN Xinjun
ZHAO Zhiwei	WANG Suping	YANG Xu

Jintuo Award: 36 Recipients

Awarded to members who made outstanding contributions to environmental protection

LI Chunming	XIA Liyun	YANG Huashan
PAN Kai	LI Jun	ZHANG Xiangdong
WANG Ying	ZHU Tong	LU Yongyi
LIU Zejun	LAI Jianxiong	WANG Linsheng
WANG Hui	TANG Fen	WANG Dalin
XIE Jingbin	YU Xiulin	LIANG Yan
LI Xinhua (Yellow River)	LAI Guoxiang	LI Xinhua (Qilu)
ZHANG Yu	HUANG Lezhong	FAN Yongjie
LIU Yazhuo	WANG Jianhua	GUO Haodong
ZHUANG Yanguo	HU Enxue	MA Ruren
LI Akun	CUI Liming	JIA Yonggang
XUE Hongguang	LI Qimao	HONG Yao

Jinsui Award: 22 Recipients

Awarded to members who donated RMB 100,000 or more

HONG Shengbao	SUN Lili	MA Ya
WU Qinglin	ZHENG Chuanjiang	LI Xiaoning
LIU Xiaogang	ZHANG Yu	QIN Ermin
XING Yan	SU Yong	CHEN Zhizhong
MI Ruirong	LIU Zejun	XIAO Zhiyue
ZHANG Le	ZHU Tong	LIU Gangjian
LIU Mingda	NI Mingliang	HONG Yao
XIAO Nan		

Jinsha Award: 68 Recipients

Awarded to members who contributed 150 hours or more of volunteer time

LIU Gangjian	SU Yong	ZHANG Le
ZHOU Botong	XIAO Jin	ZHU Tong
LIU Zejun	WANG Yong	WANG Dalin
DENG Jinsong	ZOU Xufeng	ZHANG Xiang
LIU Yazhuo	WANG Ying	SHI Shile
CHEN Zhizhong	LU Yongyi	ZHANG Min
YE Jianyu	LUO Dongxia	HUANG Lezhong
JU Weihong	TIAN Wenhong	LI Chunming
WANG Chenhui	LI Zhihai	GUO Qinglong
CHEN Sihan	WANG Chao	ZHANG Jiagang
PANG Yong	MI Ruirong	HE Yibing
ZHANG Shuxin	ZHANG Yajuan	HUANG Xueqing
YANG Xiaohui	ZHANG Yating	ZENG Yue
WU Yuping	LUO Ding	SHI Zefeng
LIU Haitao	LIU Zhenyu	XIE Shangming
LIU Jiaqing	XIA Liyun	YU Xiulin
LUO Bo	ZHOU Zhou	LIU Mingda
ZHU Xiaoyu	YANG Xu	XIAO Nan
ZHANG Li	CHEN Min	HONG Yao
LI Qimao	YAO Lu	YAN Xinjun
NI Mingliang	LING Songting	LIAO Hui
Lǚ Xi	GUO Cheng	WANG Ren
WANG Suping	ZHAO Zhiwei	

Jingui Award: 36 Recipients

Awarded to members who made outstanding contributions to brand communication

LI Chunming	YANG Huashan	XU Huachun
XU Qiang	YAO Weiguo	ZHANG Qizheng
WANG Jing (Coach)	ZHANG Le	CHEN Zhizhong
ZHANG Yajuan	ZHANG Wenfei	CHEN Yujie
HUA Xue	HOU Jin	HUANG Xueqing
XING Guoliang	WU Qinglin	SHEN Jingcheng
ZHANG Jinge	YAO Hongtao	ZHANG Bin
LUO Ding	CHEN Ying	ZHOU Ying
LIU Gangjian	ZHOU Botong	YANG Zhangfa
TANG Xiangyang	LI Xiang	YAO Guorui
ZHOU Baoyi	CHEN Sihan	GAO Xinwen
YANG Zhitai	LIU Mingda	Lǚ Xi

Jinfeng Award: 3 Recipients

Awarded to members who raised RMB 100,000 or more in funds

WU Qinglin	LIU Yazhuo	CHEN Ya
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03

MEMBER DEVELOPMENT AND PARTICIPATION

Member Development	023
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Member Development

New members

39



Number of members in 2024

556



Member Enterprises by Industry



Service

137

24.6% of the total



Real Estate

113

20.3% of the total



Manufacturing

80

14.4% of the total



Trade

32

5.8% of the total



Pharmaceuticals and Healthcare

26

4.7% of the total



Culture, Art and Media

20

3.2% of the total



Finance

18

3.1% of the total



Environmental Protection

17

3.1% of the total



Internet

16

2.9% of the total



Food

15

2.7% of the total



Law

14

2.5% of the total



Education

12

2.2% of the total



Energy

11

2.0% of the total



Agriculture and Forestry

10

1.8% of the total



Textile and Apparel

8

1.4% of the total



NPOs

7

1.3% of the total



Hotel and Catering

6

1.1% of the total



Logistics and Transportation

6

1.1% of the total



Individual Members

5

0.9% of the total

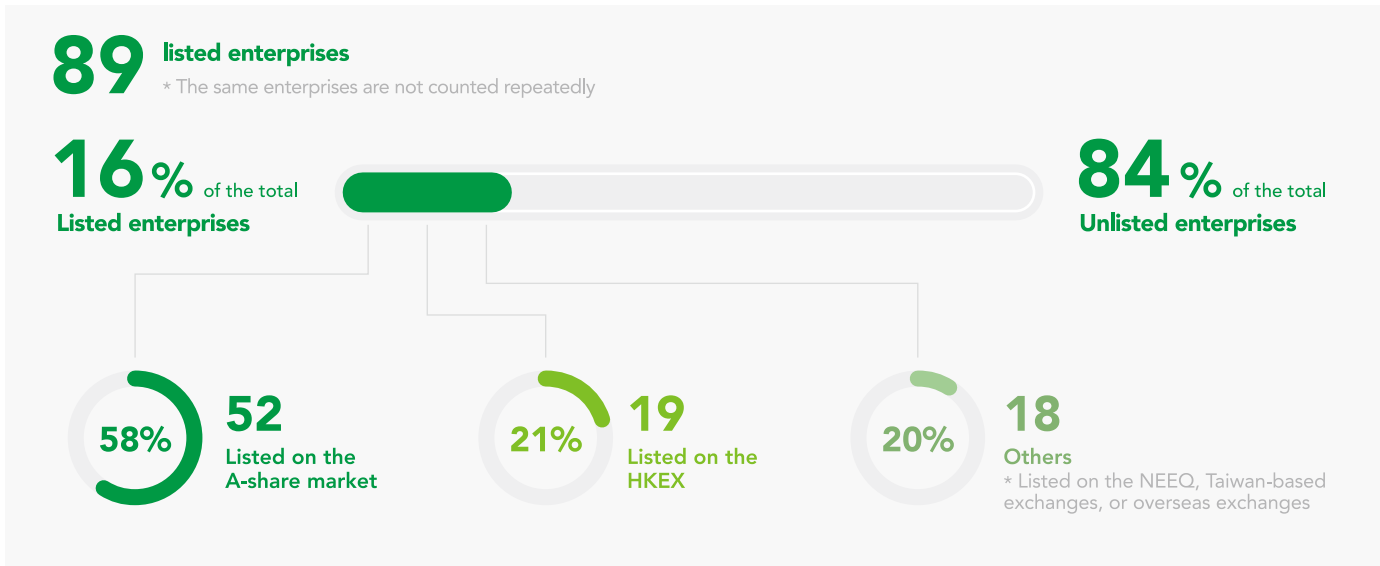


Tourism

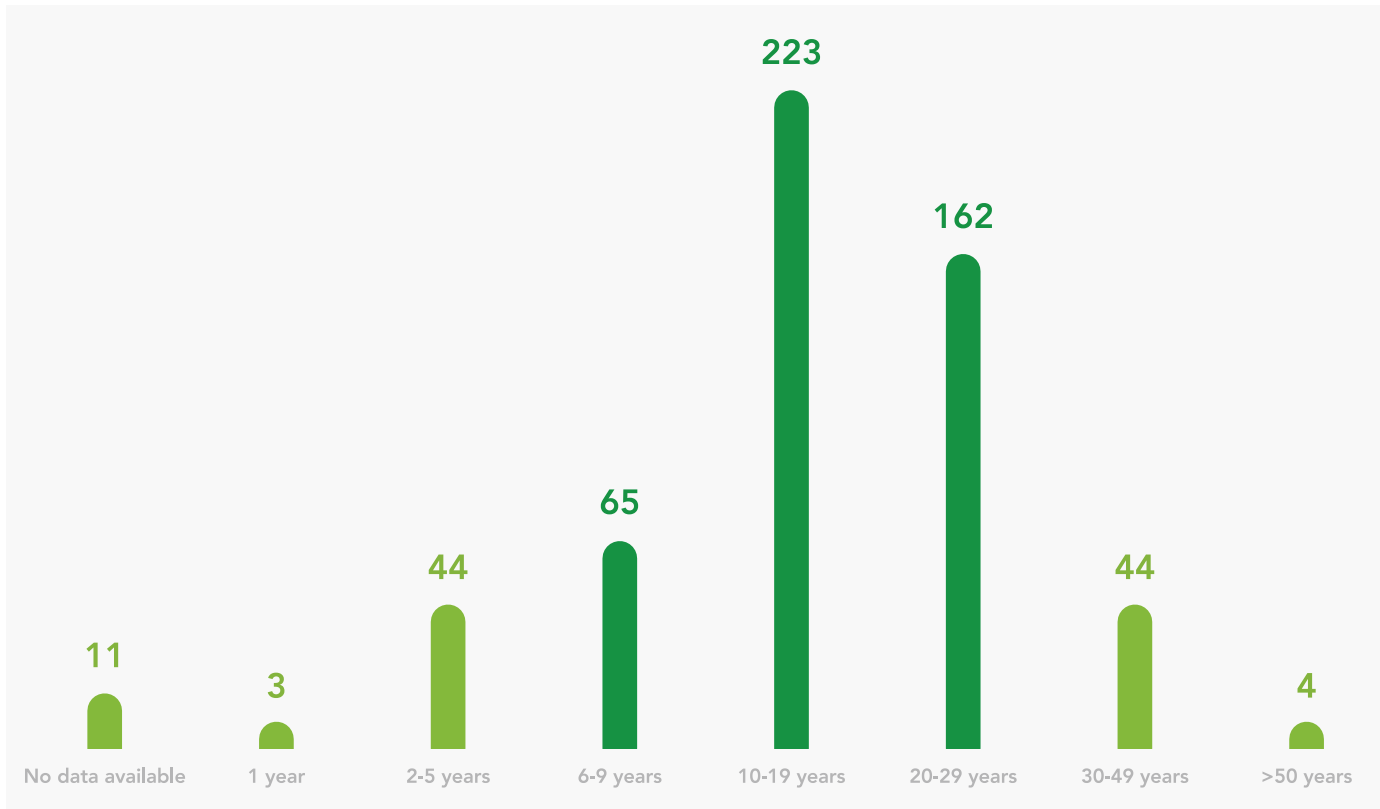
3

0.5% of the total

Proportion of Listed Enterprises



Years of Establishment

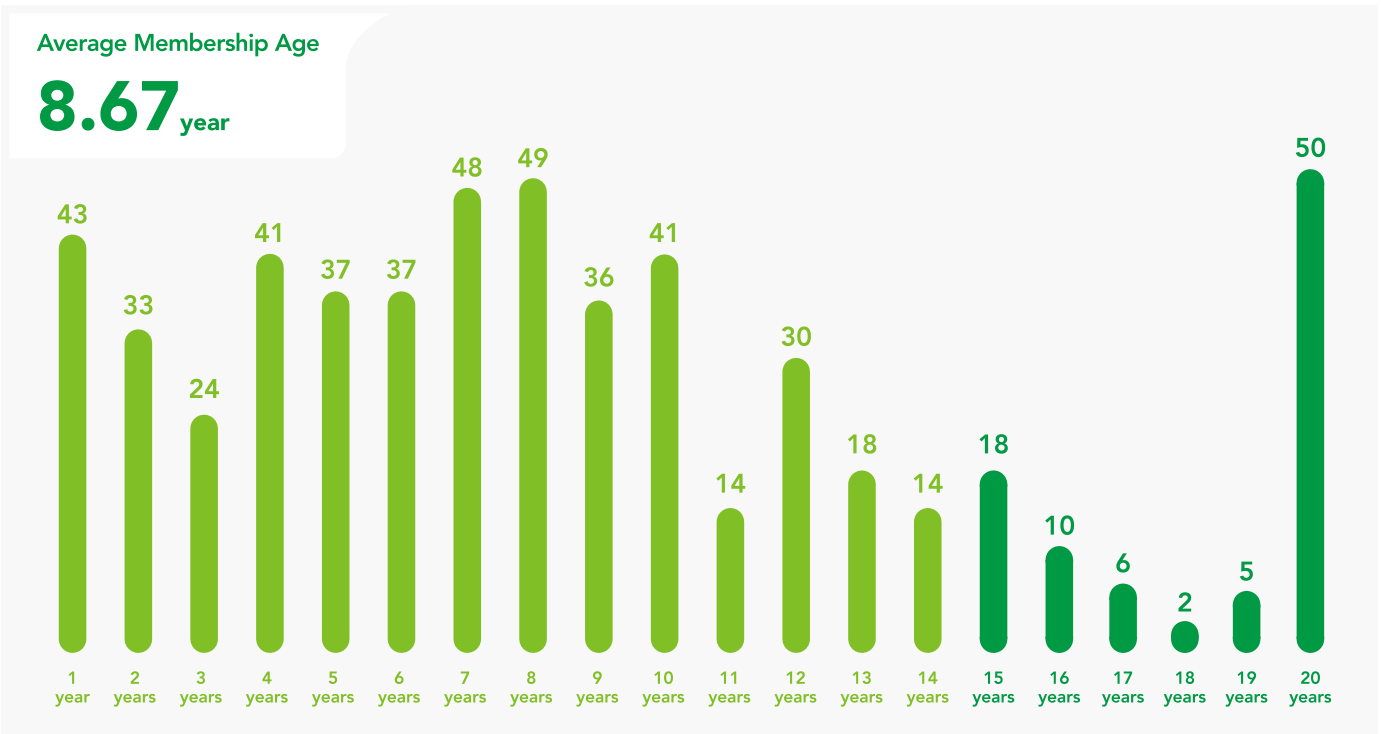


Member Engagement

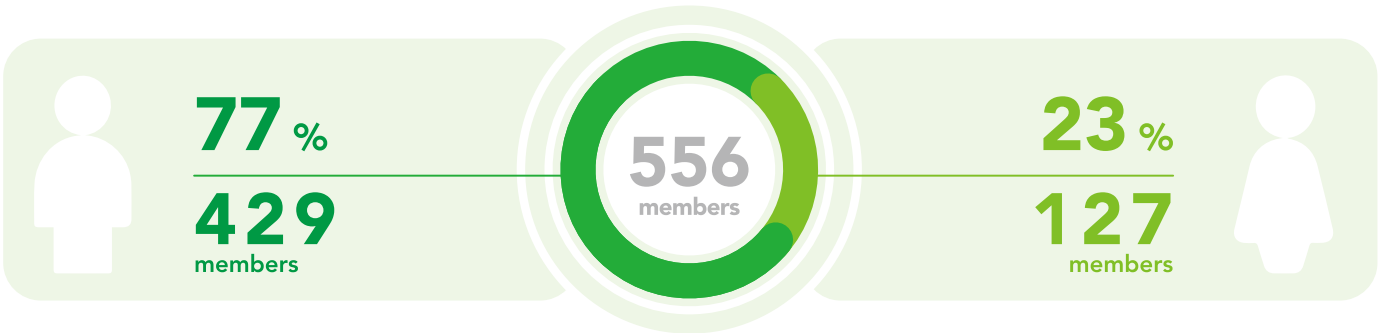


Membership Composition

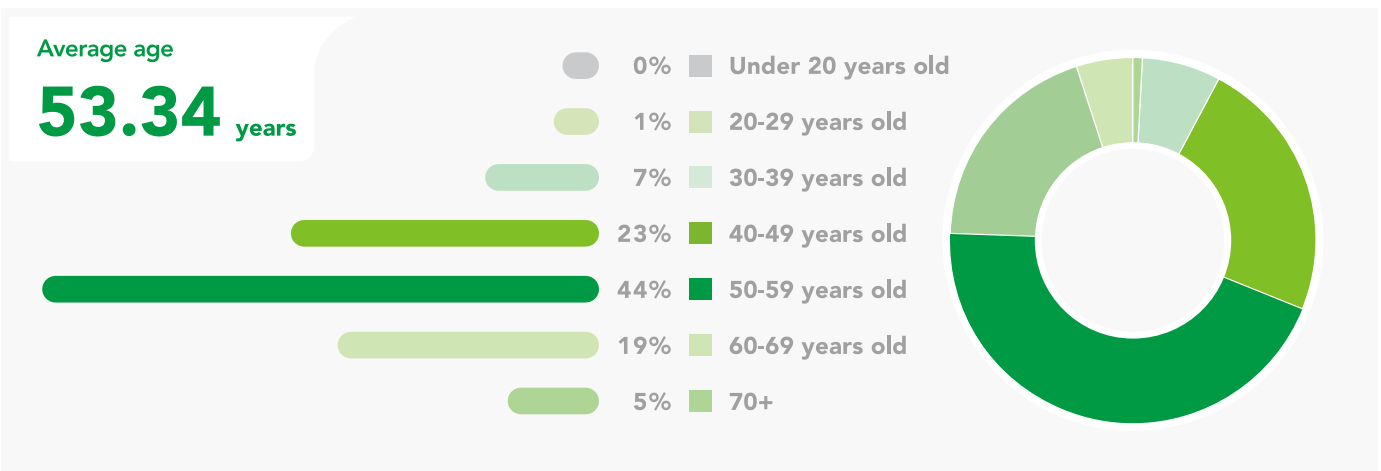
Membership Age



By Gender



By Age



Life Members

New Life Members
in 2024

41

* In order of the latest payment

According to Article 14 of the *Charter of SEE Conservation*, an individual who has reached the membership age of 10 years will automatically become a life member. If the membership age of an organization reaches 10 years, the organization will automatically become a life member; or its affiliated organizations or individuals can be designated as life members in writing. Life members are entitled to life member rights. Life members are exempt from paying membership fees but should actively participate in various activities of the SEE Conservation.



ZOU Feng

Vice President

Shanghai Construction No. 1
(Group) Co., Ltd.



WAN Zhonghua

Chairman

Anheng Group



HOU Jin

Chairman

Zhonghe Construction



JIA Yuhui

President

Hitachi Elevator (China) Co., Ltd.



TIAN Wenhong

Vice President

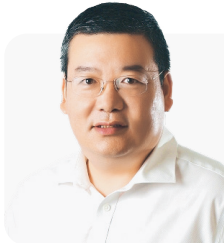
SEE College



LI Shi

Chairman

Monda Group



WANG Dalin

Chairman

Hubei Yamei Interior Design
and Construction Co., Ltd.



YANG Ming

Chairman

Anhui Tongyuan Environment Energy
Saving Co., Ltd.



HONG Shengbao

3TREES Group



PAN Nanling

Chairman

Gulun Xuanlin Rail Technology
Co., Ltd.



LU Xin

Chairman

Copper-Joint Electric Co., Ltd.



NI Mingliang

Vice Chairman

CSCEC SCIMEE Sci. & Tech. Co., Ltd.



LI Fang

General Manager

Suzhou Xinluoke Textile Co., Ltd.



CHEN Xinzhou

General Manager

Hubei Dayang Plastic Co., Ltd.



SHI Zefeng

Regional General Manager

Taiping Life Insurance Company
Limited



ZHANG Yanhong

Founder

Hainan Hongrui Group Co., Ltd.



YANG Minggui

President

Guangzhou Huayuan Investment
Management Co., Ltd.



LI Jiazhen

General Manager

Shengrong Environmental Protection
Technology (Wuhan) Co., Ltd.



GUO Xiukuan

General Manager

Champions Maker



LI Yuanfeng

Chairman

Guangzhou Valuda Group Co., Ltd.



LI Xiaoning

Chairman and President

Chengdu Showyu Health Technology Co., Ltd.



YANG Xuesong

General Manager

Jiangsu Heitz Construction Materials Co., Ltd.



YU Dayong

Chairman

Runa Smart Equipment Co., Ltd.



JIN Lin

General Manager

Xi'an Lanji Property Management Co., Ltd.



WANG Quanjun

Chairman

Jiaming Environmental Protection Technology Co., Ltd.



MI Ruirong

Chairman

Chengdu Wanbo Real Estate Co., Ltd.



WEI Ang

President

Shaanxi Hui'er Real Estate Development Group Co., Ltd.



MA Ya

Chairman

Guangzhou Jiamei Exhibition Co., Ltd.



ZHANG Yajuan

Chairman

Guangzhou InFuture Marketing and Planning Co., Ltd.



HE Jiangang

Vice Chairman & General Manager

Xin Ding Group



ZHANG Yi

General Manager

Shaanxi Tangcui Rural Tourism Development Co., Ltd.



GUAN Yi

Chairman

Beijing Huiao Technology Co., Ltd.



DU Jiangtao

Chairman

Junzheng Group



ZHU Haigen

Principal

Inner Mongolia Senhai Vocational Training School



AI Tianyi



ZONG Yanmin

Chairman

SICC Co., Ltd.



SUN Zhongwei

CEO

SPG Australia



XUE Rongyue

Chairman

Inner Mongolia Changshengtai Group



Zhang Xiangdong

Chairman

Organic and Beyond



04

INITIATING AGENCY

SEE Foundation	032
Mangrove Foundation (MCF)	038
Changjiang Conservation Foundation (CCF)	040
Xi'an Entrepreneurs Environmental Protection Foundation	042
Aleshan Foundation	044
Guangdong Nature Conservation Foundation (NCF)	046
Guangxi Conservation Foundation	048
Jiangxi Poyang Lake Conservation Foundation	050



 SEE基金会 <small>SOCIETY OF ENTREPRENEURS & ECOLOGY FOUNDATION</small>	 一亿棵梭梭 <small>100 Million Salsola</small>	 地下水保护 <small>Groundwater Conservation</small>	 卫蓝侠 <small>Blue Guardians</small>	 绿链行动 <small>Green Chain Action</small>	 零废星球 <small>Zero-waste Planet</small>	 旺鸟飞 <small>Birds Fly</small>	Conserving the Sanjiangyuan Region
	 诺亚方舟 <small>Noah's Ark</small>	Saving the Smile of the Yangtze River	Blue Sea Elves	Cerulean Sea Initiative	Fishing in the Blue Sea	 创绿家 <small>CHUANG LÜ JIA</small>	 劲草同行 <small>JIN CAO TONG XING</small>
 MCF 红树林基金会	Mangrove Conservation			Migratory Bird Flyway Protection			
	Green Bay Area			Wetland Education (CEPA)			
 长江生态保护基金会 <small>CHANGJIANG CONSERVATION FOUNDATION</small>	Saving the Smile of the Yangtze River		 长江有鱼 <small>Rescuing Fishes for Living Changjiang 救鱼一救得科学致富</small>	Baer's Pochard Habitat Conservation	Alternative Livelihood Demonstration Project for Fishermen		
	 小豚大爱	 协助巡护		Zero-Carbon Yangtze River	Judicial Protection of the Yangtze River		
 西安市企业家 环保公益慈善基金会 <small>Xi'an Entrepreneurs' Environmental Protection Foundation</small>	A Piece of Cropland for Crested Ibis		Panda's Happy Journey		Nature Education		
	Ant Forest: Yangxian Reserve		Reintroduction of Shaanxi Primula Filchnerae Knuth to the Wild		Endangered Plant: Iris Japonica		
 阿乐善基金会 <small>SOCIETY OF ENTREPRENEURS & ECOLOGY</small>	Rural Revitalization		Ecological Conservation Campaigns		Advocacy for Ecological Conservation		
 GNCF 珠水云山	Birds' Home		Micro- and Small-Wetland Preservation Network in China's Megacities		Guangdong-Hong Kong-Macao Greater Bay Area Climate Action Mini Grant Program		
 GCF 山河海基金会	Karst Biodiversity Conservation		Public Education		Conservation of Coastal Wetlands in the Beibu Gulf		
	Supporting the Development of China's Civil Society on Environmental Protection						
 鄱阳湖基金会 <small>POYANG LAKE CONSERVATION FOUNDATION</small>	 Staying with the Siberian Crane: Poyang Lake Siberian Crane Conservation Project			Poyang Lake Yangtze Finless Porpoise Conservation Project			
	Nature Education on Wetland and Public Engagement						

The Society of Entrepreneurs and Ecology (SEE) Foundation was established in 2008 and reorganized into a public charitable foundation at the end of 2014. It has received the 5A rating for a civil society organization for three consecutive years. The foundation's core mission is to promote the development of the environmental nonprofit sector, with a focus on four key areas: desertification prevention and control, climate change and sustainable business, ecological conservation and nature education, and marine conservation. To date, it has collaborated with over 1,300 Chinese environmental organizations and individual partners to launch environmental protection projects, which have inspired more than 1.1 billion people to actively support environmental protection. Moving ahead, the SEE Foundation will continue to pool resources from entrepreneurs and the public and leverage its conservation platform to inspire more people to participate in environmental protection and help safeguard our clear waters and blue skies for generations to come.



Desertification Prevention and Control

100 Million Suosuo

The 100 Million Suosuo project was launched in 2014, with the goal of planting 100 million psammophytes, represented by Suosuo (*Haloxylon ammodendron*), over a ten-year period in key ecological areas of Alagxa. The project aims to restore two million acres of desert vegetation and improve the livelihoods of local farmers and herders by leveraging the economic value derived from Suosuo. Building on a decade of experience, starting in 2024, we will expand the project to key desertification areas in Inner Mongolia and five provinces (and autonomous regions) in Northwest China. Another 100 million psammophytes, represented by Suosuo, will be planted to promote ecological restoration, drive industrial development, and achieve sustainable rural revitalization, helping to curb further expansion of the desert. As of the end of 2024, near 95.54 million Suosuo and other psammophytes had been planted, covering an area of 1,233.33 million hectares.



Groundwater Conservation

The Groundwater Conservation project aims to reduce groundwater extraction in agricultural activities by promoting water-saving crops and technologies. Concurrently, it collaborates with local government departments to enhance the implementation of relevant water conservation policies, maintaining a balance between groundwater extraction and replenishment in oasis agricultural areas in Alagxa. While ensuring the rational use of groundwater, the project actively explores new environmentally friendly agricultural development models, helps farmers expand their income channels, and ultimately achieves the dual goals of groundwater conservation and increased agricultural income. Since 2009, SEE Foundation has been working to promote the cultivation of millet as a crop that benefits both the local ecology and economy. As of the end of 2024, water-saving millet plantation had reached a cumulative total of 2,402 hectares, with 807 rural households participating.



Ecological Restoration in Northwest China

The Ecological Restoration in Northwest China project focuses on areas severely affected by soil erosion, particularly in ecologically vulnerable regions of northwest China and the Yellow River Basin. Through initiatives like afforestation, it aims to gradually restore vegetation and establish a healthy and stable ecosystem. Additionally, the project has built a platform for public engagement in ecological restoration. By mobilizing public engagement to contribute to environmental improvement, it fosters long-term ecological recovery. As of the end of 2024, a cumulative total of 35.59 million native plants had been planted.



Blue Defenders

Initiated in 2012, the Blue Defenders project seeks to contribute to the resolution of environmental pollution in water, air, and soil. In 2023, the project upgraded its strategy to incorporate pollution risks to human health as a top priority. Through actions such as promoting clean air, protecting water resources, and the Chemical Management and Safety Consumption program, the project encourages more people to actively participate in climate and environmental protection, safeguarding a clean, healthy, and sustainable future. As of the end of 2024, the project had directly supported 63 frontline organizations in the environmental protection sector nationwide, helping them become "Blue Defenders". It had facilitated the improvement of 9,275 enterprises and pollution sources. The Managing Chemicals for Safer Consumption initiative tested plasticizers and perfluoroalkyl substances (PFAS) in six major consumer product categories, and established a knowledge database on plastic-related chemicals.



Climate Actions

Launched in 2024, the Climate Pioneers project brings together key industries and the public to tackle climate change. It supports China's Carbon Peaking and Carbon Neutrality Goals while addressing climate adaptation needs through three key focus areas: reducing industrial emissions, strengthening climate resilience for communities, and empowering industries to strengthen climate response capacity. Through flagship programs like "Climate Companions" and "Enterprise Carbon Pioneer", the project fosters cross-sector collaboration to develop diversified solutions for the global low-carbon transition. As of the end of 2024, the project had supported emission reductions in four industrial sectors, with cumulative investment exceeding RMB 1.53 million.



Green Supply Chains

Real estate enterprises motivate their upstream suppliers to revamp and improve their environmental practices through green procurement, thereby reducing pollution and carbon emissions throughout the supply chain. Since its launch in June 2016 to the end of 2024, 98 real estate enterprises joined the Green Supply Chains project. The project has developed a total of 26 white and green procurement categories and included 1.7 million supplier companies on the "White List", facilitated a cumulative amount of green procurement of over RMB 39.5 billion, and led the real estate sector to achieve over 13 million tons of carbon emission reduction.



Zero Waste Planet

The Zero Waste Planet project focuses on three major areas: cities, the wilderness, and the ocean, and aims to reduce domestic waste through diverse methods, including waste collection, empowering actions, public advocacy, and more. The project prioritizes plastic reduction, promotes advocacy through the strength of the public and businesses, and explores efficient solutions for plastic reuse and recycling. As of the end of 2024, it has supported and funded 29 partners and engaged 70 herder families in zero-waste practices. Additionally, more than 300 cleanup activities were carried out in 21 cities nationwide. The project engaged 156 communities and 11 schools in waste sorting initiatives. These efforts mobilized over 100,000 participants in total.





Free Flying Wings

Free Flying Wings is a comprehensive ecological conservation program that aims to safeguard migratory birds and their habitats in China. The program carries out conservation work through “Socialized Participation Model”, which is initiated by civil organizations, invested into by enterprises, and participated in by the public. It builds a civil protection network and implements bird research, citizen science, and policy advocacy to promote the conservation of migratory birds and their habitats in China.

As of the end of 2024, the project had supported 82 organizations to carry out conservation projects in 119 sites beyond protected areas, covering more than 4,000 square kilometers of bird habitats; documented more than 360,000 records of bird surveys, and conducted more than 12,000 field patrols and habitat monitoring activities.



Conserving the Sanjiangyuan Region

The Conserving the Sanjiangyuan Region project aims to promote the establishment of a community interactive network model, maintain the authenticity of the natural ecosystem in the Sanjiangyuan Region, realize the harmonious coexistence of human and nature in the Sanjiangyuan Region, and protect China's most unique plateau ecosystem and the water source of 700 million people.

As of the end of 2024, the project had led a cumulative 145 local environmental protection organizations and leaders to participate in the protection network and carried out pilot grassland restoration of 63.33 hectares, with a cumulative protected area of 127,000 square kilometers. The project had successfully organized 32 public benefit campaigns in collaboration with government agencies, local organizations, and corporate partners. These activities have attracted over 3 million participants both online and offline.



Noah's Ark

The Noah's Ark project is committed to the biodiversity conservation of primary forest and plateau wetlands in the mountainous regions of Southwest China. It tries to explore and promote the friendly and interdependent relationship between human society and the ecosystem as well as the mechanisms for the comprehensive conservation of biodiversity in key biodiversity areas (KBA) in the mountainous regions of Southwest China. It also seeks to facilitate conservation led and managed by local people, utilize local biological resources in a sustainable way and bring benefits to local people during the course of this conservation project.

As of the end of 2024, 77 small green peafowl (*Pavo muticus*) and 60 Yunnan snub-nosed monkeys (*Rhinopithecus bieti*) had been born at the project site. The project had optimized and restored over 670 hectares of Asian elephant (*Elephas maximus*) habitat.



Saving the Smile of the Yangtze River

The Saving the Smile of the Yangtze River project aims to enhance the participation and effectiveness of actions of social organizations in rescuing the finless porpoise (*Neophocaena phocaenoides*) in the Yangtze River, form a linkage among the government, scientific research institutions, enterprises, environmental public welfare organizations, and the public, effectively participate in the rescue of the flagship species such as the finless porpoise in the Yangtze River, and ultimately achieve the beautiful vision of restoring their population and stabilizing the healthy development of the Yangtze River ecosystem. As of the end of 2024, it had conducted 12 training sessions for key personnel and provided 1,800 assistant rangers with training, accident insurance, and essential equipment. The rangers were organized to participate in water patrols, science popularization and publicity, and aquatic life protection, making them an important complementary force for law enforcement of the 10-year ban on fishing in the Yangtze River.



© Photographed by JU Tao at the Baiji Dolphinarium

Endangered Species Conservation

The project brings together government agencies, businesses, and the public to implement comprehensive protection measures for China's 50 most critically endangered wildlife species and their habitats. It employs a dual approach combining in-situ and ex-situ conservation strategies tailored to each species' threat level, supported by regular monitoring, scientific research, and nature education. As of the end of 2024, the project had implemented protection measures for 27 endangered species and developed six species survival reports, three conservation action plans, and five wildlife trade survey reports. In collaboration with the International Union for Conservation of Nature (IUCN), the project completed IUCN Red List assessments for 72 freshwater fish species and all 200 snake species native to China, and complied and published the *Operational Manual for Nature-based Solutions (NbS) Projects*.



Protected Area Management and Capacity Enhancement

The project works in close collaboration with protected area management agencies and research institutions to enhance conservation capabilities across China. It has developed specialized training courses to build professional capacity among protected area staff, and established at least 10 pilot sites to demonstrate protected area management models. Additionally, it has explored other effective measures to promote diverse forms of biodiversity conservation and management. As of the end of 2024, the project had protected an area of 62,000 hectares.



Southwest China Ecological Restoration

The Southwest China Ecological Restoration project focuses on areas severely affected by soil erosion, particularly in ecologically vulnerable regions of northwest China and the Yellow River Basin. Through initiatives like afforestation, it aims to gradually restore vegetation and establish a healthy and stable ecosystem. Additionally, the project has built a platform for public engagement in ecological restoration. By mobilizing public engagement to contribute to environmental improvement, it fosters long-term ecological recovery. As of the end of 2024, the project had planted 1.63 million trees, covering an area of 1,400 hectares.





Blue Sea Elves

The Blue Sea Elves project helps realize the Kunming Declaration by protecting marine flagship species such as sea turtles, Chinese white dolphins (*Sousa chinensis*) and Bryde's whales (*Balaenoptera brydei*). It conserves their critical habitats and migratory corridors, benefiting numerous other marine species through the umbrella effect of these flagship species, and encouraging more public forces to pay attention to and support the conservation of marine biodiversity. As of the end of 2024, the project had rescued and released a total of 350 sea turtles, protected more than 350 Chinese white dolphins, and safeguarded approximately 70 Bryde's whales.



Cerulean Sea Initiative

By establishing new marine protected areas while improving the management effectiveness of existing ones, the Cerulean Sea Initiative project aims to safeguard coastal and island ecosystems, while enhancing the resilience of coastal and small island communities to climate change. Through international cooperation to conserve offshore and oceanic ecosystems, the project aims to realize the goal of protecting over 30% of the global ocean area by 2030 (the 30x30 target). As of the end of 2024, the project had developed China's first CCER (China Certified Emission Reduction) carbon sequestration methodology for marine ecosystems, and restored 368 hectares of key marine ecosystems, with a protected area of more than 22,000 hectares.



Fishing in the Blue Sea

The "Fishing in the Blue Sea" project ensures the sustainable food supply of our oceans by reshaping sustainable fisheries management. It promotes international cooperation to combat illegal, unreported, and unregulated (IUU) fishing and reduce overfishing of fishery resources. The project also carries out pilot programs such as discarded fishing gear recycling and fishing gear optimization, optimizes fishery production operations, as well as conducts capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources. As of the end of 2024, the project had established three pilot sites for collecting discarded fishing gear, successfully recycling 118.41 kilograms of abandoned equipment.



Cerulean Sea Partners

The healthy development and growth of the marine conservation sector is crucial for the future of our oceans. The Cerulean Sea Partners project champions local conservation efforts and fosters regional collaboration for the ocean through programs like "Blue Partnership Action", "Blue Citizens", and "Blue Sea Stewards". So as to facilitate the development of the marine conservation philanthropy industry, galvanize collective action to safeguard marine environments and deliver marine-based solutions. As of the end of 2024, the project had forged ongoing partnerships with stakeholders across eight countries and had supported more than 49 domestic and international institutions in carrying out marine conservation activities, directly benefiting more than 30,000 individuals while indirectly reaching over 33.01 million people.



Green Starters

The Green Starters funding scheme is dedicated to identifying and supporting startup teams intending to develop into environmental organizations, especially those with a strong sense of mission and focus on environmental and social issues in practicing their environmental ideals. It is hoped that the emergence of more promising environmental organizations will promote a healthier and more diverse industry ecosystem for the environmental protection sector, ultimately achieving the goal of ecological environment conservation and sustainable development.

As of the end of 2024, the program has provided funding exceeding RMB 46.61 million to support 578 early-stage environmental public welfare organizations.



Growing Up Together

By accompanying and coaching key talents of growing environmental NGOs, the Growing Up Together (GUT) project aims to assist environmental organizations in addressing development bottlenecks during their growth process, promote breakthroughs in the direction of the "three cores" (core business, core team, and core resources), and support them to become a leading core in the region or issues, and respond more effectively to environmental issues.

As of the end of 2024, the project had funded a total of 111 GUT partners, with a total investment of nearly RMB 55 million, and the volunteering services of 249 GUT mentors had exceeded 36,544 hours. The public-targeted environmental awareness campaign Jingcao Carnival had been held over 81 times across China, reaching more than 95 million people.



Mangrove Foundation (MCF)



The Mangrove Foundation (MCF) is committed to the conservation of wetlands and their biodiversity. Guided by a vision of harmonious coexistence between humans and wetlands, the MCF adopts a model that engages broad public participation in wetland conservation. Its work focuses on four key areas: mangrove conservation, protection of migratory bird flyways, the Green Bay Area Initiative, and wetland CEPA (communication, education, participation, and awareness). The MCF was jointly founded by the SEE Conservation, caring entrepreneurs, and relevant departments of the Shenzhen municipal government. WANG Shi and MA Weihua serve as the Founding Executive Chairs (Founding Chairs of the Council). ZHANG Bigong, AI Luming, SUN Lili, and CHEN Jingsong act as the Honorary Chairs. LEI Guangchun is the Chair, and LIU Mingda is the Executive Chair.

Established in **2012.07**

Project Outcomes in 2024

Mangrove wetland restored & pests control

48 ha.

Synchronously surveyed wintering sites of spoon-billed sandpipers (*Calidris pygmaea*)

32

Visits received by Futian Mangrove Ecological Park

268

Total number of participants

43,800+

Number of wetland education and birdwatching sites

86

Public Welfare Projects

Mangrove Conservation

In 2024, the MCF made significant strides in its mangrove conservation project, driven by its key projects such as Rebuilding the Marine Forest. The collaboration between Rebuilding the Marine Forest and leading scientific research institutes in key areas, such as mangrove pest monitoring and prevention and breeding of endangered mangrove species, yielded remarkable results. The MCF also published a Chinese translation of the *Best Practice Guidelines for Mangrove Restoration*. On the ground, it successfully restored 48 hectares of mangrove wetlands in cities such as Quanzhou, Zhanjiang, and Beihai, and resolved pest problems within these wetlands.

As part of its “International Mangrove Conservation” project, the MCF conducted field research in mangrove reserves and local communities in Madagascar. It also signed a Memorandum of Understanding (MoU) with Madagascar’s Ministry of Environment and Sustainable Development. This MoU aims to pave the way for collaboration between China and Madagascar in areas such as mangrove conservation and restoration, wetland research, and blue carbon. Additionally, the MCF was invited to the signing ceremony for the agreement that established the International Mangrove Center (IMC) and hosted two international seminars on mangrove conservation and restoration, training over 40 participants from more than 20 countries. At the 29th UN Climate Change Conference (COP29) in Azerbaijan, the MCF demonstrated its commitment to global climate action by supporting C-Team in hosting a side event that promoted broader climate engagement and education.



The Rebuilding the Marine Forest project team restores a mangrove wetland in Quanzhou



MCF signs a Memorandum of Understanding with the Ministry of Environment and Sustainable Development of Madagascar

Migratory Bird Flyway Protection

The Saving the Spoon-billed Sandpiper project is part of the MCF’s broader efforts to protect migratory bird flyways. In 2024, the project team conducted the sixth national wintering survey of the spoon-billed sandpiper, covering 32 sites across four key provinces where the species winters, and published 13 research papers in collaboration with other institutions. On the ground, the MCF worked with more than 20 partner organizations to protect breeding grounds, study roost sites at high tide, and monitor wintering populations. In addition, the foundation played a leading role in developing numerous technical standards for the industry and contributed actively to the management of the East Asian–Australasian Flyway Partnership (EAAFP). It also helped establish an innovative network of protected areas focused on flagship species and hosted international conferences on flyway conservation.

The foundation’s Cities Friendly to Bird Biodiversity project selected Shenzhen as its pilot city to promote bird-friendly practices and urban adaptation. Notably, streetlights developed by the project team received two patents, one for design and one for utility. The team also co-hosted an urban biodiversity seminar with partner institutions and published the *Insights for Cities on Biodiversity*.



Yang Fengwei (Middle), Deputy Director of the Wetland Department, National Forestry and Grassland Administration (NFGA), with representatives of the MCF at the venue of the first EAAFP Flyway Science Symposium

Green Bay Area Initiative

Its Green Bay Area Pioneer Program focused on building a conservation partnership network. The program successfully launched the 1st Green Bay International Birding Festival, with the main venue in Shenzhen and the sub-venue in Nansha. A total of 56 teams participated, recording 85 and 79 confirmed bird species at the two locations, respectively. The Futian Mangrove Ecological Park, managed by the MCF, received 268 visits over the year. It hosted 150 public events and 16 large-scale activities, engaging a total of 43,831 participants, significantly surpassing participation levels in previous years.



The first Green Bay International Birding Festival is held in Shenzhen Bay Park

Wetland Education (CEPA)

The MCF and the Chinese Association of Zoological Gardens jointly organized the “2024 National Bird Lovers Week — Nature Journal” event. Over 300 primary and secondary schools from 21 provinces, municipalities, and autonomous regions participated, submitting a total of 1,800 entries. An annual review and sharing session for the event was held in Quanzhou. In 2024, the MCF continued its partnership with Tencent Charity on the “Little Red Flower Wetland Birdwatching Corners” project. To date, 86 birdwatching corners have been established nationwide, located in primary and secondary schools, protected areas, urban parks, bookstores, and community service centers. In April 2024, it launched the Little Egret Citizen Science Campaign, engaging 722 participants across 16 provinces and 26 cities. Together, they submitted 4,917 high-quality birdwatching records. This campaign also featured several live-streamed events.



MCF volunteers give guided tours

Changjiang Conservation Foundation (CCF)



The Changjiang Conservation Foundation (CCF) was jointly initiated by 38 entrepreneurs from Hubei and the SEE Foundation. As the first non-public fundraising foundation for environmental protection initiated by NGOs in Hubei, it was designated as a 5A-rated civil society organization in Hubei Province in 2022. The CCF is committed to advancing the Yangtze River Conservation Action, which focuses on protecting flagship species such as the Yangtze finless porpoise, the Chinese sturgeon, and the Baer’s pochard (*Aythya baeri*), as well as promoting green development. The foundation aims to build a social protection platform that involves the government, research institutions, caring enterprises, environmental NGOs, and the public. It also seeks to promote the growth of civil environmental public welfare organizations, unite social forces to address climate change, and contribute to the ecological protection and sustainable development of the Yangtze River.

Established in **2016.03**

Project Outcomes in 2024

Rangers trained by the foundation	Total patrol distance covered in Baer’s pochard conservation	Science-based released of fish fry	Low-carbon communities established
25,000	591.13 km	3,000,000+	4

Public Welfare Projects

Saving the Smile of the Yangtze River

In 2024, the project focused on two key priorities: professionalizing its patrol teams and expanding its social impact. The CCF conducted four training sessions for key personnel in 10 provinces and municipalities along the Yangtze River, and honored 102 rangers with the title of “Yangtze River Guardian.” The foundation also published *Stories of the 2024 Yangtze River Assistant Ranger Award Winners*. Furthermore, it supported 16 civil society organizations in launching public awareness projects to protect the Yangtze River and established a comprehensive conservation system that combines training, performance-based incentives, and government-civil society collaboration. Throughout the year, it helped 25,000 rangers upgrade their skills and assisted in the investigation of 580 illegal fishing cases. The project’s impact earned international recognition when a case study on its assistant ranger program was featured in a global climate action report presented at the 29th session of the Conference of the Parties to the UN Framework Convention on Climate Change.



Yangtze River Assistant Ranger Awards

Baer’s Pochard Habitat Conservation

The project led to the establishment of the first Alipay Ant Forest Conservation Area in Hubei Province, located within the Chenhu Wetland Reserve. Following an unveiling ceremony of the conservation area in 2024, various seminars and symposiums were held to foster team building. Conservation efforts included patrols covering a total distance of 591.13 kilometers and seven nature education sessions that engaged nearly 600 participants. The project also leveraged the Ant Forest platform to connect over one million online users, creating a model that integrated online support with offline action. Another achievement of the project was the establishment of the Chenhu Conservation Alliance in collaboration with the local government and communities. This alliance has set up a long-term mechanism for public engagement and collaboration with the local communities, and its success has been recognized as a model for wetland conservation in Hubei. Furthermore, the foundation has become the vice chair of the National Innovation Alliance for Urban Wetland Conservation and Development. In this capacity, it organized 15 public awareness activities, reaching over 1,000 individuals.



Alipay Ant Forest Conservation Area is unveiled in the Chenhu Wetland Reserve

Fish in the Yangtze River

Working in collaboration with the fisheries authority, the project team developed the *Guidelines for the Establishment and Operation of Native Aquatic Species Release Stations* and established eight release stations in Chongqing, Yichang, and other cities, three of which were designated as national science popularization centers. The team also organized three large-scale release events, during which 3 million rare native fish, including the Chinese sturgeon, were released. In addition, the project partnered with 21 institutions to conduct over 150 science population sessions and established 40 online communities for scientific fish releases. Through celebrity advocacy and advertisements in commercial circles, the project has reached more than 10 million people. The project also supported universities in Wuhan in launching the first environmental education volunteer team focused on the Yangtze River. It successfully established a Yangtze River fish conservation system marked by standard formulation, science-based species reintroduction, and broad public participation.



A science-based release of protected native fish species on the International Day for Biological Diversity (May 22)

Zero Carbon Yangtze River

Backed by China Changjiang National Shipping (Group) Corporation and the China Merchants Foundation, the project partnered with Carbon Emission Rights Registration & Settlement (Wuhan) Co., Ltd. and the Wuhan Institute of Carbon Peaking and Carbon Neutrality Industry to promote a zero-carbon conservation model rooted in community participation, with a focus on the China Carbon Market Conference. The project also established a dedicated platform to support China’s “Dual Carbon” goals, launched four low-carbon communities, and organized five carbon market events in collaboration with various stakeholders, serving over 80 companies in total. At COP29, the project team released the sixth edition of the *Enterprise Green Development Yearbook*, highlighting 12 low-carbon case studies from the Yangtze River region. It also built a collaborative carbon reduction ecosystem involving government bodies, businesses, civil society organizations, and research institutions. In addition, the project supported 12 companies in drafting carbon neutrality roadmaps, integrated its community-based models into provincial demonstration programs, and contributed to the development of the Yangtze River Green Shipping Corridor.



Event held to honor volunteers for the Zero Carbon Yangtze River project

Judicial Cooperation

In partnership with the Wuhan Maritime Court, the CCF successfully mediated an environmental pollution case that resulted in a settlement of RMB 100,000 for ecological restoration. It also established a province-wide judicial network to foster collaboration across jurisdictions by signing memorandums with local courts in counties such as Chibi and Tongcheng. In addition, the foundation launched a dedicated fund to support environmental public interest litigation, helping cover initial court costs for such cases. The CCF also contacted courts across the province, urging them to establish public interest litigation as a standard legal mechanism. With the support of the foundation, two environmental cases were successfully resolved, with compensation funds directly invested in ecological research and restoration in the Yangtze River region. These efforts of the CCF have helped establish a law-based ecological conservation system for the Yangtze River region — one that brings together the judiciary, non-profit organizations, and the broader public.



Symposium on Ecological Conservation and Restoration in the Honghu Lake Basin

Xi'an Entrepreneurs Environmental Protection Foundation



Initiated by the SEE Foundation, the Xi'an Entrepreneurs Environmental Protection Foundation was recognized as a 3A-rated social organization by the Xi'an Civil Affairs Bureau. Upholding the core philosophy of "Consolidating Entrepreneurial Spirit and Making Qinling Mountains More Beautiful", the foundation actively promotes the participation of entrepreneurs and the public in Northwest China in the efforts to protect the environment, the Earth, and the Qinling Mountains. Over the years, the foundation has launched a series of public welfare projects aimed at conserving the biodiversity of the Qinling Mountains, including those focused on protecting flagship animal species, restoring ecological environments, reintroducing endangered plants into the wild, and developing a nature education platform. Through these efforts, it seeks to engage the public in environmental protection, encourage more people to connect with and understand nature, and promote the idea of harmonious coexistence between humans and nature.

Established in **2012.07**

Project Outcomes in 2024

Restored foraging habitat for the crested ibis

66.67 ha.

Number of participants in nature education activities

5,000+

Distance patrolled in protected areas

258 km

Public Welfare Projects

A Piece of Cropland for Crested Ibis

The Xi'an Entrepreneurs Environmental Protection Foundation has been dedicated to biodiversity conservation in the Qinling Mountains. As the Vice Chair of the National Innovation Alliance for Crested Ibis Conservation, the foundation has expanded the habitat for the crested ibis (*Nipponia nippon*) by successfully replicating the model of the A Piece of Cropland for Crested Ibis project to Baliguan, Yangxian County, and establishing new foraging grounds for the species in the Juhe Nature Reserve, Tongchuan, north of the Qinling Mountains. The foundation has leveraged the National Innovation Alliance for Crested Ibis Conservation as a key platform to unite protected areas and other stakeholders across the country in an effort to protect the crested ibis, preserve ecological balance, and conserve biodiversity.



Project site of the A Piece of Cropland for Crested Ibis project in Yangxian County



Harvest event at a project site of the A Piece of Cropland for Crested Ibis project

Yangxian Conservation Area

In 2024, 49 patrols were conducted at the Yangxian Conservation Area, involving 152 participants. These patrols covered 258 kilometers and spanned an area of 94 square kilometers, effectively covering the entire conservation area and meeting the requirements set by Alipay Ant Forest.

Number of patrols conducted

49

Number of participants in conservation patrols

152



Some entrepreneur members visit the Yangxian Conservation Area

Endangered Plant Conservation

In 2024, as part of its efforts to protect endangered plant species, the foundation collaborated with local governments and universities to reintroduce endangered plants such as the Qinling petrocosmea (*Petrocosmea qinlingensis*) and the Filchner's primrose (*Primula filchnerae*) into their natural habitats in Yangxian, Lueyang, and Foping.



A launch event for the reintroduction of the Filchner's Primrose



Some entrepreneur members visit the project site

Nature Education

Embracing the belief that education is the most effective form of protection, the foundation has built a network of nature education centers in partnership with institutions like the Qinling Four Rare Animals Science Park, the Xi'an Botanical Garden, and the Shaanxi Nature Museum. In 2024, the foundation actively launched and participated in numerous nature education activities, including "Natives of the Majestic Qinling Mountains", "Everything About the Qinling Mountains", "Nature Education on Campus", and "Birding Season for All". These activities engaged over 5,000 people and raised nearly RMB 100,000 for conservation initiatives. The foundation's educational work has garnered widespread public acclaim and extensive coverage from local provincial and municipal media outlets.



Birding Season for All: Xi'an Stop



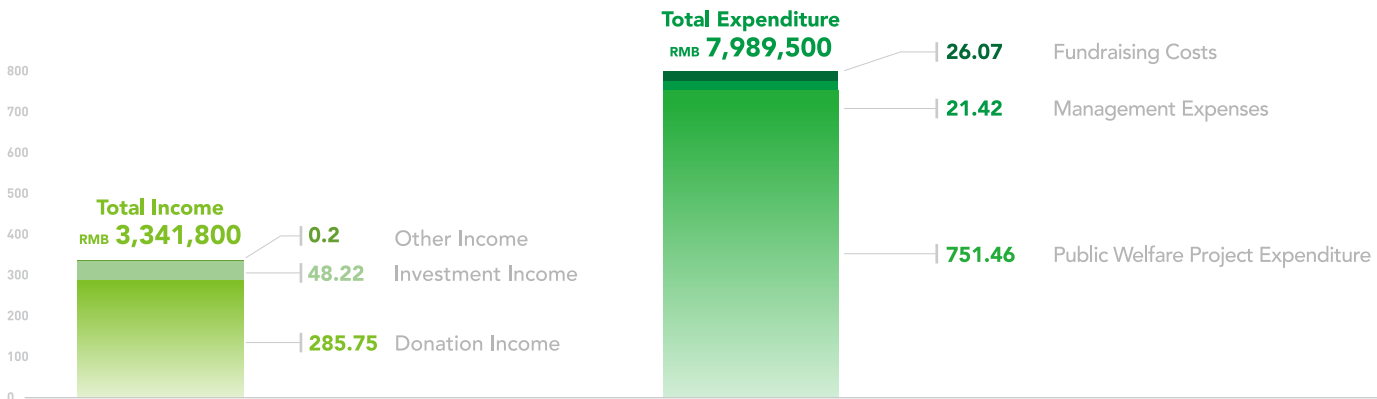
The "Natives of the Majestic Qinling Mountains" nature education campaign



Initiated by the SEE Conservation, the Aleshan Foundation is committed to mobilizing entrepreneurs to support projects that combine ecological conservation and poverty alleviation in disadvantaged communities. It seeks to instill a deeper commitment to environmental stewardship among entrepreneurs and businesses and encourage Chinese business leaders to take on greater ecological and social responsibilities. By tapping into the resources and entrepreneurial spirit of entrepreneurs, the foundation secures long-term and stable funding for public welfare organizations and projects through diversified ways of value preservation and appreciation.

Established in **2018.10**

Income and Expenditure of Aleshan Foundation in 2024



Public Welfare Projects

Rural Revitalization

In 2024, as part of its efforts to support rural revitalization, the Aleshan Foundation backed a sewage treatment project in Youting Village, Jiaona Town, Wangmo County, Guizhou Province. Through timely collection and appropriate treatment of domestic wastewater, the project has effectively prevented pollution and significantly improved the living environment for over 30 local families, thereby contributing to rural revitalization.



Villagers of Youting Village vote on the sewage treatment project

Ecological Conservation

In 2024, the Aleshan Foundation continued to support the Nonprofits Driving Sustainable Change project, which has already achieved remarkable outcomes with initial funding. This project focuses on supporting green startups in ecologically fragile and economically disadvantaged areas and addressing critical local barriers to sustainable development.



GUT: Protected Area Nature Education Field Trip

Water Conservation Grant for Farmers

From 2022 to 2024, the Water Conservation Grant for Farmers project run by the foundation effectively protected precious oasis groundwater by encouraging farmers to adopt water-efficient irrigation systems, plant water-efficient crops, and participate in community-based training. In 2024, the program successfully helped over 50 rural households adopt drought-resistant water-saving millet across 120.73 hectares of land.



Millet sown in May 2024

Ecological Advocacy

In 2024, the Aleshan Foundation helped promote several public welfare initiatives, including the documentary *Guardian of Light*. This documentary brought celebrity artists to the front lines of conservation, immersing them in the daily work of protecting the planet. Working alongside local conservation teams, these artists witnessed the realities of environmental fieldwork and developed a deep appreciation for its significance. By sharing their experiences, they helped bridge the gap between the public and the dedicated individuals on the ground, highlighting the meaning of ecological conservation.



Guardian of Light

Nature Education

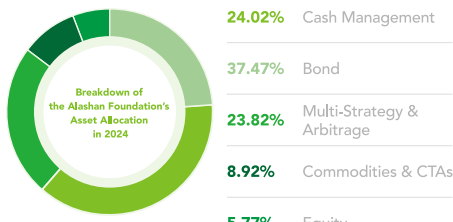
In 2024, the Aleshan Foundation partnered with entrepreneurs to launch Ecological Advocacy and Public Participation in major Chinese cities like Beijing, Shanghai, Guangzhou, and Shenzhen. Through nature education programs and city walks, this project helped the public, especially the young, to learn practical ways to protect the environment and embrace low-carbon lifestyles. Participants gained unique insights into ecological conservation and were offered opportunities to contribute through visual storytelling and content creation. Additionally, the Aleshan Foundation supported on-campus events of the SEE Vision Shenzhen Environmental Fair and REFOUND, both of which are part of the Beijing College Student Film Festival.



University students in the Greater Bay Area promote environmental awareness through short videos

Value Preservation and Appreciation

In 2024, under the guidance of the Investment Committee, the Aleshan Foundation continued to carry out legal, safe, and effective preservation and appreciation of assets in accordance with laws and regulations such as the Charity Law, the Interim Measures for the Management of Preservation and Appreciation Investment Activities of Charity Organizations, and the Measures for the Management of Preservation and Appreciation Investment Activities of SEE. In 2024, the foundation continued to implement a low-risk, low-volatility investment strategy. It remained committed to diversified and prudent asset allocation, with particular emphasis on bond strategies and multi-strategy products. As a result, the foundation achieved an investment income of RMB 482,200 for the year.



Guangdong Nature Conservation Foundation



Initiated by the SEE Conservation, the Guangdong Nature Conservation Foundation (NCF) is committed to protecting and restoring the natural resources and ecology of Guangdong Province. The foundation works to protect and restore micro and small wetlands in and around cities and conserve urban biodiversity. It also empowers urban residents to respond to climate change and actively support China’s “Dual Carbon” goals.

Established in **2021.12**

Project Outcomes in 2024

Number of micro and small wetlands surveyed

77

Number of micro and small wetlands conserved

8

Number of participants

6,000+

Number of corporate enterprises

4

Number of public welfare activities organized

120+

Media exposure over

1,720,000 person times

Public Welfare Projects

Micro and Small Wetland Survey

In 2024, the NCF completed a survey of 77 micro and small wetlands across nine cities in the Greater Bay Area. Building on this, the foundation collaborated with relevant government departments, businesses, public welfare organizations, and schools to establish a micro and small wetland protection network. They also signed an agreement to jointly create Micro and Small Wetland-Focused Nature Education Corners, with the goal of inspiring more people to become “wetland stewards”. These stewards can record their conservation efforts using the Wetland Steward mini-program.

The foundation also forged strategic partnerships with KEEP Running, Guangdong Forest Week, and the Green Guangzhou Ecological Conservation Fund. By combining the strengths of government, businesses, and civil society, it significantly raised public awareness of micro and small wetland protection while enhancing the visibility of its brand and projects.



Micro and Small Urban Wetlands Birdwatching Contest

Cities in the Greater Bay Area having completed the survey

9

Wanzuitou Wetland Conservation

From 2021 to 2023, the NCF partnered with the Mangrove Foundation to manage the Wanzuitou Wetland in Guangzhou. This collaboration led to the publication of *A Case Study of Nature-based Solutions: Public Participation in the Conservation of the Wanzuitou Wetland Park in Guangzhou*. The study now serves as a successful model for applying Nature-based Solutions (NbS) in urban wetland management.

Greater Bay Area Climate Action Mini Grant Scheme

In 2024, the NCF collaborated with the Harmony Community Foundation and corporate partners to launch the 2024 Greater Bay Area Climate Action Microgrant Scheme. Through this initiative, the foundation sponsored more than 40 climate activists and organized nearly 90 events, engaging over 3,000 participants. It also delivered a keynote speech at a Guangdong-focused side event at the China Pavilion during COP29, showcasing its key initiatives and achievements in climate action.

Number of participants

3,000+



Li Qimao, a member of the NCF, delivers a keynote speech at COP29

Conservation of Urban Biodiversity

The NCF is committed to conserving urban biodiversity, with a particular focus on protecting and making full use of micro and small urban wetlands. It strives to deepen public engagement by helping people understand, experience, and connect with nature. Its goal is to make ecological conservation a part of everyday life for an increasing number of people.



A charity fair organized by the NCF

Guangxi Conservation Foundation



The Guangxi Conservation Foundation (GCF) was jointly initiated by the SEE Conservation, the SEE Foundation, the Shenzhen Mangrove Foundation (MCF), the Guangxi Wildlife Conservation Association, and 12 members from Guangxi. As the first regional non-public fundraising foundation dedicated to ecological protection in Guangxi, the GCF is dedicated to advancing the cause of natural conservation in Guangxi, empowering the growth of environmental NGOs, facilitating green development, building a scientific research and exchange platform, raising the public awareness of nature protection, promoting harmony between humans and nature, as well as contributing to the ecological protection and sustainable development of Guangxi.

Established in **2021.12**

Project Outcomes in 2024

Nature education events held

50

Number of mangrove saplings or propagules planted

6,000

Participants in slow loris conservation monitoring

1,337

Public Welfare Projects

Karst Biodiversity Conservation

In 2024, the GCF enhanced drinking water access for the white-headed Black langur (*Trachypithecus leucocephalus*). The installed infrared cameras at two key water sources captured numerous images of the langurs and other native wildlife. The GCF also partnered with the Guangxi Nonggang National Nature Reserve to launch a slow loris conservation project. The project, engaging 1,337 participants over 131 nights, featured extensive monitoring efforts and identified 88 pygmy slow lorises (*Nycticebus pygmaeus*) at 60 locations. The project established a 16-member local patrol team and hosted 10 science popularization events that reached over 2,700 people. The project gained significant media attention for documenting what is believed to be the first observed breeding behavior among pygmy slow lorises, with coverage from numerous central and provincial media outlets.



An all-male group of white-headed langurs



Pygmy slow lorises active during the day

Science popularization events reaching

2,700+ people

Public Nature Education

In 2024, the GCF partnered with various organizations to host 50 nature education activities in accessible public spaces such as libraries, schools, and shopping malls across Guangxi. These activities, including biodiversity lectures, nature walks, photo exhibitions, birdwatching contests, and kids' art exhibitions, attracted over 10,000 participants. They were designed to deepen public understanding of ecological conservation, inspire a greater appreciation for the natural world, and foster a greater sense of environmental responsibility.

Number of participants

10,000+



A children's art exhibition in support of Chinese crocodile lizard (*Shinisaurus crocodilurus*) conservation

Mangrove Ecological Restoration and Bird Habitat Conservation in Fangchenggang

In 2024, the GCF, in collaboration with the Fangchenggang Forestry Bureau, Fangchenggang Youth League Committee, Fangchenggang Science and Technology Museum, Fangchenggang Promotion Association, Fanxi Nature, and other organizations, held 20 events on mangrove replanting, nature walks, science lectures, mangrove planting and care, beach cleanups, and training sessions for mangrove conservation education volunteers. These activities attracted more than 1,700 participants, resulting in the planting of 6,000 mangrove seedlings and propagules.

Number of participants

1,700+



A mangrove planting and nature observation event

Zero Waste and Sustainable Living

In 2024, as part of the Zhiboyuan Ecological Research and Conservation Project, the GCF established the Zhiboyuan Community Ecological Research and Conservation Center, organized two ecological education sessions for the youth, and set up three food waste composting sites, which processed 1.6 tons of garden and food waste. Additionally, the GCF organized approximately 70 sustainable living promotion events, attracting nearly 3,000 participants.

As part of the Nanguo Rural Low-carbon Circular Economy Demonstration Center Project (Phase I), the foundation organized 10 events in collaboration with the local village committees, residents, and Nanguo Rural Properties. Another major achievement of this project in 2024 was the establishment of the Low-carbon Circular Economy Demonstration Center — Green Living Pavilion. Located within the Nanguo Rural Architecture Museum, this facility combines indoor education on low-carbon lifestyles with hands-on learning in an outdoor garden, effectively demonstrating how sustainable living can be integrated with the natural environment.

Number of participants

≈3,000



Annual meeting of the Destination Tourism Alliance



An educational outreach team teaches the public how to compost food waste using compost bins

Jiangxi Poyang Lake Conservation Foundation



The Jiangxi Poyang Lake Conservation Foundation (PCF) was jointly initiated by an entrepreneur from Jiangxi, the SEE Foundation, the Changjiang Conservation Foundation (CCF), and the Mangrove Foundation (MCF). The PCF is committed to the protection and restoration of rare and endangered species such as the Siberian crane (*Grus leucogeranus*) and the Yangtze finless porpoise, as well as wetland ecosystems. In cooperation with government departments, research institutions, environmental non-profits, enterprises, and the public, the PCF seeks to explore effective conservation approaches. By playing its role as a public welfare platform and integrating various resources, it strives to safeguard the future of wetlands and contribute to the protection of the Yangtze River.

Established in **2023.12**

Project Outcomes in 2024

Total funds raised RMB 2.4 million +	Number of ecological funds established 2	Number of submerged aquatic plant seed banks established 1
Number of emergency foraging sites set up for wintering migratory birds 2	Number of public engagement events organized 30+	Number of participants 20,000

Public Welfare Projects

Staying with the Siberian Crane: Poyang Lake Siberian Crane Conservation Project

In 2024, the PCF established a submerged aquatic plant seed bank, which spans 10 mu, to support restoration efforts in Poyang Lake’s natural wetlands. The foundation also created two emergency foraging sites for migratory birds, totaling approximately 100 mu. These sites serve a dual purpose: providing a supplemental food source for thousands of wintering birds and facilitating research aimed at developing scientific management models for wintering birds. Furthermore, the PCF empowered 12 local residents to conduct bird monitoring patrols and community awareness campaigns, thereby contributing to the protection of migratory birds.

Focusing on the unique aquatic ecosystems of the Poyang Lake and Wucheng Town in Yongxiu County, the PCF implemented a comprehensive habitat restoration strategy combining a “1+N” model — a central seed bank supporting multiple local restoration sites — with the regeneration of plants in shallow lakebeds. The primary goal of this effort was to re-establish key food sources, particularly the winter buds of tape grass (*Vallisneria spinulosa*), providing critical sustenance for endangered species such as the Siberian crane (*Leucogeranus leucogeranus*). Through community outreach, the foundation encouraged local farmers to voluntarily participate in creating and managing these vital food sources for migratory birds. The PCF also supported local conservation associations in patrolling, monitoring, and awareness-raising efforts in local artificial wetlands. To further broaden public engagement, it also organized citizen science programs and actively engaged local residents in bird monitoring and surveys.



White-naped cranes (*Antigone vipio*) forage at an emergency foraging site



A submerged aquatic plant seed bank

Poyang Lake Yangtze Finless Porpoise Conservation

In 2024, the PCF collaborated with the Hubei Changjiang Conservation Foundation to co-sponsor a training program for assistant fishery rangers in Jiangxi Province. Hosted by the Department of Agriculture and Rural Affairs of Jiangxi Province, the program was designed to standardize patrol methods and support the enforcement of the ten-year fishing ban. The PCF also supported several public engagement initiatives to raise public awareness of the Yangtze finless porpoise conservation. These initiatives included high-profile events such as the “Saving the Smile of the Yangtze River” 2024 Yangtze Finless Porpoise Art Carnival and “Smile and Symbiosis” Yangtze River Ecological Art Exhibition and the 2024 Yangtze Finless Porpoise Conservation Day. The foundation also assisted the Poyang Lake Yangtze Finless Porpoise Conservation Association with patrol and outreach activities.



2024 Yangtze Finless Porpoise Conservation Day

Wetland Conservation Education and Public Engagement

In 2024, the PCF held one nature education session, supported the 5th Jiangxi Nature Education Forum, developed five new nature education courses, and published a picture book series on Poyang Lake’s wetlands and migratory bird conservation. It also organized 13 nature education events, trained 15 volunteers, and signed Memorandums of Understanding (MoUs) on cooperation in science outreach and nature education with four organizations. It actively collaborated with diverse partners, including government agencies, nature reserves, businesses, and nonprofits, to co-host nature education events. These collaborations have increased the outreach of its brand and projects. A prime example is the Poyang Lake Nature Classroom, a joint initiative with the Poyang Lake National Nature Reserve Administration Bureau. By continuously refining its curriculum, venues, and teaching methods, the project has enhanced the quality and impact of its activities, leading to a greater public understanding of ecological conservation.



Nature Education Program for Star Wetland Stewards

Special Funds

In 2024, the PCF established partnerships with the Forestry Bureau of Yongxiu County and Jiangxi Hengda Brand Management Co., Ltd. to create the Lily Conservation Fund and the Hengda Wetland Conservation Fund. These funds are intended to pool diverse social resources, expand conservation financing, and channel private capital toward biodiversity conservation. Their goal is to significantly enhance wetland, water, and wildlife conservation in Jiangxi, setting a new model for regional conservation and contributing to the construction of Beautiful China.



Signing ceremony for the agreement establishing the Siberian Crane Conservation Fund

05

INTERNATIONAL COOPERATION

INTERNATIONAL PLATFORMS JOINED BY SEE CONSERVATION

- Consultative Body of the United Nations Environment Programme (UNEP)
- Member of the International Union for Conservation of Nature and Natural Resources (IUCN)
- Global Partner of the Business for Nature and Member of Its Decision-Making Committee
- Member of the Partnership of Biodiversity and Finance
- One of the First Batch of Strategic Members of the China Business and Biodiversity Partnership
- Community Member of the WEF Champions for Nature

— As of the end of 2024

2.26 Participated in UNEA-6

Contributing to multilateral actions to tackle climate change, biodiversity loss and pollution

3.01

From February 26 to March 1, 2024, a 15-member delegation from the SEE Conservation, led by President ZHOU Zhou, attended the sixth session of the United Nations Environment Assembly (UNEA-6) in Nairobi, Kenya. Representing major business and industry groups, the SEE Conservation organized and participated in a total of 13 meetings and side events.

During the assembly, the SEE Conservation actively participated in several high-profile events, including leadership dialogues, the UNEP Science-Policy-Business Forum, the launch of Lighthouse Reports, the BIMG high-level dinner, seminars organized by various UNEP departments, and the signing ceremony for memorandums of understanding with UNEP. Leveraging UNEA-6 as a platform, it successfully shared the perspectives of the Chinese business community, expanded its network of partners, and strengthened its ability to engage in multilateral environmental governance, and made a meaningful contribution to global actions to tackle climate change, biodiversity loss, and pollution.



UNEA-6



ZHOU Zhou, President of the SEE Conservation, speaking during a leadership dialogue



The SEE Conservation delegation at UNEA-6

7.26

Co-organized the Seventh China-Africa Green Development and Environmental Protection Forum

Contributing to ecological conservation and sustainable development in China and Africa

On July 26, 2024, Chenzhou hosted the Seventh China-Africa People's Forum, the Seventh China-Africa Young Leaders Forum and the China-Africa Green Development and Environmental Protection Forum. The theme of the event was "Ecological Conservation and Sustainable Development: Towards a Green Future." As a co-organizer, the SEE Conservation engaged in discussions with experts from think tanks in China and Africa on topics such as ecological conservation, sustainable development, green development, and energy transition.

Recognizing the urgent need for China-Africa cooperation to address climate change, biodiversity loss, and environmental pollution, and to achieve shared goals in green and low-carbon development, sustainable development, technology transfer, resource allocation, and South-South cooperation, the SEE Conservation, together with the China Association for NGO Cooperation (CANGO), the All-China Environment Federation (ACEF), and the Peaceland Foundation, jointly launched a pivotal initiative during the forum. They worked together with Chinese and African civil society organizations and business communities to publish the *China-Africa Business-Civil Society Joint Declaration on Ecological Conservation and Sustainable Development*.



The Seventh China-Africa Green Development and Environmental Protection Forum



ZHOU Zhou (third from the left), President of the SEE Conservation, at the launch event of the *China-Africa Business-Civil Society Joint Declaration*

9.22 | Participating in Climate Week NYC

- Demonstrating China’s proactive solutions to climate change

9.29

From September 22 to 29, the SEE Conservation participated in Climate Week NYC for the third consecutive year. Its delegation attended nearly 20 events and meetings in New York, sharing its expertise with international partners on key topics such as climate action, ecological conservation, young volunteer training, and non-profit innovation. The delegation also engaged in in-depth discussions with representatives from the impact investment and ESG departments of leading financial institutions, such as Goldman Sachs and Morgan Stanley.

On September 26, the SEE Conservation, Giving to Amplify Earth Action (GAEA), and Foundations 20 (F20) co-hosted a reception dinner themed “Green Partnerships: Business, Climate, and Nature.” The event brought together over 100 distinguished guests, including high-level UN officials, leaders from philanthropic families, and representatives from major international organizations, to commemorate the organization’s two-decade legacy in environmental protection.



ZHOU Zhou, President of the SEE Conservation, speaking at the reception dinner



The SEE Conservation delegation

10.20 | Deeply Participating in COPs

- Sharing China’s experience with global partners

12.14

In 2024, the SEE Conservation participated in three key UN conferences: UN Convention on Biological Diversity (CBD COP16), the Climate Change Conference (COP29), and the Conference to Combat Desertification (UNCCD COP16). At these international conferences, representatives of Chinese environmental NGOs and businesses shared China’s conservation experience with global partners.

During COP29, for instance, the SEE Conservation organized multiple side events and press conferences at official UN venues and highlighted the role and experience of China’s private sector in driving climate action at these events.



ZHOU Zhou, President of the SEE Conservation, delivered the opening address at a side event of COP29, themed “Responding to Climate Change: Chinese Civil Society Organizations in Action.”



The SEE Conservation delegation at COP29

06

FINANCIAL DATA

The following data are from the 2024 Audit Report of the SEE Conservation. The auditing was performed by the Beijing Office of Deloitte China Beijing Branch (a special general partnership) and the full report is available on the official website of SEE: <http://www.see.org.cn>. All figures are in RMB.

Income and Expenditure

Net asset balance at the beginning of 2024		RMB 17,734,600
Total income in 2024 Figure 1 RMB 19,710,800	Membership fee	RMB 11,130,000
	Donation proceeds	RMB 8,438,500
	Return on investment	RMB 100,800
	Other income	RMB 41,500

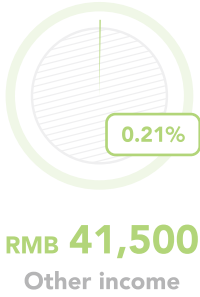
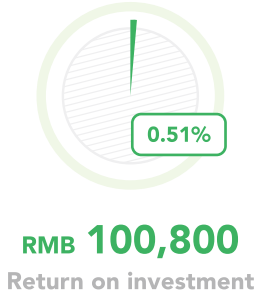
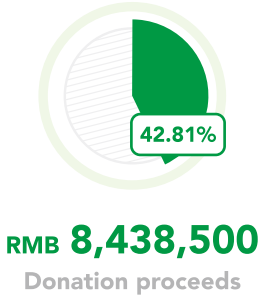


Figure 1: Revenue Composition of the SEE Conservation in 2024

Total expenditure in 2024		RMB 21,815,200
Operating costs Figure 2	Member activity costs	RMB 14,629,100
	Brand communication	RMB 2,484,600
	Organizational operating expenses	RMB 4,701,500

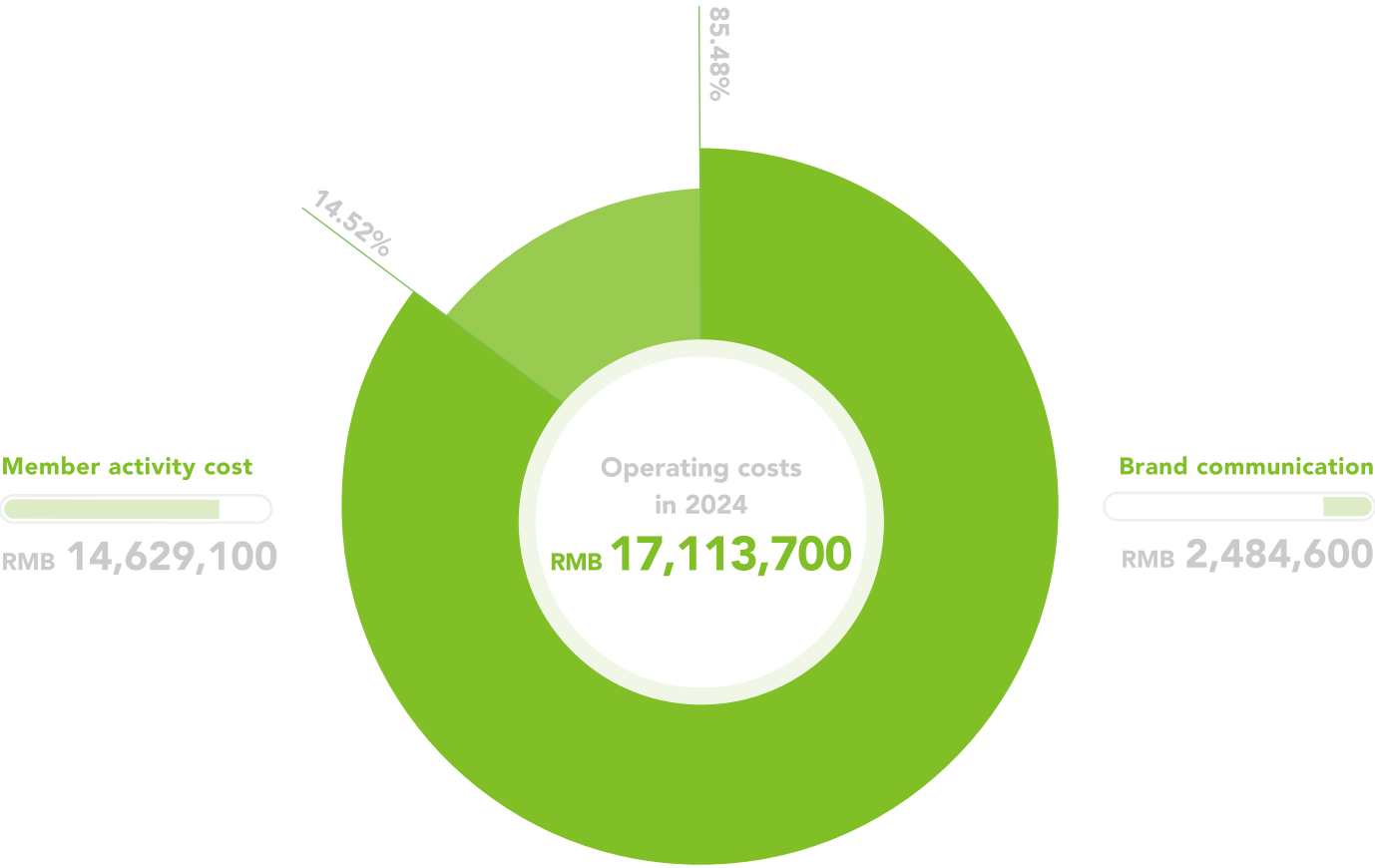
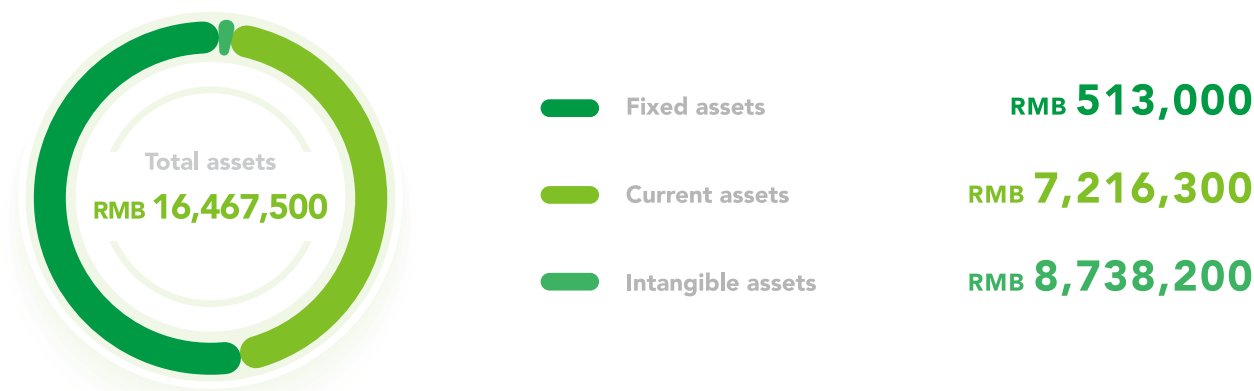


Figure 2: Operating Costs in 2024

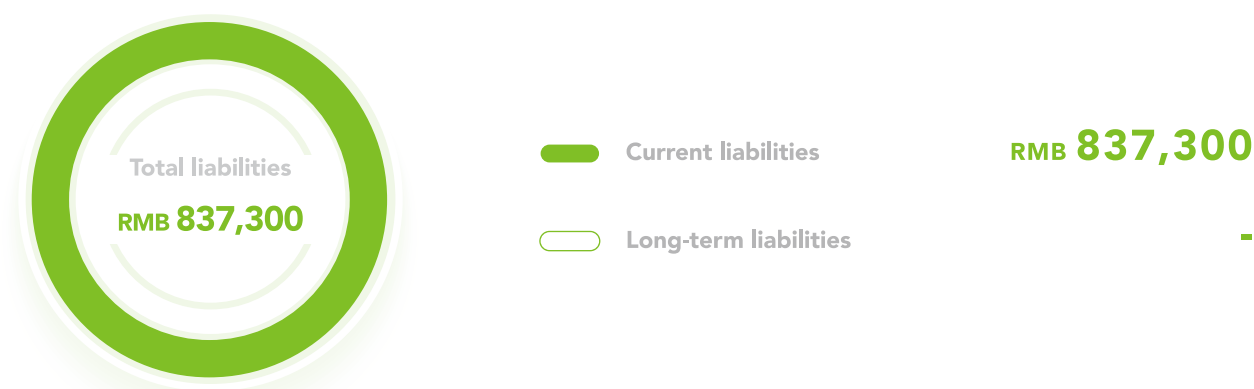
Net asset balance at the end of 2024		RMB 15,630,200
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Assets and Liabilities

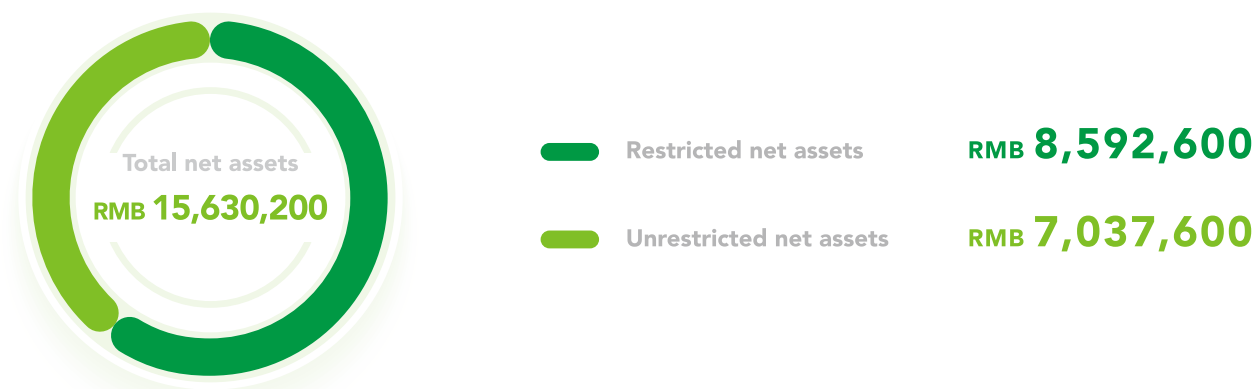
Assets of SEE Conservation in 2024



Liabilities of SEE Conservation in 2024



Net Assets of the SEE Conservation in 2024



07

KEY MILESTONES IN
OUR 20-YEAR HISTORY

2005

April 22

Launched the SEE Ecological Award, China's first non-governmental environmental award. The award was created to recognize and encourage grassroots environmental initiatives, promote China civic engagement in environmental conservation and sustainability, and inspire broader action to protect China's ecosystems.



2007

July

Held the first election for our Executive Council and Supervisory Board during the 2007 Annual Council Meeting. At the same event, the organization's inaugural Charter Committee was established.



2009

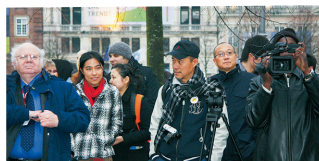
September

Sina named the Alagxa a "Landmark of China." It was recognized for becoming "a byword for China's environmental protection and representing the efforts of China's emerging entrepreneurial class to take on social responsibilities."



December 8

The SEE Conservation made its debut on the international stage at the UN Climate Change Conference (COP15) in Copenhagen. As the only Chinese nonprofit organization with consultative status with UNEP at the time, it sent a delegation of over 200 Chinese representatives, including its members, to COP15 and issued the Copenhagen Declaration of the Chinese Business Community.



2004

June 5

The SEE Conservation was officially established by the Moon Lake in Tengger Desert, Alagxa.



August

Launched its first project integrating ecological conservation and community development — the Pilot Project for Energy Transition and Community Protection of Natural Suosuo Forests.



2006

March 4

Organized the first-ever expert-led strategic assessment of the Alagxa region. This pivotal study defined the long-term strategic direction for our Alagxa project and has a long-lasting impact on the development of the organization.



2008

June 2

Officially launched a fund to provide dedicated financial support for SEE's projects.

June 9

Then-President WANG Shi led a delegation of entrepreneurs on a study tour to the United States. They visited world-renowned nonprofit organizations. It is believed to be the first collective visit by Chinese entrepreneurs to the US to learn about nonprofit management.



December 23

The SEE Conservation established the SEE Foundation, which was officially registered as the Society of Entrepreneurs and Ecology Foundation.



2010

December 6

During the UN Climate Change Conference in Cancun, SEE Conservation co-hosted the "China Day" event alongside partners such as the Climate Group, Vanke Foundation, Vantone Foundation, Lao Niu Foundation, and Broad Group. The event helped establish the presence of China's nonprofit environmental sector on the global stage.

2011

September 8

At the third South China regional meeting of 2011, the Motion to Establish a Mangrove Conservation Fund was passed by the Seventh Joint Meeting of the Third Boards of Directors and Supervisors. The Mangrove Conservation Fund was officially launched.



2012

June 18

During the United Nations Conference on Sustainable Development in Rio de Janeiro (also known as Rio+20), the SEE Conservation partnered with other Chinese nonprofit organizations and companies to host a series of events under the theme "China Going Green".

July

The Mangrove Foundation (MCF) was officially established. It was the first local public environmental protection foundation in China initiated by the private sector.

September

Launched the first recruitment cycle for the Green Starters project.



October

Launched the first recruitment cycle for the Growing Up Together project.

November

Hosted the SEE Green Future Dialogue and I SEE U China Entrepreneurs Charity Night in Beijing, marking the organization's formal commitment to promoting the green economy in China.

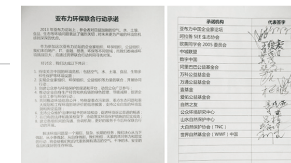
2013

January

Launched the Blue Fund (renamed Blue Defenders in 2016).

February

The SEE Conservation, alongside numerous charities and member entrepreneurs, issued the Yabuli Declaration on Environmental Action.



2014

October

Launched the 100 Million Suosuo project, with the goal of planting 100 million psammophytes, represented by Suosuo, in key ecological areas of Alagxa and restoring two million mu of desert vegetation during 2014-2023.



December

The SEE Foundation became a public foundation.



2015

January

Formed strategic partnerships with multiple companies to incubate You Will SEE, a civil society organization and launched "Ren Millet," a brand of millet that supports desert oasis communities.

September 9

For the inaugural 99 Giving Day, the SEE Conservation pioneered a new model of online fundraising. By connecting corporate partners and the public through simple and accessible digital channels, the campaign engaged 17,000 supporters and raised RMB 4.23 million in just three days.



2017

January 16

Mr. Liu Xiaoguang, the founding president of the SEE Conservation, passed away.

June 14

The SEE Conservation was appointed Vice Chair for the Alliance of Green Consumption and Green Supply Chain, an organization established by the Ministry of Ecology and Environment.

July 7-8

Sent a delegation to participate in the F20 meeting held in Hamburg, Germany. As the sole representative from China, the SEE Conservation became a founding member of F20.



September 6

The 13th session of the Conference of Parties (COP13) to the United Nations Convention to Combat Desertification (UNCCD) was held in Ordos, Inner Mongolia, for the first time. The SEE Foundation's desertification control project was showcased on the international stage at the event.

December 4-6

Attended the third UN Environment Assembly (UNEA) for the first time in Nairobi, Kenya. As a member of the UNEP Science-Policy-Business Forum's Steering Committee, we shared our expertise on green supply chains and environmental projects.



2019

March 15

Launched the Alliance of Business Leaders for Rhino Conservation in partnership with UNEP and the Netherlands-based Number 5 Foundation, aiming to unite business leaders to combat the trade in rhino products and support global rhino conservation efforts.



June 15

Launched the SEE Conservation Volunteer Program at the 7th China Green Contract Business Forum and the 8th SEE Ecological Award Ceremony.



Hosted a reception under the theme "SEE A BETTER FUTURE" on the sidelines of the UN Climate Summit in New York to celebrate our 15th anniversary and showcase the achievements of China's environmental nonprofit sector to a global audience.

2016

Adjusted project strategies and themes and launched Free Flying Wings, Noah's Ark, Green Supply Chain for the Real Estate Industry, Saving the Smile of the Yangtze River, and Blue Defenders.

August

Launched the first SEE Philanthropic Finance course.



October 12

Opened the SEE Natural History Museum, which was later renamed the SEE Ecological Conservation Museum.



December 18

Successfully registered two charitable trusts, becoming the first nonprofit organization in China to serve as the sole trustee. This milestone was recognized by the Chinese Academy of Social Sciences' Blue Book of Philanthropy as one of the Top Ten Highlights of Philanthropy in 2016.

2018

September 14

Attended the Global Climate Action Summit in California, where we co-launched China Business Climate Action alongside partners including the Vanke Foundation and C Team.



September 28

Established the SEE Training Institute for Ecological Philanthropy (later renamed SEE College) with systematic membership growth framework to cultivate the next generation of business and nonprofit leaders equipped with a forward-thinking vision for China's social progress.



October 24

Launched the Aleshan Foundation to provide sustainable funding for environmental nonprofit organizations and projects.



November 22

At the Annual Members Conference, the SEE Conservation approved a significant governance reform, transitioning from a General Members Conference system to a Member Representatives Conference system.

2020

January-June

In response to the COVID-19 pandemic, our members acted swiftly, donating over RMB 8.47 million in funds and RMB 12.5 million worth of medical supplies to Hubei. Nationally, more than 150 member organizations donated funds and materials exceeding RMB 1 billion. Our members also donated medical supplies valued at over RMB 3.5 million to other countries. To bolster Hubei's economic recovery, we joined the Delegation of Leading Private Enterprises to Hubei, organized by the All-China Federation of Industry and Commerce (CFIC). For these efforts, CFIC recognized the SEE Conservation as an "Outstanding Business Association in the Fight Against COVID-19", and 25 of our member companies were honored as "Outstanding Private Enterprises in the Fight Against COVID-19".

February

Submitted the *Ten Suggestions for the 2020 Wildlife Protection Law Amendment* to the Legislative Affairs Commission of the Standing Committee of the National People's Congress.

November 17

The SEE Conservation elected its first 275 member representatives, marking the official launch of a new representative-based governance system. The inaugural Member Representatives Conference was subsequently held in Nanchang, Jiangxi.



March

Became a member of the All-China Federation of Industry and Commerce.

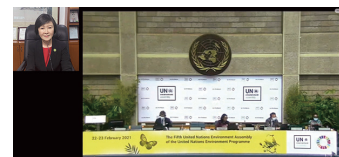
November 16

During the G20 Summit in Riyadh, Saudi Arabia, the SEE Foundation, F20, and the Wyss Campaign for Nature jointly released a global research report for the first time, proposing nature-based solutions to biodiversity and climate crises.

2021

February 22-23

The fifth United Nations Environment Assembly was held online. The SEE Conservation was one of the only two civil society representatives invited to speak at a leadership dialogue. This marked the organization's first time speaking at the world's highest-level inter-governmental environmental conference.



March

Became the first Chinese global partner of Business for Nature (BfN), a global coalition dedicated to driving business action for environmental protection purposes. As of the end of 2021, 120 member companies had signed BfN's "Nature Is Everyone's Business" call to action, demonstrating a strong sense of social responsibility among the entrepreneurial community.



June 8

The SEE Foundation, in collaboration with the Third Institute of Oceanography and the Administration Bureau of Zhanjiang Mangrove Nature Reserve, signed China's first-ever blue carbon transaction agreement. This landmark deal created a vital precedent for channeling private capital into restoring marine ecosystems, promoting the blue carbon economy, and supporting China's carbon neutrality goals.



September 3-11

As members of the IUCN, the SEE Conservation and the SEE Foundation participated in the 7th World Conservation Congress (WCC) in Marseille, voting on key governance matters and conservation motions.

September - October

The 15th session of the Conference of the Parties (COP15) to the UN Convention on Biological Diversity (CBD) NGO Parallel Forum was held in Kunming. The SEE Foundation co-hosted the main forum with F20 and the World Wildlife Fund (WWF) and released the *White Paper on Philanthropic Funding for Biodiversity in China*. Furthermore, we participated in the first phase of CBD COP15, collaborating with entrepreneurs and other stakeholders to advance global biodiversity conservation.



2022

May 12

As a strategic founding member, the SEE Conservation partnered with the Foreign Economic Cooperation Office (FECO) of the Ministry of Ecology and Environment to launch the China Business and Biodiversity Partnership (CBBP). The partnership aims to foster policy dialogue, showcase best practices, and promote technological and international cooperation for China's business community.

June 29

At the 2022 UN Ocean Conference in Lisbon, the SEE Foundation co-organized the official side event under the theme "Promoting Blue Partnership and Building a Sustainable Future." The Blue Partnership Action Fund was officially launched at the event.



December 18

At the Annual Member Representatives Conference, the SEE Conservation approved significant governance reforms, reverting from a member representatives conference system back to a general members conference system and reducing the term for the President and the management team from three to two years.

December

A representative of the SEE Conservation was appointed member of the 13th Executive Committee of the All-China Federation of Industry and Commerce (CFIC) and as Executive President of its Environmental Services Chamber of Commerce.

2023

The SEE Conservation's Remarkable Achievements During the Past Decade

The past decade since the 18th National Congress of the Communist Party of China witnessed historic, transformative, and comprehensive changes in China's ecological civilization and environmental protection strategies. The SEE Conservation was at the forefront of China's ecological conservation, driving significant progress through projects like the 100 Million Suosuo, Blue Defenders, Green Starters, and Growing Up Together. From 2014 to 2023, these projects delivered remarkable, on-the-ground results, contributing directly to China's ecological restoration and sustainable development goals.

February 12

Elected its ninth management team at the Annual Members Conference.



June 27-29

The SEE Conservation was invited to participate in a closed-door session on integrated land use at the World Economic Forum's Summer Davos gathering in Tianjin, where global leaders discussed land-use strategies to promote the achievement of sustainable development goals, including climate and biodiversity.



August 23

Formally adopted a new brand strategy and unveiled a new brand identity to foster a cohesive and organic image for the organization.



December

Awarded a 5A-level rating for the third consecutive time, the highest possible ranking for civil society organizations in China.

2024

20th Anniversary Commemorative Events

Launched a diverse series of environmental events, including SEE Climate Week, in partnership with government bodies, research institutions, and corporate partners. These events brought together various sectors of society, spanning film, music, art, sports, and education. Thematic focuses ranged from forest and ocean conservation to urban and rural sustainability. Through unique lenses and innovative methods, these events conveyed powerful messages on ecological conservation and inspired public action.

August

The environmental documentary *Guardian of Light*, co-produced with Wajijiwa Entertainment, was released to critical acclaim. The film received numerous accolades, including the Golden Butterfly Award and the Outstanding Work Award for Nonprofit Organizations at the China International Philanthropic Movie Festival. It was also shortlisted for the 4th Beijing Philanthropic Movie Exhibition.



November 10

Elected its 10th management team at the 2024 Annual Members Conference.



November

The SEE Foundation celebrated the 10th anniversary of receiving its public fundraising license. Over the past decade, it has evolved from traditional offline advocacy into a pioneer of the "Internet + Philanthropy" model. This model has transformed the foundation into a powerful platform to mobilize civil society support for environmental action, fueling exponential growth in both fundraising and public engagement.