



**2023**

**SEE CONSERVATION  
ANNUAL REPORT**



**阿拉善SEE**  
生态协会  
SEE CONSERVATION

On June 5, 2004, nearly 100 entrepreneurs initiated the Society of Entrepreneurs and Ecology Conservation (SEE Conservation) in Tengger Desert, which is located in Alxa League, Inner Mongolia, marking the founding of China's first NGO embodied by entrepreneurs dedicated to ecological conservation and social responsibility.

In order to effectively promote the development of the environmental civil society sector and build a diversified organization structure, the SEE Conservation and its members have established 8 foundations focusing on desertification prevention and control, climate change and business sustainability, coastal wetland protection, biodiversity conservation, nature education, Yangtze River conservation, green supply chains, supports for industrial development, and other relevant environmental issues.

In 2008, the SEE Conservation initiated the SEE Foundation in Beijing (which was upgraded to a public fundraising foundation in 2014). It has been committed to environment protection projects such as "100 Million Suosuo" for desertification prevention and control, and "Green Starters" and "Growing Up Together (GUT)" for cultivating environmental NGOs. In 2012, the SEE Conservation founded the Mangrove Foundation (MCF), the first public fund-raising foundation for environmental protection initiated by an NGO, and it has grown to be a role model for coastal wetland protection in China. In 2016, the SEE Conservation established the Changjiang Conservation Foundation (CCF) to facilitate the national strategy of "Yangtze River Conservation". In 2017, the SEE Conservation founded the Xi'an Entrepreneurs Environmental Protection Foundation to protect the ecology of the Qinling Mountains. In 2018, the SEE Conservation launched the Aleshan Foundation, which brings into full play entrepreneurs' advantageous resources and innovative spirit, and provides sustainable support for NGOs and projects. In 2021, the SEE Conservation established the Guangdong Nature Conservation Foundation (NCF) and the Guangxi Conservation Foundation, both of which focus on promoting the protection of natural resources, ecological restoration, and green development in Guangdong and Guangxi. In 2023, the SEE Conservation proposed the Jiangxi Poyang Lake Ecological Protection Foundation to explore effective paths for protecting rare and endangered species and wetland ecosystems and contribute to the protection of the Yangtze River.

With nearly 600 entrepreneur members to date, the SEE Conservation encourages entrepreneurs, environmental NGOs, and the public to participate in local environmental protection undertakings. The SEE Conservation has collaborated with more than 1,200 environmental NGOs and individuals in China while encouraging the participation of over 1 billion people in environmental protection activities. The SEE Conservation has been awarded numerous honors such as the National Exemplary Social Organization from the Ministry of Civil Affairs, Beijing Social Organization Demonstration Base, China-Europe Green Award for the Ecological Transition, 5A-level Social Organization in China, Ford Environmental Protection Award, Paulson Prize for Sustainability, and Mother River Award of the Central Committee of the Communist Youth League.

After two decades of development, the SEE Conservation has embarked on a new stage of growth. We are making considerable efforts to explore various environmental protection issue alliances and support the steady development of local environmental projects. Through the implementation of the "Green Belt and Road" initiative and the "One Vertical, One Horizontal" strategy, the SEE Conservation is committed to mobilizing more entrepreneurs and social resources and encouraging broader public participation in these eco-friendly endeavors. We aspire to evolve into an environmental NGO platform widely embraced by the public for the great cause of environmental protection.

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## 01

## MESSAGES

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## Message from the President



**ZHOU Zhou**  
President

## Devoting Passion and Energy to a Brighter Future

In 2023, we continued our journey towards environmental protection and public welfare. Alongside our partners who share our vision for a more beautiful environment, we weathered challenges, reaped achievements, and marched closer to our goals.

2023 was a special year as we stood ready to embrace more opportunities in the “post-pandemic era”. Our 9th governance team bravely shouldered the responsibility and carried the flag forward. Together with nearly 600 members, we protected our green homeland in the vast deserts and along the great rivers.

The ceaseless progress of the SEE Conservation is underpinned by the concerted efforts of all members. The credit goes to all members who have contributed actively and selflessly, shouldering social responsibilities, and upheld the spirit of entrepreneurs. With the support of nearly 1,200 Chinese environmental non-profits, our passion for environmental protection always remains vibrant.

We also have the backing of 100 million people behind us, encouraging and driving us forward. The future of China’s environmental protection and public welfare is charted by all. May these unwavering forces continue to inspire and guide us towards a greener and more sustainable future like the vast sky above.

2023 has passed. As we look back, we are well aware that history has its own logic. We build our present based on the past, and our determination today shapes our future. As the founding members vowed, “let’s preserve the clear waters and blue skies together”. This is not a simple vow, but a practice that needs to keep pace with time.

In 2024, the SEE Conservation will celebrate its 20th anniversary. This is a youthful time full of vitality and endless possibilities. Let us embrace every dawn and dusk with the passion and energy of youth, allowing our souls to resonate with nature. Let the flames of youth burn even more fiercely as we create a better, greener future through concrete actions.

We are grateful to the partners who have accompanied us on the challenging and long journey. May our efforts unite efforts and make a difference together. May our action elevate the great cause of environmental protection and public welfare to new heights. In the new year, let us move forward together and create a wonderful future.

## Message from the Chair of the Board of Supervisors



**LIU Mingda**

Chair of the Board of Supervisors

As time slips away quietly, public welfare practitioners have never stopped their footsteps toward the public welfare undertaking. As we are turning a new page of the calendar, we try to connect the footprints of “uniting people with entrepreneurial spirit” this year, listen to the pulse rhythm of “protecting blue skies and clear waters”, and pay tribute to each spray galloping in the river of the times.

As the supervisory body of the SEE Conservation, the Board of Supervisors bears significant responsibilities. The work of the Board of Supervisors is inseparable from the trust and support of every member, and the diligence and dedication of all supervisors. By conscientiously fulfilling their duties and actively carrying out their work, they have safeguarded the legitimate rights and interests of the SEE Conservation and all its members. Looking ahead, the Board of Supervisors will continue to effectively fulfill its supervisory functions and make positive contributions to the standardized operation and healthy development of the SEE Conservation.

In 2023, we rallied our strength and embarked on a new journey forward. In 2024, the Board of Supervisors will also firmly focus on the work of the SEE Conservation, escort the development of the organization with supervision, better grasp the key points of supervision, actively play a supervisory role, and further improve the effectiveness of supervision. We will work together with the Council, the Secretariat, all project centers, and other stakeholders to promote the high-quality development of the SEE Conservation.

## Message from the Chair of the Charter Committee



**LI Qimao**

Chair of the Charter Committee

A well-developed governance system is a hallmark of a modern, civilized organization, and a complete set of rules is the cornerstone of good governance. Since its inception, the SEE Conservation has prioritized respect for rules in its DNA. Through the efforts of member conventions, governance teams, the Charter Committee, and the Secretariat, a sound set of rules has been formulated. The main objective of the current Charter Committee is to review the existing rules, identify and fill gaps, and form a rules system. The committee has proposed the rules system framework for the ecological system of the SEE Conservation, i.e., the convention—charter—significant systems—management systems framework.

To celebrate its 20th anniversary, the SEE Conservation embarks on a new journey. The Charter Committee will continue to adopt a rule-of-law mindset, formulate the convention based on consensus formed through extensive consultation, and build a sound rules system and operational rules. We will unite and mobilize the various forces within the ecological system of the organization to jointly promote its high-quality development. We sincerely hope that the SEE Conservation will become a strong pillar of China’s environmental protection and public welfare undertakings, contributing to high-quality sustainable development, a more beautiful China, and the realization of the dual carbon goals.

## Message from the Secretary General



**LI Sa**

Secretary General

In 2023, the colleagues of the Secretariat faced challenges and embraced changes. Under the leadership of the new governance team, we actively explored organizational culture building and upheld the entrepreneurial spirit. We supported the release of the brand strategy and established emotional connections with the public through IP. We built internal communication channels through a series of working committee meetings. We also collected and shared best environmental practices and stories, enhancing a sense of ceremony and belonging within the organization.

Culture, at its core, guides us in making ethical decisions and empowers us to stay true to our values. It inspires and motivates us to unite and collaborate in the face of challenges. When feeling confused, we can feel the call of our vision and mission and work together for a win-win outcome.

We believe that every donation, every smile, and every bit of care today is a force of warmth that will jointly contribute to a brighter future. We believe in the bright future ahead for the SEE Conservation, as we have started today and will continue to move forward with unwavering determination.

# 02

ANNUAL EVENTS

February 2023

## Elected 9th Governance Team Move Forward with New Responsibilities

On February 12, the 2023-2024 Governance Team Election Meeting of the SEE Conservation was held, at which the 9th Governance Team was elected. Under the leadership of the new governance team, the SEE Conservation will build consensus on governance, member development, fundraising publicity, and project promotion to strive for a better environment.



The 9th Chair, ZHOU Zhou, inserted a leaf with the names of past presidents into a mulberry tree, which symbolized the inheritance of the SEE Conservation's public welfare spirit.



Presentation of the 9th governance team

### Council

President	ZHOU Zhou
First Vice President	XIAO Nan
Second Vice President	ZHANG Li
Directors	YANG Xu, LYU Xi, YAN Xinjun, ZHU Xiaoyu, WANG Suping, LUO Bo, YAO Lu, and GUO Cheng

### Board of Supervisors

Chair of the Board of Supervisors	LIU Mingda
Supervisors	HONG Yao, LIAO Hui, HE Zhihui, WANG Ren, SHEN Peilin, and ZHAO Zhiwei

### Charter Committee

Chair	LI Qimao
Members	NI Mingliang, LOU Xianying, CHEN Min, and LING Songting

May 2023

## Time Flies with the 100 Million Suosuo Project Flourishing 2023 Spring Planting of 100 Million Suosuo Project

From April 30 to May 3, over 200 entrepreneur members, donor representatives, and other stakeholders of the SEE Conservation across China gathered in the Alxa League, Inner Mongolia to initiate the "100 Million Suosuo" spring planting activity for 2023. The launch ceremony was attended by ZHANG Huwen, Deputy Director of the Alxa People's Congress Working Committee, ZHOU Zhou, President of the SEE Conservation, XIAO Nan and ZHANG Li, Vice Presidents of the SEE Conservation, YANG Xu, Director of the SEE Conservation, YAN Shusen, Vice Chair of the Inner Mongolia Project Center and Representative of the Desertification Prevention and Control Project Management Committee, and XU Huiling, Donor Representative from Infineon Technologies. CHANG Xiaobin, Deputy Secretary General of the Administrative Office of Alxa League, TAN Zhigang, Member of the Party Leadership Group and Deputy Director of the Forestry and Grassland Bureau of Alxa League, and HU Shengde, Deputy Director of the Science, Technology, Forestry and Grassland Bureau of Alxa Left Banner, also attended and participated in the planting activity.



100 Million Suosuo spring planting activity in 2023

June 2023

## 10th Chinese Enterprise Green Compact Forum Innovation and Integration for a "Low-Carbon" Future

On June 5, 2023, the World Environmental Day, the 10th Chinese Enterprise Green Compact Forum was held online. Co-hosted by the SEE Conservation and the SEE Foundation, the forum received guidance from the Forestry and Grassland Bureau of Alxa League and the Alxa League Eco-Industry Development Planning Center. The event focused on climate change and corporate green actions and brought together government guests, industry experts, as well as representatives of enterprises and social organizations to discuss how to jointly foster green competitiveness for the future amid the new trends.



During the event, guests from various sectors shared their insights and thoughts on topics such as the prospects of climate investment and financing, new trends in ESG (Environmental, Social, and Governance), and the enhancement of blue carbon sinks.

As an environment NGO embodied by entrepreneurs, the SEE Conservation has held the Chinese Enterprise Green Compact Forum for ten years to discuss experience and thoughts on green actions by enterprises and citizens and lead the future of a more sustainable green economy.

August 2023

## Organizational Brand Strategy in Place

Since it was elected, the Council has cooperated with the global consultancy Roland Berger to launch an institutional brand strategy. At the third (temporary) meeting held on August 23, the members of the Council listened to a report on the Brand Strategy of the SEE presented by director LYU Xi. After discussion and voting, the brand strategy was officially approved.

### Core Values

- 1 Identified "SEE" as the key value of the holistic brand asset
- 2 Clarified the concept of "SEE" for the brand ecosystem
- 3 Summarized brand architecture relationships between organizations and between organizations and projects
- 4 Implemented standardized, normalized, and scenario-based brand usage.
- 5 Provided framework-level guidance for the update of the brand management system

November 2023

## Members' Representative Convention

On November 18, the 2023 Members' Representative Convention of the SEE Conservation was held in Chengmai, Hainan. Since the 9th governance team took office on February 12, the Council, Board of Supervisors, and Charter Committee have been working diligently for 9 months and presented their work achievements to all members during the convention. The Charter Committee, based on the SEE Conservation's current development and member feedback, submitted 36 amendments to the Charter during the convention. Besides, a meeting proposal signed by over 5% of the members was presented for discussion and voting.

During the convention, a series of activities were held, including member training, the Charter amendment explanatory meeting, project center chair joint conferences, and "Night of Public Welfare" event. Members engaged in in-depth discussion on topics such as Charter changes, center development, and other issues. Members and project centers that made outstanding contributions to environmental protection and public welfare from 2022 to 2023 were also recognized.

### 1 Annual Work Report

During the convention, ZHOU Zhou, on behalf of the 9th Council of the SEE Conservation, delivered a report on the 2023 work progress, financial status, and the 2024 work plan. LIU Mingda presented the work report for 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

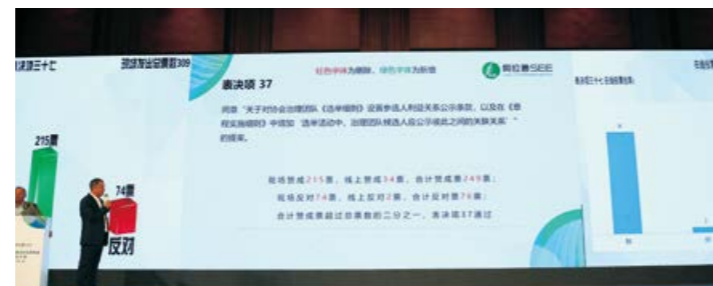
### 2 Discussion and Voting on Amendments to the Charter and Convention Proposals

The current Charter Committee, taking into account the SEE Conservation's current development and feedback from members, submitted 36 amendments to the Charter, which marked the most proposals for voting at the members' representative convention. After on-site discussions, 2 of the amendments were "withdrawn from voting". Based on both on-site and online voting, 29 amendments passed and 5 failed.

Besides, a convention proposal (including 37 items) signed by over 5% of the members was presented for discussion and voting. After voting, this proposal was adopted.



The Charter Committee explains the amendments to the Charter. From left to right: LING Songting, NI Mingliang, LOU Xianying, LI Qimao and CHEN Min.



Voting on the proposals



- 2 Withdrawn from voting
- 29 Passed
- 5 Failed



Scan the QR code for more details about the 36 amendments for voting and voting results

### 3 Recognition for Life Members

As of November 2023, the SEE Conservation had nearly 600 entrepreneur members, including 169 life members who have been with us for 10 years. These life members embody a shared commitment to environmental protection, a steadfast dedication to their public welfare vision, and a consistent commitment to environmental values in the past decade. At the convention, 51 new life members from 2022 to 2023 were recognized for their great support and contributions over the past ten years.



Recognition for new life members during the 2023 Members' Representative Convention

### 4 Releasing Brand IP

The "SEE" brand is a valuable asset for the organization. With the support of all members, the 9th governance team meticulously developed the brand strategy. At the members' representative convention, the new brand IP, "Shanzai", was unveiled. The peripheral derivatives of the "Shanzai" image, such as plush toys and emoji, were initially recognized by the members.



IP launch by LYU Xi, Director of the SEE Conservation and Chair of the Brand Communication Committee



Release of "Shanzai"

### 5 Night of Public Welfare themed "Long Time No See"

On the evening of November 18, the 2023 SEE Conservation Annual Conference and Night of Public Welfare themed "Long Time No See" was held. Around 300 guests from various sectors and members across China gathered to witness the 19 years of growth and achievements of this caring and responsible organization.

During the event, 116 members who made outstanding contributions in member development, substantial donations, fundraising, brand communication, and environmental project promotion from 2022 to 2023 were recognized and awarded. A total of 27 awards were presented to environmental protection project centers in terms of member development, member cohesion, and donation contribution. (See Page 13 for the list of winning members and project centers.)



YAN Xinjun, Director of the SEE Conservation and Chair of the Member Services & Development Committee leads the reading of the Member Convention



Recognition for members supporting the convention

### 6 Member Training and Charter Amendment Explanatory Meeting

A rigorous and reasonable *Charter* is the cornerstone of governance that has steered the SEE Conservation through 19 years of steady progress and concerted efforts towards environmental protection and public welfare. On November 17th, in conjunction with the Members' Representative Convention, a member training and Charter amendment explanatory meeting were jointly held by the SEE College, the Education and Training Committee, and the Charter Committee.



Member training and Charter amendment explanatory meeting

### 7 Chair Joint Conference of Project Centers

On November 19, a chair joint conference was held. With the guidance of session hosts, special committee chairs or project leaders delivered lectures on topics on the development impetus for the SEE Conservation, local projects, ESG membership service plans, and innovative fundraising methods. Chairs, vice chairs, and secretary generals from 31 project centers participated in the discussion and shared their ideas and experience.



Host: LUO Bo, Director of the SEE Conservation and Chair of the Committee for Construction of Project Centers



Group photo of the 2023 members' representative convention

## Recognition for Project Centers in 2023

### Best Member Development Award

Centers that have developed 4 or more new members from January 1, 2022 to October 31, 2023

- |                            |                           |                        |                          |
|----------------------------|---------------------------|------------------------|--------------------------|
| North China Project Center | Ningxia Project Center    | Anhui Project Center   | Chongqing Project Center |
| Hebei Project Center       | East China Project Center | Sichuan Project Center |                          |

### Best Donation Contribution Award

Centers that have received 100 million yuan or more from member donations from January 1, 2022, to October 31, 2023

- |                                   |                            |                            |                                |
|-----------------------------------|----------------------------|----------------------------|--------------------------------|
| Shenzhen-Hong Kong Project Center | Sichuan Project Center     | Pearl River Project Center | Southwest China Project Center |
| Fujian Project Center             | North China Project Center | Xinjiang Project Center    |                                |
| Anhui Project Center              |                            |                            |                                |

### Best Member Cohesion Award

Centers with an average annual renewal rate of 65% or higher for two consecutive years from January 1, 2022 to October 31, 2023

- |                            |                             |                                   |                         |
|----------------------------|-----------------------------|-----------------------------------|-------------------------|
| Sichuan Project Center     | North China Project Center  | Shenzhen-Hong Kong Project Center | Henan Project Center    |
| Pearl River Project Center | Sanjiangyuan Project Center | Hunan Project Center              | Fujian Project Center   |
| Ningxia Project Center     | Hebei Project Center        | East China Project Center         | Zhejiang Project Center |

## Recognition for Members in 2023

in order of the pinyin of last names

### Jinlan Award

#### Outstanding Contribution Award for Member Development

- |           |             |              |               |               |
|-----------|-------------|--------------|---------------|---------------|
| AI Luming | DING Liguo  | LI Zhihai    | LING Songting | LU Yongyi     |
| LU Yu     | MI Ruirong  | PENG Xueping | SUN Lili      | WANG Qingbiao |
| XIAO Nan  | XIAO Zhiyue | YU Xiaoxia   | ZHANG Zehui   |               |

### Jinsui Award

#### Outstanding Contribution Award for Direct Donation

- |                  |             |                  |             |              |
|------------------|-------------|------------------|-------------|--------------|
| HONG Shengbao    | LI Xiaoning | LI Xinhua(Henan) | LI Zhou     | LIAO Zhenwei |
| LIU Mingda       | SUN Lili    | WU Qinglin       | XIAO Zhiyue | ZHANG Jiayu  |
| ZHENG Chuanjiang |             |                  |             |              |

### Jinfeng Award

#### Outstanding Contribution Award for Fundraising Promotion

- |            |           |            |          |         |
|------------|-----------|------------|----------|---------|
| LIU Yazhuo | TIAN Ming | WU Qinglin | XUE Chao | YAN Zhi |
|------------|-----------|------------|----------|---------|

### Jinsha Award

#### Outstanding Contribution Award for Active Participation

- |              |           |               |              |           |
|--------------|-----------|---------------|--------------|-----------|
| GUO Qinglong | HE Yibing | HUANG Xueqing | LI Chunming  | LIU Zejun |
| LUO Wen      | TENG Peng | WANG Chao     | WANG Ying    | WU Yuping |
| XIAO Jin     | XU Dan    | YANG Jianxing | YANG Xiaohui | YE Jianyu |
| ZHANG Min    | ZHU Tong  | ZOU Xufeng    |              |           |

### Jingui Award

#### Outstanding Contribution Award for Brand Communication

- |              |               |                   |                   |              |
|--------------|---------------|-------------------|-------------------|--------------|
| CHEN Ya      | FENG Zhiyong  | GUO Junlong       | GUO Xiukuan       | GUO Yiding   |
| HAO Liqun    | HUANG Jingen  | HUANG Wenbao      | LI Xinhua (Henan) | LIU Caixia   |
| LIU Gangjian | LIU Zhiyong   | LYU Xi            | LUO Jian          | MAO Zhihui   |
| QIU Yitian   | SHI Hongqiang | TANG Xiaodan      | TIAN Ming         | WANG Chenhui |
| WANG Fumin   | WANG Hui      | WANG Jing (Coach) | WEN Yaoli         | XIAO Zhiyue  |
| XU Huachun   | XU Yi         | YU Xiulin         | ZHANG Dongxia     | ZHANG Le     |
| ZHANG Yajuan | ZHANG Jiayu   | ZHANG Qizheng     |                   |              |

### Jintuo Award

#### Outstanding Contribution Award for Project Promotion

- |             |               |                |               |             |
|-------------|---------------|----------------|---------------|-------------|
| CHEN Min    | CHEN Yong     | DENG Bangwu    | FENG Zhexun   | GAO Xinwen  |
| HE Yibing   | HONG Yao      | HOU Jin        | JU Weihong    | LI Qimao    |
| LI Zhou     | LIU Xiaogang  | LIU Yazhuo     | LIU Zejun     | LUO Wen     |
| PANG Yong   | QI Yong       | QI Haifeng     | QIAN Jun      | SHI Zefeng  |
| SUN Hongmei | SUN Lili      | TANG Liangxing | TENG Peng     | WANG Chao   |
| WANG Dalin  | WANG Linsheng | WANG Ying      | XIAO Jin      | XU Huachun  |
| XU Jing     | XU Zeying     | XUE Chao       | XUE Hongguang | YANG Hanbin |
| YU Chao     | ZHANG Yu      | ZHANG Dengfeng | ZHANG Jing    | ZHU Tong    |
| ZHU Zheng   |               |                |               |             |



# 03

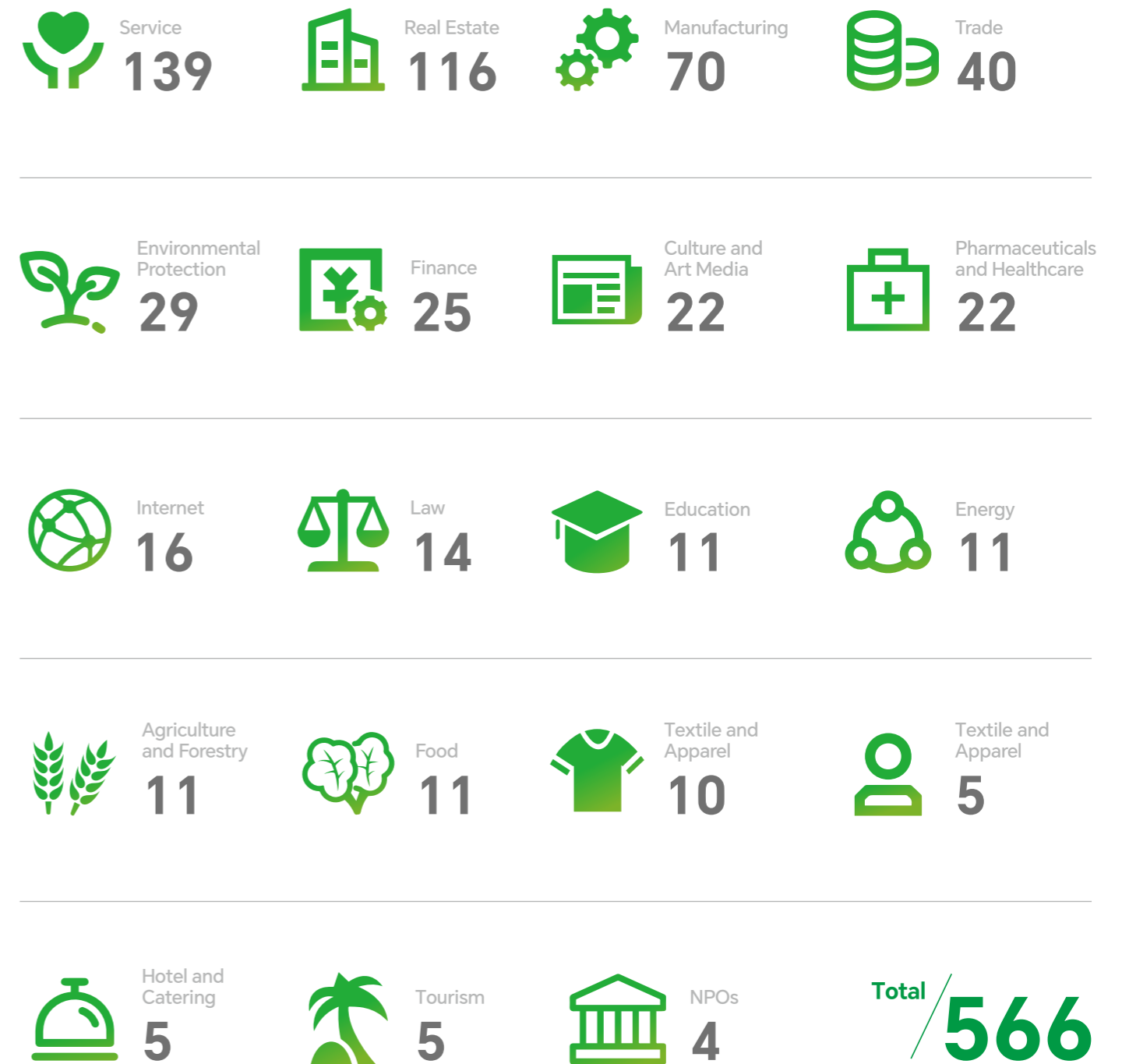
## MEMBER DEVELOPMENT AND PARTICIPATION

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### Member Development

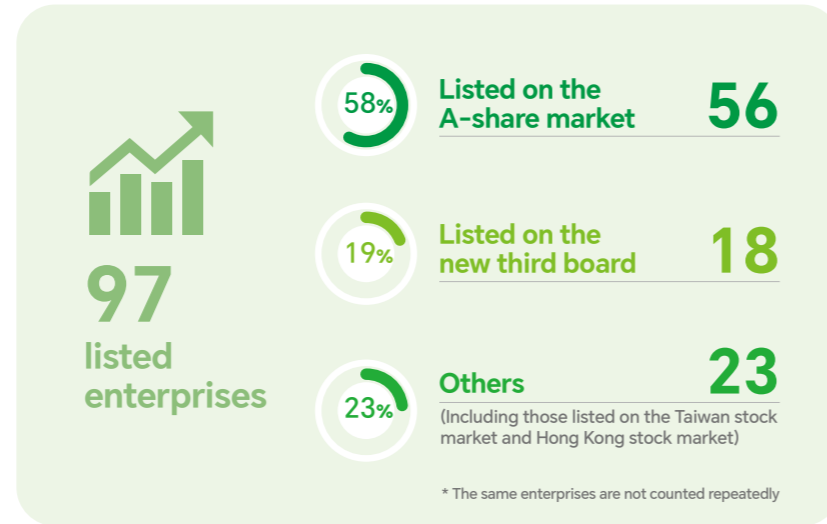


### Member Enterprise by Industry

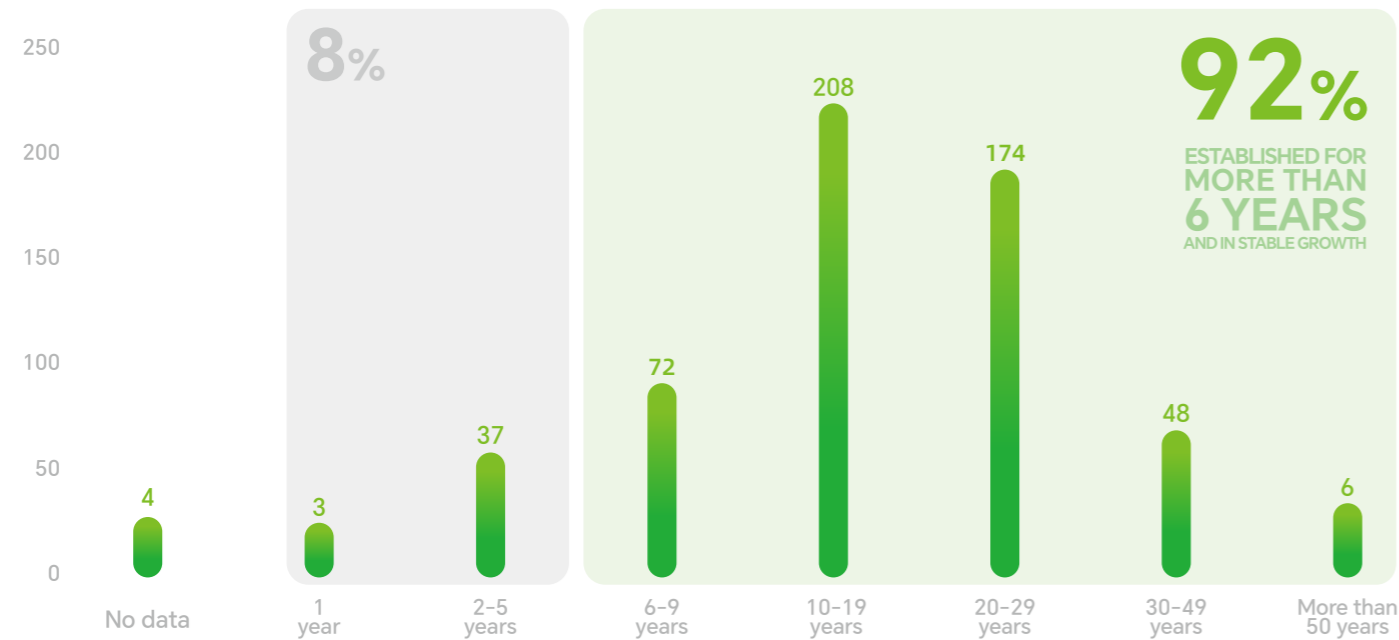


## Member Enterprise Development

Proportion of listed enterprises



## Years of establishment



## Member Engagement

Member Engagement

**835** environmental public welfare activities participated in by members in 2023

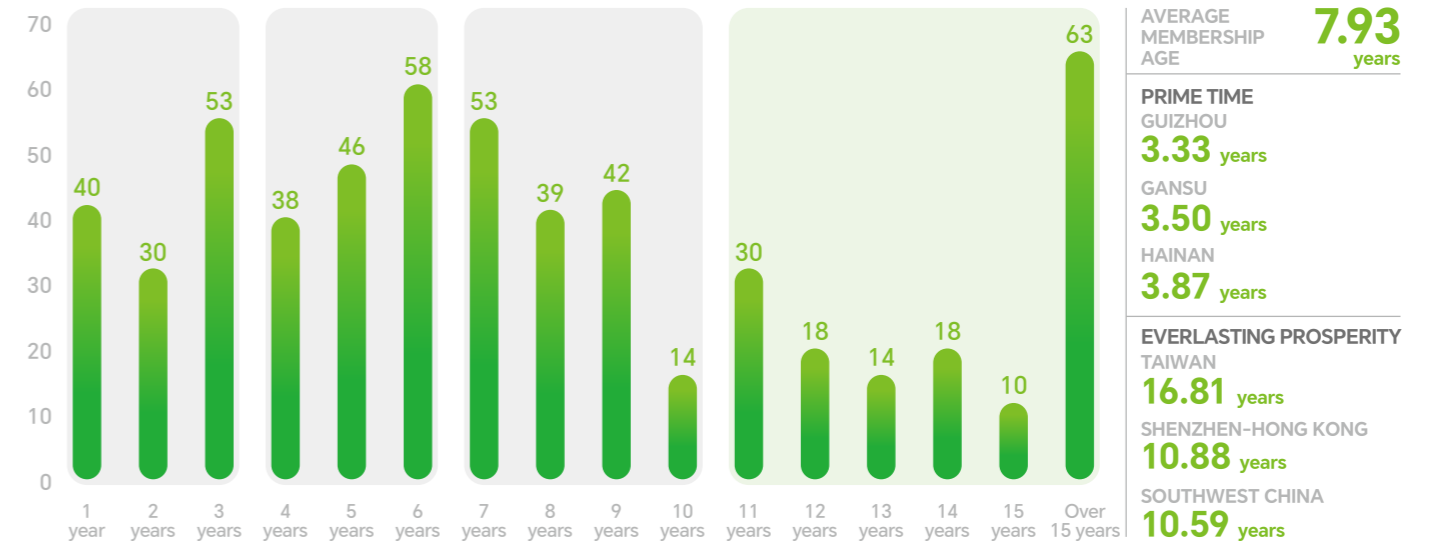
Degree of Activity

**5,354** members participated in SEE environmental public welfare activities

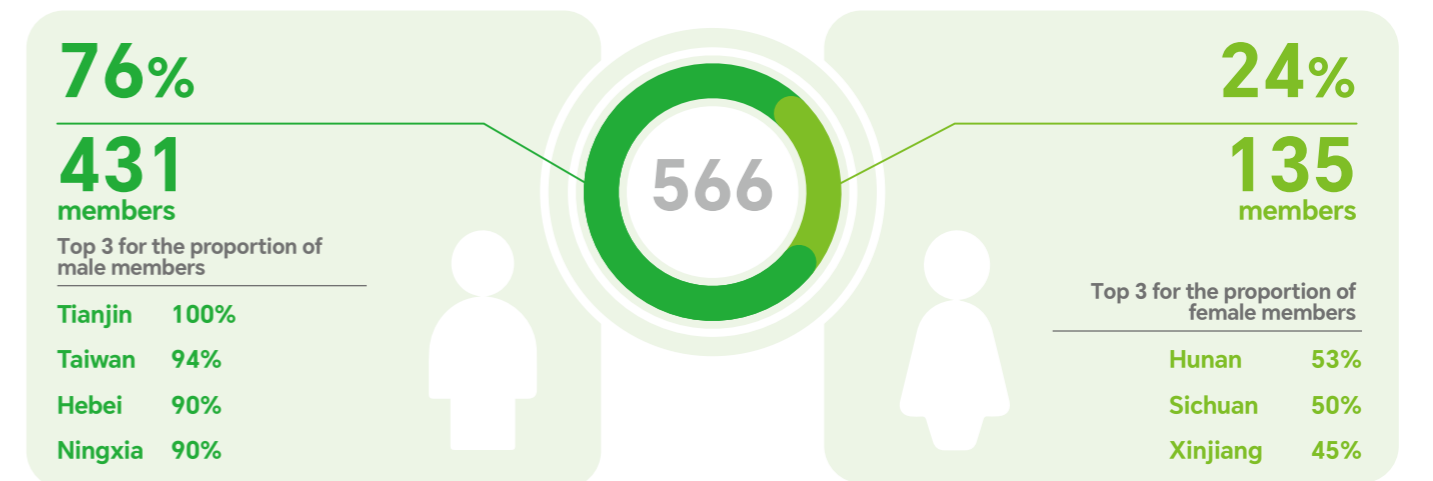
Duration of Participation

**32,477.3** hours of active participation

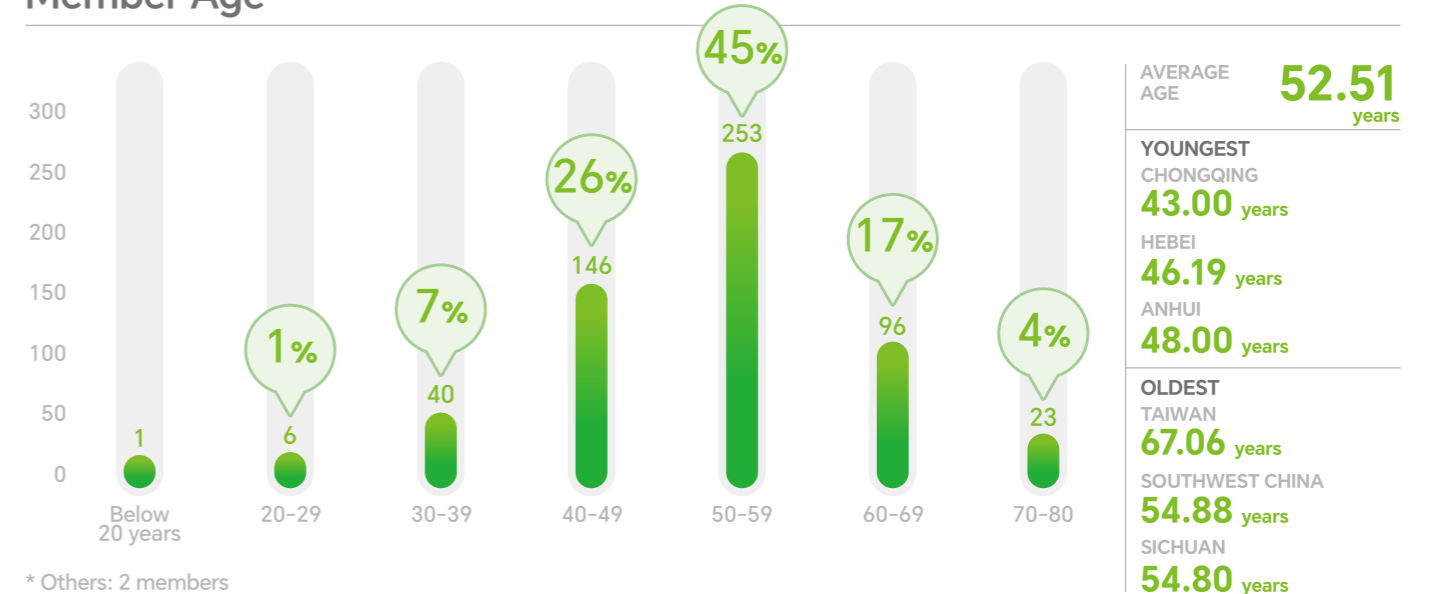
## Membership Age



## Gender of Members



## Member Age



## Life Members

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.

**New Life Members  
in 2023**

(In order of the latest payment)

**21**  
members



**YAO Lu**

Hangzhou Lekongjiedao Interior Design Co., Ltd.  
**General Manager**



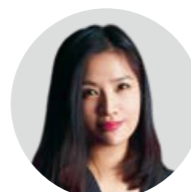
**GUO Guangshuo**

BCDT (Beijing) Co., Ltd.  
**President**



**YANG Xiaohui**

Lucky Hope Holdings Limited  
**Chairman**



**CHEN Si**

China CapaJet Group  
Huanyuxing (Beijing) Aviation Information Consulting Co., Ltd.  
**Vice President**



**WU Liujulan**

Shenzhen BERYL-MART Group Co., Ltd.  
**Chairman**



**WANG Shaohua**

Shaanxi Huier Real Estate Development Group Co., Ltd.  
**Chairman**



**LAN Jing**

Yunnan Nanfang Education Investment Group  
**Chairman**



**WANG Yuejiang**

Zhejiang Yaoguang Textile Co., Ltd.  
**Chairman**



**LIU Lei**

Sandhill Group  
**Chairman**



**XU Zhixue**

Xinjiang Xipa Science and Technology (Group) Co., Ltd.  
**Chairman**



**LING Xiuqing**

Haohua Real Estate  
**President**



**JIA Hui**

Zero Carbon Future Technology Co., Ltd.  
**Chairman**



**QIAO Wenjun**

Zhong Lun Law Firm  
**Senior partner**



**YU Yiding**

Ninestar Corporation  
**Director**



**QI Fang**

Shanghai TONTSEN Architecture Design Co., Ltd.  
**Chairman**



**ZHAO Chenglong**

Finder Capital  
**Chairman**



**ZHANG Zhaohui**

Hunan Yuansheng Supply Chain Management Co., Ltd.  
**Chairman**



**SONG Yingzhi**

Shenzhen Histan Investment Group Co., Ltd.  
**Director**



**CHEN Yujie**

Shaanxi Baichuan Culture Communication Co., Ltd.  
**Chairman**



**TIAN Ming**

Landsea Group  
**Chairman**



**LIU Zhenzhen**

Shenzhen Max Photon Co., Ltd.  
**Vice Chairman**

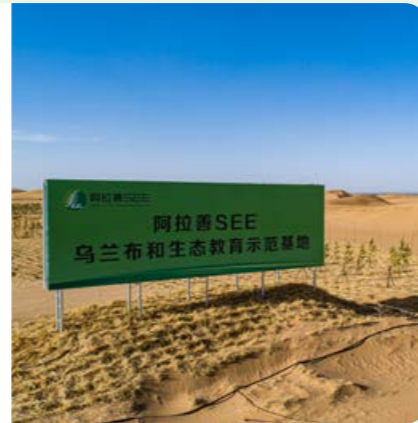


# SEE Foundation

The Society of Entrepreneurs and Ecology Foundation (hereinafter referred to as the SEE Foundation) was founded in 2008 and became a public fundraising foundation at the end of 2014. Based on the development of the environmental public welfare industry, the SEE Foundation has been engaging in four main areas, namely desertification prevention and control, climate change and business sustainability, ecology conservation and nature education, and marine conservation. To date, the SEE Foundation has joined hands with more than 1200 Chinese civil environmental public welfare organizations and individuals to carry out environmental public welfare work, and received accumulatively over 1 billion times of support and participation from the public. The SEE Foundation expects to maximize the value of its social platform and inspires more and more people to participate in environmental protection, while securing the continued growth and optimization of resources from entrepreneurs and society for blue skies and clear waters.

## 100 Million Suosuo

The 100 Million Suosuo project aims at planting 100 million native psammophytes represented by Suosuo (*Haloxylon ammodendron*) across the key eco-regions in Alxa over ten years (2014-2023). The project seeks to restore around 133,300 hectares of desert vegetation to improve the local ecological environment, curb the spread of desertification, and enhance the living standards of local herds people through the derivative economic benefits of Suosuo. By the end of 2023, this project had cumulatively planted 80.94 million psammophytes (114,533 hectares) represented by Suosuo in the key eco-regions of Alxa.



## 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 Alxa. 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. By the end of 2023, water-saving millet plantation had reached a cumulative total of 2,271.72 hectares, with 759 rural households participating.



## Blue Defenders

Initiated by the SEE Foundation in cooperation with multiple parties in 2012, the Blue Defenders project seeks to contribute to the resolution of environmental pollution issues in water, air, and soil. On its 10th anniversary in 2023, the project upgraded its strategy to incorporate pollution risks to human health as a priority category. Targeted at promoting environmental governance, the project promoted safe and responsible consumption through promoting clean air, protecting water resources, and managing chemicals, and encouraged more people to actively participate in climate and environmental protection, and to safeguard a clean, healthy, and sustainable future. By the end of 2023, the project had directly supported 63 frontline organizations engaged in the environmental protection industry nationwide to become "Blue Defenders", covering 21 provinces. About 83 million yuan has been provided for the frontline partners of "Blue Defenders"; and support has been given to the rectification of 9,275 enterprises and pollution sites. The environmental database it supported covered 12.75 million enterprises across the country, with more than 6.05 billion pieces of data.



© Green Peace



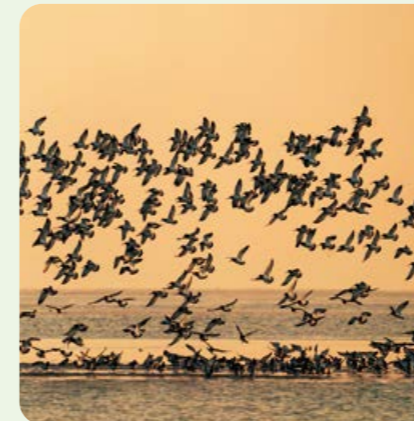
## Green Supply Chains

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 2023, 107 real estate enterprises have joined the Green Supply Chain Action. In 2023, the project developed a total of 19 green procurement categories and included 1.4 million supplier companies on the "White List", admitted 87 enterprises on the "Green List", facilitated a cumulative amount of green procurement of over 38 billion yuan, and led the real estate sector to achieve over 8 million tons of carbon emission reduction.



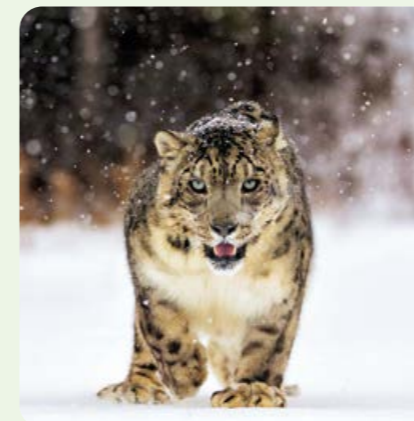
## Zero Waste Planet

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. By the end of 2023, it has supported and funded 16 partners. Additionally, 73 beach cleaning activities were carried out in seven cities in four provinces nationwide. Furthermore, 960.44 tons of urban and rural waste was reduced through garbage sorting and composting.



## 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. By the end of 2023, 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; submitted more than 360,000 records of bird surveys, recording more than 700 bird species; submitted more than 3,300 records of threats such as poaching, pollution, and development construction; and carried out about 1,500 public participation and science popularization education activities, covering more than 980,000 people.



## 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. By the end of 2023, the project had led a cumulative 130 local environmental protection organizations to participate in the protection network and carried out pilot grassland restoration of 53.33 hectares, with a cumulative protected area of 1.28 million square kilometers. In 2023, five new projects were funded. Based on the original "Conserving the Sanjiangyuan Region" actions, it established a community interaction network model that formed a protection network with existing cooperative institutions and continued to fund local institutions to carry out conservation projects, covering issues such as species protection, water source protection, and grassland management.

## 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 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 the landing 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. By the end of 2023, 77 small green peafowls (*Pavo muticus*) and 60 Yunnan snub-nosed monkeys (*Rhinopithecus bieti*) have been born in the project site. The project optimized and restored over 670 hectares of Asian elephant habitat, and completed the Green Paper on Protection of Yunnan Snub-Nosed Monkeys. Its Asian Elephant Conservation Program has been included in the Operation Manual for Nature-Based Solutions Projects; and the case of Xinzhu Botanical Garden Conservation is selected into IUCN's Panorama Cases.



## Save the Smile of the Yangtze River

The "Save the Smile of the Yangtze River" project aims to enhance the participation and effectiveness of actions of social organizations in the Yangtze River Conservation Action, 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 (*Neophocaena phocaenoides*) 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 2023, 846 Assist Patrol teams were established, more than 25,000 people were involved in fishery administration Assist Patrols, 635 key members of the Assist Patrol teams were trained, and 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.



## Green Starters

The "Green Starters" project is dedicated to discovering and empowering new forces in China's environmental protection sector, assisting teams with a strong sense of mission and dedication to environmental and social issues in achieving their environmental protection goals. It aims to arouse local environmental protection efforts in China, foster a healthier and more diversified ecosystem in the environmental protection industry, and thereby achieve the goals of ecological protection and sustainable development. By the end of 2023, the project had accumulatively funded 551 start-up environmental NGOs, with a total funding amount exceeding 45 million yuan. "Green Starters" partners are distributed in 31 provinces and regions across China, playing active roles in many environmental protection-related fields such as ecological protection, pollution prevention and control, environment education, as well as waste reduction.



## Growing Up Together

By tutoring and accompanying the critical talents in growing environmental NGOs, the "Growing Up Together (GUT)" project helps these talents overcome development bottlenecks in their organizations and achieve breakthroughs in areas such as "core business accumulation," "team specialization," and "diversified expansion of resources," enabling them to become leading figures in their areas of specialty and thereby responding more effectively to environmental issues. By the end of 2023, the project had funded a total of 103 GUT partners, with a total investment of nearly 50 million yuan, and the volunteering services of 234 GUT mentors had exceeded 31,577 hours. The "Jingcao Carnival", a sub-brand event targeted at environmental advocacy, has held 81 events in multiple cities across China, impacting a volume of 95 million people.



## 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. By the end of 2023, the project had rescued and released in total 350 sea turtles and protected more than 350 Chinese white dolphins.



## Cerulean Sea Initiative

The "Cerulean Sea Initiative" project mobilizes civil society to protect key marine ecosystems such as mangroves, seagrass, salt marshes, and coral reefs through SEE Foundation's social platform. It promotes the health and ecosystem service functions of marine ecosystems, and enhances the ability of local communities to respond to climate change. Meanwhile, through international cooperation, the project aims to protect 1% of China's oceans, and contributes to the goal of protecting 30% of the global ocean area by 2030 (the 30x30 target). By the end of 2023, the project had restored 240 hectares of key marine ecosystems such as mangroves, seagrass, and coral reefs, 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, reducing 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 conducting capacity building to enhance the sustainable livelihood development of fishers' communities, and protects over 5% of global fishery resources. By the end of 2023, it had collaborated with several marine institutes to carry out research, implemented community co-management with several coastal communities and fishermen groups, realized the recycling of over 120,000 kg discarded fishing gear, and promoted all sectors of society to contribute to global marine protection.



## Mangrove Foundation (MCF)

Founded in July 2012, the Mangrove Foundation (MCF) was initiated by the SEE Conservation, caring entrepreneurs, and relevant departments in Shenzhen. As China's first public fundraising foundation for environmental protection initiated by an NGO, it focuses on protecting wetlands and their biodiversity and implementing a natural conservation model with social participation. Currently, it has launched 3 strategic brand projects, namely "Guarding the Shenzhen Bay", "Saving Spoon-billed Sandpiper", and "Rebuilding the Marine Forest". WANG Shi and MA Weihua serve as the Founding Executive Chair (Founding Chair of the Council). ZHANG Bigong, AI Luming, SUN Lili, and CHEN Jingsong act as the Honorary Chair. LEI Guangchun is the Chair, and LIU Mingda is the Executive Chair.

### Public Welfare Projects

#### "Guarding the Shenzhen Bay" Project

In 2023, the project continued to prioritize conservation work in the Shenzhen Bay, where it carried out nature-based and scientific wetland protection and restoration efforts. The project strengthened the foundation of biodiversity monitoring research, actively applied technologies to empower adaptive management of habitats, as well as promoted cooperation and exchange between protected areas and the identification and protection of key species habitats in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA).

In terms of wetland education, the project mobilized volunteers to engage in wetland education practice and demonstration work. Based on the upgrading of volunteer service teams, the project focused on conducting wetland education activities and leading students to explore the mangrove wetlands. With science education as a supplement and cultural creativity and curriculum design as the highlights, the 3 wetland education centers gained high popularity.

Futian Mangrove Ecological Park, as an important component of the Shenzhen Bay, focuses on the ecosystem of urban parks. It carries out artificial wetland restoration to improve the biodiversity and ecological level of urban parks and meet the needs of both humans and natural organisms in urban parks at the same time.



Group photo at the "Green Bay, Better Future" Forum

#### "Saving Spoon-billed Sandpiper" Project

In 2023, the "Saving Spoon-billed Sandpiper" project, based on the East Asian-Australasian Flyway (EAAF), accelerated the compilation of the Global Action Plan for Spoon-billed Sandpiper 2023-2028 and actively participated in the coordination of international networks. In addition to consolidating the results of the Spoon-billed Sandpiper protection project, the project promoted the application of the SEE Foundation's "EAAF Migration Route Protection Model" in the protection of 4 migration channels. In addition, the project actively carried out bird banding and monitoring and assessment of important migratory waterbirds and their populations. It strengthened research and promotion of key technologies and provided support for these efforts. The project also expanded the brand influence of the Spoon-billed Sandpiper and increased public participation by organizing the "720 Birdwatching Competition" in Tiaozini Wetlands.



Field research at Zhanjiang Mangrove National Nature Reserve

#### "Rebuilding the Marine Forest" Project

In 2023, the "Rebuilding the Marine Forest" project focused on mangrove wetland restoration. The case of Quanzhou Bay Mangrove Wetland Conservation and Restoration Project in Fujian involved planting 570 mu of mangrove forest. In locations such as Zhanjiang, Guangdong and Beihai, Guangxi, the project actively carried out prevention and control of harmful organisms such as Smooth Cordgrass (*Spartina alterniflora*) and Trifoliolate Jewelvine Root or Stem (*Derris trifoliata*) in mangrove forests to improve the quality of mangrove wetlands. Meanwhile, the project also focused on industry exchanges and capacity building, offered training programs, and collaborated with various stakeholders in protecting mangrove wetlands.



2023 National Mangrove Conservation and Restoration Training Course

## Changjiang Conservation Foundation (CCF)

The Changjiang Conservation Foundation (CCF) was jointly initiated by 38 entrepreneurs from the Hubei Project Center of the SEE Conservation and the SEE Foundation. As the first non-public fundraising foundation for environmental protection initiated by NGOs in Hubei, it was rated as a 5A-level social organization of Hubei Province in 2021. The CCF is committed to conducting the Yangtze River Conservation Action, which focuses on protecting flagship species such as the Yangtze Finless Porpoise (*Neophocaena asiaeorientalis*), Chinese Alligator (*Alligator sinensis*), and Baer's Pochard (*Aythya baeri*), as well as promoting green development. The foundation aims to build a social protection platform that involves 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.

### Public Welfare Projects

#### Save the Smile of the Yangtze River

By 2023, the "Save the Smile of the Yangtze River" project initiated by the CCF had assisted 846 patrol teams and 25,439 patrolmen. It provided training, accident insurance, and small gear for over 635 assistant patrolmen. The project also organized commendation activities for excellent assistant patrol teams in the Yangtze River basin for the 3rd consecutive year and supported the 4th finless porpoise survey of the Yangtze River basin.



Yangtze River Finless Porpoise - photographed at the Yangtze River Dolphin Hall

#### Judicial Cooperation on Yangtze River Conservation

In 2023, the project established communication mechanisms with various judicial organs and signed the Framework Agreement on Jointly Promoting Ecological and Environmental Protection and Restoration in the Yangtze River Basin with the Higher People's Court of Hubei Province. The project also established the Special Fund for Yangtze River Conservation Judicial Judgment and attended the 2nd Yangtze River Conservation Judicial Forum to share the CCF's explorations and practices.



Judicial Cooperation on Yangtze River Conservation

#### Baer's Pochard Habitat Conservation

During the year, the 3rd national survey of Baer's Pochard was conducted, covering a patrol distance of 3,600 kilometers. The project also monitored bird species for 50 times, investigated the "conflict between birds and high voltage lines" for 4 times, and patrolled a distance of 25,000 kilometers. Besides, the project organized more than 20 public activities, developed 1 interactive min-program for wetland protection, and affected over 500,000 people.



Baer's Pochard

#### Alternative Livelihood Demonstration Project for Fishermen

As of 2023, the project had expanded to 16 districts and counties in Wuhan and Chongqing. It also compiled 2 sets of standardized training materials for fishing management and developed the application software "Chongqing Fishing". The project added a fishing guide service module, recruited 248 fishing guides, and attracted 11,000 new users. Furthermore, the project held 16 training sessions to empower 614 retired-fishermen-turned patrolmen and fishing personnel, providing employment opportunities for 26 retired fishermen.



Alternative Livelihood Demonstration Project for Fishermen

#### Fish in Yangtze River

During the year, the project organized 13 scientific fish release events, releasing 330,000 rare, endangered and indigenous fish. Eight public welfare fish release stations were constructed, and over 20 public advocacy events were organized. The project also developed 1 themed course and affected over 500,000 people.



Chinese Sturgeon (Acipenser sinensis)

#### Zero Carbon Yangtze River

The project supported over 20 local community building partners, 2 university green construction teams, and over 50 environmental public welfare partners, created 5 zero-carbon community demonstration sites, and explored the construction path of "Linking Five Communities + Zero Carbon Community". The project also compiled the 5th Enterprise Green Development Yearbook, which was released at the COP28.



Zero Carbon Yangtze River

## Xi'an Entrepreneurs Environmental Protection Foundation

The Xi'an Entrepreneurs Environmental Protection Foundation was established on October 9, 2017. Initiated by the SEE Foundation, it was recognized as a 3A-level 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.

### Public Welfare Projects

#### "A Piece of Cropland for Crested Ibis" Project

The Xi'an Entrepreneurs Environmental Protection Foundation has been dedicated to the biodiversity conservation in the Qinling Mountains. To expand the habitat for the crested ibis (*Nipponia nippon*), the foundation successfully replicated the model of the "A Piece of Cropland for Crested Ibis" project to Baliguan, Yangxian County. New foraging grounds for crested ibis are expected to be built in the north of the Qinling Mountains. As the Vice Chair unit of the National Innovation Alliance for Crested Ibis Conservation under the National Forestry and Grassland Administration, the Xi'an Entrepreneurs Environmental Protection Foundation is actively promoting the conservation, monitoring, research, and management of the crested ibis.

#### "Panda's Happy Journey" Project

Located at the Louguantai State-owned Ecological Experimental Forest Farm in Shaanxi Province, the project planted 16,650 clumps of Mao Bamboo (*Phyllostachys edulis*), a preferred food for Qinling giant pandas (*Ailuropoda melanoleuca qinlingensis*) and restored 100,000 m<sup>2</sup> of habitat. During the year, 2 rounds of nurturing and replanting efforts were carried out. A total of 23 mu of bamboos was planted, thereby expanding the foraging grounds available to wild giant pandas. The project also worked with experts from the Louguantai State-owned Ecological Experimental Forest Farm to conduct two site inspections. The survival rate was ≥ 85%.



Crested ibis



Qinling giant panda

#### Reintroduce of Qinling Herb of Purpleflower Stonecrop to the Wild

In 2023, the Xi'an Entrepreneurs Environmental Protection Foundation, together with the Hanzhong Wildlife Protection Station, Shaanxi University of Technology, and Lueyang County Nursery, reintroduced Qinling Herb of Purpleflower to the wild. It is a plant species with an extremely small population and under second-class State protection. The project was covered by CCTV three times.



Qinling Herb of Purpleflower

#### Ant Forest - Yangxian Conservation Area

The "Ant Forest - Yangxian Conservation Area" project undertaken by the foundation also completed 11 successful patrols and collected 50 GB of effective video materials.



A patrol team is patrolling the Ant Forest Conservation Area

#### Nature Education

The Xi'an Entrepreneurs Environmental Protection Foundation established the Qinling Sibao Animal Protection Park Nature Education Base. The foundation also organized 8 nature education activities themed "Spring Swallow Action - Bringing Bird Knowledge to Campus", with over 1,600 student participants. The science education book *Our Avian Neighbors* was compiled and a complete nature education system was built.



SEE Conservation Nature Education Base at Sibao Animal Protection Park

## Aleshan Foundation



Election of the 3rd Council and Board of Supervisors of the Aleshan Foundation

In October 2018, the SEE Conservation initiated the Aleshan Foundation, which is committed to leveraging the advantages of entrepreneurial resources and innovative spirit and providing long-term and stable funding sources for public welfare organizations and projects through diversified ways of value preservation and appreciation.

On May 22, 2023, the 2nd Council fulfilled its duties and submitted a proposal for an election. The resolution for the election of the Council and the Board of Supervisors was passed, and the respective members were elected.

### Public Welfare Projects

From 2022 to 2023, the SEE Special Fund of the Aleshan Foundation sponsored 2 projects, namely the "Environmental NGOs Supporting Green and Sustainable Development" and the "Marine Conservation and Sustainable Fishery Development".

The former was successfully completed in late 2023. The latter has been extended until August 2024 and is currently still ongoing in an orderly manner.



Phase 2 of the Zero Waste Island Project

Launched in 2022, the "Assisting Agriculture in Water Saving - Subsidies for Water Saving" project, was successfully completed in the second quarter of 2023. Twelve farmers in the Yaoba Region participated in the project, promoting the use of water-saving facilities to plant 1,472 mu of water-saving millet, with an average water consumption of less than 74 cubic meters per mu.



"Subsidies for Water Saving" Project

The "Supporting the Development of the Shenzhen Mangrove Foundation (MCF)" public welfare project, which was launched in 2023, was successfully completed at the end of the year and underwent a special audit as required.

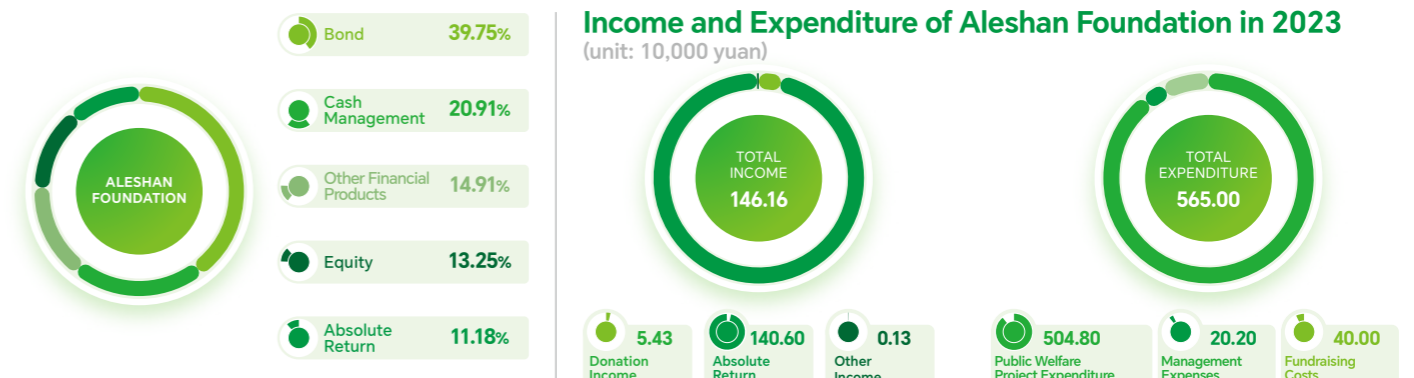


Supporting the 6th Spoonbill Festival

## Value Preservation and Appreciation

### Strictly Implementing Management Measures to Ensure Compliant Use of Funds

In 2023, under the guidance of the Investment Committee, the Aleshan Foundation continued to carry out legal, safe, and effective preservation and appreciation of donations in accordance with 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 2023, the foundation made new investments mainly in low-risk and capital-preserving products by following a cautious investment strategy. The foundation achieved an investment income of 1.41 million yuan.





## Guangdong Nature Conservation Foundation (NCF) |

Initiated by the SEE Conservation, the Guangdong Nature Conservation Foundation (NCF) was founded on December 1, 2021. The NCF is committed to protecting and restoring the natural resources and ecology of Guangdong Province, conducting biodiversity conservation, and promoting green development. It also aims to build a scientific research and exchange platform for natural protection and ecological restoration as well as carry out related publicity, education, training, and public welfare voluntary service activities. Meanwhile, under the guidance of the Department of Natural Resources of Guangdong Province, the NCF adheres to the mission and original aspiration of the SEE Conservation. It strives to build a benchmark public welfare project and lead the industry in Guangdong Province to become a model for the rational use of natural resources, the restoration and protection of the ecological environment, energy conservation and emission reduction, clean production and green sustainable development.

### Public Welfare Projects

#### Release of Business Strategy

In 2023, the Guangdong Nature Conservation Foundation (NCF) announced its business strategy and formally adopted the “protection and utilization of micro wetlands around urban residents” as a key topic. The foundation prioritizes funding for non-profit organizations in key ecological positions, developing nature-based solutions, and cultivating strategic leadership capabilities in this field. In the next three years, the NCF will build a replicable, fundraising, and sustainable model project that can be promoted based on the “Wanzuitou Wetland Protection Project”.



Wetland landscapes around urban residents

#### Wanzuitou Wetland Cooperation Project at Guangzhou Higher Education Mega Center

The project conducted routine biodiversity monitoring work. Compared to 2022, the number of bird species detected in the Wanzuitou wetland increased from 63 to 77. From 2020 till now, a total of 100 bird species have been monitored. The project also established a biodiversity volunteer service team, which received training and support to participate in wetland conservation activities. As of December 2023, the team boasted over 20 core volunteers with expertise in interpretation and bird photography, and a reserve team of approximately 470 volunteers. The team has organized a total of 53 wetland patrol and birdwatching activities, with over 1,000 participants. Furthermore, it partnered with local enterprises, schools, and public welfare organizations to deliver more than 40 wetland education activities with a total of over 1,000 participants.



Citizens remove invasive species in the wetland

#### “Bird Watching in 4 Cities and 8 Places” Project

During the implementation of the project, an “online + offline” model was established. For online channels, the project used the SEE Foundation’s video account, Weibo accounts of public welfare institutions of the SEE Conservation, and the Guangzhou Zoo’s video account for interaction and communication. For offline channels, the project organized bird-watching events in 4 cities and 8 places as well as a stamp collection activity at the Guangzhou Zoo. In total, the project reached over 200,000 people online and more than 350,000 participants offline. The project received coverage from Nanfang Plus, Guangzhou Daily, ChinaDevelopment.com, Huacheng Plus, and Zhujiang Evening News, through articles, videos, and radio broadcasts. Over 20 industry organizations shared the project progress, deeply reaching more than 200 families. It also established a public community of 1,000 members and promoted the protection of urban wetlands in several cities in Guangdong Province. The project was included in the Guangzhou sub-venue event of the 4th Guangdong Forest Culture Week



Bird watching in 4 cities and 8 places

## Guangxi Conservation Foundation (GCF) |

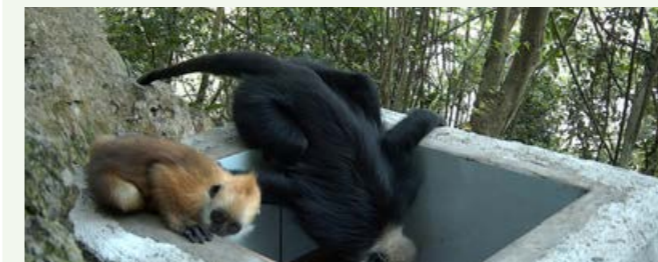
Established on December 29, 2021, the Guangxi Conservation Foundation (GCF) was jointly initiated by the SEE Conservation, the SEE Foundation, the Shenzhen Mangrove Foundation (MCF), the Guangxi Wildlife Conservation Association, and 12 members of the Guangxi Project Center. As the first regional non-public 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 natural protection, promoting harmony between humans and nature, as well as contributing to the ecological protection and sustainable development of Guangxi.

### Public Welfare Projects

#### Karst Biodiversity Conservation

By the end of 2023, the foundation has made substantial progress in karst biodiversity conservation. Notably, in the Jiuchong Mountain sector of the Qipen Protection Station of the White-headed Langur Protected Area, the foundation constructed 20 wildlife drinking water points, greatly enhancing the access to clean water for local wildlife. It also provided 1 outdoor skills training session for patrolmen.

Furthermore, the foundation partnered with the Guangxi Nonggang Nature Reserve to undertake a Bengal Slow Loris (*Nycticebus bengalensis*) conservation and monitoring project in 15 lines and 3 villages around the Longrui Nature Reserve. The project included 18 nights of field monitoring with 70 participants and identified 20 Pygmy Slow Lorises (*Nycticebus pygmaeus*). A total of 26 key locations were selected to install infrared cameras for continuous monitoring and recording of wildlife activities, thus providing important data support for scientific research and protection.



A white-headed langur drinks water with its infant at a drinking water point



Pygmy Slow Loris

#### Public Education

During the year, the Guangxi Conservation Foundation (GCF) organized 76 popular science lectures and offline popular science education activities in Guangxi. It collaborated with multiple government departments and other organizations to host a series of public activities, such as the Guangxi Nature Notes Competition, the Nanning Bird Watching Race, nature photography contests, and activities aimed to protect Chinese Crocodile Lizard (*Shinisaurus crocodilurus*). These activities attracted over 200,000 participants, effectively raising public awareness of and engagement in nature conservation, and driving the rapid development of nature education in the region.



Launch ceremony for protecting Chinese Crocodile Lizard

#### Phase 2 of the Mangrove Ecological Restoration Project in the Eastern Bay of Fangchenggang

Eleven volunteer service activities and guided tour training sessions were carried out in Fangchenggang. In partnership with the Fangchenggang Forestry Bureau, the Communist Youth League of Fangchenggang City Committee, and other organizations, the project organized the “Guarding the Marine Forest • 2023 Wetland Week Science Popularization Series” and delivered 9 nature education events that benefited over 2,500 people. Besides, the “Pomegranate Seed” Youth Mangrove Education Practice Base was established at the project site. The project also completed the Eastern Bay Mangrove Forest Nature Observation and Guiding Manual.



Eastern Bay Mangrove Forest Nature Observation and Guiding Manual

#### Supporting the Development of China’s Civil Society on Environmental Protection

During the year, the foundation supported 3 local environmental NGOs to carry out projects such as the Weizhou Island Zero-waste Project, urban green co-construction action, and Fangchenggang wetland popular science education project. These projects played a positive role in promoting environmental protection and sustainable development.



Island Zero-Waste Action – Launch Ceremony for the Ecological Village Demonstration Site in Niujiiao Village, Jiangsu

## Jiangxi Poyang Lake Conservation Foundation |

The Jiangxi Poyang Lake Conservation Foundation (PCF) was established in December 2023, and was jointly initiated by the entrepreneur members of the Poyang Lake Project Center, 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 White Crane (*Grus leucogeranus*) and Yangtze Finless Porpoise (*Neophocaena asiaeorientalis*), as well as wetland ecosystems. In cooperation with government departments, research institutions, environmental nonprofits, 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.



Inauguration of the PCF at the opening ceremony of the 3rd Poyang Lake International Birdwatching Season



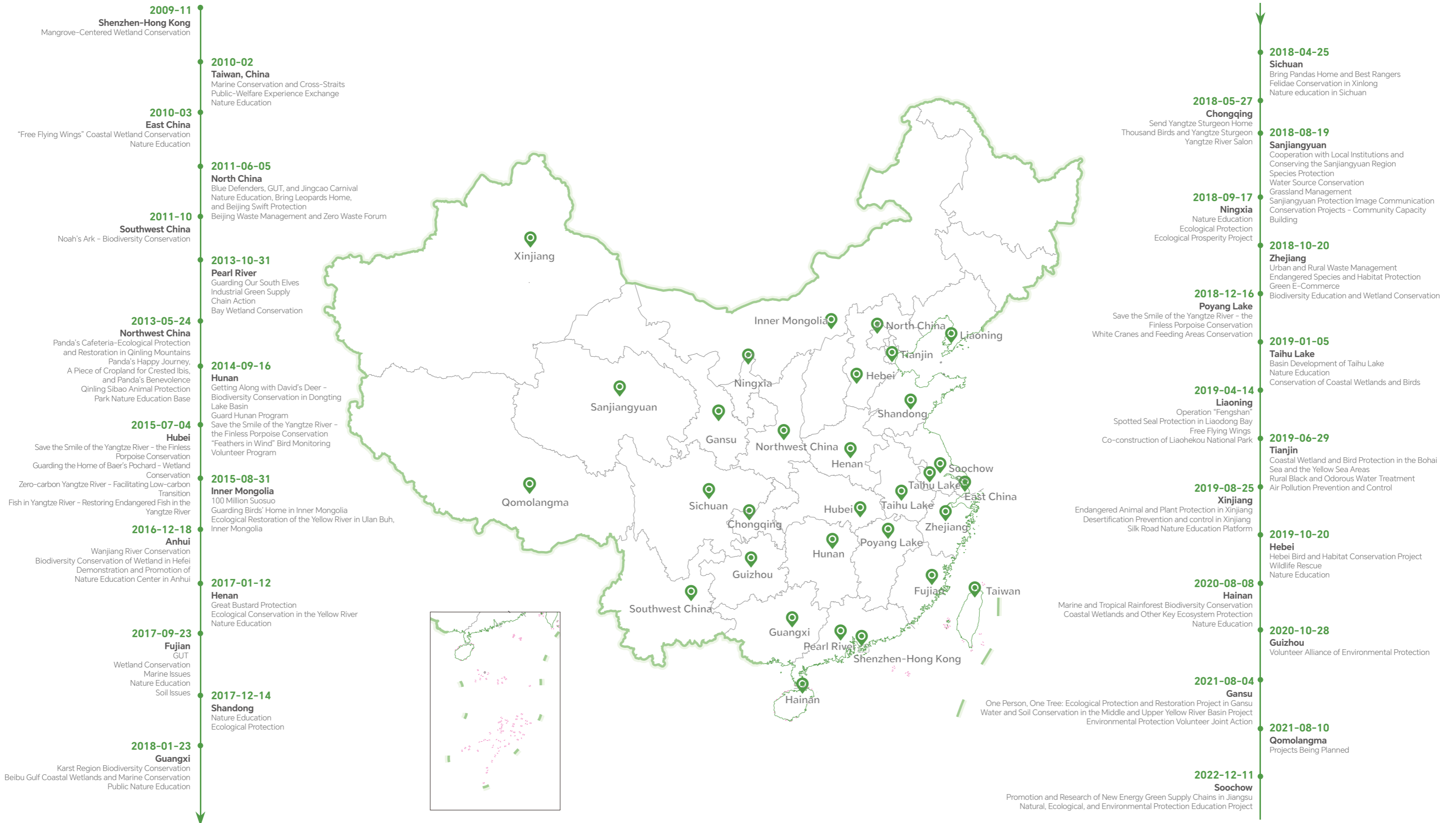
Tundra swan (*Cygnus columbianus*)

# 05

## ENVIRONMENTAL PROTECTION

Shenzhen-Hongkong	036	Inner Mongolia	054	Ningxia	072
Taiwan	038	Anhui	056	Zhejiang	074
East China	040	Henan	058	Poyang Lake	076
North China	042	Fujian	060	Tianjin	077
Southwest China	044	Shandong	062	Xinjiang	078
Northwest China	046	Guangxi	064	Hebei	080
Pearl River	048	Sichuan	066	Hainan	082
Hunan	050	Chongqing	068	Gansu	084
Hubei	052	Sanjiangyuan	070	Soochow	085

# ENVIRONMENTAL PROTECTION



## Shenzhen-Hong Kong

The Shenzhen-Hong Kong Project Center brings together entrepreneur members from Shenzhen, Hong Kong, and surrounding areas to influence and encourage entrepreneurs in Shenzhen and Hong Kong to participate in environmental protection undertakings. At the same time, as the initiator of the Mangrove Foundation (MCF), it leverages its role as a project executor to support and advance coastal wetland conservation projects, and build a social conservation and management platform that involves the government, enterprises, the public and NGOs.

Time of founding | **2009.11**

Black-faced Spoonbill@ Mangrove Foundation (MCF)

## Project Progress

### 1 Wetland Conservation Education

In 2023, the Mangrove Foundation (MCF) continued to conduct nature education, aiming to protect the mangrove wetlands of the Shenzhen Bay. It consistently explored the integration of nature education with school education and actively promoted the establishment of the China Wetland Center (CWC) network. By the end of 2023, the network had grown to 75 members. At the same time, it continued to promote the implementation of wetland education models in Chongming Dongtan in Shanghai serving more than 32,000 people throughout the year, and developing systematic courses for primary and secondary school students and the public. It also launched the Notes of Nature in National Bird-Loving Week, receiving more than 2,500 notes of nature submitted by over 200 schools across the country, and attracting active participation of over 70 protected areas, nature education institutions, and education system units.



Volunteers from the MCF provide science popularization explanations to the public

**75**  
members of the CWC network

**32,000+**  
people served

### 2 Nature Education

During the year, 3 nature education centers in Shenzhen Bay, along with the Shenzhen area, organized 1,615 visits, education, and conservation activities of various types, with a total of 82,961 participants. In 2023, 61 educational sessions on mangrove forests were conducted for primary and secondary school students, with 2,791 students and teachers exploring the mangrove wetlands. The education centers earned the title of "Research and Practice Education Base in Futian District" from the Futian District Education Bureau. The centers also continued to explore models for public participation in protection actions and promote continuous improvement and upgrading of wetland education in the Shenzhen Bay. This effort helps urban residents get closer to wetlands, understand their importance, and enhance their environmental literacy.



Guided tour at the Science Popularization Exhibition Hall of Futian Mangrove Ecological Park

**1,615**  
public activities

**82,961**  
public participants

### 3 International Participation

In March 2023, the 11th Meeting of Partners (MOP11) of the East Asian-Australasian Flyway Partnership (EAAFP) took place in Brisbane, Australia. The Mangrove Foundation (MCF) was elected as a member of the EAAFP Management Committee and hosted the "Spoon-billed Sandpiper Conservation and Research Progress Side Event". In May and July, the MCF supported two conferences, namely the International Symposium on Mangrove Conservation Cooperation and the International High-Level Forum on Mangrove Conservation, inviting representatives from over 30 countries. At the end of November and the beginning of December, the MCF participated in the 28th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP28) for the first time, co-hosting the side event themed "Achieving the Paris Agreement Goals in the Field of Forestry and Grassland in China". MCF, along with the China Green Carbon Foundation, launched the 'Special Fund for International Mangrove Protection Against Climate Change' during the Shenzhen Day activities.

## Message from the Chair

"Give your best in all endeavors, and success will naturally follow." Let's stay true to our original aspirations, forge ahead with determination, and join hands with the SEE Conservation to write a new chapter!

— LIU Wenjie

Chair of Working Committee of Shenzhen-Hong Kong Project Center

## Working Committee Members

The 5th Session

President	LIU Wenjie
Vice Chair and Secretary General	LI Chunming
Vice Chairs	XIAO Xingping, LIU Mingda, ZHANG Min, XIA Liyun, and CHEN Wentian

## Member Activities

### Visits and Exchanges

In 2023, the Shenzhen-Hong Kong Project Center hosted 2 consultant dinners, a public welfare lecture, and other member activities, and organized members to participate in the international conference on Communication, Capacity-building, Education, Participation and Awareness (CEPA), where they shared their experience in wetland education. During the bird migration season, the project center also organized bird-watching science popularization activities for employees of its organizations. Moreover, the Shenzhen-Hong Kong Project Center played a positive role by supporting the growth of partner organizations, hosting the autumn gathering for GUT mentors, and promoting exchanges with other centers, thereby exploring potential cooperation opportunities between centers in the future.



Election of the 5th Working Committee of Shenzhen-Hong Kong Project Center on September 23



MCF at the COP28

### 4 Policy Advocacy

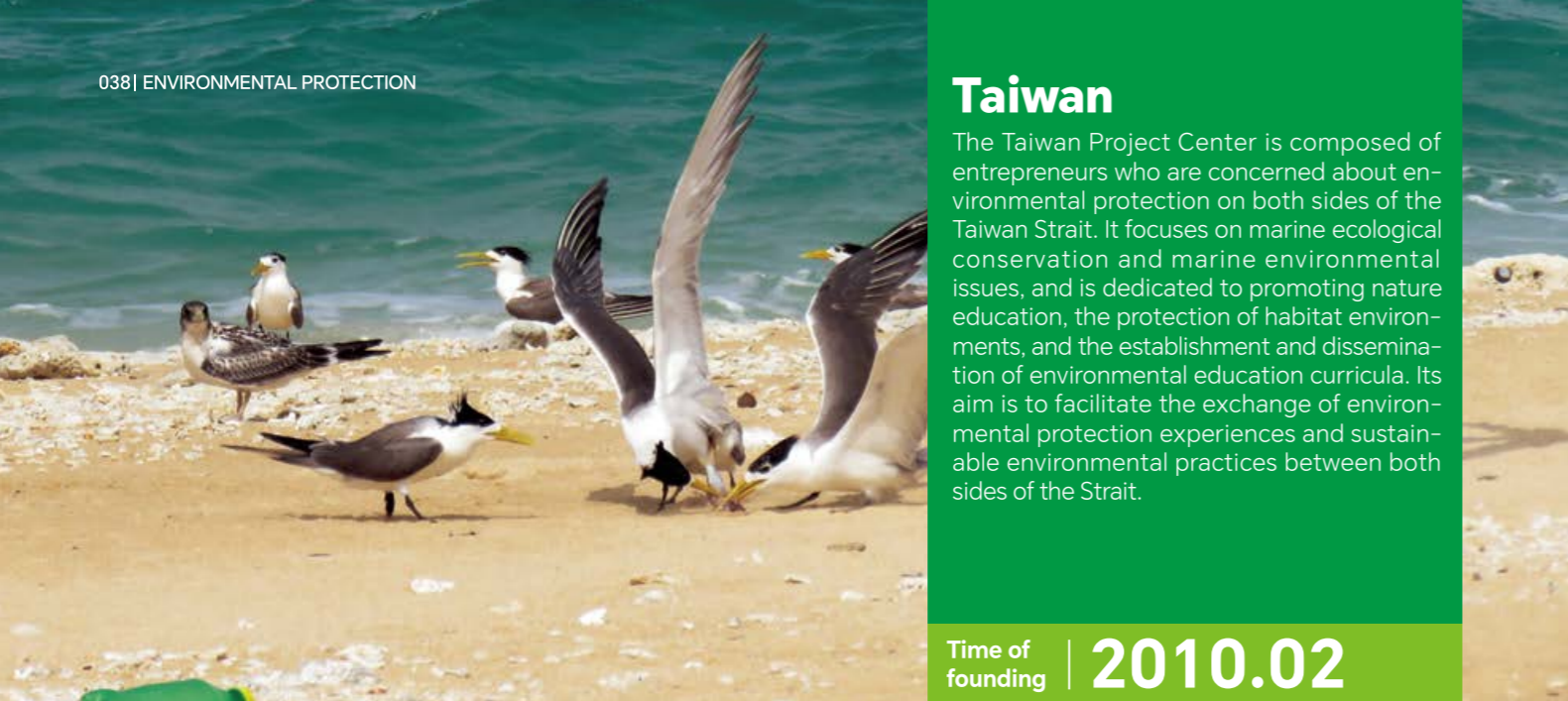
Shenzhen is a key stopover site for migratory birds along the East Asian-Australasian Flyway. In response to the national call for "protecting the four migratory bird flyways that pass through China", the center submitted a proposal on "Building Bird-Friendly Cities" at a CPPCC session and provided recommendations on promoting the guarantee mechanism for bird-friendly cities, establishing an indicator system for bird-friendly cities, and launching a bird-friendly cities alliance. Against the backdrop of "Green and Beautiful Guangdong", the center proposed to protect otters (*Lutra lutra*) and other rare wild animals in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) as a national demonstration zone for biodiversity conservation, build a community of life for humans and nature, and create a new brand image for "Green and Beautiful Guangdong".

### 5 Fundraising and Communication

During the 99 Giving Day, members of the Shenzhen-Hong Kong Project Center raised funds for wetlands as "Wetland Ambassadors" and supported the MCF's 4 public charity projects on Tencent Charity, namely "Guarding the Earth's Kidney", "Wetland Guardian", "Protecting Shenzhen Bay", and "Saving the Spoon-billed Sandpiper". In addition to giving generous donations, they also called on people around them to pay attention to the wetlands and protect every important wetland in their hometowns.

**357** person-times  
of member participation

**2,263.6** hours  
of member participation



# Taiwan

The Taiwan Project Center is composed of entrepreneurs who are concerned about environmental protection on both sides of the Taiwan Strait. It focuses on marine ecological conservation and marine environmental issues, and is dedicated to promoting nature education, the protection of habitat environments, and the establishment and dissemination of environmental education curricula. Its aim is to facilitate the exchange of environmental protection experiences and sustainable environmental practices between both sides of the Strait.

Time of founding | **2010.02**

## Project Progress

### 1 Conservation of Terns (*Sterna Hirundo*) and Their Habitats

Seabirds play a crucial role in maintaining the balance of marine ecosystems. From May to September, the Taiwan Project Center teamed up with the Wild Bird Society of Taipei and conducted over 12 bird surveys at tern breeding sites such as Mazu Sanlian, Zhongdao, Baimiao, Sheshan, Shuangzi Reef, and Tiejian Island, as well as Pengjishan Islet and Pengpeng Beach, with a total of 36 participants involved in the survey.

In addition, 2 ecological tours of the Pescadores Islands were successfully held, attracting a total of 80 public participants, among whom 35 people participated in the tern interpretation volunteer training. These efforts have enhanced public awareness of and participation in marine ecological conservation.



Guarding the paradise of seabirds

### 2 Nature Education

In 2023, the Taiwan Project Center, together with the Friendly Seed team, gathered enterprise partners concerned about marine issues through the power of environmental education, jointly contributing to the marine sustainable development project of the Heping Island Geopark. During the year, a series of diverse corporate ESG (Environmental, Social, and Governance) environmental service experience activities were held to share successful cases, enhance corporate cohesion, encourage sustainable actions, and jointly shape the sustainable soft power of enterprises.



Corporate sustainability action training

## Message from the Chair

Environmental education is one of the most important ways to address environmental problems. Through environmental education, the public can raise their awareness of sustainability, align with corporate values, practice sustainable actions, and seek sustainable opportunities. We expect the Taiwan Project Center to promote public participation in environmental protection projects in partnership with local environmental NGOs. Let's make natural and environmental issues a common concern for every citizen on Earth and work together to protect our beautiful environment.

— SHEN Peilin

Chair of Working Committee of Taiwan Project Center

## Working Committee Members

The 6th Session

President	SHEN Peilin
Vice Chair and Secretary General	YAN Xinjun
Vice Chair	LIU Zhenzhen

## Member Activities

### 3 Forest Carbon Reduction Activists

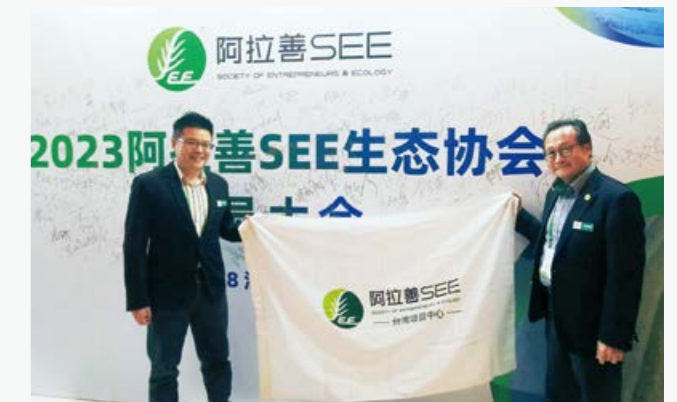
Forests are one of the most critical and diversified terrestrial ecosystems, encompassing over sixty percent of Taiwan's land. In 2023, the Taiwan Project Center, along with the Friendly Seed team, connected corporate alliances through environmental education activities. These efforts inspired participants to deeply understand forests, reflect on the mutual relationship between humans and nature, comprehend the important role of trees in the carbon sequestration process, and explore how to take environment-friendly actions in daily life with the hope of establishing a new relationship between humans and forests.

The "Forest Carbon Reduction Activists" project involved 359 participants in 7 educational activities, including marine education and corporate sustainable actions.



"Guarding the Forest" action

During the year, the Taiwan Project Center participated in environmental exchange activities such as the SEE Conservation Members' Representative Convention, interacting and communicating with other project centers on environmental protection.



Attendance of the 2023 Members' Representative Convention

**12** bird surveys  
**36** survey participants  
**80** public participants

**7** education activities  
**359** public participants

**68** person-times of member participation  
**2,132.4** hours of member participation

## East China

The East China Project Center is committed to uniting entrepreneurial forces in the Yangtze River Delta region, increasing awareness of environmental protection issues, and improving the construction of an ecological conservation network connecting the government, civil society, enterprises, universities, and the public. For many years, the center has cooperated with the Shanghai Chongming Dongtan National Nature Reserve to carry out coastal wetland conservation in the Yangtze River Estuary and worked together with the Shanghai Botanical Garden to promote the construction of biodiversity-friendly cities. The center has also supported the cultivation of civil forces for environmental protection with funding from the Green Starters, GUT, and Free Flying Wings projects. Up to now, it has funded a total of 62 environmental protection institutions and encouraged the participation of over 1 million people in environmental protection activities.

Time of founding | **2010.03**

## Project Progress

### 1 Coastal Wetland Ecological Conservation in Yangtze River Estuary

The East China Project Center focuses on coastal wetland conservation in the Yangtze River Estuary. In collaboration with the Shanghai Chongming Dongtan National Nature Reserve (hereinafter referred to as the "Dongtan Reserve"), the center launched the "Guarding Dongtan and Protecting Birds" project. Through activities such as clean wetland action, operation and management of bird science popularization bases, and bird watching festivals, the center has provided citizens with high-quality ecological products and science education services.

**Wetland Clean-up Action:** During the year, a total of 1,269 volunteers from 22 schools, enterprises, and social organizations participated in the Wetland Clean-up Action, cleaning a total of 1,412.6 kg of plastic waste. The plastic waste recycled was reprocessed into recycled products, and a data app for waste terminal disposal was established to ensure that the entire recycling process was traceable.

Moreover, the center launched the "Special Action of Protecting Wetlands on 2023 World Cleanup Day" jointly with Pickup China. The event attracted about 200 volunteers from 16 corporate teams and 2 public teams in Shanghai to clean up the surrounding shoreline of the East Beach, removing a total of 1,055 kg of marine debris.



Volunteers participate in the Wetland Clean-up Action

**Operation and Management of Bird Science Popularization Base:** Throughout the year, the Chongming Dongtan Environmental Education Center completed a total of 438 group receptions and activities and received 35,646 public visits; successively held the "Teacher Training for Notes of Nature in the 2023 Bird Loving Week" and the "Opening Ceremony of Science Popularization and Education Base & Volunteer Training Activity"; and officially established the volunteer service team of Dongtan National Nature Reserve.



Public visit to the bird science popularization base

**The Chongming Dongtan Marina Community Birdwatching Life Festival:** The Marina Community Birdwatching Life Festival has become a flagship ecological brand in Dongtan. On December 2, the 2nd Chongming Dongtan Marina Community Birdwatching Life Festival was held. The event was attended by representatives from over 40 non-governmental partner organizations of the SEE Free Flying Wings project across the country, over 70 citizen science volunteers from the Yangtze River Delta region, as well as more than 200 guests and public participants.

### 2 Science Popularization Education in the Nature Hall of Shanghai Botanical Garden

To support the construction of biodiversity-friendly cities, the East China Project Center signed a cooperation framework agreement with the Shanghai Botanical Garden. In the future, both parties will work together to explore the establishment of the Shanghai Biodiversity Experience Center, focusing on system building of science popularization, training talent teams, promoting public participation in biodiversity conservation mechanisms, and the construction of cooperation and exchange platforms.



The SEE Conservation signs a cooperation framework agreement with Shanghai Botanical Garden

### 3 Research on Comprehensive Land Use Policy in China

On June 27, the preliminary progress of the Research Project on China's Comprehensive Land Use Policy, jointly funded by the SEE Foundation and the German Corporation for International Cooperation GmbH (GIZ), was reported during the Summer Davos Forum. Jointly funded by the East China Project Center and the Soochow Project Center, the project was carried out by Chinese and foreign experts organized by the China Council for International Cooperation on Environment and Development (CCICED), China's highest-level environmental think tank. This project not only marks the first time the SEE Conservation has funded the CCICED to conduct a macro policy report but also represents the East China Project Center's first attempt at funding an international collaborative research project.

## Message from the Chair

As the East China Project Center approaches its 14th anniversary, we remain true to our original aspirations. We cooperated with the Shanghai Chongming Dongtan National Nature Reserve to protect the coastal wetlands in the Yangtze River Estuary. We joined hands with the Shanghai Botanical Garden to advance biodiversity-friendly urban development. In the metropolis of Shanghai, we will focus on forging a stronger linkage between corporate sustainability and social responsibility. Under the guidance of the government, we are dedicated to raising public awareness of environmental protection and exploring the harmonious coexistence of humans and nature in megacities.

— PANG Yong

Chair of Working Committee of East China Project Center

## Working Committee Members

The 6th Session

President  
Vice Chair and Secretary General  
Vice Chairs

PANG Yong  
ZHANG Xiang  
JU Weihong, WANG Ren, XU Qiang,  
YAO Weiguo, and PAN Kai

## Member Activities

### 4 Supporting Environmental Protection

In 2023, the East China Project Center funded a total of 14 partner organizations to carry out environmental protection projects. These partners included 1 new "GUT" partner, 4 new "Green Starters" partners, and 1 new "Free Flying Wings" partner. Relevant environmental issues covered nature education, sustainable development, community building, pollution prevention and control, Yangtze River conservation, and marine garbage management.



"Green Starters" joint review meeting of East China Project Center and Soochow Project Center

### 5 Fundraising and Communication

During the 99 Public Welfare Day in 2023, the "Protecting Birds in Dongtan" project received support from 2,937 people and raised 120,200 yuan. The Clean Wetland Action received 100,000 US dollars from the office of the GEF, a network for migratory bird conservation, and 704,700 yuan of enterprise donations.

Furthermore, in collaboration with ecological and environmental government departments, public institutions, and partner organizations in Shanghai, the center held over 20 environmental-themed live broadcasts and various science popularization exhibitions, reaching more than 5 million people both online and in person.



"My Nature Treasure Box: Urban Insects" exhibition

In 2023, the East China Project Center organized 40 project discussion sessions and member activities. The members registered 390 times of participation in various public welfare activities of the SEE Conservation, with a total duration of 2,132.4 hours. Center members visited 5 partners to promote cooperation and interaction. Through international conferences and exchange activities such as COP28, New York Climate Week, the Yangtze-Mississippi Forum, and the AVPN Climate Investment and Financing Workshop, the center made its way to the global environmental governance arena. Through the SEE Conservation Members' Representative Convention, the annual SEE Foundation Gratitude Activities, and visits to the governance team of the SEE Conservation as well as the North China Project Center, Zhejiang Project Center, Northwest China Project Center, Shenzhen-Hong Kong Project Center, Chongqing Project Center, Sichuan Project Center, Hunan Project Center, Anhui Project Center, Hebei Project Center, and Hubei Project Center, the construction of the East Sea Project Center was further promoted.



Exchange between the governance team of the SEE Conservation and the East China Project Center

**390** person-times  
of member participation

**2,132.4** hours  
of member participation

## North China

The North China Project Center is committed to gathering entrepreneurial forces, promoting the solution of environmental problems in North China, focusing on species and habitat protection, waste management, industrial pollution prevention and control, nature education, and other environmental protection issues, and cultivating the non-governmental public welfare and environmental protection forces in North China through the "Green Starters" and "Growing Up Together (GUT)" projects.

Time of founding | **2011.06**

## Message from the Chair

Time flies like an arrow. 2023 marked the 12th anniversary of the North China Project Center. Over these 12 years, we have witnessed the cohesion of our members and their sense of responsibility and commitment in the face of difficulties and challenges. In 2024, as the SEE Conservation embraces its 20th anniversary, the North China Project Center will continue to uphold its original aspirations, move forward steadily and gently, and collaborate with more members and public welfare partners to make even greater contributions to the environmental protection efforts in North China.

— SU Yong

Chair of Working Committee of North China Project Center

## Working Committee Members

The 6th Session

President  
Vice Chair and Secretary General  
Vice Chairs

SU Yong  
ZHANG Le  
XIAO Zhiyue, LIU Zejun, LU Yongyi,  
WANY Ying, and ZHU Tong

## Project Progress

### 1 Promoting the Establishment of the Special Fund for "Bring Leopards Home"

In 2023, the North China Project Center facilitated the establishment of the Special Fund for "Take Leopard Home" and formed a management committee consisting of 7 members. The initial funding for the special fund was 1 million yuan. Additionally, a brand-sharing agreement for "Take Leopard Home" was reached with CFCA. From November 6 to 8, representatives from the Working Committee of the North China Project Center, along with several members and guests, visited the "Take Leopard Home" project sites in Heshun County, Jinzhong City, Shanxi Province. They conducted an ecological corridor inspection and visited the protection stations in Shangbeishe Village and Baiyugou at Qingcheng Forest Farm. In addition, they held in-depth discussions with local government departments on balancing the conservation of the North China Leopard (*Panthera pardus japonensis*) with economic development and advancing the project.



Site visit of "Take Leopard Home" project

### 2 Zero Waste Forum - Focusing on Waste Management

The project initiated and founded the Organizing Committee of the Zero Waste Forum in collaboration with the China Zero Waste Alliance, North China Project Center, SEE Foundation, VK Foundation, Shenzhen One Foundation, and Shanghai Hongkou Green Industry Development Center, and invited a total of 20 experts and scholars to comprise the Expert Committee of the Zero Waste Forum. It cooperated with 12 cities to carry out Zero Waste Citywalk themed activities, focusing on three topics: garbage sorting, plastic issues, and end treatment. Twelve guests made keynote speeches and 64,000 people participated in the activities, receiving support from 142 media outlets.



Zero Waste Forum

### 3 Nature Education Action for the Public in Beijing

**The Jingcao Carnival in Beijing:** The event featured 4 popular check-in spots, 6 sets of land art installations, 1 ecological photography exhibition, 3 ecological expert lectures, 4 nature-themed plays, and performances by 3 groups of world-class musicians, creating a diverse and vibrant biodiversity carnival. The event collaborated with 76 partners and involved 80 volunteers. It was covered by 143 media outlets, including the Beijing Municipal Government website, Beijing TV, Beijing Daily, and The Beijing News. The online exposure exceeded 30 million, and the event directly reached 12,000 people offline.



Jingcao Carnival in Beijing

**Birding Season for All in Beijing:** From September to December 2023, two offline exhibitions were staged by multiple artist groups, featuring 10 neighborhood space art installations. The event hosted 9 themed talks and 21 birdwatching activities, engaging 41,000 participants in birdwatching, exhibitions, and sharing sessions.



Birding Season for All in Beijing

### 4 Industrial Pollution Prevention and Control by Blue Defenders Project

Throughout the year, the North China Project Center supported 8 Blue Defenders partners in conducting 70 field investigations, organized 12 exchanges with partners and government discussions, submitted 22 suggestions and reports on environmental governance, and launched 86 offline activities, motivating 10,588 people to participate and providing 19,824.93 hours of volunteer services. It also supported the development and launch of the 'River Patrol' app, an online river protection tool, attracting a total of 3,856 teams from 31 provinces (autonomous regions and municipalities) to launch beach cleaning activities through the app.



Personnel of Green Jiangxi Environmental Exchange Center patrol the water sources on unmanned boats

### 5 Green Starters and GUT Empower Environmental Protection

In 2023, the North China Project Center supported the development of 14 environmental protection startups and growth-stage organizations with a total investment of 895,000 yuan. Fourteen GUT mentors provided 232 services to partners, contributing a total of 833.5 hours.



North China Project Center members participate in GUT activities

## Member Activities

In 2023, the North China Project Center organized its members to actively participate in international meetings such as COP28, as well as exchange and visit activities with institutions such as the Beijing Economic-Technological Development Area, the Center for Contemporary Art (UCCA), Standard Chartered Bank China, and Shangyicheng Group. Members participated in 232 events related to organization and center management, project exchanges on environmental protection, and joint customized brand activities.



Member visit



Member exchange

**851 person-times** of member participation  
**5,586.4 hours** of member participation

## Southwest China

The Southwest China Project Center is committed to the conservation of primary forest and plateau wetlands in the mountainous regions of Southwest China. It has incubated environmental project centers, including the Sichuan Project Center, the Chongqing Project Center, and the Guizhou Project Center. To date, the center has undertaken numerous environmental projects, including the protection of the Yunnan Snub-nosed Monkey (*Rhinopithecus bieti*), the rearing and protection of Himalayan Honeybees (*Apis cerana himalaya*), the conservation of endangered medicinal plants, the protection of indigenous fish species in plateaus and rivers, the conservation of the Green Peafowl (*Pavo muticus*), the conservation of Asian Elephant (*Elephas maximus*), garbage removal in rural communities and rivers in protected areas, ecological bathing in mountain villages, and the Xinzhu Botanical Garden in the Hengduan Mountains.

Time of founding | **2011.10**

## Project Progress

### 1 Embracing Multiple Identities to Expand Environmental Protection Efforts

On April 23, the Southwest China Project Center was invited by the Yunnan Association for Wildlife Protection to attend the election of its 4th Council and was elected as a member of the 4th Council (2023–2027). The aim was to jointly promote the development of biodiversity conservation efforts in Yunnan Province. In recognition of its contributions to the conservation and research of Garlic Fruit (*Malania oleifera*), the Southwest China Project Center was accepted as a member of the National Innovation Alliance for the Garlic Fruit Industry, alongside more than 10 institutions, including the Kunming Institute of Botany of the Chinese Academy of Sciences and Southwest Forestry University.



Seedlings of Garlic Fruit

### 2 Nature Education for the Youth

During the year, the center delivered 3 nature education programs themed "Climate Change and Biodiversity and Ecological Conservation and Action in Yunnan", to over 450 primary and secondary school students in Kunming, Yunnan, Chongming Dongtan in Shanghai, and Huize, Yunnan. Besides, the center collaborated with the Baima Snow Mountain National Nature Reserve in Yunnan and the Shanghai NPI Foundation to organize a scientific summer camp for Yunnan snub-nosed monkeys, attracting 9 families from Beijing, Shanghai, Nanjing, Chongqing, Hunan, and other regions.



Science education lecture

### 3 Ecological Restoration of Xinzhu Botanical Garden

As the World Environment Day approached, the project team organized local villagers to plant native tree species in 2023 at the Xinzhu Botanical Garden. This year's tree-planting event saw participation expand from one village group with 70 people to two village groups with over 150 people. The oldest participant was more than 70 years old. The participants planted nearly 7,200 seedlings of 8 native species, including *Euonymus tingens*, *Abies delavayi*, and *Tsuga chinensis*. Among these saplings, only 1,500 were provided by the Lijiang Alpine Botanic Garden, Chinese Academy of Sciences. The remaining over 5,700 saplings were propagated by the villagers in the nursery greenhouses provided by the project. Since 2018, villagers of Xinzhu Village have been planting native species in the Xinzhu Botanical Garden for 6 consecutive years, planting a total of 18,389 saplings and establishing 12 outdoor cultivation plots.



Villagers participate in native tree planting

### 4 Conservation of *Firmiana major* with an Extremely Small Population

To protect *Firmiana major* (W. W. Sm.) Hand.-Mazz., which has an extremely small population, the Southwest China Project Center has been collaborating with institutions such as the Kunming Institute of Botany of the Chinese Academy of Sciences, and the Tropical Eco-Agriculture Research Institute of the Yunnan Academy of Agricultural Sciences since 2020. They jointly collected and preserved 10,000 *Firmiana major* seeds and established an in-situ conservation site. A total of 2,000 seedlings have been propagated and reintroduced into the wild. Additionally, 300 wild plants have been relocated to other conservation sites. On August 31, with the support of the caring enterprise HSBC China, the Southwest China Project Center, together with experts from the Tropical Eco-Agriculture Research Institute of the Yunnan Academy of Agricultural Sciences and local villagers to plant another 1,500 *Firmiana major* trees at the Xiaoleizai conservation site in the cucumber garden of the Yuanmou dry-hot valley.

### 5 Conservation Case Selected into the IUCN's Panorama Cases

In May, the Noah's Ark Xinzhu Botanical Garden Conservation Project was officially launched on the international platform Panorama. Panorama is an international platform and knowledge management system aimed at promoting ecological conservation

## Message from the Chair

Upholding the mission of SEE Conservation, we actively advance projects for vegetation restoration and ecological restoration in the mountainous regions of Southwest China, community-based sustainable livelihoods, green education and promotion, and public participation in environmental conservation. With the support of the Chair of the 5th Working Committee YE Ming, Vice Chair and Secretary General XIAO Jin, Deputy Secretary General YANG Silong, and committee partners including FAN Yanli, CHEN Erjia, ZHANG Qun, and FENG Yunchun, we successfully completed all planned projects. Looking ahead, the new working committee will continue to execute relevant projects. In addition, we will explore new ways to expand membership and donations, engage more excellent youth in public welfare undertakings, promote the development of international brands, share public welfare experience in the international community, and continue to support the environmental cause of SEE Conservation.

— ZHANG Jiayu

Chair of Working Committee of Southwest China Project Center

## Working Committee Members

The 6th Session

President  
Vice Chair and Secretary General  
Vice Chairs  
Deputy Secretary General

ZHANG Jiayu  
WANG Yong  
YE Ming, XIAO Jin, and LAN Jing  
LIU Haitao

## Member Activities

### Ecological Trailwalk

During the year, the center organized the 12th Ecological Trailwalk for Bird Watching in the Plateau and the 13th Ecological Trailwalk Crossing the Three Rivers, attracting over 40 participants from member families of the Chongqing Project Center, Inner Mongolia Project Center, Shenzhen-Hong Kong Project Center, and Southwest China Project Center, as well as enthusiasts from all sectors of society.



Trailwalkers ready for hiking

### Unveiling of Alashan Green Industry Union - Southwest China Industry Center

On July 2, the Alashan Green Industry Union - Southwest China Industry Center was officially inaugurated, with an exchange event held in Kunming, Yunnan. Members and partner enterprises from regions including Yunnan, Guangxi, Guizhou, Guangzhou, Inner Mongolia, and North China came together to share insights and experience.

### Attending the 10th World Conference on Ecological Restoration

From September 26 to 30, the 10th World Conference on Ecological Restoration was held in Australia. The Noah's Ark Committee of the SEE Foundation organized a thematic session on "Endangered Species Conservation and Community Engagement". Dr. XIAO Jin, Vice Chair and Secretary General of the 5th Working Committee of the Southwest China Project Center, and ZHANG Jiayu, Chair of the 6th Working Committee and Founding Investor and Director of Noah Holdings, attended the conference as Chinese representatives. They shared cases and stories of China's ecological restoration practices with the world.



Representing China at the World Conference on Ecological Restoration and sharing Chinese stories

**102 person-times** of member participation  
**1,494.3 hours** of member participation

projects. Established by organizations including the IUCN, UNEP, and GIZ, it shares nearly 1,300 practical cases and solutions for global ecological protection. The system has brought international influence and cooperation opportunities to the promotion of SEE Conservation's ecological conservation projects.

### 6 Protecting Indigenous Fish in Yunnan

On National Fry Releasing Day, June 6, with the support of the Noah Public Welfare Foundation, the Hubei Changjiang Conservation Foundation (CCF), and other organizations as well as the guidance of the Fisheries Administration of the Kunming Dianchi Lake Management Bureau, the Southwest China Project Center released 18,000 Golden Line Fish (*Sinocyclocheilus grahami*), a rare and endangered native fish species, into Dianchi Lake, in partnership with the Kunming Branch of Noah and the Kunming Institute of Zoology, Chinese Academy of Sciences. On October 2, under the guidance of Prof. JIANG Yujie from Dali University, 10,000 artificially bred native fry (*Schizothorax prenanti*) were released back into the wild.



Fry releasing in Dianchi Lake

### 7 Fundraising and Communication

In 2023, the Southwest China Project Center participated in and organized 22 public events, published 45 articles on its WeChat official account, and raised a total of 1.298 million yuan through platforms such as Tencent Charity, Alibaba Foundation, Bilibili Charity, Taobao Charity Store, 99 Giving Day, Sina Micro Charity, and membership fees. These funds will be entirely dedicated to the Noah's Ark Southwest China Mountainous Biodiversity Conservation project.



The project team raised funds for biodiversity conservation at Kunming Zoo



## Northwest China

Over the past decade, the Northwest China Project Center has launched 13 projects focusing on the ecological conservation of the Qinling Mountains, including the "A Piece of Cropland for Crested Ibis" project, the "Panda's Cafeteria" project, the "Qinling Herb of Purpleflower Stonecrop" project, and the "Yangxian Conservation Area" project. The "A Piece of Cropland for Crested Ibis" project has explored a sustainable development model that perfectly combines crested ibis conservation with rural revitalization. Based on these projects, the Northwest China Project Center has established a comprehensive nature education system. By engaging with schools and communities, the project center has encouraged more entrepreneurs and the public to participate in the conservation of the Qinling Mountains. The Xi'an Entrepreneurs Environmental Protection Foundation, initiated by the project center, was rated as a 3A-level social organization by the Xi'an Civil Affairs Bureau.

Time of founding | **2013.05**



## Project Progress

### 1 Reintroduce Qinling Herb of Purpleflower Stonecrop to the Wild

On June 8, the signing ceremony for the project titled "Butterfly Loves Flower: Protecting and Reintroducing the Endangered Qinling Herb of Purpleflower Stonecrop with an Extremely Small Population" was held in Hanzhong. The first batch of 6,500 Qinling Herbs of Purpleflower Stonecrop reintroduced into the wild achieved an overall survival rate of 88.6%, marking a preliminary success for the project. The project has been covered by several news outlets, including CCTV News Live, Morning News, and CCTV-4 News, as well as provincial and municipal media platforms in Shaanxi Province and Hanzhong City.



Protecting and reintroducing Qinling Herb of Purpleflower Stonecrop to the wild

### 2 Sustainable Promotion of the "A Piece of Cropland for Crested Ibis" Project

The year 2023 marks the sixth year of the "A Piece of Cropland for Crested Ibis" project, which expanded to two project sites in Huayang Village, Huayang Town and Baliguan, Yangxian County, and completed the signing of the licensing agreement for the "Rice from Ibis' Homeland" brand.



Project site and promotional board of the "A Piece of Cropland for Crested Ibis" project

### 3 "Panda's Happy Journey" Project

The project planted 16,650 clumps of Mao Bamboo (*Phyllostachys edulis*), a preferred food source for Qinling Giant Pandas (*Ailuropoda melanoleuca qinlingensis*), and restored 100,000 m<sup>2</sup> of habitat. During the year, two rounds of nurturing and replanting efforts were carried out, and experts from the Louguantai State-owned Ecological Experimental Forest Farm in Shaanxi Province conducted two site inspections. By the end of the year, the survival rate was higher than 85%, meeting the targets outlined in the agreement.

### 4 Nature Education

During the year, the Northwest China Project Center cooperated with the Xi'an Wild Bird Conservation Association to conduct 8 science popularization programs on campus. Secretary General CHEN Yujie, Vice Chair CHEN Min, and Vice Chair ZHANG Yi participated in the "Nature Education Entering the Campus" event and contributed to the compilation of the science education book *Our Avian Neighbors*. In addition, the SEE Foundation, Tencent Foundation, Northwest China Project Center, and Xi'an Wild Bird Conservation Association jointly organized 2 "National Bird Watching Festival Xi'an Station" events at Taohuatan Park, which were attended by more than 180 participants.



Bird science popularization on campus

In May, the SEE Conservation Nature Education Base jointly built by the Northwest China Project Center and the Qinling Sibao Animal Protection Park was completed. The base was officially opened in July.



SEE Conservation Nature Education Base in Sibao Animal Protection Park

## Message from the Chair

The Northwest China Project Center, established ten years ago, has been dedicated to protecting the green Qinling Mountains, and we have remained steadfast in our mission. In 2023, the "A Piece of Cropland for Crested Ibis" project, along with the "Rice from Ibis' Homeland", received great support from our members nationwide once again. We are immensely grateful to everyone! The nature education base of the Northwest China Project Center has been completed at the Qinling Sibao Animal Protection Park, the birthplace of the giant pandas "Shanzai" and "Shanxi". We warmly welcome you to visit them when you have the time! As we move forward into the new year, we look forward to welcoming more volunteers who share our vision of "Guarding the Qinling Mountains". We also hope to enhance our cooperation with project centers across the country, visit and learn from each other, and protect the beautiful environment together.

— ZOU Bin

Chair of Working Committee of Northwest China Project Center

## Working Committee Members

The 5th Session

President  
Vice Chair and Secretary General  
Vice Chairs

ZOU Bin  
CHEN Yujie  
CHEN Min, JIN Lin, WANG Hui,  
WEI Ang, and ZHANG Yi

## Member Activities

### Visits and Exchanges

On July 7, the governance team of the SEE Conservation visited the Northwest China Project Center and held a meeting to discuss various topics, such as project and member development.



Communicate with the governance team

On September 21, the East China Project Center, together with a delegation from the Shanghai Chongming Dongtan National Nature Reserve, visited the Northwest China Project Center. They engaged in an in-depth exchange on topics such as project planning and institutional development. The visitors also toured the nature education base at the Qinling Sibao Animal Protection Park.

The year 2023 marked the 10th anniversary of the Northwest China Project Center. On December 21, the 2023 Annual Conference of the Northwest China Project Center and Xi'an Entrepreneurs Environmental Protection Foundation was held. Members and guests from across the country gathered together, sharing their insights on public welfare and offering valuable suggestions for the future development of the Northwest China Project Center.



2023 Annual Conference of the Northwest China Project Center and Xi'an Entrepreneurs Environmental Protection Foundation

### 5 "Ant Forest - Yangxian Conservation Area" Project

On June 28, the Northwest China Project Center, together with the Administration of the Shaanxi Changqing National Nature Reserve, initiated an on-site exploration and monitoring program for the Ant Forest Yangxian Conservation Area. The Ant Foundation presented a flag to the patrol team of the Changqing National Nature Reserve Administration. As of December 31, the patrol team of the Changqing National Nature Reserve had completed 11 patrols, installed 15 infrared cameras, and collected over 50 GB of data.



A patrol team is patrolling the Ant Forest Conservation Area

### 6 National Innovation Alliance for Crested Ibis Conservation

At the 2nd meeting of the 1st session of the National Innovation Alliance for Crested Ibis Conservation, the Xi'an Entrepreneurs Environmental Protection Foundation was awarded the title of Vice Chairman Unit. ZOU Bin, Chair of the Northwest China Project Center, was elected as the Vice Chair of the alliance, CHEN Min, Vice Chair of the Northwest China Project Center, was elected as a director, and CAO Pu, the project director, was appointed as the Deputy Secretary General of the alliance.



The 2nd meeting of the 1st session of the National Innovation Alliance for Crested Ibis Conservation

### 7 Fundraising and Communication

During the 99 Giving Day, the Northwest China Project Center launched online public fundraising activities for its "A Piece of Cropland for Crested Ibis" and "Endangered Herb of Purpleflower Stonecrop" projects. The center also conducted promotional activities and project displays at Zhongmao Mall, Qujiang Gemdale Plaza, and IMIX Park. Besides, the creative work titled "Endangered Herb of Purpleflower Stonecrop" submitted by the Northwest China Project Center was selected for Tencent Public Welfare's "A Flower for A Dream" promotional campaign.

**229** person-times  
of member participation

**963.3** hours  
of member participation

## Pearl River

The Pearl River Project Center has successively created several brand projects, including “Nature for Water–Pearl River”, “SEE Youth Training for Leadership in Public Welfare”, “Guarding Southern Elves: Endangered Species Conservation in the Lingnan Region”, “Green Industrial Supply Chain”, “Wetland Conservation and Restoration in the GBA”, and “Safeguarding Birds' Homes”. These projects aim to connect the public, government, businesses, research institutes, universities, and environmental social organizations and jointly promote the environmental protection and sustainable development of the Pearl River Basin. In 2021, the Guangdong Nature Conservation Foundation (NCF) was established.

Time of founding | **2013.10**

## Project Progress

### 1 Releasing the Strategy of Guangdong Nature Conservation Foundation (NCF)

In 2023, the Guangdong Nature Conservation Foundation (NCF) formally adopted the “protection and utilization of micro wetlands around urban residents” as a key focus area. The foundation prioritized funding for NGOs in key ecological positions, developing nature-based solutions, and cultivating strategic leadership capabilities in this field. In the next three years, the NCF will build a replicable, fundable, and sustainable model project that can be promoted based on the “Wanzuitou Wetland Protection Project”.



LI Qimao, Vice Chair and Secretary General of the 4th Working Committee of Pearl River Project Center releases the NCF Strategy

### 2 Wanzuitou Wetland Cooperation Project at Guangzhou Higher Education Mega Center

With the support of the Guangzhou Municipal Forestry and Landscaping Bureau, the center partnered with the Guangdong Nature Conservation Foundation (NCF) and the Mangrove Foundation (MCF) to carry out wetland monitoring and daily equipment maintenance at Wanzuitou. Since 2020, they have recorded a total of 100 bird species and organized 53 wetland restoration experience activities with over 1,000 participants. Besides, they have conducted 10 training sessions for university student volunteers serving at the Wanzuitou wetland, cultivating 20 core members and 15 core volunteers, and have established a volunteer reserve of 367 members.



Training for university student volunteers at Wanzuitou wetland

### 3 “Safeguarding Birds' Homes” Action

The Pearl River Project Center and NCF officially launched the “Protecting Birds' Homes Action · Urban Associated Wetland Protection and Restoration Plan”, which is aimed at creating a multi-level social participation model involving “wetland steward+ professional organization+ environmental NGOs+ volunteers” in the protection and restoration of urban associated wetlands. In early August, the “Protecting Birds' Homes Action” was officially launched on Tencent's public welfare platform; in November, the National Bird Watching Festival · Guangzhou Station held nine bird watching activities in the associated wetlands around four cities in the Pearl River Delta, reaching nearly 350,000 people. Additionally, the project reached a consensus with several wetland conservation organizations to gradually promote the development of a digital platform for wetland conservation and restoration.



Birds at Wanzuitou wetland

### 4 Industrial Green Supply Chain

On June 5, the World Environment Day, Guangzhou launched the China's first market-oriented ecological product value realization platform focused on the field of natural resources. The Mangrove Restoration Carbon Sequestration Measurement and Monitoring Methods was officially released that developed with the support of the Pearl River Project Center and the NCF. On July 14, at the launch ceremony of the 2023 National Low-carbon Day, the Pearl River Project Center signed a strategic cooperation agreement with the Guangdong Cleaner Production Association and the Institute of Public and Environmental Affairs (IPE) to facilitate the high-quality development and transformation of industrial enterprises in the Pearl River Delta. During the year, 8 issues of the educational comic book #D Carbon Neutrality Talk were released. These comics were reposted by more than 20 partner organizations, including IPE, CSR Global, and Friends of Nature, as well as on the official website of the Guangzhou Municipal Planning and Natural Resources Bureau and the WeChat official account “Undecadent Youth” under InsDaily.



The Pearl River Project Center signs a strategic cooperation agreement with the Guangdong Cleaner Production Association and the Institute of Public and Environmental Affairs (IPE)

## Message from the Chair

The year 2023 marked the 10th anniversary of the Pearl River Project Center. Over the past decade, we have moved forward with a shared belief. For an environmental cause, ten years may just be the beginning. In 2023, our topic on “micro wetlands around urban residents” received great support from various sectors of society. In the new year, we hope to work alongside more members with an optimistic mindset, delving deeper into and taking concrete actions on every environmental issue. We will strive to live each day to the fullest. It is the joint efforts of all members that define the Pearl River Project Center.

— HONG Yao

Chair of Working Committee of Pearl River Project Center

## Working Committee Members

The 4th Session

President  
Vice Chair and Secretary General  
Vice Chairs  
Advisers

HONG Yao  
LI Qimao  
YANG Xiaohui, WANG Yun, LYU Xi, and DU Shuhua  
LIU Xiaogang, WANG Linsheng, and ZOU Zhenfan

## Member Activities

During the year, the Pearl River Project Center continued to conduct environmental charity activities such as the “Pearl River Lecture” and “I Am a Wetland Manager”. Members participated in these activities 489 times, for a total of 2,548 hours.



Families participate in wetland conservation

### 5 Public Advocacy for Urban Wetland Conservation in the Greater Bay Area (GBA)

The Pearl River Project Center, alongside Mead Johnson China, launched a sustainable community milk powder can recycling program across 20 communities in Guangzhou, Shenzhen, and Foshan. This program engaged over 500 families and recycled more than 2,000 milk powder cans. Besides, 100 families took part in various activities to protect and restore urban associated wetlands, helping to safeguard birds around. By fostering cross-sector cooperation, the project created a multi-stakeholder participation model involving communities, enterprises, and environmental public welfare partners.



Public advocacy project for urban wetland conservation in the GBA - “Recycling Milk Powder Cans to Cultivate New Life” Program

### 6 Fundraising and Communication

In early August, the “Safeguarding Birds' Homes” project was officially launched on the Tencent Charity platform. From August 1 to September 9, the project raised a total of 311,500 yuan from 19,775 supporters. Specifically, the project received 214,354 yuan from public donations, 69,000 yuan from enterprise donations, and 28,174 yuan from Tencent. Artwork submissions earned a total of 17,672 little red flowers as rewards. LIU Xiaogang, a member of the Pearl River Project Center, was selected as one of Tencent's 5 super donors and received an exclusive interview with Tencent Public Welfare. The related posts and videos were published on Tencent Public Welfare's WeChat official account and Channels account, reaching over 100,000 people.

Furthermore, during the charity fair themed “Love in NCF” for the 10th anniversary of the Pearl River Project Center, the project center and the NCF jointly raised over 1.5 million yuan.



LIU Xiaogang receives an exclusive interview with Tencent Public Welfare as a super donor for the “Safeguarding Birds' Homes” action

On May 19, the public welfare night themed “Love in NCF” for the 10th anniversary of the Pearl River Project Center was held in Guangzhou. Guests from various sectors, including members of SEE Conservation, social entrepreneurs, and environmental public welfare partners, gathered in Guangzhou to witness the ten-year journey of the Pearl River Project Center.



Public welfare night themed “Love in NCF” for the 10th anniversary of the Pearl River Project Center

**489** person-times  
of member participation

**2,548** hours  
of member participation

# Hunan

The Hunan Project Center, with a focus on "Protection of the Yangtze River and Local Water System", carried out environmental activities and strongly supported the development of environmental organizations in Hunan. The "Guarding Hunan" brand project, with the Dongting Lake Basin as the carrier, aims to undertake pilot and demonstration work for comprehensive biodiversity conservation with "water" as the main theme and David's Deer (*Elaphurus Davidianus*), etc. as the key species. The project strives to create a demonstration model that integrates biodiversity conservation, comprehensive environmental management, nature education, and policy promotion, and provides an excellent example of biodiversity conservation in Hunan. The "Guarding Hunan" brand project includes sub-projects such as "Getting along with David's Deer"—a biodiversity conservation project in the east Dongting Lake, and the "Feathers in Wind" bird monitoring project.

Time of founding | **2014.09**



## Message from the Chair

Over the past nine years, members of the Hunan Project Center have remained true to their original aspirations and forged ahead together. We joined hands with local environmental organizations to protect the beautiful environment of Hunan. The year 2024 marks the 10th anniversary of the Hunan Project Center. We will continue to uphold our commitment while striving for new achievements. First, we will optimize the membership structure, improve the quality of member services, and enhance member engagement. Second, we will leverage core projects to connect multiple resources, diversify fundraising channels, and encourage the public to protect the ecology and environment in Hunan.

— LUO Bo

Chair of Working Committee of Hunan Project Center

## Working Committee Members

The 5th Session

President  
Vice Chair and Secretary General  
Vice Chair and Executive  
Secretary General Vice Chairs

LUO Bo  
TANG Fen  
XU Jing  
HUA Xue, TANG Ming, YI Tiehui, and CHEN Jinping

## Project Progress

### 1 Project Expansion

Based on its existing projects, the Hunan Project Center has created the "Guarding Hunan" brand to support the development of environmental NGOs in Hunan and promote regional biodiversity conservation and nature education. By facilitating the development of the local environmental sector, the center consistently supports the growth of local environmental organizations. The center organized the selection of "Best Rangers" in Hunan, launched the urban micro wetland demonstration project to explore urban wetlands and public engagement, organized events such as charity runs and forest music festivals to promote public awareness and environmental education for the "Protect Hunan" project.

### 2 "Getting Along with David's Deer" Biodiversity Conservation in East Dongting Lake

In 2023, the project conducted 19 monitoring sessions of the David's deer population, 21 field patrols, rescued 2 trapped David's deer, and provided aid for 51 other wild animals in 34 cases. In addition, 5 educational lectures and promotional activities were held. Currently, the population of David's deer in East Dongting Lake totals 289, marking the highest increase in the past five years. The project completed the planting of 50 mu of forage grass to feed the David's deer at the rescue center, repaired and expanded 180 mu of reclaimed land, and planted 200 mu of Ryegrass (*Secale cereale L.*). These efforts have alleviated the food shortage for David's deer at the rescue center. Meanwhile, the project offered 3 educational lectures themed "Three Treasures of the Dongting Lake", and organized field visits with the East China Project Center, Tencent Charity, and uploaders from Bilibili.



Rescuing and protecting David's deer

### 3 "Feathers in Wind" Bird Monitoring Program

In 2023, the project carried out monitoring of migratory raptors in both spring and autumn in Changsha, monitoring a total of 1,727 migratory raptors of 21 species and 3,869 of 20 species, respectively. On May 20, a new bird species, Ashy Woodswallow (*Artamus fuscus*), was recorded in Changsha. Moreover, the program organized three sessions of volunteer lectures and training, and 13 sessions of practical monitoring training and sharing activities, with more than 400 volunteers participating.



"Feathers in Wind" bird monitoring program

### 4 Green Starters

On December 28, the 2023 "Green Starters" Evaluation Meeting of the Hunan Project Center was held at the Changsha Puyuan Organic Farm. Through the on-site evaluation, 2 organizations were reviewed for Green Starters. After the evaluation, IsleLife (Changsha Xiaodao Environmental Technology Co., Ltd.) and the Zhuzhou Citizen River Chief Association were selected as the 2023 Green Starters partners.



Evaluation of candidates for Green Starters partners

### 5 Fundraising and Communication

During the 99 Giving Day, the Biodiversity GUT Carnival (Changsha Station) themed "Let's See! Biodiversity in Hunan" was held. The event involved 38 partners for simultaneous promotion and 137 volunteers, with 13 media outlets covering the event and an online exposure of over 24,000 views. Approximately 3,600 people attended the event in person.

During the event, "Getting Along with David's Deer" raised 47,669.54 yuan from 1,345 donors. The "Feathers in Wind" project raised 20,142.29 yuan from 889 donors.



In person charity market



Jingcao Carnival in Changsha

**137** times  
of volunteer services

**24,000+**  
online exposures

**13**  
media outlets for  
communication

**≈3,600**  
offline visitors

## Member Activities

In 2023, the Hunan Project Center participated in and organized more than 20 events nationwide, including member and partner exchanges, institutional and center governance, project inspections and experiences, and international environmental conferences.



Member exchange of Hunan Project Center

In addition, the center hosted the "Shanghai-Hunan" exchange activities between the East China Project Center and the Hunan Project Center. It also carried out nature observation activities at the Firefly Farm, held the center's election meeting, organized members to participate in the members' representative convention, the joint annual conference in South China, the annual conference of GUT, and COP28, as well as other events held by different project centers. These activities received extensive support from members, partners, and the public.



Member families deeply participate in various environmental charity activities

**19** times  
of species monitoring

**21**  
field patrols

**289**  
David's deers in the  
east Dongting Lake

**217** person-times  
of member participation

**1,353.6** hours  
of member participation

## Hubei

On March 26, 2016, the Changjiang Conservation Foundation (CCF) was established by the SEE Foundation and 38 entrepreneurs from the Hubei Project Center. As the first regional non-public fundraising foundation dedicated to ecological protection in Hubei, the CCF focuses on four key areas, namely flagship species protection, alternative livelihoods for fishermen, green development in response to climate change, and policy research. The foundation aims to build a platform for socialized protection involving enterprises, universities, research institutes, environmental NGOs, and the public. It strives to promote and support the growth of environmental NGOs and contribute to the ecological protection and sustainable development of the Yangtze River.

Time of founding | **2015.07**

## Project Progress

### 1 Save the Smile of the Yangtze River

In 2023, the project focused on 2 main goals: namely building assistant patrol teams with "one specialty and multiple capabilities" and enhancing social influence. The project organized two training sessions for core members to support assistant patrol members in protecting Yangtze Finless Porpoise. It also presented annual awards to outstanding assistant patrol teams and patrolmen, issuing honorary certificates to 100 patrolmen from 36 patrol teams across 15 provinces (autonomous regions and municipalities) in the Yangtze River Basin. Additionally, the project offered small grants to 18 social organizations, enabling 25,000 frontline workers to play a more significant role in the protection of the Yangtze River. The program of building assistant patrol teams with "one specialty and multiple capabilities" received formal approval from the Yangtze River Fisheries Administration of the Ministry of Agriculture and Rural Affairs, which also served as the guiding unit of the project. The transformation of patrol members from "fishermen" to "fish protectors" was selected as one of the "Top 10 Ecological Protection and Restoration Cases in the Yangtze River Basin".



Award presentation ceremony for annual excellent assistant patrol teams and members

### 2 Fish in Yangtze River

In 2023, the project, in cooperation with fishery authorities, invited experts to compile the *Guidelines for the Establishment and Operation of Public Release Stations*, which standardized the construction and operation of release sites and promoted the establishment of 8 public release stations in the Yangtze River Basin. The project also carried out demonstration and scientific release publicity activities in conjunction with multiple provinces and cities in the Yangtze River Basin, China Environmental Protection Foundation, Guoqiang Foundation, Air China, Industrial Bank and other organizations. These efforts directly and indirectly helped over 500,000 rare, endangered, and indigenous fish return to the Yangtze River; they also cooperated with the fisheries administration and other relevant departments as well as scientific research institutions to carry out scientific release research, discussion, and exchange activities.



Scientific release under the "Fish in Yangtze River" project

### 3 Baer's Pochard Habitat Conservation

In 2023, with the support of the Wetland Management Department of the National Forestry and Grassland Administration and the Wuhan Municipal Bureau of Landscape Architecture and Forestry, the project carried out scientific research, bird monitoring and patrol work in the bird habitats of the Fuhe River, Chenhu Lake, and Fanwan Lake in Hubei Province. The project conducted simultaneous national surveys of Baer's pochards for 3 consecutive years, gathering detailed first-hand data that laid the foundation for conservation planning and practices for this species. The project established social protection bases for Baer's Pochard in Fuhe River, Niushan Lake, Fanwan Lake and Chenhu Lake, of which the one in Chenhu Lake benefited from the accumulation of previous projects and was officially launched at Ant Forest, becoming its first wetland protection site; at the same time, the construction of new bases is also actively carried out in Baoxie Lake. The bases will actively seek local policy support in bird investigation, monitoring, and patrol as well as publicity and education for residents in the surrounding communities.



Patrolling wetland habitat of Baer's pochards

### 4 Zero Carbon Yangtze River

In 2023, the project fully leveraged the role of communities and NGOs, collaborating with multiple community partners to establish zero-carbon community demonstration sites. It explored a "Five-communities Cooperation + Low-Carbon Construction" model for zero-carbon community building, which was selected as one of the 2023 Green Low-Carbon Exemplary Cases in Wuhan. The project also prepared the Record of Enterprise Green Development for the 5th consecutive year. and hosted joint meetings of dual carbon legal research bases, salons on climate change and corporate social responsibility, and other related events. Additionally, the project released the *Record of Enterprise Green Development* at COP28, sharing solutions to addressing climate change in the Yangtze River region and actively promoting cross-sector cooperation and international exchanges.



Release of the Record of Enterprise Green Development in 2023

## Message from the Chair

It is my belief that a commitment to charity will eventually make a difference. Since joining the SEE Conservation in 2013, I have worked alongside other entrepreneurs with deep concern about the environment to contribute to environmental protection. With our modest efforts, we aim to inspire more people around us to join this great cause that will benefit future generations. Change does not happen overnight, but with perseverance, love, and hope, we can bravely face challenges and make a lasting impact. Together, we will protect our clear waters and blue skies.

— CHEN Ya

Chair of Working Committee of Hubei Project Center

## Working Committee Members

The 4th Session

President  
Vice Chair and Secretary General  
Vice Chairs  
Deputy Secretary Generals

CHEN Ya  
HUANG Xueqing  
WANG Dalin, HOU Jin, XIE Jingbin,  
YAN Wei, and SU Yi  
GUO Feng and GAO Zhipan

## Member Activities

In 2023, the Hubei Project Center organized a total of 33 member and project activities, including 4 enterprise visits, 8 project center exchange sessions, 5 industry exchange and sharing sessions, and 1 Green Starters review session. Additionally, the center conducted 15 project activities focused on themes such as finless porpoise protection, Baer's pochard conservation, "Fish in Yangtze River", green development, and nature education. The members of the center participated in public charity activities a total of 217 times and 1,353.6 hours.



"Yangtze River and Her Source" joint annual meeting

### 5 Policy Promotion

In 2023, the project team visited 7 local courts and procuratorates in Hubei and Jiangxi and gradually established a regular communication mechanism with these judicial bodies. The center also established a long-term partnership with the Higher People's Court of Hubei Province and jointly signed the *Framework Agreement on Jointly Promoting Ecological Environment Protection and Restoration in the Yangtze River Basin*. As the only social organization representative from China, the CCF attended the 2nd Yangtze River Protection Judicial Forum to share its practices in judicial collaboration for the protection of the Yangtze River.



Signing ceremony of the *Framework Agreement on Jointly Promoting Ecological Environment Protection and Restoration in the Yangtze River Basin*.

### 6 Fundraising and Communication

In 2023, in recognition of its environmental projects and achievements, the Hubei Project Center received letters of appreciation from various departments and organizations, including the Yangtze River Fisheries Administration Office of the Ministry of Agriculture and Rural Affairs, the Higher People's Court of Hubei Province, and the organizing committee of the 3rd Poyang Lake International Bird-watching Festival. Besides, the Yangtze River Conservation Assistant Patrol Project for Yangtze Finless Porpoises was selected as an Excellent Assistant Patrol Case by the China Environmental Grant-makers Alliance (CEGA) in 2022. During the year, the center raised a total of 16.2358 million yuan and encouraged 1.84 million people to support the protection of the Yangtze River, the Mother River of China. Its public charity activities were covered by various media outlets, including CCTV, Xinhua News Agency, People's Daily, and Farmers' Daily, with a total of 264 reports. The publicity through self-media, traditional media, and online and offline public charity advertisements reached over 11 million people.

**RMB 16.24 million**  
donations received

**264**  
media reports

**11 million+**  
people reached



Election of the 4th Working Committee of Hubei Project Center

**217 person-times**  
of member participation

**1,353.6 hours**  
of member participation

## Inner Mongolia

The Inner Mongolia Project Center leads entrepreneurs in Inner Mongolia and drives social forces to devote themselves to the public welfare undertakings of desertification prevention and control, grassland ecological restoration, wetland conservation, forest conservation, and popular science education on ecological resources, and jointly create a green ecological barrier in north China through the brand projects of "100 Million Suosuo", "Groundwater Conservation" and "Ulan Buh Eco-Education Base".

Time of founding | **2015.08**

## Message from the Chair

The year 2024 is the Year of the Dragon in the lunar calendar. In traditional Chinese culture, the dragon symbolizes wisdom and good fortune. In the new year, I wish everyone great success and happiness for their families! We warmly invite all entrepreneurs passionate about environmental public welfare to join SEE Conservation in 2024. Let us fulfill our environmental responsibilities, lead the green development of enterprises, and achieve our vision with the spirit and strength of the dragon.

— ZHOU Yubin

Chair of Working Committee of Inner Mongolia Project Center

## Working Committee Members

The 5th Session

President  
Vice Chair and Secretary General  
Vice Chairs

ZHOU Yubin  
YU Xiulin  
CHANG Futian, XUE Chao, and BAO Surina

## Project Progress

### 1 "Green Sharing" Tree Planting Activity

On April 24, the Inner Mongolia Project Center, together with the Hohhot Swan Goose Wetland Conservation Association, organized a tree-planting activity themed "Tree Planting for Green Sharing".



"Green Sharing" themed tree-planting activity



Members of Inner Mongolia Project Center and guests visit the center

### 2 Opening of Shirenwan Biodiversity Education Center

On June 5, with the theme of environmental protection, the Shirenwan Biodiversity Education Center was officially open to the public. Besides offering interpretation services, the center also cooperated with environmental protection departments to promote public welfare undertakings.



Opening of Shirenwan Biodiversity Education Center

### 3 "World Day to Combat Desertification and Drought" Series on June 17

On the 29th World Day to Combat Desertification and Drought on June 17, the Inner Mongolia Project Center, together with the SEE Foundation and the Ningxia Project Center, held an educational carnival themed "Combating Desertification" in Yinchuan. This two-day event aimed to guide students to scientifically and objectively understand desertification in a diverse and engaging manner, and to encourage their participation in desertification prevention and control efforts.



"World Day to Combat Desertification and Drought" Series

## Member Activities

### Meeting of Working Committee

On December 17, the 1st meeting of the 4th Working Committee of the Inner Mongolia Project Center was held. This offline meeting aimed to help the new leadership team and staff promptly update their work skills and knowledge, improve work efficiency and quality, and prepare for the implementation of next year's work plan.

During the meeting, the 20th anniversary activities of the SEE Conservation and the activity arrangements for the Inner Mongolia Project Center were discussed. The action plan, division of tasks, budget, member development goals, and other details for 2024 were clarified, laying the foundation for the work in the coming year.



Election of the 4th Working Committee of the Inner Mongolia Project Center

### 3rd Green Development Conference of Inner Mongolia

On December 9, the 3rd Green Development Conference of Inner Mongolia, themed "Prioritizing Ecology, Promoting Green Development", was held in Hohhot. During the event, participants discussed various environmental topics, including green and low-carbon development, new energy, ecological conservation, and desertification prevention and control, contributing ideas for promoting high-quality economic development in Inner Mongolia. Having been held for three editions, the conference aims to establish a platform for communication and cooperation between government and enterprises, as well as among enterprises. It has played a positive role in accelerating the growth of the green industry and improving environmental quality in Inner Mongolia.



The 3rd Green Development Conference of Inner Mongolia

**90** person-times  
of member participation

**574.3** hours  
of member participation

## Anhui

The Anhui Project Center focuses on the issues of "Ecological Conservation of Anhui Section of the Yangtze River" and "Wetland Biodiversity Conservation in Hefei". It has formed a regular pattern of "five bases, four competitions, three activities, two patrols, one exhibition tour, and one fund-raising", which drives the public welfare partners, the public and volunteers in Anhui to participate in environmental protection action. While promoting the development of green operations and management of their own enterprises, the entrepreneur members of the Anhui Project Center pay attention to public environmental health and non-governmental forces for ecological protection, advocate for the idea that "everyone can participate in public welfare" and jointly protect the blue skies and clear waters in Anhui.

Time of founding | **2016.12**

## Project Progress

### 1 Wetland Biodiversity Conservation in Hefei

Upholding the goal of fostering a new model of wetland conservation with social participation in Anhui and the main strategy of wetland education, the Anhui Project Center has, under the leadership of the local forestry authority, promoted deep inputs from 31 enterprises and 5 social organizations to take active actions, with a total investment of about 3.4 million yuan, driving public participation of more than 1 million people by 2023; planned and implemented activity programs in more than 11 scenarios, covering groups from preschool children to retirees, and truly realizing the education effect of "wetland conservation with social participation".

The Anhui Project Center carried out the "SEE Nature" Wetland Exhibition Tour in schools, communities, shopping malls, museums, art galleries, bookstores, and businesses. Through 5 categories of 13 types of project-related products and cultural and creative exhibitions, such as photography exhibitions, interactive games, and nature crafts, it aims to improve public awareness of environmental protection.



"SEE Nature" Campus Exhibition Tour

At the same time, relying on five mature nature education centers and 29 sets of systematic courses and activity programs, the Center took advantage of the momentum of environmental protection festivals and traditional holidays to carry out a variety of wetland experience activities in urban parks, small and micro wetlands, wetland parks, and protected areas, with a view to enhancing the emotional connection between the public and wetlands.



Nature Experience Activities

In addition, the Center established a team of more than 700 volunteers to carry out activities such as wetland volunteer service, beach cleaning, mountain cleaning, and civic science, opened up channels for public participation in conservation actions, and met public protection needs for the integration of knowledge and action.



Volunteers carrying out invasive species removal operations in wetlands

In terms of conservation skills improvement, the Center promoted the "Wetland Assist Patrol Method for Community Residents", assisted the community in setting up three assist patrol teams comprised of residents and empowered them to address the difficulty of insufficient scope and strength of patrol in the protected area; continued to improve the "Environmental Volunteer Training Program", and trained more than 100 wetland education volunteers, further ensuring the sustainability of wetland education.



Graduated nature education volunteers in 2023

### 2 Ecological Conservation of Anhui Section of the Yangtze River

With the survival status of Finless Porpoises (*Neophocaena asiaeorientalis*) in the Yangtze River as a measurement index, the project focuses on threats to endangered species and their habitats and mobilizes inputs from multiple parties to explore effective actions for ecology protection in the Anhui Section of the Yangtze River. In 2023, the project received support from 6 government departments, drove 7 local environmental organizations and research teams to fund and participate in 12 project actions, and produced 4 reports on endangered species status and environmental impact, covering seven cities along the river.

## Message from the Chair

As the year 2023 comes to an end, we embrace a new beginning. In the past year, the members, project partners, and volunteers of Anhui Project Center have protected this green land with practical actions and dedicated countless days and nights to the cause of environmental protection. I would like to extend my sincerest thanks to you on behalf of the Working Committee of Anhui Project Center! We hope to continue working together to further protect the mountains and rivers in Anhui. May our efforts turn into a spring breeze that blows Anhui green!

— YU Xiaoxia

Chair of Working Committee of Anhui Project Center

## Working Committee Members

The 3rd Session

President

YU Xiaoxia

Vice Chair and Secretary General

WU Qinglin

Vice Chairs

YANG Ming, YU Dayong, ZHOU Xu

## Member Activities

During the year, the Anhui Project Center carried out 15 sessions of member activities, with 40 members participating for a period of 181.8 hours.



Welcoming new Member ZANG Mu



Project Review Meeting of Ecological Conservation of Anhui Section of the Yangtze River

### 3 Fundraising and Communication

The Anhui Project Center encouraged 40 enterprises and 15,000 people to make donations to projects through "99 Giving Day" and daily activities. The Anhui Project Center sought diverse and sustainable fundraising and made breakthroughs in fundraising through public fundraising platforms, government budget support, corporate ESG public welfare cooperation, donations driven by nature education activities, as well as volunteer fundraising and donations.

Among them, Merrill Lynch Beauty, a member company of the Anhui Project Center, joined hands with brands (36 companies in total) and communicated the activities on-site in nearly 800 stores across China from September 1 to 9. All stores actively participated in the activity "Donate for Finless Porpoises, Receive a Face Mask in Return", driving consumers to protect finless porpoises with love and promote ecological conservation in the Anhui Section of the Yangtze River.

The Anhui Project Center has rapidly expanded its we-media cooperation, with an increasing number of followers of WeChat official accounts, nearly 100,000 video and post views, and over 40,000 participants in live streaming; carried out joint communication through WeChat official accounts and video linkage of government departments, parks, museums, campuses, and supermarkets, and set a more accurate brand communication positioning, achieving significantly amplified effects.



Volunteers conducting in person fundraising at Anhui Art Museum



Awarding the most beautiful wetland protector at the Anhui Nature Carnival

**40** person-times  
of member participation

**181.8** hours  
of member participation



## Henan

The Henan Project Center concentrates on the strength of Henan entrepreneurs, focuses on the "Great Bustard Go Home" project, which is a brand project, devotes itself to ecological environmental protection and sustainable development in Henan, and promotes the participation and action of the government, enterprises, and the public by subsidizing the work of environmental protection public welfare organizations in Henan. The Henan Project Center has been adhering to the concept of "bringing clear water and blue sky back to Henan", seeking effective solutions, and exploring the road of social environmental governance, so as to achieve the goal of ecological environmental protection and sustainable development.

Time of founding | **2017.01**

## Project Progress

### 1 "Great Bustard Go Home" Habitat Conservation

In 2023, Henan Project Center continued to take the conservation of the Yellow River ecology as the development direction, took the "Great Bustard Go Home" environmental protection project as the carrier, and widely mobilized social forces to participate in the conservation of endangered migratory birds such as Great Bustards (*Otis tarda*) and their habitats. Henan Project Center also guided the public to understand rare species such as great bustards by setting up patrol teams, carrying out nature education and biodiversity exhibitions, and paid attention to and joined the wetland conservation action in the Yellow River ecological basin. The Henan Project Center has supported environmental protection public welfare partners to carry out the local protection action for six years in a row and helped improve the overwintering ecological environment of Great Bustards. In 2023, the number of Great Bustards overwintering in the Yellow River wetland in Changyuan City increased to more than 450, and new species such as Siberian Crane (*Grus leucogeranus*), Oriental White Stork (*Ciconia boyciana*), Scaly-sided Merganser (*Mergus squamatus*) and other national first-class protected birds were newly found in the monitoring. During project implementation in 2023, it rescued and released more than 50 terrestrial wild animals of important ecological, scientific, and social value, such as Chinese pond herons (*Ardeola bacchus*) and black-winged kites (*Elanus caeruleus*) in China, popularized science to more than 200,000 people, and carried out over 100 times of day and night patrols, covering nearly 30,000 kilometers.



2023 Bird Loving Week activity in schools

### 2 "Great Bustard Go Home" Nature Education Action

In 2023, the "Great Bustard Go Home" science popularization exhibition showcased 100 kinds of common plants and birds, as well as common small animals and natural notes along the Yellow River. It received 18 groups of students and parents, with a total of more than 600 people deeply engaged. The exhibition featured six themes and conducted 18 science presentations on biodiversity along the Yellow River.



Yellow River Biodiversity Nature Notes Series Activities  
©Xianke Living Education Center

### 3 Biodiversity Science Popularization Activities in Schools

In 2023, there were 10 science popularization activities about the biodiversity of the Yellow River and a 20-day ecological exhibition, titled "Bird Friend along the Yellow River", held by the Henan Project Center. These activities were aimed at guiding students to understand biodiversity along the Yellow River in terms of the wisdom from local plants, seeds, and common birds. In addition, these activities spread the concept of protecting nature and environmental protection to young people by combining natural handicrafts and games.



"Bird Friends along the Yellow River" ecological exhibition activity



Biodiversity science popularization activity

## Message from the Chair

Our efforts in 2023 will become the cornerstone of future progress; the obstacles passed will eventually translate into stars that illuminate the road ahead. In 2024, we will adhere to our goals, stride forward on the road of environmental public welfare, and work for a better environment!

— LI Xinhua

Chair of Working Committee of Henan Project Center

## Working Committee Members

The 3rd Session

President

LI Xinhua

Vice Chair and Secretary General

SUN Hongmei

Vice Chairs

DU Zhongbing, HUANG Hongliang,  
YU Yiding, SHEN Jingcheng, FENG Junying

## Member Activities

### Environmental Protection Public Welfare Activity on the Tree Planting Day

On March 12, more than 150 people, including entrepreneur members, employees and guests of the Henan Project Center, gathered in the Yellow River Beach Area to participate in the environmental public welfare activity "Planting Green Plants to Protect Our Home", so as to promote the ecology of the Yellow River.



Activity on Tree Planting Day

### Biodiversity Science Popularization and Training

On June 5, World Environment Day, the Henan Project Center held the "Biodiversity Science Popularization Survey along the Yellow River and Nature Tour Guide Training" activity jointly with the Xianke Living Education Center in Zhengzhou. SUN Hongmei, Secretary General of the Henan Project Center, SHEN Jingcheng, Vice Chair of the Working Committee, LIU Fangfang, "2023 National Top 100 Most Beautiful Ecological Environment Volunteer", and WANG Dongchao, Special Science Popularization Expert of Zhengzhou City, attended the event.

### Visits and Exchanges

From July 15 to 16, LUO Bo, a member of the SEE Conservation Council and Governance Team, TENG Peng, a member of the North China Project Center, and relevant staff of the Secretariat visited the Henan Project Center. They engaged in in-depth communication and exchanges with the Working Committee Members of the Henan Project Center on many issues, such as project planning, institutional development, and "99 Giving Day" activities.



Project Center Exchange Meeting

### 4 Fundraising and Communication

During the 99th Public Welfare Day, the Henan Project Center, together with the Lentan Group, Zhumadian Charity Federation, and Tianzhong Global Harbor, held the Blue Sky Public Welfare and Environmental Protection Music Festival at the North Gate Square of Tianzhong Global Harbor, combining the music festival with public welfare fundraising to promote wider public participation.



Opening ceremony of the public welfare music festival

From September 1 to 10, the Yellow River Biodiversity Photography Exhibition was held in the Central Hall of Tianzhong Global Harbor. The Tianzhong Global Harbor jointly carried out public welfare fundraising activities with caring merchants, driving more than 90 stores to participate, and invited media matrices and bloggers to publicize this activity by playing promotional videos on outdoor LED screens and displaying promotional boards and posters.



Fundraising at Tianzhong Global Harbor

In addition, Baixiang Food Group, a member company of the Henan Project Center, also organized employees to initiate various fundraising activities through the headquarters and its branches, production factories, sales regions, and other departments, set up 56 groups to donate together, and promoted the public welfare project of "Great Bustard Go Home: Protect the Yellow River" by distributing themed posters and other forms of promotion.

**55** person-times  
of member participation

**292.1** hours  
of member participation

## Fujian

The Fujian Project Center is based in Fujian and is dedicated to issues such as soil conservation, mangrove-centered wetland conservation, corporate environmental risk, bird conservation, and public nature education. From funds to resources, the Project Center fully supports the development of environmental protection public welfare organizations and promotes the implementation of projects.

Time of founding | **2017.09**

## Message from the Chair

In 2023, our center underwent a general election. With the joint efforts of the 2nd and 3rd sessions of the Working Committee, we have seen a smooth transition of the projects of the Center. This year, as new members joined us, the Center ushered in new vitality and was also exploring new directions for our projects. I am confident that in the brand-new year, the Fujian Project Center will continue to unite entrepreneurs, take root in Fujian, and do a good job on each project.

— XIANG Lei

Chair of Working Committee of Fujian Project Center

## Working Committee Members

The 3rd Session

President  
Vice Chair and Secretary General  
Vice Chairs

XIANG Lei  
WANG Yongming  
LAI Guoxiang, QIU Yitian, YANG Hanbin

## Project Progress

### 1 Nature Education

In 2023, the Fujian Project Center carried out the "Nature Education on Campus" project, visiting 50 primary and secondary schools in Xiamen. A total of 88 biodiversity science popularization activities were held, covering topics such as insects, mangroves, and birds, and nearly 5,000 people were directly involved.

### 2 Bird Conservation

On November 25, the 2023 "Cross-Strait Exchange on Chinese Crested Tern Conservation and Cross-Strait Ecological Protection Integrated Development Special Training" was successfully held at Minjiang River Estuary Wetland Museum, Changle, Fujian. The parties shared the latest conservation information on the critically endangered species — Chinese Crested Tern (*Sterna bergsteini*), and jointly unveiled global data on Chinese Crested Tern in 2023, which totalled 221.



Cross-Strait Exchange on Chinese Crested Tern Conservation

During the "Birding Season for All" held from September 20 to October 15, a total of 251 people participated in nine bird-watching activities carried out in Zhangzhou, Xiamen, Quanzhou, Putian, Ningde and Fuzhou in Fujian Province, with 3,167 bird-watching records submitted and more than 110 bird species recorded.



Birding Season for All

During the year, the Fujian Project Center and Mingxi County People's Government reached strategic cooperation, agreeing that the two sides would jointly shape the brand of "Bird Watching at Ease" based on Mingxi County's rich bird resources, carry out nature education and research activities, and promote nature education on campus. At the end of the year, the first National Bird Watching Challenge was jointly held in Mingxi County, attracting 21 teams composed of nearly 100 bird lovers from all over the country to compete for bird watching.



Signing a strategic cooperation agreement with Mingxi County

### 3 "Reading Nature with Body" Course Development

During the year, the Fujian Project Center funded the Green Camp's course development project themed "Reading Nature with Your Body", for which the teaching materials were compiled. Furthermore, 5 training sessions for seed teachers were held, with 105 participants. This project aims to spread the concept of public welfare environmental protection through reading with bodies.

### 4 Review Meeting of "Green Starters Funding Scheme"

On July 18, the review meeting of the "Green Starters Funding Scheme" was held in the Fujian Project Center. 4 organizations participated in the review. In 2023, through the Green Starters review, three partners of Green Starters were added: Beihai Weizhou Island Natural Science Popularization and Cultural Tourism Co., Ltd., Quanzhou Bainiaoming Biotechnology Research Institute Co., Ltd., and Poyang Lake Wildlife Rescue Association of Duchang County. The Fujian Project Center will provide support for one of the Green Starters partners — Quanzhou Bainiaoming Biotechnology Research Institute Co., Ltd.



Review of candidates for Green Starters partners

### 5 Soil Improvement

On March 2, the Center held two soil health science popularization activities for local fruit farmers in Pinghe County, and a total of 90 people participated in these activities. During the year, the Fujian Project Center launched many discussions on the soil project, summarized the experience over the past year, and adjusted the program.

### 6 ESG Forum for Enterprises in the Wind Power Industry

Guided by the Fujian Provincial Society for Environmental Sciences, sponsored by the SEE Foundation and the Fujian Project Center, and organized by Nature Guardian, the 24th Conference on the Electric Power Supply Industry—"Forum on Wind Power ESG and Sustainable Development"—was held in Xiamen on October 22. Guests from all walks of life, from government departments, legal circles, research institutes, financial institutions, and environmental protection organizations made discussions and exchanges on "wind power ESG and sustainable development management".



Forum on Wind Power ESG and Sustainable Development

### 7 Environmental Protection Publicity and Education

In 2023, the Center carried out four environmental protection publicity activities, including the "National Low Carbon Day" publicity activity for community residents, the "Efficient Low-Carbon Green Enterprise Promote Green Development through Cleaning and Recycling" publicity activity for enterprises, the "Environmental Protection Publicity among Enterprises for a Green Future" publicity activity for enterprises, and the themed publicity activity for students. Four promotional activities have affected over 1,000 people in total, attracting more than 800 participants.



Environmental Advocacy Activity

## Member Activities

### Participation in Environmental Protection

From April 30 to May 3, Vice Chairs of the Fujian Project Center QIU Jiaotian and YANG Xu, Deputy Secretary General WANG Yongming, and Member YANG Hanbin, as well as their families and friends, a total of 12 people, participated in the spring sowing activities of Suosuo and millet, and paid a visit to the Moon Lake, the origin of SEE, to review the environmental protection public welfare journey of SEE and pay tribute to the spirit of President Xiao Guang.



Members of the Fujian Project Center and their relatives and friends planted Suosuo trees in spring

### Visits to Member Companies

On June 13, the Fujian Project Center organized its Working Committee to visit the new member Mr. Lai Guoxiang's company, Xiamen Jinhongxin Exhibition Co., Ltd. The partner Nature Guardian was also invited to report the relevant results of the "Green Finance" project on-site.



The visit to member company

**192 person-times**  
of member participation

**1,072.1 hours**  
of member participation



## Shandong

The Shandong Project Center aims to actively advocate for Shandong entrepreneurs to pay attention to local environmental protection issues and jointly contribute to environmental protection welfare undertakings. Since its establishment six years ago, it has supported 34 environmental protection public welfare organizations, and carried out 39 environmental protection public welfare projects in Shandong, including "Plant Trees for Our Mother River", "Clean Ocean Campaign", "Protect Oriental White Stork", and "North Tamarisk Ecological Restoration".

Time of founding | **2017.12**

## Message from the Chair

May our actions be like seeds, sown across every inch of land, spreading greenery far and wide; may our hearts be like clear springs, nourishing every blue sky and white cloud. In this promising year, let us work together to contribute to the cause of environmental protection public welfare and build a better home and a brighter future. May we continue to join hands, creating a wonderful future with a better environment!

— LI Xiaoqiang

Chair of Working Committee of Shandong Project Center

## Working Committee Members

The 3rd Session

President  
Vice Chair and Secretary General  
Vice Chairs  
Deputy Secretary General

LI Xiaoqiang  
JIN Haiting  
GUO Cheng, LI Xinhua, ZONG Yanmin  
WANG Chao

## Project Progress

### 1 Environmental Protection Activities in the Yellow River Basin

In 2023, the Shandong Project Center launched the "Plant Trees for Our Mother River" activity jointly with Shandong Environmental Protection Foundation, successively planting more than 14,000 Tamarix (*Tamarix chinensis* Lour.) and initially building the ecological forest in the Yellow River with a total area of 145 mu; held three "World Earth Day" series environmental public welfare activities themed on "Walking by Water: Exploring the Mystery of Water with Unremitting Efforts" jointly with Jinan Ecological Environment Protection Publicity and Education Center; and carried out 5 sessions of "Jinan Urban Water Cycle" activities.



"Plant Trees for Our Mother River" Activity

The project won recognition from the industry. In the *Decision to announce the Award Winners of the Second Shandong Province Youth Volunteer Service Public Welfare Entrepreneurship Competition*, one sub-project of the "Plant Trees for Our Mother River" project named "Plant Trees for Carbon Reduction - Voluntary Service for the Construction of Carbon Neutral Forest in Yellow River" won the Silver Award of the provincial Youth Volunteer Service Public Welfare Competition.

**14,000+** Tamarix planted **145** mu of ecological forest in the Yellow River

### 2 Clean Ocean Campaign and Ecological Science Popularization

On January 4, the project team of "Clean Ocean Campaign Phase III", supported by the Shandong Project Center invited CHEN Ge, a documentary director, and SUN Liangchao, a photographer, to share their wonderful experiences with more than 20 project partners participating in the Clean Ocean Campaign, and then completed the production of the publicity video for this campaign.

### 3 Nature Education

On July 30, it organized the outdoor nature reading research activity with the theme "Reading Nature by Solar Term - Beginning of Autumn" in Qingdao Zhongshan Park. On August 2, the Nature Green "Wonder Night in Summer" night exploration course supported by the Shandong Project Center and Shandong Environmental Protection Foundation was held in Foyu Valley, Longdong, Jinan City.



Nature education night watching activity

On October 15, we organized the "Lily Go Home" activity, planted Qingdao lily seedlings together with the participants, and launched the project "Urban Park, Ecological Science Popularization" jointly with the Shandong Environmental Protection Foundation and Jinan Park Development Service Center. As of November 2023, it has organized 11 sessions of "Protecting the Earth Environment" pass games, attracting nearly 2,000 families to sign up and more than 7,000 people to participate.



"Urban Park, Ecological Science Popularization"

### 4 Review Meeting of "Green Starters"

On December 14, the Shandong Review Meeting of the "Green Starters Funding Scheme" was held in Weifang City, at which Qingdao West Coast New Area Biyuan Environmental Protection Public Service Center passed the review and became a partner of Green Starters in 2023.



Review meeting of "Green Starters"

### 5 Fundraising and Communication

From May 6 to 7, the "North Tamarisk Festival of Shandong Project Center & the Second Cistanche Culture Festival of Shandong Province" was held in Weifang City. More than 100 SEE members, environmental protection partners, and special guests jointly inspected the ecological restoration results of saline-alkali land in the North Tamarisk project.



"Urban Park, Ecological Science Popularization"

A total of 4,000 copies of the *Nature Green Identification Guide to Common Birds, Wildflowers, Insects, Night Animals in Shandong Province* compiled with the support of the Shandong Project Center were distributed in four phases for public welfare, affecting more than 60,000 people; a total of 112 environmental protection publicity and education events were held, directly involving 7,671 people.

**60,000** people influenced **112** environmental protection publicity and education events  
**7,671** direct participants

## Member Activities

### Visits and Exchanges

During the year, the Shandong Project Center organized member engagement activities in various forms, such as the enlarged meeting of the Working Committee, the exchange with the Soochow Project Center, and participation in the Member Convention, in order to exchange environmental protection concepts and build public welfare consensus.



Member engagement

### Autumn Harvest & Ecological Scientific Research Base Awarding

From September 22 to 23, the Shandong Project Center held the Autumn Harvest & Awarding Ceremony of the Ecological Scientific Research Base of SEE Shandong Project Center in Alxa Left Banner in conjunction with the Ren Millet brand. As the Autumn Harvest ended, the delegation led by Vice President XIAO Nan, Director GUO Cheng and Chair LI Xiaoqiang of the Shandong Project Center visited the Ningxia Project Center for an extensive exchange and reached cooperation intentions in nature education and Village BA.



Autumn Harvest

**166** person-times of member participation **1,149.7** hours of member participation

## Guangxi

The Guangxi Project Center is dedicated to local ecological conservation and nature education in Guangxi. On December 29, 2021, the Guangxi Conservation Foundation (GCF) was established, which is the first nonpublic fundraising foundation in the field of local natural ecological conservation in Guangxi. The Guangxi Project Center focuses on three major brand projects, namely, "Qunan White-headed Langur (*Trachypithecus leucocephalus*) Conservation and Community Sustainable Development", "Fangchenggang Mangrove Coastal Wetlands Conservation", and "Guangxi Natural Science Popularization Lecture". At the same time, the Project Center pays attention to the cultivation of environmental protection and public welfare organizations in the region.

Time of founding | **2018.01**

## Project Progress

### 1 Karst Ecosystem Protection

The project improved the water supply for wildlife and provided ranger training in the Bapen White-headed Langur (*Trachypithecus leucocephalus*) Protected Area. It constructed 18 drinking points in the Qunan Community Conserved Area of White-headed Langur and 2 drinking points at the outpost of Jiuchong Mountain and conducted 1 field skills training for rangers.

The Guangxi Project Center, in collaboration with the Nonggang Nature Reserve of Guangxi, implemented the Slow Loris (*Nycticebus bengalensis*) protection and monitoring project. This project included 18 nights of field monitoring involving 70 participants at the Longrui Nature Reserve, finding a total of 20 slow lorises; and selecting 26 points in the Reserve for infrared camera monitoring.



Slow Loris @SHEN Jianhua

### 2 Coastal Wetland Conservation in Beibu Gulf

The Fangchenggang Dongwan Mangrove Ecological Restoration Project Phase II has completed 8 nature education and volunteer service activities in several forms such as mangrove replanting, hypocotyl adoption and recovery, marine litter and moss cleaning, photo exhibition, and nature observation, with a cumulative audience over 1,200. The Center carried out the "Protection of Marine Forest: 2023 Wetland Week Science Popularization Series Activities" jointly with Fangchenggang Municipal Forestry Bureau, Fangchenggang Municipal Committee of the Communist Youth League and other units, and established the "Pomegranate Seed" Youth Mangrove Education Practice Base at the project site; and completed the *Manual of Dongwan Mangrove Nature Observation and Guided Tour*.



Inauguration of "Pomegranate Seed" Youth Mangrove Education Practice Base

### 3 Nature Education

During the year, the center held 76 activities of the Guangxi Nature Science Popularization Lecture in 8 cities, including Nanning, Chongzuo, and Guigang. Among them, weekly science popularization lectures were conducted in Nanning Xinghu Primary School. In addition, the 3rd Guangxi Nature Note Competition concluded perfectly, selecting 41 excellent works from nearly 400 works received, which were exhibited in the Liuzhou Mass Art Museum, Nanhu Park, and Changhong Vanke Square.



Science popularization activities on campus

### 4 Support to the Environmental Protection Sector

In 2023, it provided support for a number of ecological and environmental protection cooperation projects. It carried out the training courses on nature reserves jointly with the Guangxi Wildlife Conservation Association, Guangxi Daguishan Crocodile Lizard National Nature Reserve, and other organizations, enhancing the technical capabilities of more than 70 business backbones; facilitated the green city co-construction action of Siyecaotang Company, added 20 garden spots in the public space of Nanning City, which were jointly built by residents, and carried out plant conservation knowledge popularization activities. Moreover, it supported the Beihai Citizen Volunteers Association in the implementation of the Weizhou Island Ecological Demonstration Village Project to promote rural revitalization on the island, provided garbage sorting cans for Suniujiao Village, and supported the coastal wetland science popularization project of the Fangchenggang City Promotion Association, raising the ecological protection awareness of local citizens through bird science lectures and nature observation training.



Natural science popularization of plants

## Message from the Chair

In the past year, the Guangxi Project Center has made significant progress in its ecological protection work and further expanded related work contents. Through close cooperation with many units in Guangxi, the Guangxi Project Center has successfully hosted a series of activities, such as the 1st Urban Bird Watching Competition in Nanning City, the Nature Image Collection Activity, and the "Protect Lizard" Activity. We also provide full support for a number of ecological and environmental protection cooperation projects, making active contributions to the cause of ecological protection. Going forward, we will adhere to the entrepreneurial spirit, make unremitting efforts to advance the development of ecological civilization, and stay committed to creating a natural environment that is more livable.

— LEI Xiang

Chair of Working Committee of Guangxi Project Center

## Working Committee Members

The 3rd Session

President  
Vice Chair and Secretary General  
Vice Chairs

LEI Xiang  
YANG Cheng  
ZHANG Yu, MAO Zhihui, ZHANG Bin

## Member Activities

During the year, the Guangxi Project Center carried out several member activities, mutual visits to project centers, organizational construction, offline exchanges, and other activities in different forms to tighten the ties among members, strengthen experience and resource sharing among project centers, and promote the deep development of ecological protection and nature education.



Member visits, exchanges and discussions

### 5 Cooperation with Other Parties

The Center organized the first Urban Bird-Watching Competition in Nanning jointly with the Department of Forestry of Guangxi Zhuang Autonomous Region and Nanning Municipal Forestry Bureau, in which 11 teams submitted 702 pieces of data and recorded 5 species of national second-class protected birds. It jointly inaugurated the "Weizhou Island Marine Science Popularization Center" with Guangxi Academy of Sciences, and co-organized the first Weizhou Island Ocean Observation Festival, involving 14 teams. It also cooperated with Nanning Municipal Bureau of Ecology and Environment and Nanning Green Life Social Work Service Center to promote the "522 Biodiversity" publicity month, and promoted the activities themed "Nanning Diverse Ecology", "Water Loving Nanning", and "Building Nanning into a Waste-Free City with the Help of Citizens" in cooperation with more than 20 organizations. In addition, the Center, with Jieli Publishing House and XIAOCONGZAI Journal of the Management Center of Guangxi Daguishan Crocodile Lizard National Nature Reserve, jointly held 27 "Protect Lizard" public welfare activities, attracting 118,500 participants. Moreover, it organized the Mysterious Scenery Nature Image Collection event, together with Guangxi Wildlife Conservation Association, Guangxi Popular Science Communication Center, and other units, receiving nearly 300 works in total.



522 Biodiversity Market

### 6 Fundraising and Communication

In August, the Marine Forest Protection Program was launched by Tencent Charity. The project mainly aims to protect mangrove and migratory bird habitats in Fangchenggang by carrying out public participation activities such as mangrove replanting, nature observation, beach cleaning, nature science popularization and education, as well as bird and mangrove benthos monitoring. By the end of December, the project had raised 153,000 yuan.

The Guangxi Project Center actively participated in various activities, such as Guangxi Science Day, Guangxi Wildlife Protection Publicity Month, and National Nature Education Forum, and carried out 9 colorful offline publicity and fundraising activities, involving nearly 10,000 people.



Election of the 3rd Session of Working Committee of Guangxi Project Center

**140** person-times  
of member participation

**772** hours  
of member participation



## Sichuan

The Sichuan Project Center is committed to influencing and promoting more enterprises and individuals to engage in environmental protection and contributes to improving the environment in Sichuan and China. On February 2, 2019, it established the Chengdu Aisiyi Ecology Conservation Center and prioritized projects such as "Bring Pandas Home", "Felidae Conservation in Xinlong County", "Sichuan Best Rangers" and "Sichuan Nature Education", while promoting sustainable use of natural resources in Sichuan and seeking a balance between protection and development.

Time of founding | **2018.04**

## Project Progress

### 1 Bring Pandas Home Project

This year, with the support of HSBC and the SEE Foundation, the project continued habitat restoration efforts across 1,200 mu in four nature reserves, namely Daxiangling, Liziping, Shengguozhuang and Xiaozhaizigou; jointly released a standardized operational guide for habitat restoration with the Giant Panda National Park, which was assisted by several experts; and developed sustainable alternative livelihoods in communities around the province's four national parks with the support of GEF and the Sichuan Academy of Giant Pandas, in a bid to increase income for the communities, help them participate in ecological conservation efforts and further strike a balance between conservation and development.



Pandas monitored by the Bring Pandas Home Project

### 2 Sichuan Best Rangers

This is the fifth year of implementing the selection project of the Sichuan Best Rangers. The project continued to cooperate with the Sichuan Forestry and Grassland Bureau, and organized selections in 519 protected natural areas across the province. Since the launch of the campaign in July, a total of 57 people (including 5 women) and 16 teams from 37 protected areas have signed up for participation. Upon evaluation, 6 people won the "Best Ranger" award, 2 teams won the "Best Patrol Team" award, and 2 people were awarded the "Patrol Creative Master" award for the first time. 155 patrolmen from forestry bureaus and nature reserves at all levels participated in the exchange and release conference on-site. At the same time, the Center has continuously innovated, expanding from simple short video training to a comprehensive training system that includes professional skills such as infrared cameras, drones, and identification of animals and plants. Additionally, with the support of the Sichuan Provincial Forestry and Grassland Administration, it empowered the "Best Rangers" from the perspective of their professional development, in cooperation with the Department of Human Resources and Social Security of Sichuan Province, Sichuan Provincial Federation of Trade Unions, and Sichuan Provincial Committee of the Communist Youth League.



Best Rangers Skill Competition

### 3 Felidae Conservation in Xinlong County

With strong support from Ant Forest and the SEE Foundation, the project was rooted in four communities-- Wari, Yimai, Rengu, and Cheyi of Xinlong County, and carried out community protection area efforts jointly with local forestry and grassland bureaus. It drove more than half of the youth in the communities to participate in protection by forming community patrol teams and carrying out training and patrol guidance; developed and set up a quality route for nature education and trained local nature lecturers, so that local villagers and donors can fully experience the route and understand the 7 types of cats living in Xinlong County; and promoted publicity through various channels, drawing attention and support from more than 1 million people.



Felidae Conservation in Xinlong

### 4 Nature Education

This year, the Sichuan Project Center continued to carry out nature education activities through the SEE Fengtong Village Nature Education Center. Throughout the year, it organized 11 nature education activities in the forms of nature interpretation, nature record, nature experience, etc. for a cumulative number of more than 400 people, covering teenagers, rangers, entrepreneurs, and other groups. At the same time, in order to promote external publicity and display of the project, the Center utilized multiple platforms such as WeChat Official Account, Douyin, WeChat Channels, and Weibo for reporting and publicity, which influenced more than 150,000 readers and followers.



Nature education

## Message from the Chair

On SEE's road towards environmental protection and public welfare, every self-improvement and forward move brings a new beginning. Let's adhere to the concept of good actions and take up the baton of public welfare through the projects Bring Pandas Home, Sichuan Best Rangers, Felidae Conservation in Xinlong County and Sichuan Nature Education.

— NI Mingliang

Chair of Working Committee of Sichuan Project Center

## Working Committee Members

The 3rd Session

President	NI Mingliang
Vice Chair and Secretary General	HUANG Lezhong
Vice Chairs	MI Ruirong, XIAO Nan, FAN Yongjie, WANG Fumin, LI Zhou
Deputy Secretary Generals	QIAN Jun, HUANG Xia

## Member Activities

This year, the Sichuan Project Center carried out a total of 36 projects and public welfare activities, such as ecological exploration in Ganzi, reading clubs, academic seminars, and exchange meetings. 345 members of the Center actively participated in the environmental protection public welfare practices, for a total of 1,961.2 hours of public service.



Book sharing session



Ecological exploration in Ganzi

### 5 Review Meeting of "Green Starters"

On December 28, the Sichuan Project Center held the 2023 Review Meeting of Green Starters, with a total of 4 teams participating. Upon road shows and closed-door discussions, the entrepreneur judges and expert judges of Sichuan Project Center jointly decided to provide financial support totaling 150,000 yuan for three institutions.



Review Meeting of "Green Starters"

### 6 Fundraising and Communication

**Joint Charity Forum on "Protecting Giant Pandas, Caring for Rangers":** On April 1, the Sichuan Project Center held a joint public welfare forum themed "Protecting Giant Pandas, Caring for Rangers" with Class 361 of Cheung Kong Graduate School of Business. A total of more than 40 people participated in the forum, raising 265,000 yuan for the Best Rangers project, which will be used in full amount for the development of the Sichuan Best Rangers project.



Joint Public Welfare Forum on "Protecting Giant Pandas, Caring for Rangers"

**Fundraising and Communication for Sichuan "Best Rangers" on 99 Giving Day:** The Sichuan "Best Rangers" project received strong support from 8 caring enterprises and individuals on 99 Giving Day, including Showyu Intelligent Health Service, Chengdu Zhuocheng Construction Engineering Co., Ltd., Chengdu Huanneng Demei Investment Limited, MI Ruirong, Chengdu AnBao Technology Group Co., Ltd., Sichuan Taili Electrical Whole-set Co., Ltd., Chengdu Women Entrepreneurs Association, and Sichuan Daxiangling Nature Reserve. It gained support from 13,428 people in total and raised a total of 527,300 yuan.

**345 person-times**  
of member participation

**1,961.2 hours**  
of member participation

## Chongqing

The Chongqing Project Center has promoted the conservation of endangered species in the Yangtze River, represented by Yangtze sturgeon (*Acipenser dabryanus*) and Chinese merganser (*Mergus squamatus*), supported the "Blue Defenders" project focused on water resource conservation, and carried out the growth support project of environmental NGOs. These aim to raise the public's awareness of environmental protection and protect the clear water and green mountains of Chongqing through practical action.

Time of founding | **2018.05**

## Message from the Chair

As the year draws to a close, our work is also coming to an end! This year, the efforts in Yangtze River conservation have borne fruit; the "Thousand Birds and Yangtze Sturgeon" Nature Education project is firmly advanced; and the enthusiasm of our members pours out a new force of environmental protection. Inheriting a good will from generations of entrepreneurs, we have never stopped our steps in accumulating strength and empowering the cause of public welfare and environmental protection in Chongqing! The Chongqing Project Center has turned the impossible into possible with silent dedication and gathered numerous elites, showcasing its long-standing gentle yet firm temperament. In the new year, as seeds sprout and everything grows, we will carefully nurture the enduring power of life and growth. Let's move forward hand in hand, stay firm, clear, and flowing like a river, and go all the way forward, following the folds of the earth and the vein of solar terms. In 2024, we are ready to embark on this great long run together with you in an ordinary sprint.

— GUO Qinglong

Chair of Working Committee of Chongqing Project Center

## Working Committee Members

The 3rd Session

President  
Vice Chair and Secretary General  
Vice Chairs  
Deputy Secretary General

GUO Qinglong  
YE Jianyu  
PENG Xueping, LIU Xin, LIU Zhiyong,  
ZHOU Ying, ZHANG Zhiguo  
CHEN Yutong

## Project Progress

### 1 Nature Education

During the year, the Center carried out 5 sessions of the "Yangtze River Salon" Project. More than 400 people received empowerment and support in terms of science popularization. The "Home for Yangtze Sturgeon" program received nearly 100 works of Yangtze Sturgeon protection. The Center completed 7 activities, held 2 charity exhibitions, and organized 4 offline activities, with 82 groups of families and nearly 14,000 people participating.



Yangtze River Salon

In terms of science popularization on protecting the Yangtze Sturgeon, the Center printed a total of 10,000 copies of the picture book "Protecting the Yangtze Sturgeon" and used it as a medium; organized 3 environmental protection workshops for youth in the university and 10 activities on the protection of the Yangtze River, involving ten thousand teenagers; trained and empowered 116 college volunteers and drove 895 people to participate in the ecological protection volunteer service of the Yangtze River.



Science popularization on protecting Yangtze Sturgeon on campus

In addition, the "Thousand Birds and Yangtze Sturgeon" Ecology Instructor Training Program developed three sets of courses to showcase Chongqing's ecological beauty on three training themes; organized 2 sessions for Nature Instructor Program and recruited 21 volunteers to complete a total of 46 presentations.

At the same time, it organized the sub-forum of the National Nature Education Forum, initiated the National Citizen Science Project for Butterfly Phenology Monitoring with Associate Professor GUO Guangpu of the School of Life Sciences and Technology, Tongji University, and held the three-day Phase I China Three Gorges Trail Workshop in cooperation with Culture and Tourism Development Commission of Wushan County and Wushan Yunyu Ecological Health Resort.



Nature Education Forum

### 2 Support for Brand Projects

During the Birding Season for All - Chongqing, the Center carried out a total of four diverse bird science popularization and observation sessions, with over 80 participants and 86 species of birds observed.



Birding Season for All in Chongqing

In terms of Blue Defenders--pollution control, the Center supported GREEN DATA in monitoring 4,622 pieces of carbon emission data; completed the "One Enterprise One File" standardized processing of nearly 5.5 million environmental data entries; and newly introduced 14 data application partners, calling monthly average external data through GREEN DATA exceeding more than 20 million times.

### 3 Support for the Environmental Protection Public Welfare Industry

During the 2023 "Jingcao Carnival", a total of more than 100 ecological images were exhibited and 1 ecological film was screened for public welfare purpose. In the Green Starters review of Chongqing in 2023, three partners, including Chongqing Natural Outdoor Sports Co., Ltd., Optimistic Earth, and Dali Haozizai Natural and Culture Communication Co., Ltd., were shortlisted for 2023 Green Starters partners.



Ecological Images Exhibition of Jingcao Carnival in Chongqing

As of November 2023, the Green Starters partners, supported by the Chongqing Project Center, have organized 45 mountain and riverside cleaning activities, with a total of 1,102 participants and more than 300kg of mountain garbage cleared. They also produced 7 short videos, which were played more than 10,000 times, and published 3 promotional articles.



Public participation in outdoor riverside cleaning

### 4 Fundraising and Communication

During the 99 Giving Day, with the support of two member companies of the Chongqing Project Center-- CiMing Oasis Health Management Co., Ltd. and Chongqing Sanyuans Energy Conservation, as well as 30 teams of "Donate Together", 15 members, 14 partner organizations, Yanxin Media, STAR8LIGHT, Chongqing Branch of Easyhome, Maylook Eye Hospital and other loving partners, the Chongqing Project Center raised a total of 395,887.3 yuan, and drove 6,086 people to participate. The series public welfare activities to celebrate the 5th Anniversary of Chongqing Project Center raised 58,478.88 yuan for the June 6 Synchronous Scientific Release Activity.



Fundraising and Communication on 99 Giving Day

Moreover, nearly 30 families raised 10,000 yuan for the project in the "Visible Impact: Youth Public Welfare Leadership Camp" Yangtze sturgeon orienteering held in July.

## Member Activities

### Charity Activity Series on the 5th Anniversary

On June 5, World Environment Day, the series of charity activities to celebrate the 5th anniversary of the Chongqing Project Center named "Protecting Yangtze Sturgeon with You in Chongqing" was successfully held, attracting four members to join the Center.



The 5th Anniversary of Chongqing Project Center

### June 6 Synchronous Scientific Release Activity

On June 6, National Fish Releasing Day, the "Fish in Yangtze River" scientific release activities were held in Chongqing, Wuhan, Nanjing, Shanghai and Kunming, while the synchronous scientific release activity mainly organized by the Chongqing Project Center, was successfully held at Jianchuan Wharf in Jiulongpo District. This activity released a total of 110,468 fish such as Yangtze sturgeon (*Acipenser dabryanus*), Chinese sucker (*Myxocyprinus asiaticus*), rock carp (*Procypris rabaudi*) and yellow catfish (*Pelteobagrus fulvidraco*) to the Yangtze River.



Scientific release

### Activity Themed by Philosophy of Philanthropy

On November 3, the seventh issue of the 'Philosophy of Philanthropy' event, themed "Promoting the Development of Enterprises by Building Green Finance", was jointly organized by the British Consulate-General in Chongqing and the Chongqing Project Center. Nearly 40 people participated in the salon.

**173** person-times  
of member participation

**871.3** hours  
of member participation

## Sanjiangyuan

The Sanjiangyuan Project Center initiated the Qinghai Baoyuan Ecological Conservation Center, which was a local legal entity, at the Department of Civil Affairs of Qinghai Province in February 2019. It effectively promoted the implementation of the Conservation Project of the Sanjiangyuan Region through the overall strategy of SEE, and focused on protecting one of the most important ecotopes in the world, conserving rare animal and plant species, protecting grassland, wetlands, and other ecosystems while carrying out community-oriented conservation practices, so as to form the brand of SEE Conservation in the key areas of biodiversity in the Sanjiangyuan Region.

Time of founding | **2018.08**

## Project Progress

In 2023, the Conservation Project of the Sanjiangyuan Region had 5 new funded projects, with a total budget of about 1.018 million yuan. The Sanjiangyuan Project Center completed 6 projects. By December 2023, the Conservation Project of the Sanjiangyuan Region has provided cumulative funding of 29.2614 million yuan, mobilized 130 local environmental organizations and key environmental personnel in the Sanjiangyuan Region to participate in the protection work, and established 800 mu of grassland restoration experimental plots, with a cumulative protected area of 127,000 square kilometers.

### 1 "The Yangtze River and Its Source" Jingcao Carnival in Wuhan

From March 24 to 26, the Sanjiangyuan Project Center and Hubei Project Center jointly held "The Yangtze River and Its Source" Jingcao Carnival activity in Wuhan. Images of the event received 200,000 exposures inside the mall, and 20 environmental protection organizations jointly set up a public welfare market that was novel and interesting, attracting more than 1,200 people to participate in the donations.



"The Yangtze River and Its Source" Jingcao Carnival activity

### 2 Sanjiangyuan Conservation Network Empowerment

In the review of "Green Starters Partners and Sanjiangyuan Project" in 2023, 3 Green Starters partners and 5 environmental protection projects became the partners of Sanjiangyuan Project Center, which continued to promote the Sanjiangyuan conservation network and build the "Guardian" brand in the Sanjiangyuan Region by carrying out local protection; from August 1 to 3, the Strategy Discussion on Conservation Projects in the Sanjiangyuan Region was held in Xining, and experts from the Party School of the CPC Qinghai Provincial Committee, Qinghai Normal University, Peking University, etc. sorted out the strategies for conservation projects in the Sanjiangyuan Region in the next five years, to support the ecological protection in the Sanjiangyuan Region.



Green Starters project review meeting

### 3 Establishment of Qinghai-Xizang Plateau Snow Leopard Conservation Alliance

On October 23, the "Seminar on Qinghai-Xizang Plateau Snow Leopard Conservation" sponsored by the Qinghai Provincial Forestry and Grassland Bureau and co-organized by the SEE Foundation, Sanjiangyuan Project Center and other organizations was held in Xining. The meeting officially initiated the establishment of the Qinghai-Xizang Plateau Snow Leopard Conservation Alliance, with an aim to promote the cause of snow leopard (*Panthera uncia*) conservation in China by jointly building a cooperation and exchange platform for the conservation of snow leopards on the Qinghai-Xizang Plateau.



Establishment of Qinghai-Xizang Plateau Snow Leopard Conservation Alliance

### 4 Fundraising and Communication

During the "99 Giving Day" from September 7 to 9, with the support of competent business units, the Sanjiangyuan Project Center held the "First Qinghai National Park Public Welfare Festival" in Xining jointly with a number of local public welfare organizations, which promoted public participation in environmental protection and public donations and demonstrated and publicized the civil conservation power in the construction of national parks through the Guardian public welfare donation, public welfare cultural and creative market, keynote speech, and other activities. During the event, 3,424 people made donations of 176,134.70 yuan and 2.5 million people were reached. 143 media outlets across the Internet covered the event, reaching 984.14 million people.



The First Qinghai National Park Public Welfare Festival opened

## Message from the Chair

I would like to extend sincere thanks to the Working Committee and its members for their selfless dedication in 2023, and to the public welfare partners and caring people who have injected strong impetus into the ecological and environmental protection public welfare undertakings in the Sanjiangyuan Region together with us. It's with your help that we have made better achievements in the past year. By creating the Qinghai National Park Theme Public Welfare Festival, we have become a hub of non-governmental power and a supplement to national power. In the new year, we will continue to optimize work directions and processes to build a better ecology in the Sanjiangyuan Region. Let's look forward to a brighter future together!

— LIU Yazhuo

Chair of Working Committee of Sanjiangyuan Project Center

## Working Committee Members

The 3rd Session

President

LIU Yazhuo

Vice Chair and Secretary General

LIU Gangjian

Vice Chairs

DU Xiaoling, DENG Jinsong, ZHAO Min, LUO Zongzhou, LIU Zhenyu

## Member Activities

### Public Welfare Visit

From March 10 to 21, the visiting team composed of 9 members and staff of the Sanjiangyuan Project Center paid a visit to Motuo for a 3-day exchange visit with the Shan Shui Conservation Center, learning about the Motuo Species conservation project through site visits; from September 8 to 12, invited by the Qinghai Administration Bureau of Qilian Mountain National Park and in cooperation with the members and environmental protection project centers of SEE, the team reached Qilian Mountain National Park for a 5-day "Qilian Mountain Public Welfare Visit", deepening public participation in ecological protection in various forms such as professional science popularization, nature class, nature observation, sharing and interaction.



Experts led visiting teams to learn about the conservation status of Chinese mountain cat (*Felis bieti*)

### Joint Annual Meeting

"The Yangtze River and Its Source" Joint Annual Meeting jointly initiated by the Sanjiangyuan and Hubei Project Centers, CCF and Qinghai Baoyuan Ecological Conservation Center kicked off in Wuhan, and participated by more than 100 people from the government, universities, enterprises, members of SEE's 12 Project Centers, public welfare partners, media, etc.



"The Yangtze River and Its Source" Joint Annual Meeting

**112** person-times  
of member participation

**1,525.2** hours  
of member participation



# Ningxia

The Ningxia Project Center brings local entrepreneurs together to make efforts for the protection and improvement of the ecological environment in Ningxia. It focuses on ecological protection and nature education environmental protection issues, successively conducting two environmental protection projects: "Nature Education on Campus" and "See Green Life" targeting schools and communities respectively. The Center created the "Ecologically Enriching People of Gaipai Village" project, which aims to make new contributions to promoting high-quality rural cultural inheritance and development and empowering rural revitalization.

Time of founding | **2018.09**

## Message from the Chair

Looking back at 2023, all members of the Ningxia Project Center have concentrated efforts to promote the cause of environmental protection, during which we have received wide concerns and support from all sectors of society. Standing at a new starting point, we also embrace more arduous challenges. In response, we must continue to serve as a bridge for SEE Conservation and gather more strength to build a better environment. Let's go hand in hand towards the future with firmer steps.

— LI Zhihai

Chair of Working Committee of Ningxia Project Center

## Working Committee Members

The 3rd Session

- President
- Vice Chair and Secretary General
- Vice Chairs
- Senior Advisors

- LI Zhihai
- ZHOU Botong
- FANG Lu, YANG Zhitai, CHEN Lei, WANG Jianhua, SHI Hongqiang
- CHEN Jiaying, HOU Zhibin

## Project Progress

### 1 "See Green Life" in Community

Based on smart city and upholding the eco-friendly living concept, the "See Green Life" Project provides a "new guide" for Yinchuan to build a livable city. The project aims to develop ecological and green communities with green as the base color, improve the life quality of people, and build a beautiful life like poetry and painting for urban residents who are not living in the green mountains.

In 2023, the Ningxia Project Center and Ningxia Green Waters and Mountains Public Welfare Service Center organized green environmental protection concept publicity activities themed "See Green Life" in four communities of NUMBER ONE, Harmony Mansion, Golden Phoenix Bay, and Garden Mansion in Yinchuan City, Ningxia. These activities encouraged residents to practice a green and low-carbon lifestyle in their daily lives and jointly create a better living environment through public welfare exhibitions, sharing of environmental protection stories by environmental protection frontline workers, science popularization lectures, China biodiversity animal and plant photography exhibitions and interactive mini games on environmental protection.



"See Green Life" in Community

### 2 Nature Education on Campus

In 2023, the "Nature Education on Campus" Project continued to be carried out at Yinchuan Jingbo Primary School, including "Nature and Me", "Environmental Drama Dream Factory" series courses and outdoor nature education activities. The courses are for students from Grade 1 to Grade 3 of Yinchuan Jingbo Primary School, with 2-3 classes per week. In this way, nature education is brought into schools, so that children can contact and understand nature in practice and games.



"Nature Education on Campus" Project--Nature and Me

### 3 Fundraising and Communication

The Ningxia Project Center takes the "Ecologically Enriching People of Gaipai Village" project as its starting point and test field for exploring eco-cultural tourism, aiming to develop industries with rural characteristics, broaden the channels for farmers to increase their income, promote high-quality rural cultural inheritance and development and empower rural revitalization. From August 1 to 6, the Center held the Ningxia Haiyuan Gaipai Village VBA Basketball Tournament & Cultural Tourism Week Activity of SEE Ecologically Enriching People Demonstration Base in Gaipai Village, Zhengqi Township, Haiyuan County, Ningxia. In the activity, the players and the audience actively practiced the environmental protection theme of "Cleaning Garbage on the Ground, Building More Beautiful Gaipai Village", and spread the ecological protection concept of VBA during the competition.



Gaipai VBA

This activity garnered enthusiastic coverage from more than 100 mainstream media and self-media, with online views exceeding 100 million (108.92 million) and more than 100,000 offline participants, creating an income of 1.8 million yuan for local people or 30,000 yuan per household.

**108.92 million** online views | **100,000+** offline participants

## Member Activities

### Visits and Exchanges

From December 22 to 29, the Ningxia Project Center visited five project centers of Hubei, Fujian, Guizhou, Sichuan, and North China for exchange and learning. During these visits, Secretary General ZHOU Botong conducted in-depth discussions with Project Centers and shared their experience and resources, hoping to enhance cooperation and communication between them in the future and jointly improve the execution and effectiveness of the projects.



Visit to Sichuan Project Center

**170 person-times** of member participation | **842.8 hours** of member participation

## Zhejiang

The Zhejiang Project Center is committed to promoting Zhejiang entrepreneurs, environmental protection public welfare organizations, and the public to participate in environmental undertakings in the Jiangnan region. It focuses on creating funded, exemplary, and collaborative projects in the fields of urban and rural waste treatment, endangered species and habitat conservation, biodiversity education, and sustainable development and deepens efforts on projects such as the "Mythical Bird" Conservation of Chinese Crested Tern (*Thalasseus Bernsteinii*), Green E-Commerce Advocacy, Urban and Rural Waste Sorting, Classes of Flying Wings in Zhejiang, and Treasure in Zhejiang - Science Popularization of Endangered Wild Animals and Plants in Zhejiang. The Center is also supporting the development of the industry with funds from the GUT, Green Starters, and Blue Defenders partners.

Time of founding | **2018.10**

## Project Progress

### 1 Save the "Mythical Bird"

In 2019, the Zhejiang Project Center launched the Save the "Mythical Bird"— Chinese Crested Tern Project in collaboration with the Zhejiang Museum of Natural History and the Hangzhou Birds and Ecology Research Society. They established the third Chinese Crested Tern Breeding Site in the Nanji Islands National Marine Nature Reserve in Wenzhou, and made significant progress. For example, at the peak of artificial attraction in the first year, 4 adult Chinese crested terns were recorded, and 1 pair of adult birds laid eggs and hatched 1 chick. In July, the "Mythical Bird: Chinese Crested Tern Conservation Action" was launched in Xiangshan, and the Chinese Crested Tern Conservation Alliance was officially founded by Zhejiang Project Center in collaboration with 22 organizations, including relevant management departments, scientific research institutions, conservation organizations and public welfare foundations.

During the year, it donated 331 copies of the science popularization picture book *Fly, Tern Xiaoyi* to 136 primary schools in Xiangshan, Ningbo, Dinghai, Zhoushan and Pingyang, Wenzhou, and organized 10 science popularization lectures and 3 science popularization exhibitions.



Establishment of Chinese Crested Tern Protection Alliance

### 2 Deeply Conducting Green E-Commerce Advocacy Activities

The project team submitted the "Proposal on Accelerating the Green Development of Retail E-Commerce Platform Enterprises" to the NPC and CPPCC in 2023 through the members of the CPPCC. The English version of the Green E-commerce Action Guide was launched in the Resource Center of UNEP One Planet Network. They developed the Operation Guide to Management Rules on Single-use Plastic Reduction of E-commerce Platforms and held the "Seminar on Promoting the Implementation of Platform Enterprises to Formulate Rules for Plastic Reduction Platforms" and the "2023 Experience Exchange Meeting on Food Consumption Green Action in E-Commerce (online)" with the support of Hangzhou Electronic Commerce Association and the Zhejiang Project Center.



HE Yibing, Chair of Zhejiang Project Center, shared the green e-commerce project.

### 3 Leading Students to Explore the "Bird Elf" on the Classes of Flying Wings

The "Classes of Flying Wings in Zhejiang -- Biodiversity Science Popularization Education" project was jointly initiated by Zhejiang Project Center, Hangzhou Birds and Ecology Research Society and Zhejiang Wild Bird Society. This project involved conducting public welfare publicity lectures in primary and secondary schools across the province. During the year, it established a group of 13 lecturers and 13 classes of bird knowledge courseware, held 32 knowledge lectures, with a cumulative audience of more than 4,300 people, published 14 reports related to the activity on the official account, and completed 4 video course recordings.



The Classes of Flying Wings enters the Hangzhou Low-Carbon Science & Technology Museum, China

### 4 The Report on the Survival of the Chinese Warty Newt (*Paramesotriton chinensis*) in Urban Hangzhou

The Zhejiang Project Center supported the Hangzhou Wildness Conservation Center (HWCC) in conducting a two-year survey on the distribution and threatened status of Chinese Warty Newt in urban Hangzhou. During the year, the project officially released the Report on the Survival of Chinese Warty Newt in Urban Hangzhou along with a project summary. It was found that the overall survival status of Chinese Warty Newt is far from optimistic and requires more attention. The report proposed several protection recommendations, namely enhancing public awareness and education on the conservation of endangered urban amphibians, protecting the habitats of Chinese Warty Newt, as well as appropriately conducting proliferation and releasing.

### 5 Urban and Rural Waste Management

The Zhejiang Project Center supported "zero waste villages" to launch the Kitchen Waste Dry and Wet Waste Sorting Program in Xianjin Village and Duhuang New Village of Fengqiao Town, Zhuji City, Shaoxing, Zhejiang Province, held two experience sharing sessions in rural waste classification in April and July, and completed the Report on the Experience of Fengqiao Town in Garbage Sorting and Treatment and Dry and Wet Kitchen Waste Sorting Practice. This project was closed in September 2023.

## Message from the Chair

Thanks to the warm support and selfless dedication of all members, the Zhejiang Project Center has been full of vitality in the past year, and ushered in new developments and breakthroughs in terms of endangered species and habitat conservation, biodiversity education, as well as key issues such as green e-commerce advocacy and urban and rural waste treatment. This year, we have provided solid support for the environmental protection projects of 18 environmental public welfare partners, contributing to the development of the environmental public welfare industry. In the new year, we will stay committed to protecting lucid waters and lush mountains. Based on this, we will continue to unite entrepreneurs, explore new modes of public welfare fundraising, remain confident, and work together with our partners for a better environment!

— HE Yibing

Chair of Working Committee of Zhejiang Project Center

## Working Committee Members

The 3rd Session

President

HE Yibing

Vice Chair and Secretary General

WANG Chenhui

Vice Chairs

SHOU Bainian, XU Yi, YAO Lu, CHEN Linyun, ZHU Zheng

### 6 Protection of Endangered Wild Animals and Plants in Zhejiang

The Zhejiang Project Center newly funded the project of Treasure in Zhejiang: Protection of Endangered Wild Animals and Plants in Zhejiang and promoted local protection and popularization of endangered wild animals and plants with Zhejiang's characteristics; and held a special exhibition in the Zhejiang Museum of Natural History in Hangzhou, highlighting the results of rescue and protection of rare and endangered animals and plants in Zhejiang.



Treasure in Zhejiang - Exhibition on Protection of Endangered Wild Animals and Plants in Zhejiang

### 7 Contributing to the Development of the Environmental Public Welfare Sector

This year, the Zhejiang Project Center supported 4 Green Starters partners and newly funded 3 partners; supported 3 partners of Blue Defenders, including Wuhu Ecology Center, Green Anhui and Shenzhen Zero Waste to implement projects, which were all successfully closed; supported 6 partners of GUT, of which 2 partners (Zhejiang Shanye and Zero Waste Villages) have successfully graduated this year; and supported the 10th anniversary activities of Green Starters and GUT Projects and research on environmental public welfare industries with special funds.



2023 Green Starters Review site of Zhejiang Project Center

### 8 Fundraising and Communication

In 2023, the Zhejiang Project Center reached cooperation with the Hangzhou Branch of the Industrial and Commercial Bank of China, exploring to promote the exchange of credit card points from the Industrial and Commercial Bank of China into public welfare donation funds, which were donated to public welfare projects, with the support of DeFACE Technology.

The "From City to Wilderness" Biodiversity Exhibition carried out 8 ecological lectures, 3 weekend markets, and 3 limited collection participation activities in cooperation with 15 public welfare partners, and made publicity on offline public welfare advertisement big screens, with online exposures exceeding more than 250,000 people. 58 volunteers provided services for more than 530 hours, more than 4,500 people visited, and Xinhua News Agency, Guangming Daily, Zhejiang Daily, and other media made reports, making it a feature must-visit place recommended by Xiaohongshu and other we-media.

## Member Activities

Throughout the year of 2023, the Zhejiang Project Center organized more than 20 membership and project public welfare activities, participated in the project funding review twice, co-sponsored the 2023 SEE Southern Joint Annual Meeting, "Green Starters & GUT 10-year Road" activity, and 2023 Birding Season for All - Hangzhou; and supported the holding of the first meeting of the SEE Foundation's Climate Component Committee in Hangzhou. 6 entrepreneur mentors of the Center have cumulatively invested 154 hours of service time for GUT partners.



GUT partners supported by the Zhejiang Project Center in 2020 successfully graduated

**220 person-times** of member participation  
**1,107.4 hours** of member participation



## Poyang Lake

The Poyang Lake Project Center gathers local entrepreneurs and members who love the ecology of Poyang Lake, focuses on the protection of Siberian Crane (*Grus leucogeranus*) and Finless Porpoise (*Neophocaena asiaeorientalis*), two landmark species that reflect the ecology of Poyang Lake, and is committed to protecting the ecological diversity of Poyang Lake, promoting the harmonious coexistence of humans and nature, and helping the growth and development of local environmental NGOs in Jiangxi.

Time of founding | **2018.05**

### Message from the Chair

The year 2023 is particularly meaningful for us. With the joint efforts of many parties, the Jiangxi Poyang Lake Ecological Protection Foundation was officially established, providing new momentum for our ecological protection work. The year 2024 is approaching quietly and is full of challenges and unlimited opportunities. In the new year, all members of the Poyang Lake Project Center will stick to their original aspirations, gather wisdom and strength to unwaveringly support the ecological protection and management of Poyang Lake, and make greater contributions to building Jiangxi into a "Highland for National Ecological Progress" and the promotion of participation in the "Yangtze River Conservation".

— YU Hongyong

Chair of Working Committee of Poyang Lake Project Center

### Project Progress

#### 1 Conservation of Siberian Crane

The Nanchang Wuxing Siberian Cranes Sanctuary is known as "the closest place to Siberian cranes in the world". In 2023, the Poyang Lake Project Center continued supporting the Nanchang Wuxing Siberian Cranes Conservation Center in the implementation of the projects to monitor Siberian cranes and surrounding migratory birds, guaranteeing more than 2,600 Siberian cranes, thousands of tundra swans (*Cygnus columbianus*) and other migratory birds over the winter.

#### 2 Finless Porpoise Conservation in Poyang Lake

The Poyang Lake Project Center supported the Association of Finless Porpoise Conservation in Poyang Lake of Poyang County in the continuous implementation of water management and Finless Porpoise protection, and assisted the fisheries administration in cracking down on illegal fishing. Monthly water and shore patrols totaled about 1,000 kilometers, with more than 30 pieces of illegal net equipment cleared. By putting two fishermen's stations into use, it has boosted local fishing-culture tourism and created re-employment positions for five retired fishermen.



Finless Porpoise Patrol Team of Poyang County

#### 3 Supporting the Development of Partner Organizations

In 2023, the Project "Green Water Conservation - Youth River Chief + Administrative River Chief Environmental Protection Volunteers", initiated by Gan River Waterkeeper, a GUT partner supported by the Poyang Lake Project Center, won the 11th Mother River Award; and the Poyang Lake Project Center and East China Sea Project Center jointly supported the new GUT partner, Linnaeus Labs, powering the development of local environmental organizations.

#### 4 Public Nature Education

During the year, the project center teamed up with a number of partners and carried out 8 nature education activities, including bird watching, a civil river chief experience day, animal and plant exploration in wetlands, and mountain climbing and cleaning, with a total of more than 600 participants.

### Working Committee

#### Members The 2nd Session

President	YU Hongyong
Vice Chair and Secretary General	NIE Hui
Vice Chairs	ZHONG Hongguang, HONG Shouwei, ZHANG Dengfeng

### Member Activities

#### 1 Establishment of Jiangxi Poyang Lake Ecological Protection Foundation

On November 3, the inaugurating meeting of the Jiangxi Poyang Lake Ecological Protection Foundation was held. Initiated by the entrepreneur members of SEE Conservation, the SEE Foundation, Mangrove Foundation, and Hubei Changjiang Conservation Foundation, the Jiangxi Poyang Lake Ecological Protection Foundation will build an environmental protection platform that connects the government, environmental NGOs, scientific research forces, and the public, and contribute to the organization of biodiversity conservation and education activities of the ecology and flagship species such as Siberian Crane and Finless Porpoise in Poyang Lake.



Inauguration of the Jiangxi Poyang Lake Ecological Protection Foundation at the opening ceremony of the 3rd Poyang Lake International Birdwatching Season

#### Exchange and Cooperation

In order to promote the protection of rare and endangered species and their habitats in Poyang Lake, the Poyang Lake Project Center has organized its members to exchange with Jiangxi Provincial Department of Forestry, Bureau of Fisheries, and other departments, and carried out exchange activities with the International Crane Foundation, Conservation International, Global Environmental Institute, and other ecological protection institutions at home and abroad. Members of the Poyang Lake Project Center have also actively participated in the opening ceremony of the third Poyang Lake International Bird Watching Season, the Salon on Addressing Climate Change and Social Responsibility of Entrepreneurs, the bird watching experience and other activities.

**46** person-times  
of member participation

**248.7** hours  
of member participation

## Tianjin

The Tianjin Project Center gathers local entrepreneur members, environmental NGOs, and various sectors of society in Tianjin. Committed to promoting the integrated ecological and environmental development of the Beijing-Tianjin-Hebei Region and building a better environment in Tianjin, it focuses on the "Free Flying Wings" project to promote conservation of migratory birds and their habitats. It provides funding for the Rural Black and Odorous Water Bodies Treatment project by GREEN COLLAR ENGO, and the Campus Micro-Space Ecological Construction project by Looping Nature.

Time of founding | **2019.06**

### Message from the Chair

We pay tribute to every ordinary and great person who has taken the initiative to work with love on the frontlines of environmental protection in 2023. With joint efforts, we have succeeded in forming tight networks from the original thin lines, gathered greater strength, and identified an increasing number of compatible environmental projects to protect nature. In the new year, we will sustain efforts to build a greener future. Welcome to join us in this career.

— QI Yong

Chair of Working Committee of Tianjin Project Center

### Project Progress

#### 1 Eco-environmental Protection in Haihe River Basin

During the project implementation, GREEN COLLAR ENGO carried out 13 field investigations and site visits, reported environmental violations 51 times, published 7 articles on pollution exposure and treatment progress, which were viewed by 130,000 people, held 7 seminars with government departments of five counties and cities, facilitated effective resolution of 215 rural pollution problems, and improved the ecological environment of 39 villages.



Comparison before and after project rectification

#### 2 Science Popularization Activities on Campus

In mid-June, the kick-off meeting of the "Looping Nature Campus Micro-Space Ecological Construction" Project & the Information Session on Recruitment of the First Batch of "Little Horticulturists" was held on the campus of Yuyingli Primary School in Hebei District, Tianjin. About 200 teachers and students of the school participated in the activity, helping students build up environmental protection awareness.



Science popularization activities on campus

**46** person-times  
of member participation

**248.7** hours  
of member participation



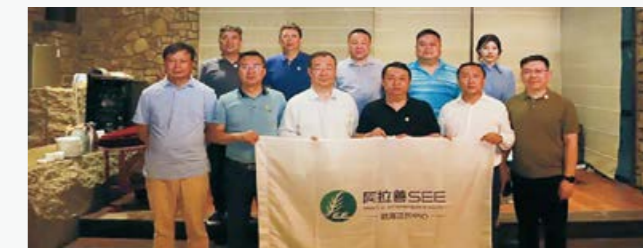
### Working Committee

#### Members The 3rd Session

President	QI Yong
Vice Chair and Secretary General	LI Jun
Vice Chairs	LIU Yi, KANG Peng, MA Ruren, GUO Jianjun, ZHU Daoliu

#### 3 Green Starters Review

On May 15, the Tianjin Project Center held the Review Meeting of Green Starters in the Tianjin Ren'ai Haojing Building, with a total of 2 institutions participating in the Review. Upon review, Looping Nature was selected as one of Green Starters partners.



Site of the review meeting

#### 4 Birding Season for All - Tianjin

During the National Day holiday, the serial activities of the Birding Season for All - Tianjin were held in Hangu, Binhai New Area, Tianjin. A variety of bird science popularization activities and professional and interesting bird watching activities have encouraged more people to know birds, participate in bird observation activities, and submit bird record data. These activities also have raised the awareness of bird protection in the whole society, facilitated the construction of the China Bird Data Center, and promoted the development of China's bird protection cause.

### Member Activities

In 2023, the Tianjin Project Center actively organized members to participate in environmental protection activities, including project review meetings, visits to the ecological forest on campus, participation in activities by the Tianjin Federation of Industry and Commerce, the auction in Qilihai Wetland and visits to Ren'ai Group, and make discussions and exchanges on environmental protection projects that contributed to the ecological protection of Tianjin.

**12** person-times  
of member participation

**39.3** hours  
of member participation



# Xinjiang

The Xinjiang Project Center has successively funded projects such as "Xinjiang Project Center and WILD XJ Joint Conservation of Snow Leopards", "Endangered Species Ili Pika (Ochotona iliensis) and Habitat Conservation" and "Kunlun Desert Black Wolfberry (Lycium ruthenicum Murray) Ecological Development", participated in building the brand recognition of Urumqi – the "Snow Leopard City", and promoted various species to enter the List of National Key Protected Wild Animals. It also protected and constructed the seed resource bank of rare wild plants in Central Asia, represented by Ili Wild Apple (Malus Sieversii), collaborated with local environmental organizations to carry out nature education activities, and established a Xinjiang nature education platform.

Time of founding | **2019.08**

## Message from the Chair

Congratulations to SEE for its 20th birthday. Over the 20 years, we have been committed to protecting the lucid waters and lush mountains and advancing ecological homeland together. As a member of this big family, I feel very pleased and proud. The Xinjiang Project Center will continue to forge ahead and lead more people to take environmental protection actions, thus jointly protecting the blue sky and white clouds and looking forward to a better future!

— LIU Caixia

Chair of Working Committee of Xinjiang Project Center

## Working Committee Members

The 3rd Session

President

LIU Caixia

Vice Chair and Secretary General

LI Xiang

Vice Chairs

HUANG Jian, LI Akun, XU Zhixue

## Project Progress

### 1 Snow Leopard (*Panthera uncia*) Conservation

Now, Xinjiang's snow leopard conservation civil survey network has covered all the snow leopard habitats and activity areas across Xinjiang. It disseminates and tells stories about snow leopards, species, conservators, etc. in the forms of we-media, exhibitions, nature education activities, and premium development, and aims to enhance public awareness of nature conservation.



Snow leopard researchers and protectors

### 2 Endangered Ili Pika and Habitat Protection

The monitoring of Ili Pika habitats in Jinghe County and Glacier No.1 Protected Area using dozens of infrared cameras has further provided evidence on real changes in the population of Ili Pika under the background of climate change. It's predicted from the proportion of changes in habitat area that the population of Ili Pika has declined from 2,900 in 1992 to about 780 at present.



Ili pika

### 3 Silk Road Nature Education Platform

The project center organized 205 in person nature education activities, such as the 2nd Xinjiang Nature Notebook Competition, directly involving 370,800 participants and 300 schools; developed 5 local nature education courses in Xinjiang, edited and prepared 4 nature education manuals and developed 2 nature education teaching kits; and provided nature education products and technical support for 1 nature reserve and 6 townships in Xinjiang.

### 4 Botanical Society in Nature Project

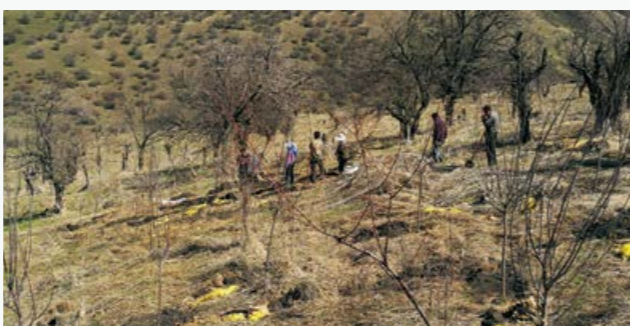
The project center carried out nature science popularization activities in several schools such as the Central Primary School of Gangou Township, the Second Middle School of the Xinjiang Production and Construction Corps, and Xinjiang University in cooperation with the Science and Technology Association of the Xinjiang Uygur Autonomous Region. 198 short videos were released online via Douyin, attracting 140,000 followers, and 40 live streamings were made via Douyin, gaining 90 million views, with an audience of about 600,000; 5 live streamings were held via Ding Talk.



Natural education activities

### 5 Health Control Technology of Degraded Wild Fruit Forest in Tianshan Mountains

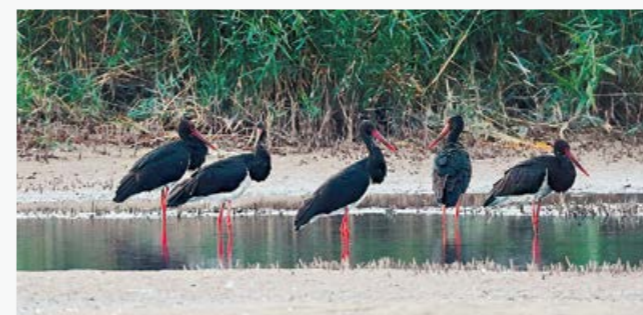
By manually cutting down diseased trees and branches, aerial pesticide spraying, and regular monitoring of pests and diseases, the project conserved over 1,000 mu of wild fruit forests. It also purchased and bred over 10,000 various fruit trees and local trees in the core conservation area of the wild fruit forests. The aim is to isolate diseased trees, restore forest structure, and enhance the ecosystem. Throughout the year, a total of 191 samples of 10 wild fruit tree germplasm categories were collected, and a 20-mu core germplasm nursery for fruit trees was established. Dozens of science popularization activities, scientist visits, and expert exchange activities were held in surrounding schools, attracting an audience of over ten thousand.



Conservation of wild fruit forests

### 6 Bird Ecological Background Survey

The project center completed the site survey of the ecological afforestation base for reclaimed water utilization and the bird survey in autumn and winter in Kashgar; installed 10 infrared cameras, and observed a total of 95 species of national first and second-class protected birds during the "Free Flying Wings" Birding Season for All in October.



Black Stork (*Ciconia nigra*), a national key protected bird

### 7 Project Review

On December 19, the Xinjiang Project Center held a review meeting for new projects in 2024, and three partner organizations participating in the selection passed the review.



Project Review Meeting Site

### 8 Fundraising and Communication

During the "99 Giving Day", the members and member companies of the Xinjiang Project Center jointly supported the "Guarding the Central Asian Migratory Bird Resting Place" project, helping to protect endangered birds in the Xinjiang Uygur Autonomous Region. The project received a total of 8,742.68 yuan in donations from 149 individuals.

## Member Activities

### Visits and Exchanges

On March 30, the Xinjiang Project Center held its sixth member company visit to Mingwei Technology Group Co., Ltd. During the activity, in addition to exchanges with member companies, the participants also made discussions on forum activities and business exchange activities planned by the Center this year. On November 26, the management team visited Xinjiang for exchange and discussion, which not only deepened the understanding of members about the Center's projects, but also laid a solid foundation for the future development of the Xinjiang Project Center.



Visits to member companies

### Environmental Protection Activities

On April 22, the Xinjiang Project Center organized the "Xinjiang Biodiversity Conservation Practice – Guardians behind Rare Species" and "World Earth Day & Xinjiang Tulip Day Special Activities" in the Snow Leopard Library. The event specially invited the partners such as WILD XJ, Li Weidong Natural ecological Protection Service Studio, and Botanical Society in Nature to share their conservation stories and experience.



Environmental Protection Activities

On May 22, the International Day for Biological Diversity, the Xinjiang Project Center and WILD XJ jointly organized the "From Agreement to Cooperation: Restoring Biodiversity – Salon Event on International Biodiversity Day" at Snow Leopard Library, inviting Mr. XIAO Jiewen, the "Leopard Chaser" from Xinjiang, and Mr. YANG Lei, the Founder of "Snow Leopard Youth", to share their stories of snow leopard protection.

**76 person-times**  
of member participation

**312 hours**  
of member participation

# Hebei

The Hebei Project Center gathers local entrepreneur members, environmental NGOs, and various sectors of society in Hebei to protect the local environment. It takes root in promoting environmental protection projects and focuses on wildlife rescue, coastal and inland wetland protection, ecological and environmental nature education, etc. With the Shijiazhuang Black Stork (*Ciconia nigra*) Habitat Protection Project and Hengshui Lake Baer's Pochard (*Aythya baeri*) Habitat Conservation Project as its cornerstones, it continues to intensify efforts in ecological education for the youth and enables them to achieve all-round growth in the process of getting close to nature based on a combination of ecological nature education and humanities.

Time of founding | **2019.10**



## Project Progress

### 1 Black Stork Habitat Protection Project of Taihang Wildlife Rescue Station

In 2023, Shijiazhuang Taihang Wildlife Rescue Station rescued 1,556 wild animals, including 3 national first-class protected animals and more than 900 national second-class protected animals, 95% of which were released to nature after rewilding. The partners of the Hebei Project Center conducted regular patrols in the wetlands around Shijiazhuang every month and completed the survey on the number and population of birds in the non-migratory season.



Wildlife rescue

### 2 Creation of Baer's Pochard Habitat in Hengshui Lake

Since the fourth quarter of 2022, the Hebei Project Center has funded the conservation project of the national first-class protected endangered species, Baer's Pochard. It increased the number of suitable habitats and their quality in Hengshui Lake Reserve by implementing the Baer's Pochard Habitat Restoration Project in Hengshui Lake National Nature Reserve, Hebei Province. By restoring bird habitats, expanding their foraging and breeding range, and improving the habitat quality, the survival and reproduction of the critically endangered species, Baer's Pochard, in Hengshui Lake Reserve has been improved, which has attracted more Baer's Pochard and other rare water birds to breed and roost here.



Baer's Pochard Habitat in Hengshui Lake

### 3 Nature Education

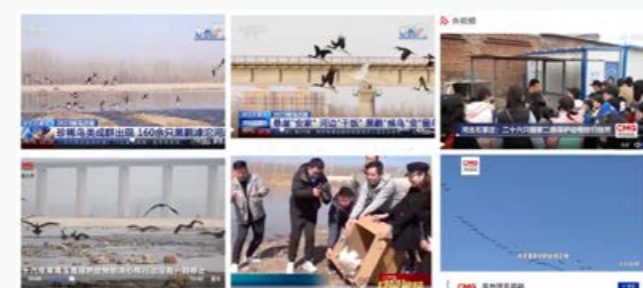
The Hebei Project Center actively organizes various environmental protection and brand publicity activities to increase public awareness of and participation in environmental protection. It carried out a series of research activities and practical courses on topics such as Chinese culture, Dual Carbon Goals, water purification, biodiversity, bird watching and release, garbage sorting, and wildlife art exhibitions. In 2023, the Hebei Project Center launched 72 nature education activities in the classroom in cooperation with more than 100 universities and primary and secondary schools in Shijiazhuang, with nearly 20,000 students participating, greatly popularizing the concept of environmental protection among youth. The ecological education for teenagers has helped further promote the development of environmental protection in Hebei.



Birding Season for All - Hengshui Lake

### 4 Fundraising and Communication

In 2023, the Hebei Project Center achieved outstanding outcomes in environmental protection projects, epidemic source disease monitoring, and nature education projects it has implemented, which have been reported by central media such as CCTV and the Xinhua News Agency more than 10 times, with more than 40 original reports published by provincial media and various coverages forwarded 300 times.



Attention and coverage of mainstream media

## Message from the Chair

Sticking to the original aspiration is never an easy thing. Thanks to the persistence of our members, the selfless dedication of volunteers, as well as the unity and cooperation of project partners and the Secretariat of the Center, the Hebei Project Center has ushered in a new stage of development. Going forward, we will continue to play an organizational role, rely on the faith and entrepreneurial spirit of existing members to motivate others, leverage more social resources, and solve more ecological issues. We will never stop our steps towards the long journey ahead. With love, the Hebei Project Center will continue to lead environmental protection forces in Hebei and write a new chapter of ecological protection!

— ZHANG Zehui  
Chair of Working Committee of Hebei Project Center

## Working Committee Members The 3rd Session

President	ZHANG Zehui	Executive Secretary General	FENG Fan
Vice Chair and Secretary General	LU Yu	Chairman of the Supervisory Committee	FENG Fan
Vice Chairs	FENG Shuo, JIA Yonggang, YAO Guorui, QI Haifeng, WANG Qingbiao	Vice Chairmans of the Supervisory Committee	WU Huafeng, ZHANG Yan

## Member Activities

### Investigation and Research

On March 6, the members of the Hebei Project Center visited Shijiazhuang Wildlife Rescue Station for investigation and research.



Investigation at Shijiazhuang Taihang Wildlife Rescue Station

On May 10, members of the Hebei Project Center visited Hengshui Lake to investigate the progress in funding for the Baer's Pochard Habitat Project. They visited the habitat of herons on Bird Watching Island, investigated the site of the Baer's Pochard Habitat Project on Zimei East Island, and visited Meihua Island, a natural experience island.



Investigation of the Creation of Baer's Pochard Habitat in Hengshui Lake

### Environmental Protection Exchanges and Enterprise Visits

In 2023, the Hebei Project Center organized 26 sessions of member activities, which received strong support from members and enhanced the cohesion among members, laying a solid foundation for promoting the environmental protection cause with joint efforts.



Visit to Northwest China Project Center



Visit to Jikai Equipment Manufacturing Co., Ltd.

**70** person-times  
of member participation

**333** hours  
of member participation

## Hainan

The Hainan Project Center combines the professional capabilities of SEE in environmental projects with the wisdom and resources of entrepreneurs, connecting government, schools, environmental NGOs, and other forces based in Hainan, focusing on environmental issues such as marine and tropical rainforest biodiversity conservation, coastal wetland protection, and public nature education. It has successively carried out environmental protection projects such as Sea Turtle Conservation, Mangrove Conservation, and Patrol Vehicle Support, contributing to the construction of the pilot zone for eco-environmental conservation in Hainan.

Time of founding | **2020.08**

## Message from the Chair

As the new year begins, our splendid chapter is renewed. The 2023 year witnessed the growth of the Hainan Project Center and was also a year connecting the preceding and the following. We continue to pay attention to marine protection and send sea turtles home with love. At the same time, we explore new projects and work with partner organizations to support the frontline protection work of the National Park of Hainan Tropical Rainforest. I believe that under the leadership of the second session of the Working Committee, the Hainan Project Center will adhere to its original aspiration and gather strength to forge ahead in 2024!

— ZHAO Feng

Chair of Working Committee of Hainan Project Center

## Working Committee Members

The 2nd Session

President	ZHAO Feng
Vice Chair and Secretary General	LUO Wen
Vice Chair and Executive Secretary General	XU Dan
Vice Chairs	CHEN Sihan, LIAO Hui, FENG Zhiyong, WEN Zhengtang

## Project Progress

### 1 Sea Turtle Conservation

The Hainan Project Center, together with the Sea Turtle Rescue Station of Hainan Normal University and the Blue Ocean Conservation & Rescue Center, established the Sea Turtle Conservation Project Base of the SEE Hainan Project Center to jointly promote sea turtle conservation and related work.



Inauguration of the Project Base

The Hainan Project Center worked with the Blue Ocean Marine Life Conservation Foundation, Sansha Marine Conservation Area Administration, and other units of Hainan Province to carry out the "Baby Sea Turtle" Protection Project, which involved turtle rescue, protection of green sea turtle spawning sites, artificial hatching technology of flooded egg nests, breeding and release, and other sea turtle protection work. It also set publicity windows for turtle breeding and protection in marine parks.



The medical team conducted a physical examination for rescued turtles

On August 6, guided by Hainan Provincial Department of Agriculture and Rural Affairs and National Aquatic Wildlife Conservation Association of China Wildlife Conservation Association, the Hainan Project Center organized the activities of "Send Turtles Home with Love" and aquatic life release jointly with China Sea Turtle Conservation Alliance and Hainan R&F Ocean Paradise, releasing 10 turtles rescued and recovered 50,000 fish fry into the sea.



Send Turtles Home with Love

### 2 Joint Funding with National Park of Hainan Tropical Rainforest

The Hainan Project Center has adopted the form of joint funding, improved the infrastructure for patrolmen through initiatives such as patrol vehicle support, helped attract social attention to rangers, and advanced frontline protection action. On December 2, the mobile scientific research workstation jointly built by the Hainan Project Center and Geely Radar for the National Park of Hainan Tropical Rainforest was officially delivered for use in Lingshui.



The Center and Geely Radar supported the first batch of patrol vehicles for frontline protection action

### 3 Wuyuan River Ecological Pond Restoration Project

The Micro and Small Wetland Restoration Project of Wuyuan River Ecological Ponds aims to explore an effective path to reconstruct micro and small wetland habitat diversity, and restore water ecosystems using local native species, and provide a practical case for integrated water ecological management and restoration of urban and rural wetlands in Hainan. During the year, three project summary posts were completed, sharing the restoration experience accumulated in two years and the nature education courses derived from the ecological ponds.

### 4 Nature Education

In August, the Nature Exploration Camp of the National Park of Hainan Tropical Rainforest, jointly organized by the Hainan Project Center and Squirrel School, came to Yingge Ridge. Participants crossed the tropical jungle, encountered tree frogs, and felt the culture of the Li ethnic group.

On August 26, the "Rainforest and You" Science Popularization Carnival was officially launched in Wuzhishan Scenic Area, National Park of Hainan Tropical Rainforest. The event was organized under the guidance of the Administration of the National Park of Hainan Tropical Rainforest, sponsored by the Hainan Institute of National Park and Shan Shui Conservation Center, co-organized by the Hainan Project Center, and many partner organizations, receiving support from NIO.



Nature education

The 2023 Birding Season for All - Haikou was jointly organized by the Hainan Project Center, Haikou Wetland Protection and Management Center, Hainan Bird-Watching Society, Haikou Duo Tan Wetland Institute, Hainan Squirrel School Nature Education Studio, and Xuanwo Camp, attracting more than 60 bird watchers from 20 teams to participate.

### 5 GUT and Green Starters Review

On May 20, 2023, the selection of new GUT partners was held in Guangzhou. The jury of the Hainan Project Center voted to evaluate a new GUT partner, the Hainan Blue Ribbon Ocean Conservation Association, which would receive joint funding provided by the Hainan and Shandong Project Centers.

On December 6, the Joint Review Meeting of the "Green Starters Funding Scheme" of Hainan and Shenzhen-Hong Kong Project Centers was held online. Haikou Huakun Nature Conservation and Development Center, jointly funded by the Hainan and the Shenzhen-Hong Kong Centers, has become a new Green Starters partner of the Hainan Project Center in 2023.

### 6 Fundraising and Communication

During "99 Giving Day", the Hainan Project Center joined hands with more than 20 members and enterprise groups to raise funds for the "Protecting the Ocean Together" and "Jingcao Carnival" projects, receiving 269 donations from the public totaling 14,132 yuan.

## Member Activities

### Visits and Exchanges

The "Island Family Banquet" is a series of visiting activities for members of the Hainan Project Center, which were held two times in 2023, visiting Member CAI Tong's Hainan Pujin Environmental Technology Co., Ltd., and Member XUE Hongguang's Huicheng Decoration, respectively. During the year, the Center also organized visits to GUT partners Hainan Blue Ribbon and Meilian Community, as well as branches of the National Park of Hainan Tropical Rainforest, and had in-depth visits and exchanges successively with Pearl River, Sichuan, Shandong, Inner Mongolia, North China, and Guangxi Project Centers.



Participation in Workshops of the Working Committee

### Center Governance

In 2023, the Hainan Project Center held 4 meetings of the Working Committee, 6 special meetings, and 1 project review meeting.



The 2nd Election Meeting of Working Committee

**205** person-times  
of member participation

**1,328.5** hours  
of member participation



## Gansu

The Gansu Project Center fully combines the professional environmental protection project capabilities of SEE, gathers the wisdom and resources of Gansu entrepreneur members, gives play to local advantages, drives more entrepreneurs, environmental organizations and forces from all walks of life, and jointly guards the blue sky and clean water in the North-west China. It focuses on desertification control, ecological protection of Qilian Mountains, water and soil conservation of the Yellow River Basin and other environmental issues.

Time of founding | **2021.08**

### Message from the Chair

In the past year, we have been moving forward with joint efforts and made contributions to the ecological and environmental protection of Qilian Mountains. Thank you all for your hard work and support. We are fully aware that Northwest China lags behind in overall development and has an insufficient economic aggregate. This requires us to work hard and gather entrepreneurial spirit, actively explore the ecological and environmental protection models that fit a region, promote the development of green industries and jointly shoulder the responsibility of ecological protection.

— LI Dajun

Chair of Working Committee of Gansu Project Center

### Working Committee Members

The 1st Session

President | LI Dajun

## Project Progress

### 1 "One Person, One Tree" Desertification Control

From February 2 to May 12 and October 1 to November 15, the Gansu Project Center organized volunteers to participate in the 2023 "One Person, One Tree"--Desertification Control Campaign, over 3,720 volunteers took part in the 126-day sand fixation and tree-planting activities. It also organized 4 offline activities for teenagers, and planted 10,420 mu of windbreak and sand-fixing forests in Minqin County.



Volunteers participating in desertification control activities

### 2 "March 5" Learning from Lei Feng Volunteer Service Activities

On March 5, the Gansu Project Center held the "March 5" Learning from Lei Feng Volunteer Service Activities in the front square of the Asia Europe International Building in Chengguan District in conjunction with the Lanzhou Municipal Committee of the Communist Youth League, Chengguan District Committee of the Communist Youth League, Jiuquan Road Sub-district Office, Chengguan District Branch of the Lanzhou Public Security Bureau, Justice Bureau, Financial Media Center, and Fire Rescue Brigade of Chengguan District, Lanzhou University of Finance and Economics and other units. During the activity, the Gansu Project Center carried out ecological and environmental protection publicity by setting up Ecological and environmental protection publicity display boards and presenting green plants on site. The citizens received 1,000 green plants in several interactive ways such as on-site Q&A and exchange of waste batteries.

### 3 Co-organization of Gansu Youth Ecological Civilization Forum

On November 7, the award ceremony of the second Gansu Youth Ecological Civilization Innovation and Entrepreneurship Competition & Youth Ecological Civilization Forum hosted by the Gansu Provincial Committee of the Communist Youth League was held in Lanzhou, attended by more than 200 people from government research institutions, well-known experts, scholars and entrepreneurs in the field

of ecological and environmental protection. The Gansu Project Center, as the co-organizer, is responsible for the events and conference-related matters. At the Youth Ecological Civilization Innovation and Entrepreneurship Competition, a total of 200 projects won awards and a large number of eco-environmental protection innovation and entrepreneurship projects and outstanding youth eco-environmental protection teams have emerged.

## Member Activities

On March 5, LUO Bo, Director of SEE Conservation and Chair of the Project Center Construction Committee, and ZHANG Wei, Senior Project Manager of Project Development and Support of the Foundation visited the Gansu Project Center, where they had a discussion and exchange with Chair LI Dajun, Members PAN Jun and CHAI Zhengqing, and listened to the work report of the Center.



Project Exchanges

During the year, the Gansu Project Center successively organized and participated in environmental protection charity activities such as agricultural innovation and picking research, the 10th China Charity Fair, the investigation in Guanghe County of Linxia, and the Gansu Youth Public Welfare Conference. At the Gansu Youth Charity Conference, Chairman LI Dajun presided over the ecological and environmental protection roundtable, introduced the Gansu Project Center, and reached a consensus with the Youth League Committees of Gannan and Zhangye on the projects to be implemented.

On May 3, Member WANG Changcheng paid a visit to the Center from Wuhan, with whom Chair LI Dajun and Members CHAI Zhengqing and Wang Changcheng discussed and communicated about the promotion of relevant work.

**10 person-times**  
of member participation

**44 hours**  
of member participation

## Soochow

The Soochow Project Center gathers the strength from entrepreneurs, promotes the solution of environmental issues in Jiangsu, focuses on environmental issues such as species and habitat protection, waste management, industrial pollution prevention and control and nature education, and cultivates non-governmental environmental protection forces in Jiangsu through the "Green Starters" and "Growing Up Together" projects.

Time of founding | **2022.12**

### Message from the Chair

In the past 20 years, SEE Conservation has established its own culture and system, and will continue to move forward along her path. Wish SEE have countless 20th anniversaries and the 10th management team a successful transition, leading SEE Conservation to make new achievements.

— LING Songting

Chair of Working Committee of Soochow Project Center

## Project Progress

### 1 Photovoltaic Green Supply Chain Action Project

The project was implemented by SIP Lvse Jiangnan Public Environmental Concerned Centre (PECC), an environmental protection organization. Since its establishment 12 years ago, PECC has maintained a partnership with Apple, Huawei, Dell and other brands on Green Supply Chain Action, and has released several green supply chain research reports on well-known brands at home and abroad, generating great influence in China.

During the project implementation, PECC carried out 17 offline investigations on photovoltaic enterprises, involving 67 upstream and downstream enterprises in the photovoltaic sector in eight provinces (autonomous regions and municipalities) of Jiangsu, Jiangxi, Shandong, Anhui, Zhejiang, Shanghai, Guangxi and Guangdong.



Survey Site of Photovoltaic Green Supply Chain Action

### 2 Nature Education

During the project implementation, BabyMonster 5+ Nature Education integrated the natural resources of Suzhou, and organized more than 20 public welfare activities in five aspects of nature and science popularization, nature and physical fitness, nature and art, nature and drama, and nature and environmental protection, involving nearly 300 groups of families and nearly 10 schools, and radiating nearly 10,000 people. By the end of 2023, the Xishan Micro and Small Wetlands and Luzhi Shuibaxian Nature Education Camps have been established.



### Working Committee Members

The 1st Session

President | LING Songting

Vice Chair and Secretary General | ZHANG Xiaobin

Vice Chairs | GAO Xinwen, QU Xiaohua, ZHANG Li, KONG Fan, ZHU Xiaoyu

## Member Activities

### Exchanges on Green Supply Chain

On April 2, the Soochow Project Center held a green supply chain exchange meeting, and its Member TIAN Ming attended this meeting. This meeting discussed and studied the matters related to the promotion of green supply chains in the new energy industry. Member TIAN Ming enthusiastically shared experience in the green supply chain of the real estate sector, and the participating members had a heated discussion and in-depth exchange. The Soochow Project Center will integrate the regional resources of Suzhou, and continue to promote the green supply chain project of the new energy industry in cooperation with new energy industry associations and photovoltaic industry associations.



Conference on Green Supply Chain

### Inauguration of Nature Education Base

On May 26, the Opening Ceremony of Suzhou Eco-Economy Industrial Park and the Inauguration Ceremony of the Nature Education Base of SEE Soochow Project Center were held in Jinting Town, Wuzhong District, attended by WANG Le, Deputy Mayor of Wuzhong District, Suzhou, and BAO Qinkang, Secretary of Jinting Town Committee of the CPC upon invitation. The Soochow Project Center, represented by Chair LING Songting, inaugurated the Nature Education Base of the SEE Soochow Project Center. Next, the Soochow Project Center will conduct a series of nature education courses on wetland management based on an integration of local original ecological wetland resources. More than 200 leaders from universities, social organizations, financial institutions, well-known enterprises, etc. attended and witnessed the activity.

**266 person-times**  
of member participation

**1,332.9 hours**  
of member participation

## 06

## 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 2023

## Attendance at the 2023 Summer Davos Forum

Collaboration between governments, enterprises and NGOs in sustainable land management



President ZHOU Zhou (fifth from left in the front row) at the meeting

From June 27 to 29, with the theme of "Entrepreneurship: The Driving Force of the World Economy", the 14th Annual Meeting of the New Champions, also known as the Summer Davos Forum of the World Economic Forum, was held in Tianjin. More than 1,500 political and business elites and scholars from nearly 100 countries and regions participated in the forum and had dialogues on reinvigorating innovation and entrepreneurship spirit in Asia and around the world in the post-pandemic era and exploring the ways of recovery. ZHOU Zhou, President of SEE Conservation, was invited to give a keynote speech at the closed-door session on integrated land use, discussing with leaders from government, academia, civil society and business how to achieve sustainable development goals in the fields of climate, biodiversity, energy, food and water security through better land use planning.

## Attendance at Climate Week NYC

Continuous exploration and practice in the field of global climate



SEE's delegation and volunteers at Climate Week NYC

From September 17 to 24, the Climate Week NYC was held in New York, the USA. SEE has established a delegation to Climate Week NYC, and participated in more than 20 meetings and activities in New York through visits to international institutions, international conference exchanges, local project investigations, etc. under the theme of climate change response and nature conservation. 14 entrepreneurs gave speeches, participated in discussions, and had in-depth exchanges and interactions with more than 100 business leaders, policy makers, philanthropists, leaders of international environmental organizations, scientists, etc.

During the Climate Week NYC, the event themed on "Business, Philanthropy and Youth Participation in Shaping Climate and Nature Action" co-sponsored by SEE, the World Economic Forum's Giving to Amplify Earth Action (GAEA), and the Foundations Platform F20 was held. The Minister of International Cooperation of Egypt, President and CEO of the World Business Council for Sustainable Development, Director-General of IUCN, Founder of the Clean Air Fund, representative of the Rockefeller Family, General Manager of the World Economic Forum and other guests attended the event and shared respective views.

This event lasted for a week and featured a series of high-level activities. During this event, SEE's delegation participated in a number of international seminars on environmental protection, paid visits to institutions such as Morgan Stanley, SBTN, and WCS, and had a discussion on international development with several parties.

## It's Now for Nature!

A global initiative for businesses to protect nature has been launched jointly with BfN



#NowforNature Message from SEE

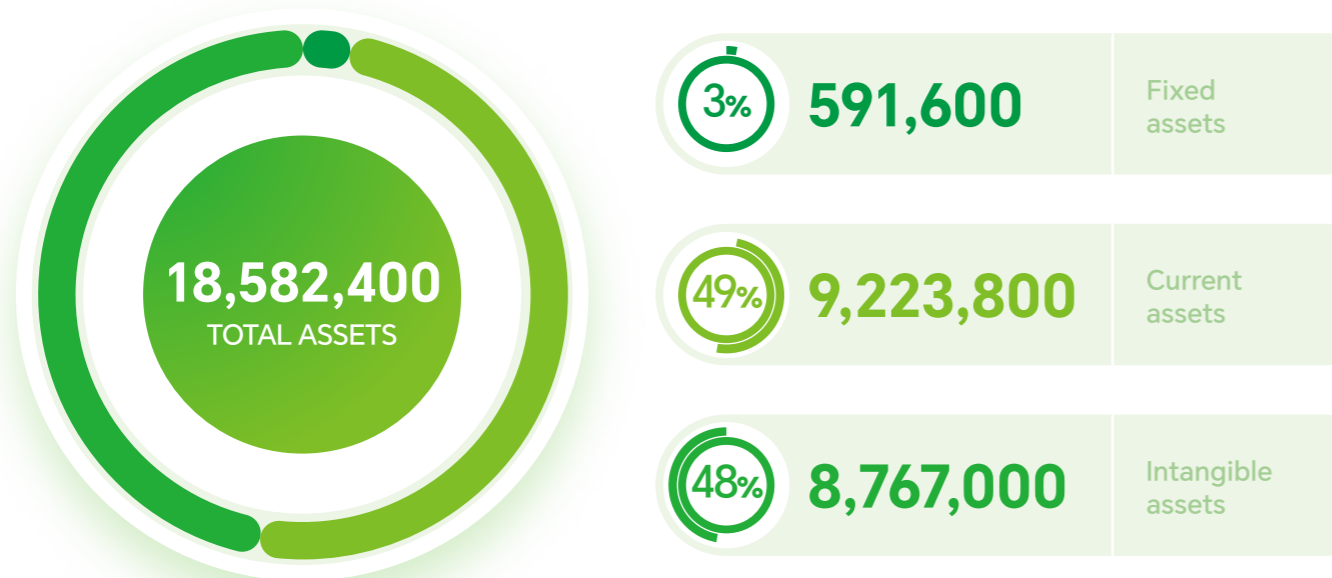
On November 9, SEE, as a member of the Decision-Making Committee of the International Network-Business for Nature (BfN), launched a global initiative of "It's Now for Nature" jointly with BfN, calling on businesses to protect nature with practical actions and promote the realization of the global goal of halting and reversing natural loss by 2030.

"It's Now for Nature" is a global initiative led and initiated by the Business for Nature composed of more than 85 partners. As an integral part of the solution to biodiversity issues, Chinese enterprises play a key role in reversing natural loss, biodiversity and species conservation, with a growing motivation and interest in this regard. As the largest local environmental NGO in China, SEE continues to encourage Chinese enterprises and entrepreneurs to participate in and promote green practices, provides support for China and the world in tackling climate change, protects nature and biodiversity, speeds up green and low-carbon transformation and innovation, and fosters a "nature-friendly" transition both inside and outside their value chains.

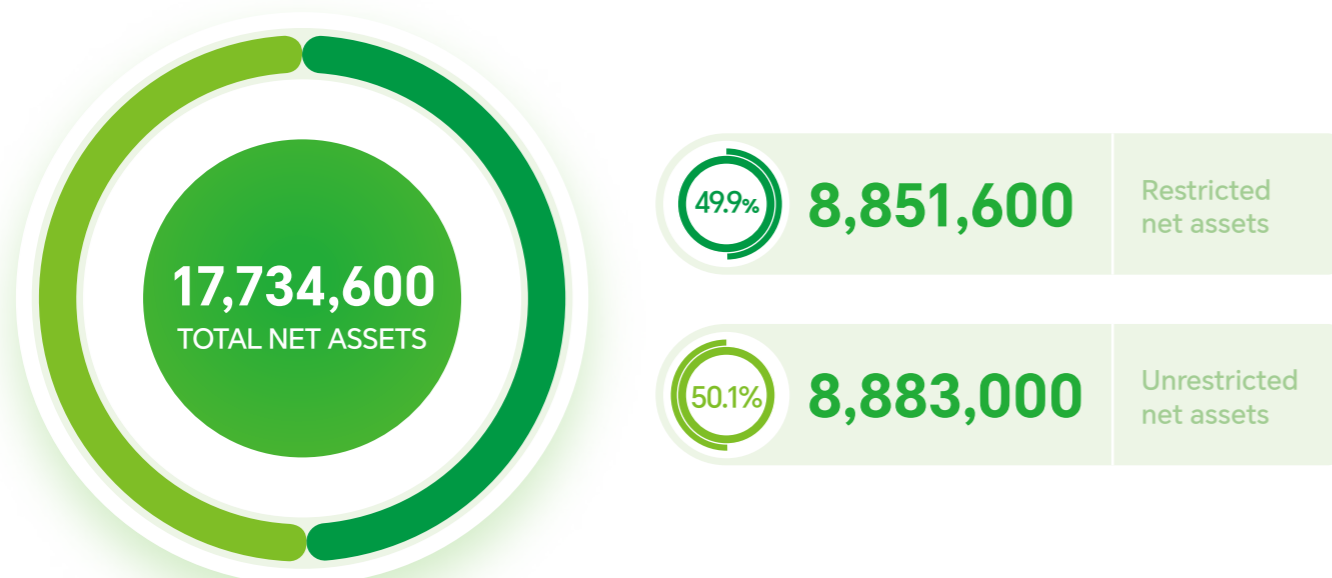


## Assets and Liabilities

### Assets of SEE Conservation in 2023 (Unit: yuan)



### Net Assets of SEE Conservation in 2023 (Unit: yuan)



## Income and Expenditure

Net asset balance at the beginning of 2023 **¥ 19,529,000**

Total income in 2023 (Figure 1) **¥ 22,163,200**

Membership fee **¥ 12,320,000**

Donation proceeds **¥ 9,537,500**

Return on investment **¥ 180,700**

Other income **¥ 125,000**

Total expenditure in 2023 **¥ 23,957,600**

Project activity costs (Figure 1) **¥ 18,559,800**

Donation project costs **¥ 80,000**

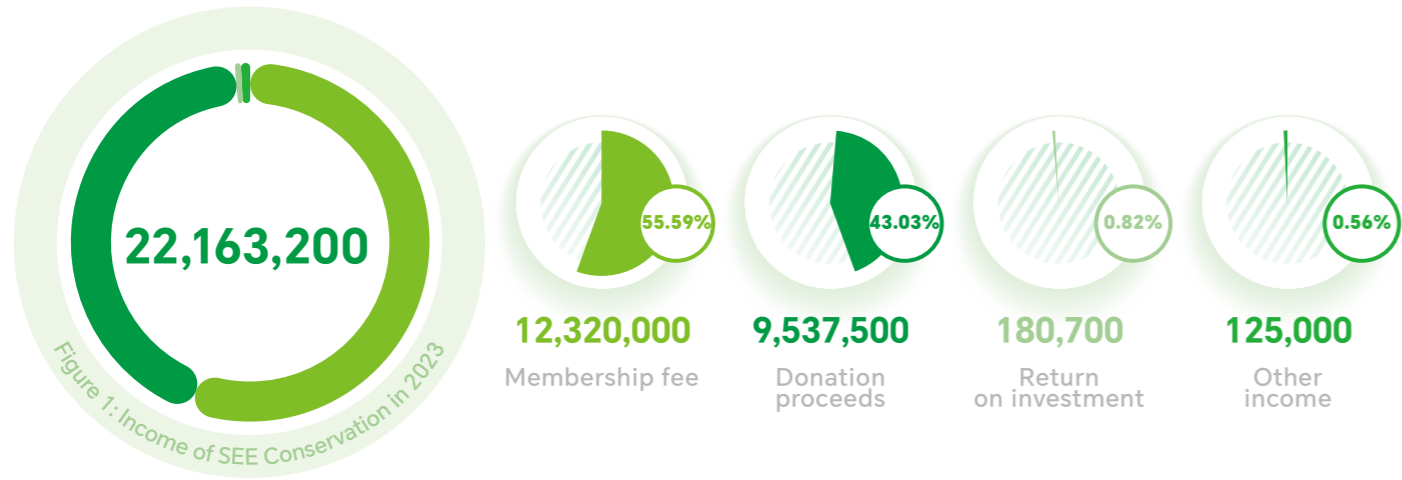
Member activity costs **¥ 15,459,000**

Brand communication **¥ 2,300,800**

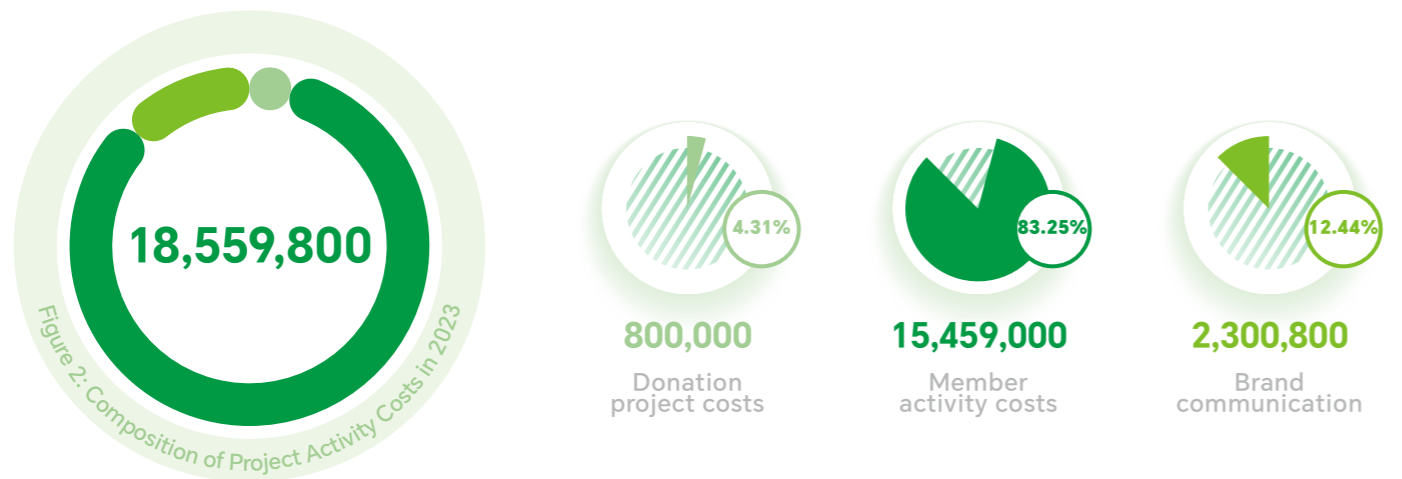
Organizational operating expenses **¥ 5,397,800**

Net asset balance at the end of 2023 **¥ 17,734,600**

**Total income in 2023** **22,163,200**



**Project activity costs in 2023** **18,559,800**







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