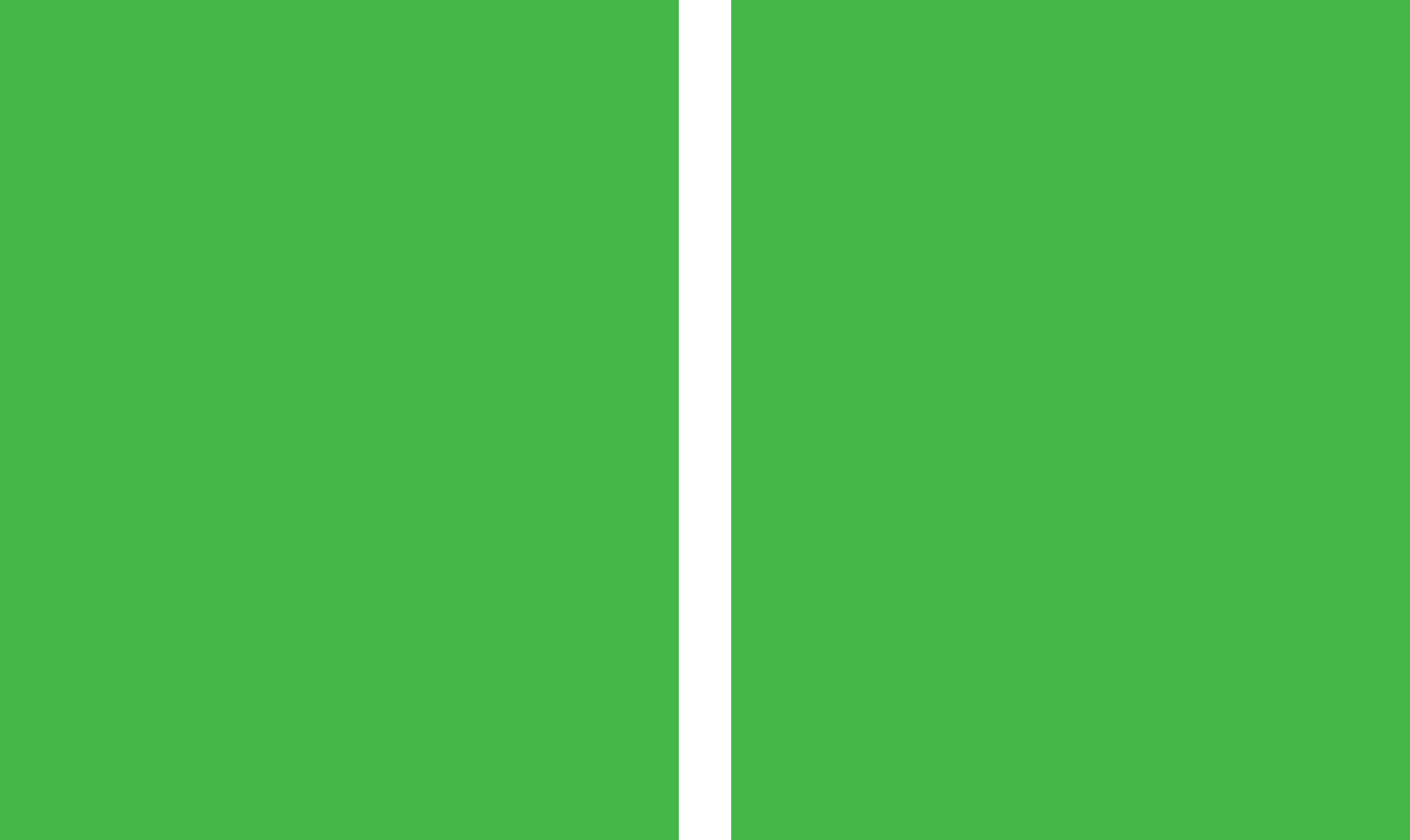


OUR
我们的
2015

SEE CONSERVATION
2015 ANNUAL REPORT



On June 5, 2004, about 100 entrepreneurs gathered by the Moon Lake in the Tengger Desert in Inner Mongolia to launch the SEE Conservation – the very first social organization in China that promotes entrepreneurs to engage in ecology conservation and their responsibilities toward the society. By now, with more than 500 entrepreneur members, SEE Conservation has become the preferred platform for entrepreneurs to learn, to exchange and to engage in ecological conservation.

By the end of 2008, SEE Conservation initiated the establishment of SEE Foundation (Beijing Entrepreneurs Environmental Foundation), which was upgraded to an independent public fund-raising foundation at the end of 2014. SEE Conservation focuses on four areas of work -- desertification control, industrial pollution prevention and treatment and green supply chains, ecological conservation and nature education, and professional personnel training.

SEE has now become the most influential local environmental protection organization in China. In the past 11 years from 2004 up to now, SEE has invested up to 270 million Chinese yuan in environmental protection and conservation and support more than 400 environmental NGOs or individuals to implement their projects. We at SEE are pioneers in combating desertification in Alexa region, practitioners and champions of green business transformation, and sponsors and partners of China's environmental and conservation NGOs. Through expanding its membership, SEE Conservation promotes green and sustainable development and encourages the entrepreneurs' community to take on their social responsibilities. At the same time, SEE Foundation is engaged in carrying out environmental protection and conservation projects and developing a public platform where the government, enterprises, NGOs, and the public can all participate in this course to protect the environment and serve the public good.

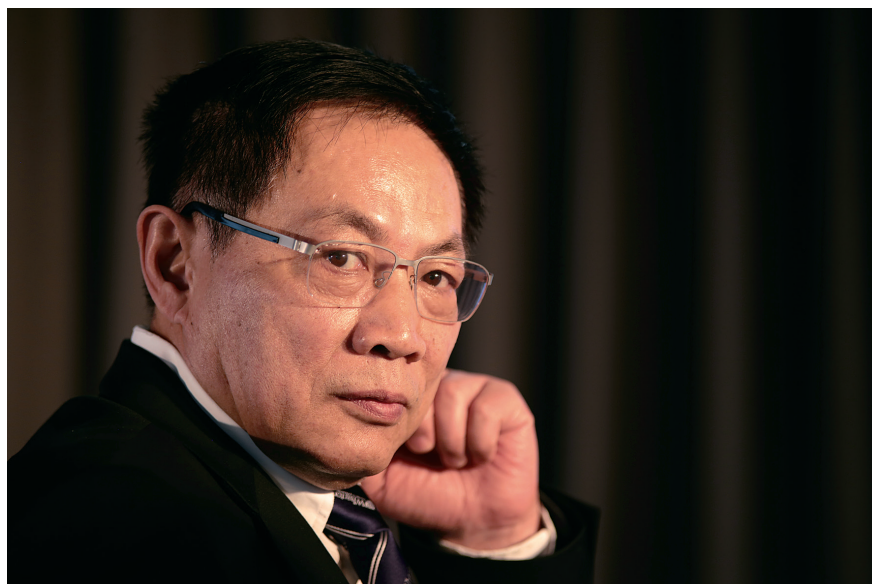


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Message From the President



Ren Zhiqiang

SEE President

The Future Only Belongs To Those Who Treasure Today

At the turn of the new year we looked back at the past year and saw both glories and regrets. What is most gratifying is that no matter how much frustration and confusion we are faced with we are still growing, improving, and progressing. With courage and resolution, we are steadily moving toward our goals.

In March 2015, we joined hands again with UNESCO to organize a series of activities for the World Water Day, which is our second time cooperation with UNESCO after our first cooperation on the celebration of the World Environmental Day on June 5, 2014. For World Water Day 2015, we invited experts, scholars and entrepreneurs from all over the world to discuss the domestic as well as the global issues of water pollution and conservation. We were hoping to draw people's attention to these issues and calling on people and organizations to join forces to protect scarce water resources on earth. The flowing water presents music to our ears and reminds us that water is the source of life.

Spring 2015 saw the trend of planting saxaul trees. More than thousands of volunteers from all over the country, organized by various social organization and NGOs, converged in Alxa Desert. Some of them even brought their children along so that the younger generation would learn to appreciate the importance of biodiversity conservation through engaging in such activities combating desertification and conserving nature.

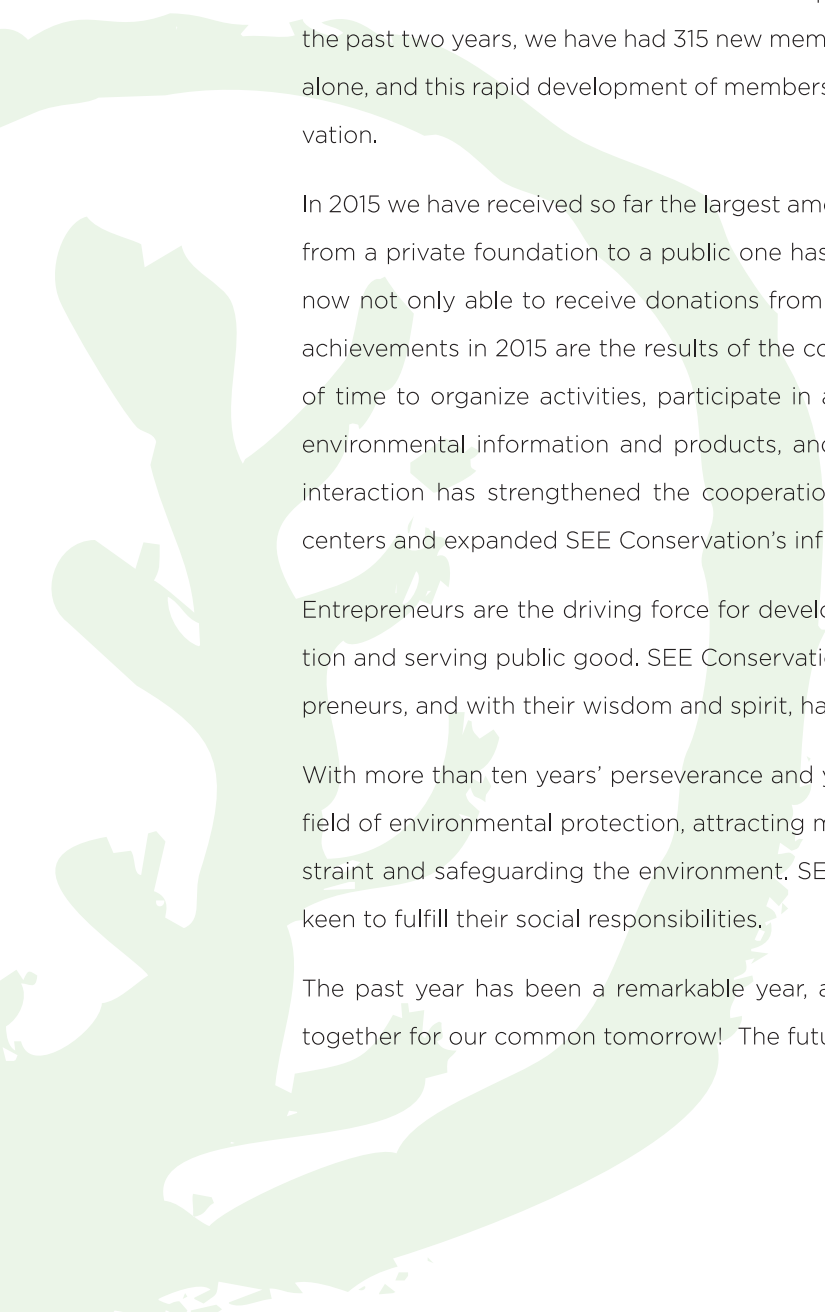
The volunteers started with planting saxaul saplings, one by one, and cared for them to grow bigger and form patches of saxaul trees. Together, SEE Conservation and the volunteers are progressing toward the goal of planting more than one hundred million saxaul trees in Alxa Desert.

On World Environmental Day 2015, we presented the Ecological Award to those who have stood bravely in the front line of violent storms. It is them who have written down declarations of striving for nature conservation with their good faith and devotion. They are making the efforts to warn all of us: we should cherish and protect the environment that we live in and depend upon.

In 2015, the desert millet cultivation expanded in Yaoba oasis area in Alxa Region and more farmers were growing this water-saving millet variety. The traditional habit of extensive cultivation is transformed with changes in agricultural production structure. The introduction of Israeli agricultural technologies has transformed the old predatory practice of over-harvesting water in exchange of agricultural harvest. The win-win situation with both water conservation and income increase has significantly stimulated farmers' enthusiasm in developing water-saving agriculture, and more and more farmers will be motivated to grow the water-saving desert millet. Furthermore, the desert millet has been recognized by the wider society. Increasing population is supporting water conservation through purchase of the millet.

In 2015 SEE Conservation has set up two more regional centers, making the total number up to 10. These 10 regional centers cover a variety of landscapes and ecosystems across the country, from the First Bend of the Yangtze River in Yunnan Province to Pearl River Basin crossing to Guangxi and Guangdong provinces, from Shenzhen to Hong Kong connected by the mangrove forests, from the middle and lower Yangtze River and the river dolphins to the estuary, from the mountains and forests in Northwestern China to the plains in North China, and finally back to the very origin at Alxa Desert in Inner Mongolia. These regional centers organized various environmental activities adapted to local needs and features and broadened the public outlooks on environmental protection. SEE Conservation has also developed from combating desertification at the very beginning to supporting and engaging in diverse environmental protection activities.

In 2015 the sixth executive council of SEE Conservation were elected, and there are now more staff in their mid-or-late thirties in the management team. This has changed the situation where a few elite used to dominate and more entrepreneurs now have the opportunities to contribute their wisdom and strengths. The new and the old council members, the directors at different regional centers, and the SEE members have worked together to achieve a sprint finish in membership expansion in the last two months in 2015. On December 25, 2015, the number of SEE Conservation members exceeded 500.



In its history, there was a time when SEE Conservation had more than 360 members. Some of them later withdrew their membership because they were setting up their own independent foundations; some had to temporarily leave SEE Conservation due to business problems in the economic downturn. Although we failed to retain these entrepreneurs who have contributed to SEE Conservation, we are able to recruit new members with the help of the efforts and the influence of SEE Conservation. In the past two years, we have had 315 new members, 199 out of which joined in SEE Conservation in 2015 alone, and this rapid development of membership sets a record since the establishment of SEE Conservation.

In 2015 we have received so far the largest amount of donation besides membership fee. The transition from a private foundation to a public one has enabled us to access more financing channels. We are now not only able to receive donations from our members, but also raise fund from the public. The achievements in 2015 are the results of the common efforts from all the members, who have put a lot of time to organize activities, participate in activities organized by other regional centers, publicize environmental information and products, and share and learn from each others experiences. Such interaction has strengthened the cooperation between different members and across the regional centers and expanded SEE Conservation's influences.

Entrepreneurs are the driving force for development and the principle force in environmental protection and serving public good. SEE Conservation assembles more than hundreds of outstanding entrepreneurs, and with their wisdom and spirit, has laid a solid foundation to achieve its goals.

With more than ten years' perseverance and yielding visible results, SEE has become influential in the field of environmental protection, attracting more and more people to embark on a process of self-restraint and safeguarding the environment. SEE's greatest asset is its entrepreneur members, who are keen to fulfill their social responsibilities.

The past year has been a remarkable year, and the new year is even more propitious. Let us work together for our common tomorrow! The future only belongs to those who treasure today!



January 2016

Messages from the Governance team

Wang Weijia

Chairman of Rules Committee, SEE Conservation

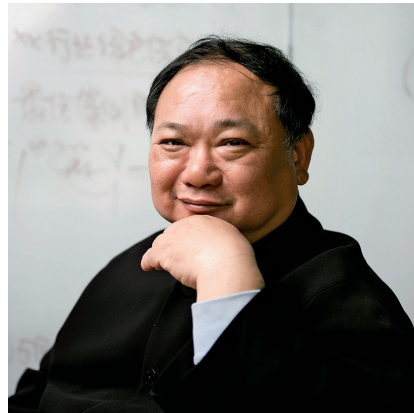
A society's public governance capacity reflects both its level of civilization and degree of healthiness. China is learning about public governance during its modernization process. SEE's member entrepreneurs never complain; but instead they start with themselves and learn from zero like school children. Our passion for nature is reflected in SEE's rules and our social responsibilities embedded.



Qian Xiaohua

Chief Supervisor, SEE

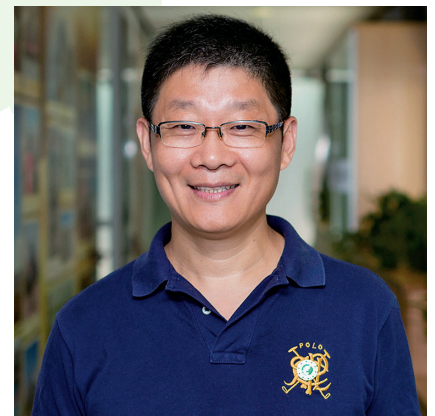
We are an organization of more than 500 entrepreneurs members. We must use our imagination and fully integrate our resources. We are now on the runway, ready to take off. So we should not hesitate to “assemble” all our resources and make use of external forces for us to take off. We develop our environmental projects the same way as developing a product, and then we will be ready to fly!



Wang Limin

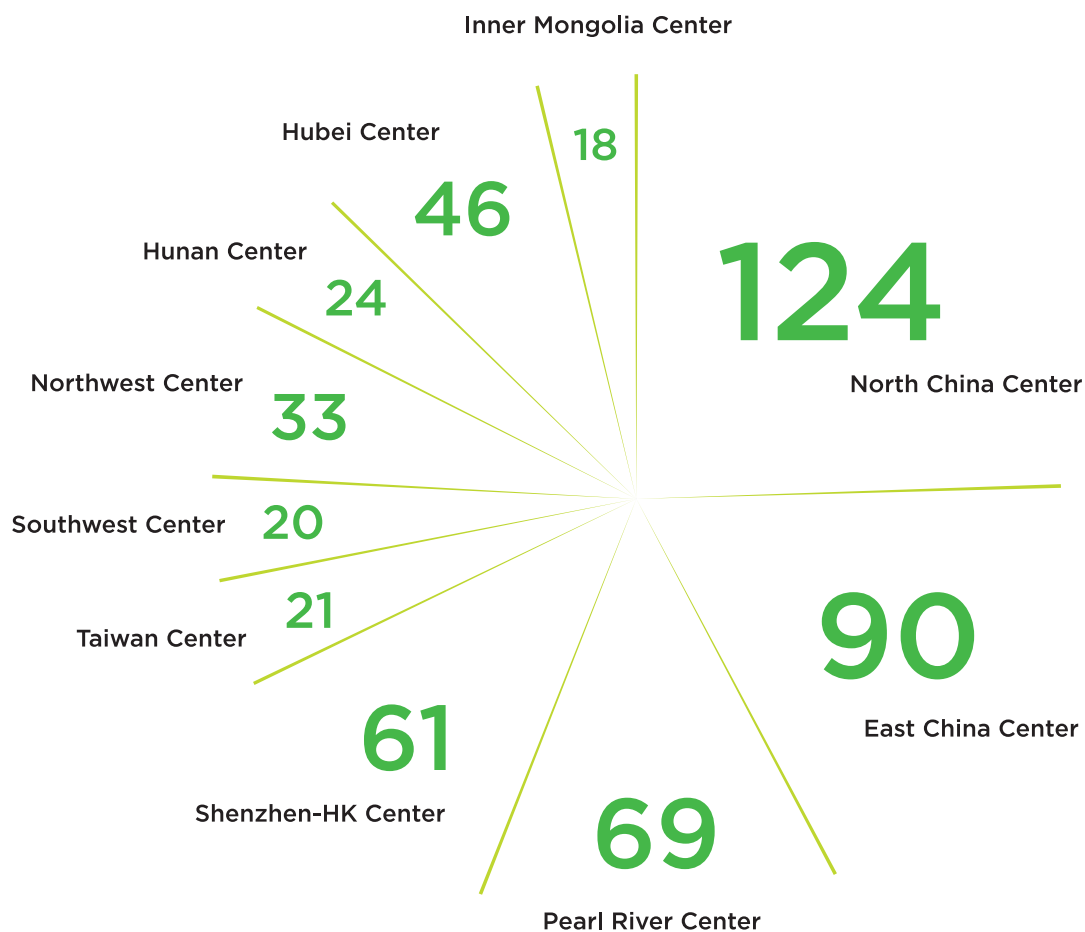
Secretary-General, SEE

SEE Conservation has made remarkable progresses in 2015. With the assistance of Bain & Company, SEE completed its strategic plan. Fundamental management systems including OA, CRM and the APP for SEE members were put online. Two new regional centers were set up in Hubei and Inner Mongolia. The membership has expanded to more than 500 members who have contributed 23649 hours in total serving public good. SEE Conservation has initiated and advanced various environmental projects through setting up an environmental protection foundation, social enterprises, regional centers, and the green business transformation scheme. We will keep to our original aspirations and make our share of contribution to a healthier environment.



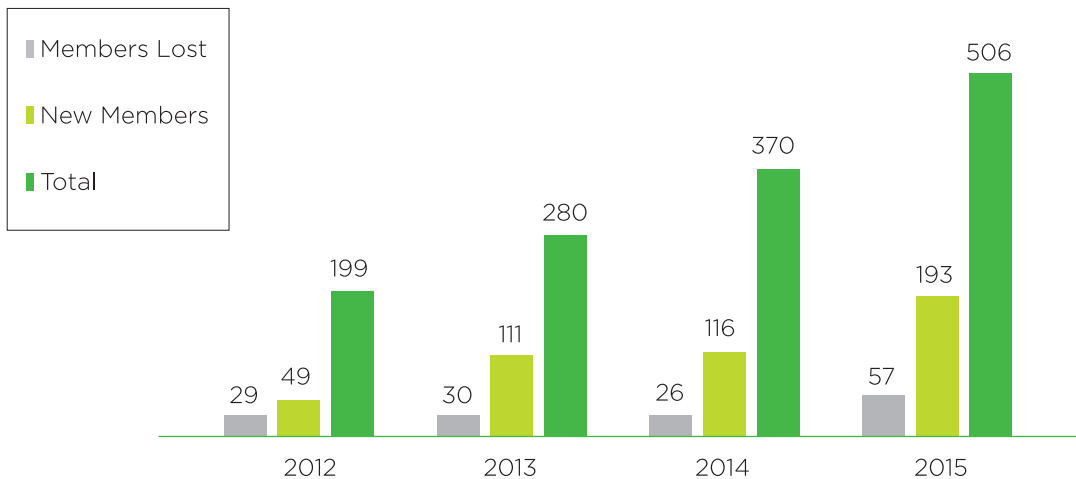
Membership Growth

In 2015, SEE's total membership reached 506 people, which has achieved the objective of the fifth executive council. Out of these 506 people, 124 are covered by North China Centre, 90 by East China Center, 69 by Pearl River Center, 61 by Shenzhen-Hong Kong Center, 21 by Taiwan Center, 20 by Southwest Center, 33 by Northwest Center, 24 by Hunan Center, 46 by Hubei Center, and 18 by Inner Mongolia Center.

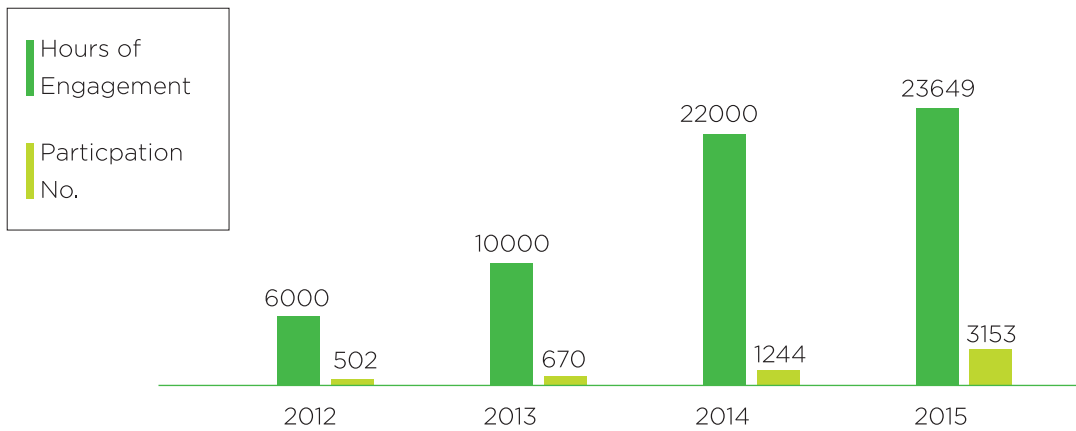


SEE Members: 506 people

(by December 31 2015)



Membership changes over recent years



Overview of SEE Members Engagement

Members Engagement

In 2015, SEE members actively participated in the environmental protection activities organized by SEE headquarters and regional centers across the country, including offering donations. Some member entrepreneurs were engaged in SEE projects as assessors or mentors, and members of the executive council, and the working committees at different centers invested large amount of time in institutional governance. Throughout the year of 2015, SEE members' attendance in environmental activities is up to 3153, with a total of 23,649 hours (excluding the time the council members and the working committees members spent in governance.)

SEE Across China

With the establishment of Hubei and Inner Mongolia regional centres in 2015, SEE has set up 10 centres in China. Through these centres, SEE entrepreneurs members take initiatives in environmental actions to protect the ecological environment of their native lands. They are also able to exchange ideas and experiences in environmental protection and sustainable development, and inspire more entrepreneurs to join in the cause for environmental protection and public interest.

Inner Mongolia Center

Northwest Center

North China Center

East China Center

Hubei Center

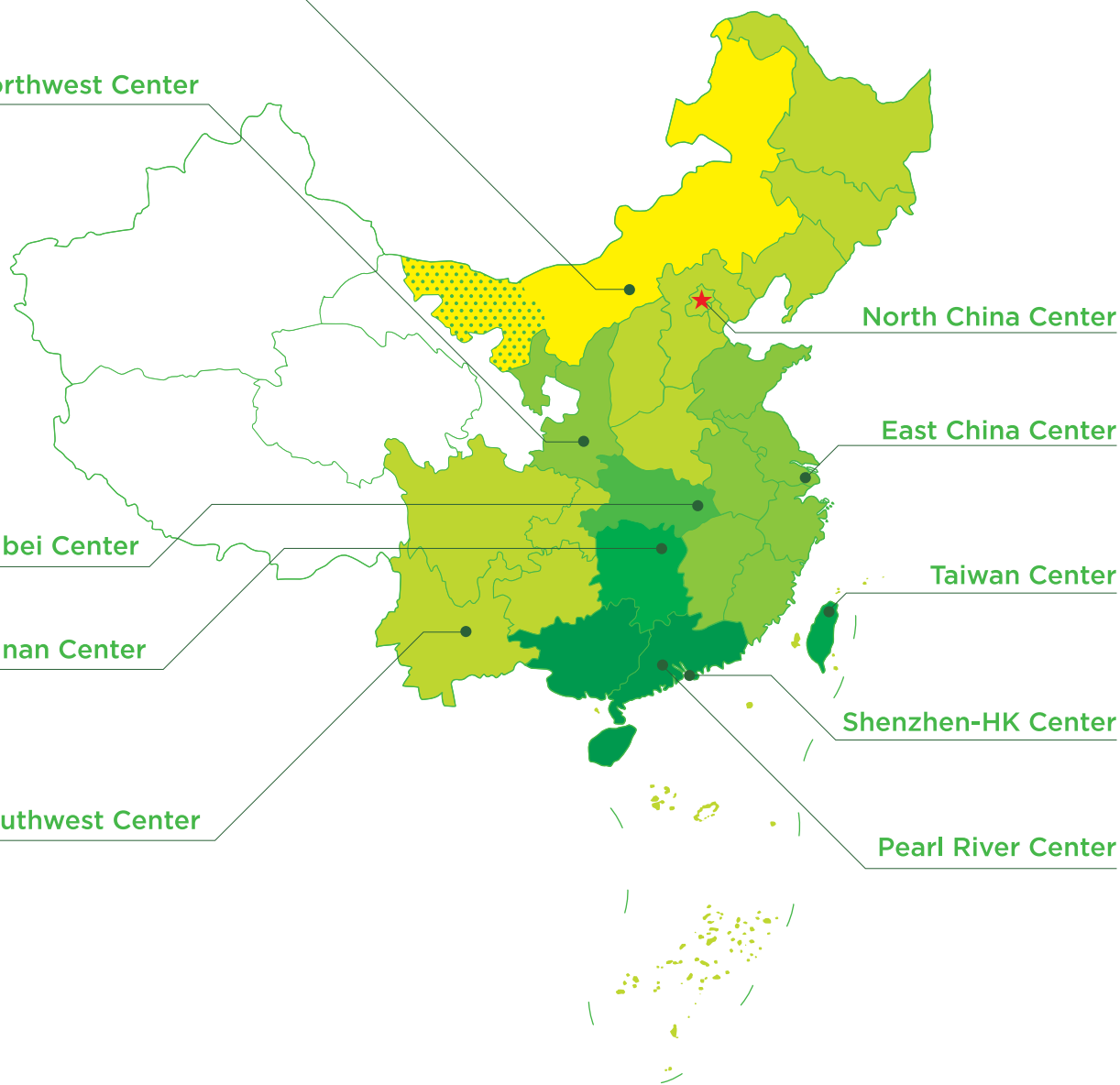
Taiwan Center

Hunan Center

Shenzhen-HK Center

Southwest Center

Pearl River Center







On March 22, SEE's Celebration of World Water Day 2015 was hosted by Shanghai Regional Centre. © SEE

East China

Regional Center



Ai Fen Centre, sponsored by Shanghai Regional Centre, is dedicated to promoting the process of urban garbage classification. @ Ai Fen Centre

SEE East China Regional Center was set up in October 2010 and is formerly known as SEE Shanghai Regional Center. By December 2015, East China Regional Center has 90 members from Shanghai, Shandong, Jiangsu, Zhejiang, Fujian, Anhui, Jiangxi and Henan provinces.

SEE East China Regional Center focuses on environmental protection in East China. Since 2010, the Center has played a positive role in gathering the forces of entrepreneurs in Yangtze River Delta, raising the awareness of environmental and ecological issues, and advancing the networking between enterprises, higher education institutions, and civil environmental organizations.

Environmental Projects in Focus

After over six months' discussion and many field visits, the Center has decided to sponsor the community garbage classification project of Shanghai Ai Fen Environmental Technology and Services Consultation Center (Ai Fen Center). Ai Fen Center is dedicated to promoting the process of urban garbage classification, and its core job is to provide to communities solutions, training, and consultative and advisory services in garbage classification.

SEE East China Regional Center has had a number of exchange activities with local environmental organizations working on different areas in nature education, ecological agriculture, and marine litter disposal.

World Water Day Celebration

On March 22, SEE's celebration of World Water Day 2015 was hosted by East China Regional Center in Shanghai. The celebration was supported by international and domestic organizations including UNESCO, Man and Biosphere (MAB), World Wide Fund for Nature, Institute of Public and Environmental Affairs (IPE), Shenzhen Mangrove Wetlands Conservation Foundation (MCF), Environmental Defense Fund (EDF), Global Water Partnership (GWP) China, China Water Web, Shanshui Conservation Center, and Asian Rowing Federation, as well as SEE member enterprises such as the Industrial Bank, the Coca-Cola, and the Ecolab.

One important activity in the celebration was the SEE-Industrial Bank Forum on Water and Sustainable Development. Nearly 300 participants included officials from the National People's Congress, the Ministry of Environmental Protection and CPPCC Shanghai, senior officials from UNESCO, academicians and experts from Chinese Academy of Sciences and Chinese Academy of Engineering, and well-known entrepreneurs. They discussed and debated on topics such as China's policy trend in water resources management, the strategic role of water in sustainable development, and the reconciliation of the predicament between water and development in the ecological perspective. The five sub-forums explored the theme from different perspectives of business strategy, business operation, public-private partnerships, the sport of rowing, and art. The participants exchanged insights and experiences regarding the relationship between water conservation and management with these 5 sub-topics, reflected upon the current mode of development in China, and deliberated about how to integrate water conservation and management into the mainstream discourses in social, economic, political, ecological and cultural fields.

Forum on Social Entrepreneurship Start-up and Crossover Innovations

On December 23, SEE East China Regional Center jointly organized the Forum on Social Entrepreneurship Start-up and Crossover Innovations with WWF, Non-profit Incubator (NPI), and Sandbox 3 Community. The Forum focused on ways to stimulate the spirits of entrepreneurs in the process of social entrepreneurship startup, with the aim to promote the sustainability of start-up NGOs and social enterprises and to inspire crossover startup cooperation between businesses and social enterprises.



Ren Zhiqiang, the fifth President of SEE, was on the forum on Social Entrepreneurship Start-up and Crossover Innovations. @ SEE



The members of Shanghai Regional Centre, were preparing for the Annual Meeting. @ SEE

Taiwan Regional Center



Joint Seminar 2015 on Marine Cleanup @SEE

The focus of Taiwan Regional Center has always been marine environment ever since its establishment in 2010. Together with Taiwan Environmental Information Association (TEIA), Taiwan National Museum of Marine Science and Technology (NMMST), and Taiwan marine protection volunteers, SEE Taiwan Regional Center launched its marine conservation program, which was a landmark as the very first cooperation between enterprises cross the Taiwan Strait in marine rehabilitation and protection. Since 2013, the Center has been supporting Taiwan's Society of Wilderness to research on the sources of marine litter, its environment impact and possible solutions. In 2014, the members reached consensus that the mid- and long-term strategy for

Taiwan Centre would be to restore the good mountains and good waters and to attract good people dedicated to environmental protection in Taiwan.

In order for the members to better understand and engage in environmental protection, Taiwan Regional Center organized lots of environmental activities for the members from conferences and workshops to training on green supply chain and outdoor experiential learning. By the end of 2015, Taiwan Center has 20 members who have participated 100 times with a total of 778 hours in the environmental activities.

Coast Cleanup

In 2015, 33 coast cleanups, 57 promotion talks, 21 trainings of coast cleanup facilitators were organized under the “International Coast Cleanup Action and Marine Litter Monitoring” Project implemented by the Society of Wilderness and sponsored by SEE Taiwan Regional Center. About 10,000 people joined in



SEE member enterprises took part in the coast cleanup actions. © SEE

these actions. In May 2015, with the organization of SEE Taiwan Center and its President Chen Zhiyuan, 220 people from 9 SEE member enterprises took part in the coast cleanup actions.

Cross-Centers Cooperation and Exchange

In September 2015, Taiwan Center joined hands with the other three SEE coastal centers – Shenzhen-HK, Pearl River, and East China Regional Centers to hold the Joint Seminar 2015 on Marine Cleanup at Taiwan National Museum of Marine Science and Technology. 150 participants included representatives from the 47 non-profit organizations from both Mainland China and Taiwan that had participated in coast cleanup and marine monitoring. This seminar is the first attempt where the SEE regional centers worked together to co-host environmental seminars, and initiated the large-scale exchange between non-profit organizations from across the strait and the SEE regional centers. The seminar hosted 10 lectures and 50 NGO presentations, discussed about 3 monitoring models and 3 topics, and reached 3 consensuses. After the semi-



Chen Zhiyuan, the Chairman of Taiwan Regional Centre gave a speech on the coast cleanup actions. ©SEE

nar, the organizations stayed behind to plan the joint coast cleanup action in 4 cities across the strait in 2016.

Seminar on Green Supply Chain Management

In 2015, with the active facilitation and organization of Taiwan Regional Center, SEE 3rd Seminar on Green Supply Chain Management was held in Taiwan. 42 representatives from SEE member enterprises participated in one business sharing salon and four lectures by different experts, and visited Taiwan Semiconductor Manufacturing Company (TSMC), Delta Electronics Inc., and Quanta Computer Inc., the three leading Taiwan enterprises in energy and environmental control.



Representatives from SEE member enterprises visited TSMC. ©SEE



SEE members visited Shandong. ©SEE

North China

Regional Center

North China Regional Center, covering provinces and cities such as Beijing, Liaoning, Tianjin, Shanxi, Hebei, Henan, Jilin and Heilongjiang, was founded on June 5th, 2011. By the end of 2015, the Center had 107 members, all taking an active part in relevant activities.

In 2015, North China Regional center altogether organized 8 theme activities for its members, who participated in activities and public welfare projects for 4327 hours accumulatively. 41 members acted as the judges for the Chuang Lvjia Scheme for a total of 251 hours, and 10 members as the mentors of the Jin Cao Tong Xing Program and participants for the related meetings for a total of 758 hours. Besides, North China Regional Center raised 7 million yuan, the most among all the regional centers, for public welfare projects launched by SEE Foundation in 2015.

In 2015, North China Regional Center organized many field visits and exchanged ideas with environmental protection NGOs. After thorough discussion and deliberation, the Center decided that its public welfare projects should focus on “nature education” and “air pollution prevention”. During the process, members of North China Regional Center paid a field visit to Hengshui, Hebei



Welcome activity for new members

Province to have a close observation of exhaust emissions, industrial wastewater discharge and wastes incineration and treatment made by local enterprises, so as to have a better understanding of the air and water pollution around Beijing. After that, the members travelled many times to Shunyi, Huairou and Miyun districts of Beijing to look for environmental protection projects suitable to the conditions of North China Regional Center. All this can fully demonstrate the Center's member entrepreneurs' sincere devotion and strong awareness of social responsibilities.



Salon held by North China Centre



Art Salon held by North China Centre

Nature Education Theme

After a series of field visits and researches, North China Regional Center has realized that to raise public awareness and understanding of nature and the environment and to re-connect people with nature is more important than environmental protection. Only when people have re-discovered the intrinsic values of nature and environment will China's natural environment be improved, restored, and effectively protected. North China Regional Center has thus set nature education as one focus of its future environmental protection projects and will join hands with other NGOs to implement habitats protection and nature education projects.



Art Salon held by North China Centre

Air Pollution Prevention Theme

To solve the smog problem in China needs the full participation of the government, enterprises and the general public. In 2015, North China Regional Center provided 500,000 yuan to Institute of Public & Environmental Affairs (IPE) to support the four news conferences in the year and the implementation of its public awareness projects in the hope to promote the basics of smog and smog treatment among more member



Annual Meeting of North China

enterprises and the general public and to facilitate the public release of such information. North China Regional Center provided 400,000 yuan to Friends of Nature for its "Blue Sky Lab" Project that aims to enhance the public understanding of smog and explore means to counter-balance its negative effects on people's body and mind.

Southwest China Regional Center

SEE Southwest China Regional Center was founded in April 2013 and has 20 members now. Conservation and community development in Southwest China is the focal point of the Southwest China Regional Center. In the past three years, Southwest China Regional Center implemented projects in the Three Parallel River region covering Taohua, Lanxiang, and Liju Administrative Villages of Shitou Town and ShibaZhaigou Village of Tacheng Town in Yulong County, Lijiang City, and Tacheng Town in Weixi County, Diqing Prefecture, with a total area of nearly



Training course in the local community organized by Southwest Regional Centre

79 square kilometers. The projects are: Conservation of the Alpine Forest at the First Bend of Yangtze River, the Himalayan Honeybee Keeping, and the Nursery for Endangered Medicinal Plants Resources.

The total investment of the Southwest Center in the past three years is 4.5 million Chinese yuan. With the financial support, Southwest Center worked together with Kunming Zhongyuan Environmental Protection Science and Technology Consultation Center to breed the Himalayan Honeybee in a scientific way and has successfully harvested the bee honey, supported the establishment of 6 village-based banks, assisted 9 villages to develop village-based regulations to establish a 10,000-hectare community-based protected area and protect nearly 40,000 state-owned forests. The Center also helped build a greenhouse of 1500 square meters for endangered medicinal plants and started small-scale pilots of inter planting with other tree species in selected villages and the nature reserve.

Breeding the Himalayan Honeybee

In order to promote natural pollination among plateau plants and protect the biodiversity in the Three Parallel Rivers region, the Southwest Center planned and implemented the Himalayan-Honeybee-keeping project. With the technical support and guidance from research fellow KuangHaiou of the Institute of Asiatic Honey Bees at Yunnan Agricultural University, the beehives kept by the communities in Weixi County increased from 17000 hives 58000 hives in five years. Following the goal of integrating conservation and projects into production, life, and business, the Southwest Center has now formed the honey product branded “Thousands Flowers”. In 2015, with the strong support from the SEE members, 2 tons of honey was sold out instantly, and the average income for the beekeepers from one beehive was between 800 to 1000 Chinese yuan.



The Himalayan-Honeybee-keeping project carried out by Southwest Center

Yunnan Conservation Salon Series

In 2015, SEE Southwest China Regional Center joined forces with civil organizations and the media in Yunnan Province to launch the Yunnan Conservation Salon and 10 sessions were successfully conducted in the same year. The aim was to promote the utilization of science in conservation and environmental protection, to raise the public awareness of science, to establish a platform for cooperation among scientists, civil organizations, entrepreneurs, and the public, and to share project findings and results with the SEE members.

Ecological Trail Walker

From 2013 to 2015, the Southwest Center organized three ecological trail walker events and raised 850,000 yuan for the construction of the endangered medicinal plants nursery in the conservation of alpine forests at the First Bend of Yangtze River. In May and October 2015, the Southwest Center organized two major events for the SEE members, and more than 300 people from Beijing, Shenzhen, Kunming, Dali and Lijiang including local entrepreneurs, villagers, SEE members and other NGO staff participated in the events.

The theme of the event from May 14-17, 2015 was to re-walk the road Joseph Rock took almost a century ago and explore the mysteries of the alpine vertical flora communities in Yulong Snow Mountains. The theme of the second event from October 2-4, 2015 was to protect and release the native fish species in Jinsha River, a major tributary of Yangtze River.



The Greenhouse of 1500 square meters for endangered medicinal plants built by Southwest Centre.

Northwest China Regional Center



Voluntary Tree-Planting in Qinling Mountainous Areas organized by Northwest Centre

Northwest China Regional Center, founded in August, 2013, is dedicated to conservation of the Qinling Mountains so as to promote the sustainable and balanced development of economy and ecology in this region. In 2015, 8 new members join in the Northwest China Regional Center, making its membership up to 33. The members made 25 attendance in the Center's activities and projects, with an accumulative input of 15,000 hours.

Voluntary Tree-Planting in Qinling Mountains

Since 2014, Northwest China Regional Center has been organizing voluntary tree-planting activities in Qinling Mountains every year. In March 2015, over 500 people, including SEE members and employees from the member enterprises and the media, took part in the voluntary tree-planting activity and planted about 5000 trees.



*Voluntary Tree-Planting in Qinling Mountainous Areas
organized by Northwest Centre*



*Voluntary Tree-Planting in Qinling Mountainous Areas
organized by Northwest Centre*

The Launch of Qinling Eco-Village

In 2015, Northwest China Regional Center organized experts, SEE members and governmental officials to pay three field visits to Qinling and 12 meetings were held. Finally, the Center laid out the overall plan of “SEE-Qinling Eco-Village Construction and Demonstration Project”, which was launched at the annual meeting of the Northwest China Regional Center on December 4th.

“SEE-Qinling Eco-Village Construction and Demonstration Project” would take advantage of advanced environmental protection theories and science and technology at home and from abroad to conduct ecosystem planning and improvement on the 745 acres of woods, 6.6 acres of rice fields, and 30 old houses in Yujiazhuang Village of Tanjiahe. The aim was to transform the area into a place of residence with sustainable development and an eco-education base featuring sound and virtuous circular development. Northwest China Regional Center hopes that through this demonstration the ideals and values represented by Qinling Eco-Village can be delivered to every villages of China. It is also hoped that the demonstration will play a leading role in promoting the sustainable development of eco-villages.

Nature Education

SEE developed its nature education program, based on its previous conservation projects such as conservation in the Three Rivers Source Area, wetland protection, and birds monitoring. SEE will employ nature education to influence the general public, to enable them better understand the significance of conservation and participate in conservation actions.

Wetland Conservation

SEE implemented a series of activities including ecological monitoring, species protection and public participation in coastal areas, inland rivers and lakes, and ponds and reservoirs. Through these activities, a wetland conservation network was established and SEE wetland conservation mechanism developed. SEE continued to support Rosefinch Center, a Chinese bird watching societies network, to create and develop the National Bird Watching Center and conduct another synchronized national survey of winter scaly-sided mergansers. SEE supported China Mangrove Conservation Network (CMCN) to further improve the mangrove pre-warning system. 5 patrolling teams with 159 volunteer rangers were set up, and they sent out 46 alerts in 10 priority mangroves protected areas in 5 coastal provinces.

Conservation in the Three Rivers Source Region

SEE joined forces with 33 specialized environmental organizations, government agencies and research institutions in incubating and developing local environmental organizations that have then increased to 88 and protected an area of 52,000 square kilometers. SEE and its partners assisted Zado County Government in Yushu Prefecture to organize cultural tours into the Source Region and trace the origins of the Three Rivers and the



Monitoring training

Lancang/Mekong River. Forum on Three Rivers Source Region hosted the snow leopards conference. 4 million Chinese yuan were leveraged from Zado County Government to support the solid waste management in local communities. The Conservation Regulations of the Three Rivers Source Region that SEE has been continuously supporting enables the community-based conservation model that the SEE conservation project has been exploring to access government resources and secure protection from laws and regulations.

The New Ten-Year Strategic Transformation

SEE Foundation needs to adapt to and meet the more stringent national requirements and standards for public foundations after it was upgraded to one at the end of 2014. Meanwhile, the resources of SEE Conservation and SEE Foundation need to be better integrated so that both the platforms are able to play their roles more effectively and efficiently. Given the context, SEE invited in February 2015 the Bain & Company, a world leading management consulting firm with rich experiences working with NGOs and NPOs, to provide a 4-month consulting on SEE strategies.

With the assistance from Bain & Company, SEE reviewed its organizational structure, its visions and missions, its focal areas and its winning model, clarified the business relationship between SEE Conservation and SEE Foundation, and developed the new strategy that lays the foundation for the transformation and development of SEE in the next 10 years.

The new strategy first standardizes the independent operation and management of SEE Conservation and SEE Foundation. Based on the shared vision but different sets of targets, SEE Conservation and SEE Foundation will fully integrate their resources and realize conjoined development. SEE Conservation's business will focus on engaging SEE members in environmental protection, and the green transformation and sustainable innovations in their own sectors. SEE foundation will concentrate on desertification control, green supply chain and industrial pollution prevention and control, environmental NGOs development, and conservation and nature education to fulfill its visions.





After doing his report, President Ren Zhiqiang got attendees' standing ovation and he said, "This is the last time, you can give me a more enthusiastic applause."

2015 SEE Members Annual Conference

On November 7, 2015, the high profile annual congress for SEE members was held in Beijing. How was the performance of the Fifth Session of the Council, led by Ren Zhiqiang, during its terms in 2014-2015? After the "era of the big guys ", who will lead SEE into the next decade of development? SEE is renowned for its democratic governance; at this annual conference which amendment proposals to SEE Charters will be voted for or against? These have become the anticipated highlights of this annual conference.

2015 Report on the Work of the Fifth Session of the Council

SEE Fifth President Mr. Ren Zhiqiang went straight to the themes of his 2015 work report. He said, “I set three very important targets when I was elected as the President two years ago. Now it’s the time to review these successful and unsuccessful targets.”



The first target was to transform SEE Foundation from a non-public foundation to a public foundation. This goal was realized; the change of SEE into a public foundation is a big step forward. As for how to take the advantage of being a public foundation to initiate more fundraising events and implement more environmental projects, it will become an important task for the next leadership.

The second target was to expand the membership to 500 people. By far the membership was around 460 people (Note: by December 31, 2015, the SEE membership reached 506 , and that helped SEE fulfill this target set by the 5th Session of the Council). More efforts would be invested to motivate SEE members to uphold and support the cause of environmental protection and inspire more people to participate in environmental protection.

The third target was to register SEE Conservation with the national authorities as a national association of entrepreneurs; many difficulties and obstacles manifested themselves during the process. It is hoped that the next session of the Council would be able to register EE Conservation as a national level association after the new charity law would be passed. It is also hoped that the new Council will continue to spread SEE’s ideas and philosophies and .to support and implement environmental projects.

Ren Zhiqiang presenting the work report. (His report won the standing ovation of the entire audience. He said to the audience:“This is the last time, you can give me a more enthusiastic applause.”

Election of the Sixth Session of the Council

During the election of the 6th governance team, there were 29 candidates for the seats in the Council, the Board of Supervisors, and the Rules Committee whose terms had just expired. After they gave their campaign speeches and answered the questions they were asked, based on the votes they received, 10 of them won the seats on the Council, 5 on the Board of Supervisors, and 3 on the Charter's committee. The President and the Vice President of the organization will be elected from the Council members.

Moments during the Election

Liu Xiaoguang was the founding President of SEE Conservation and ran for seats in the Council. He founded this platform for Chinese entrepreneurs with his passion, idealism and selfless hearts. As the founder of SEE he could have always been the President, but he chose to be the first President elected by voting. In his campaign speech Mr. Liu Xiaoguang said that this would be a process for him to change his ideas and adapt to democracy.

The greatness of SEE Conservation lies in its progression, tolerance, consensus-building and democracy. Feng Lun said, Liu Xiaoguang would write his epitaph as: Being a pioneer for ten times still cannot compare to being the architect of SEE for one lifetime.

The former Secretary General Liu Xiaogang served as the full-time Secretary General for four years at SEE but didn't take a penny of wages from SEE. When he was running for a seat in the Council, he said that he would much prefer the identity of SEE's lifetime staff to SEE's lifetime membership. He said, "I am running for the position because I want to contribute to SEE what I have learned from working at the secretariat. At the same time, I shall keep learning because it is learning that can perfect my life."

Qian Xiaohua, SEE's lifetime member and the president of SEE Shanghai Regional Center, proposed six campaign claims when running for Council member:

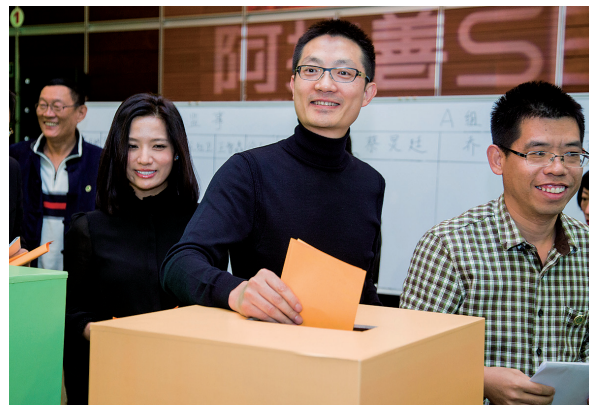
1. Facilitate in-depth participation of SEE member;
2. Motivate SEE members to active participate in local environmental actions;
3. Increase public participation;
4. Get government more involved in SEE projects;
5. Build the band image of SEE;
6. Emphasize the role of SEE more as a service-provider.

"These six claims are six items of services and at the same time six great responsibilities!"

"Regardless of whether I will be elected as the council member or the president of SEE or not, I will keep my promise!" The promises made by Ai Luming, the president of Hubei Regional Center, won enthusiastic applause from the members. He had promised to recruit 50 new member entrepreneurs who were born in the 1980, to donate 12 million yuan to SEE, and to spend 365 days, which is half of his time in the following 2 years, on supporting SEE's cause.



*Liu Xiaoguang, the Founding President of SEE,
was giving a election speech.*



*SEE members casted their votes
during the election.*

Election Results of the Sixth Governance Team

After the exciting and fierce race, the sixth Governance Team of the SEE Conservation was elected (in no particular order):

Rules Committee: Qiao Wenjun (Chairman), Cai Jiongting, Yan Jun.

Board of Supervisors: Zhou Zhou (chief supervisor), Chen Zhizhong, and Liu Wenjie, Wang Hongwei, and Wang Zhixin.

The Council: Qian Xiaohua (President), Ai Luming (Vice President), Tong Shumeng(Vice President), Chen Zhiyuan, Liu Xiaogang, Liu Xiaoguang, a Ren Zhiqiang, Wang Jigang, Xue Jian, Yan Ming, and Zhang Quan.



After exciting and fierce election race, the sixth governance team of the SEE Conservation was revealed.

The Amendments to SEE Conservation Charter

At the 2015 annual conference, 356 people voted for or against the proposals about the amendments to SEE's charter, and as a result six amendments were passed and one rejected.

The six amendments to the Charter approved by the voters include:

1. The aim of the SEE Conservation is now to improve and rehabilitate the environment of China, including but not limited to slowing down or stopping desertification, and at the same time to promote Chinese entrepreneurs to undertake more ecological and social responsibilities.
2. The mission of the SEE Conservation is updated as “to foster entrepreneurship for a healthier environment.”
3. The values of the SEE Conservation are added as: In awe of Nature and in pursuit of sustainable development.
4. The flow of the membership fee has been changed. Before all the membership fees were remitted to SEE Foundation, but now they are all remitted to SEE Conservation, which will then donate some of the fees to SEE Foundation.
5. The president of SEE foundation, after leaving office, can serve on the Council if the Council agrees.
6. The method of generating the Deputy Director and the Secretary General of the regional centers has been redefined.



The third president Han Jiahuan casting his vote.



Maya pressed down the button on the voting machine.

New Life Members

From 2015



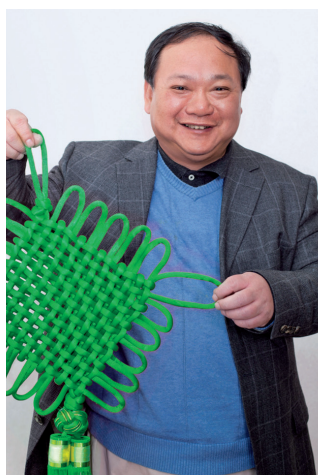
Qi Hongbo
*Chairman of
Sunny World
Group*



Hong Mingji
*President of Hop
Hing Fast Food
Group Holdings
Limited/Beijing
Yoshinoya Fast
Food Co. Ltd.*



Zhang Zaidong
*Chairman of
Beijing Feng-
shang Real Estate
Development Co.
Ltd*



Qian Xiaohua
*Executive General
Manager of
Greentown Real
Estate Develop-
ment Co. Ltd*

Special Awards to Members of the Year 2015

Golden Orchid Award (for memberships development)

Ai Luming Chen Zhiyuan Hu Xiwen Jian Hong Qian Daji Qian Xiaohua Song Jun
Sun Lili Sun Yin Tian Zheng Wang Zhixin Qi Shusen Zhang Hua Zhu Jinhong

Elephant Award (for organization)

Deng Liangping Hu Baosen Kong Na Li Sifa Liu Lei Luo Mu
Wang Zhaoming Xu Wenfeng Yan Jun Yan Ming Yan Qiong Zhang Min
Zhang Shuxin Zhang Yiheng Zhao Min Zhou Junji

Honeybee Award (for fundraising)

Chen Jun Cui Cheng Dong Guoqiang He Biao Liu Zhiyong
Wan Jie Xue Rongyao Yan Zhi Yu Cheng Yuan Dibao

Camel Award (for environmental projects)

Chen Zhizhong Feng Shuhe Hao Fei Xie Shangming Lai Jianxiong
Li Bin Li Wei Qiao Wenjun Wang Hongwei Wang Jigang
Wang Ying Wei Jingxing Xu Huachun Yang Silong Ye Yuhong
Yu Jiandong Zheng Yingbin Zhou Zhuojun

Gold Laurel Award (for branding and dissemination)

An Enda Chen Aijia Chen Si Cui Liang Dai Xinyu Fan Zhaoxia Li Xiang
Shen Peilin Tao Xuan Wang Wei Yuan Ying Yuan Yue Zhang Yi Zheng Xueqing

Dandelion Award (for new regional center development)

Chen Hongmei Chen Yujie Feng Yu Huang Haidi Liu Wenjie
Tan Gan Tong Shumeng Wu Yuping Yu Xiaoxia

Golden Grain Award (for large donations)

Li Renjie Wang Jing Li Xiaoning Wang Jingbo Bao Surina Guo Xiukuan
Zhang Quan Chen Jinsong Wang Guangyu Zhou Xiaoxi Wang Tie

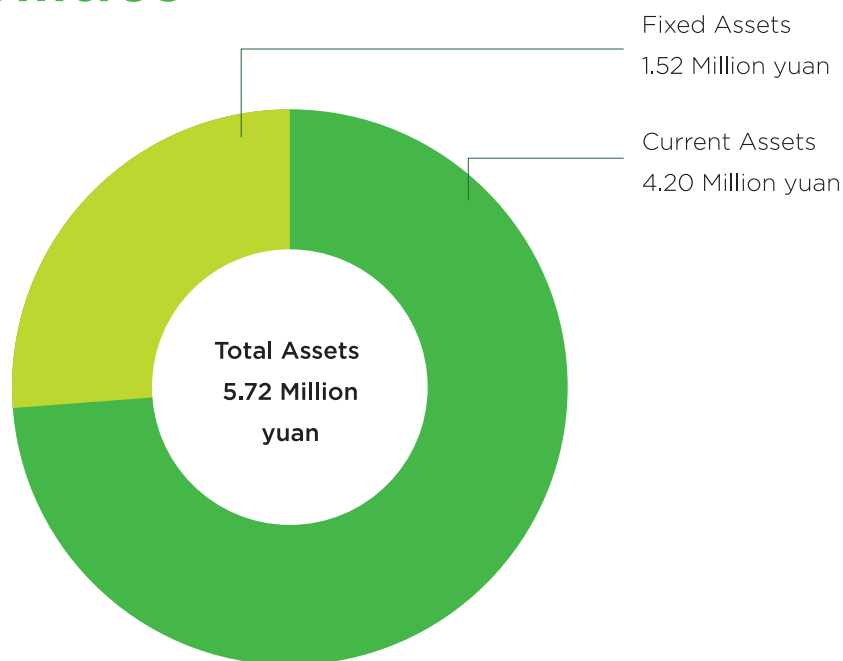
Special Contribution Award

Ma Ya

Financial Statements

The following data comes from the 2015 Annual Auditing Report. This auditing service was provided by KPMG free of charge, and the full report can be found on SEE official website: <http://www.see.org.cn>. The figures shown in the charts are measured by 10,000 yuan.

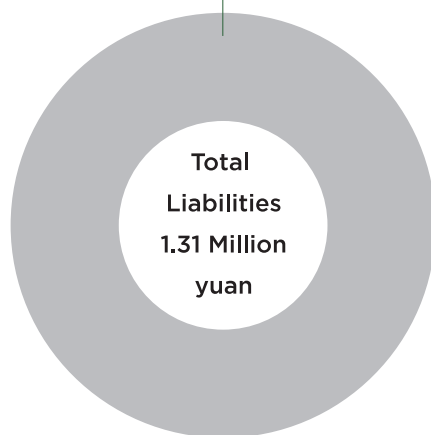
Assets and Liabilities



SEE Assets in 2015

Current Liabilities
1.31 Million yuan

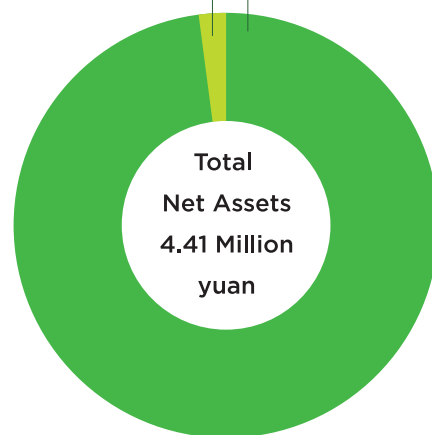
Long-term Debt
- yuan



SEE Liabilities in 2015

Restricted
0.1 Million yuan

Unrestricted
4.31 Million yuan



SEE Net Assets in 2015

Income and Expenditure

Unit: yuan

Net Assets at the Beginning of 2015 **3,057,033.01**

Income **30,604,815.49**

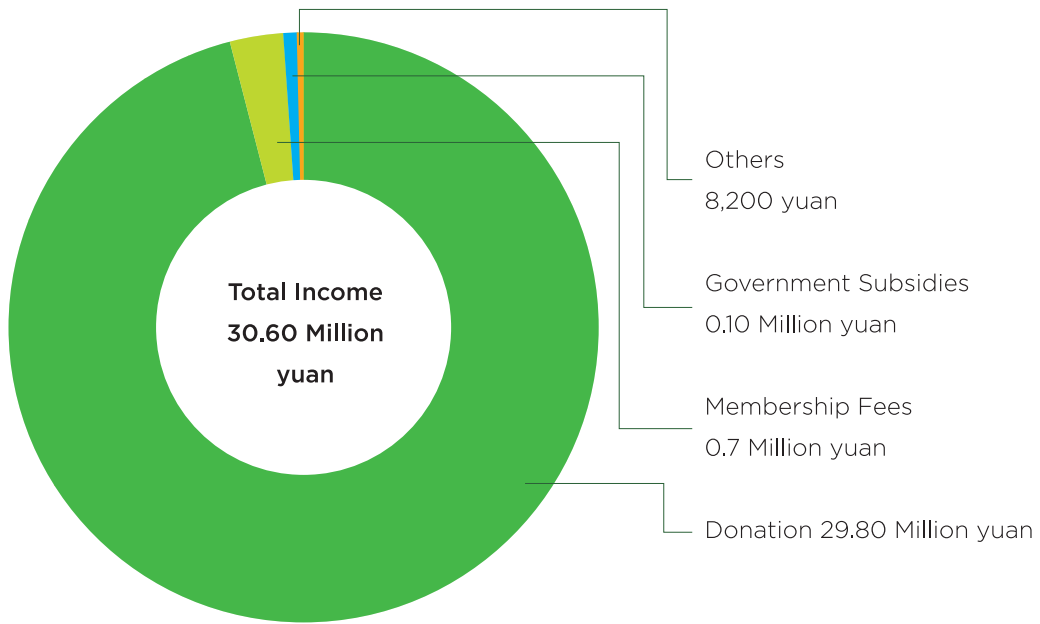
Donations	29,796,641.24
Membership Fees	700,000.00
Government Subsidies	100,000.00
Others	8,174.25

Expenditure **29,249,341.41**

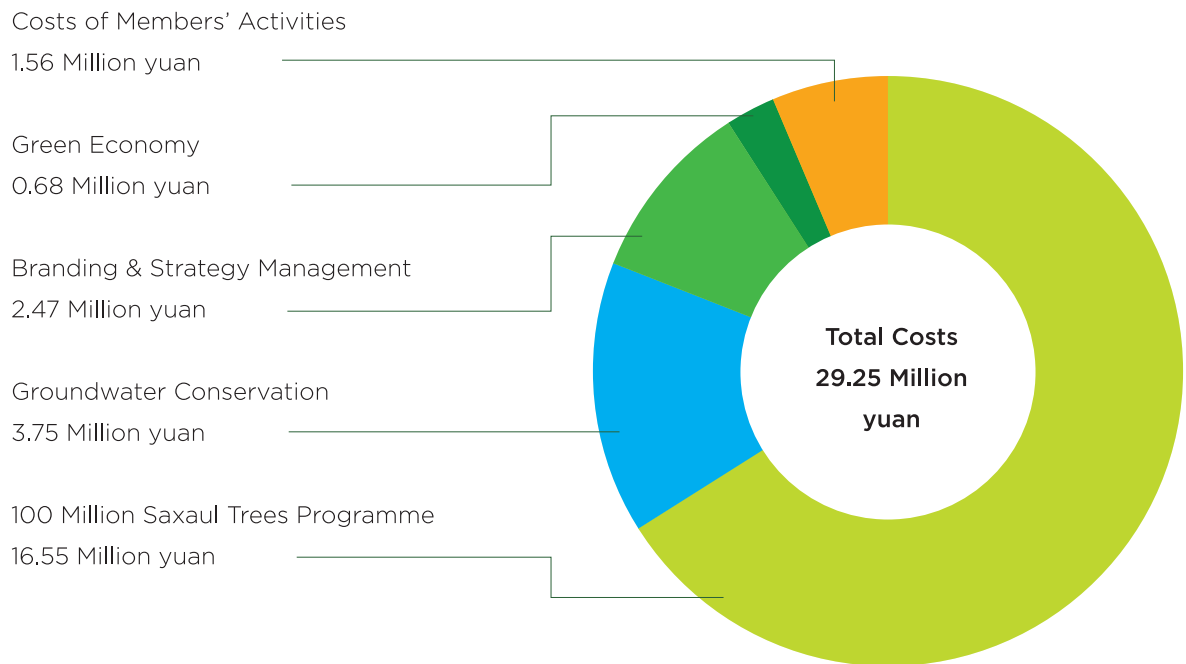
Costs of Projects and Activities	25,025,036.85
100 Million Saxaul Trees Programme	16,554,500.00
Groundwater Conservation	3,753,600.00
Branding & Strategy Management	2,474,949.22
Green Economy	680,787.63
Costs of Members 'Activities	1,561,200.00
Management Fees	4,224,304.56

Net Assets Balance **4,412,520.24**

Proportion of Business Expense in Total Expenditure **85.56%**



SEE's Income in 2015



SEE's Expenditure in 2015



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<http://www.see.org.cn>



SEE Wechat



SEE Weibo