



The non-profit organization Society of Entrepreneurs & Ecology (SEE) is composed of SEE Conservation and SEE Foundation (registered as Beijing Entrepreneurs Environmental Foundation). SEE's mission is to unite in the spirit of entrepreneurship for a better environment, and its values are to stay in awe of nature and in pursuit of sustainable development.

SEE Conservation was established on June 5, 2004 as the very first social organization in China that promotes entrepreneurs to engage in ecology conservation and their responsibilities toward the society.

In 2008, SEE Conservation initiated the establishment of SEE Foundation that is dedicated to finance and support the development of environmental NGOs in China. With such a public platform, enterprises, NGOs, and the general public can all participate in and promote ecological conservation and sustainable development. At the end of 2014, SEE Foundation was upgraded to a public foundation. With the development of environmental protection industry as its cornerstone, SEE Foundation focuses on three areas of work – desertification control, green supply chain and pollution prevention and treatment, conservation and nature education.

The successive presidents of SEE Conservation: LIU Xiaoguang, WANG Shi, HAN Jiahuan, FENG Lun, REN Zhiqiang, QIAN Xiaohua.

The successive chairmen of the Council of SEE Foundation: WU Jinglian, XU Xiaonian.

SEE has become the most influential environmental organisation in China. By the end of 2016, SEE has 614 entrepreneur members, set up 11 regional centers across China, and supported, directly or indirectly more than 400 Chinese environmental NGOs or individuals.

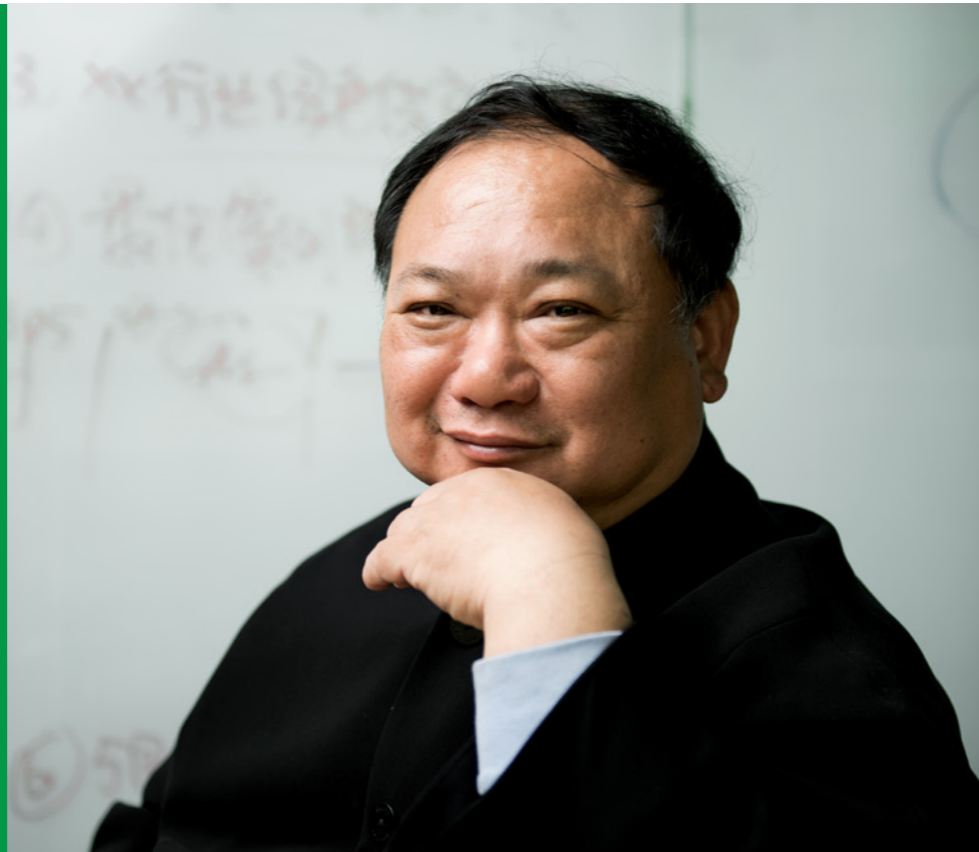
In the future, SEE will further promote and integrate the input from entrepreneurs and social resources, call on the general public for broad support and participation, and give full play to the public participation platform for conservation. Together we form environmental stewardship for planet earth.

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Message from the President

Qian Xiaohua
the President of
SEE Conservation



Carry on SEE's good work, keep innovating constantly

In Chinese traditional culture, twelve years represents one round of cyclic changes. Over the past twelve years, SEE has never stopped growing. Founded with nearly one hundred entrepreneurs in 2004, SEE has attracted 614 member entrepreneurs by the end of 2016. From Alxa-based desertification control to various environmental protection initiatives beyond Alxa, we stay in awe of nature and stay united in the spirit of entrepreneurship to pursue environmental improvement and sustainable development.

In the past 2016, SEE has made significant breakthroughs in every respect.

More and more members joined SEE. In 2016, we welcomed 178 new members, the establishment of the eleventh regional center - Anhui Regional Center, and the new blood brought in by the SEE Charity and Finance Program. We see that the original intention in establishing SEE is being passed on, innovated and expanded.

In 2016, our environmental protection projects have been further consolidated. With the development of environmental protection industry as its cornerstone, SEE focuses on three areas of work – desertification control, green supply chains and pollution prevention and treatment, conservation and nature education. In addition, a series of SEE flagship projects are constantly enriching SEE's philosophy on environmental protection, which include One Hundred Million Saxaul Trees, Water-saving Millet, Free Flying Wings, Conservation in Three Rivers Source Region, Noah's Ark, Save the Smile of the Yangtze -Conservation of the Yangtze Finless Porpoise, Blue Defenders, Green Supply Chain, Green Starters, and Growing Up Together. We have been promoting environmental protection initiatives and supporting more partners for their development and innovation, so as to raise public awareness on environmental protection.

Year 2016 witnessed the rapid development of the campaign of Green Supply Chain that SEE initiated. Started from real estate sector, SEE and its partners, China Urban Realty Association, China Real Estate Chamber of Commerce, Landsea Group and Vanke Group, launched a joint action plan of green supply chains in real estate industry. This is the world's first industry-wide joint action in green supply chains management that is initiated by China's real estate industry. It is also, for the first time at a global scale, that such large-scale, market-mechanism-based efforts were initiated to reduce carbon emission by one industry. Chinese enterprises are taking a variety of practical actions in a positive response to Chinese government's call to implement the "Paris Agreement" and promote global carbon emission reduction. We expressed our determination and action on environmental protection in the United Nations Climate Change Conference (UNCCC). Mr. Erik Solheim, Deputy Secretary of UN as well as Executive Director of UNEP, spoke highly of the endeavors and the contribution of SEE's green supply chains campaign in coping with global climate change.

In 2016, we gained more support from the public. SEE's environmental protection initiatives have drawn attention from and support of more than 300 million person times, and the total fund raised in the year for SEE reached 95.2964 million yuan. At the end of 2016, SEE successfully filed the archive for two cases of charitable trust. One is Beijing's first dual-trustees charitable and the other China's first charitable trust with a charitable organization as the sole trustee after the enforcement of the "Charity Law of the People's Republic of China", which was selected as one of the 2016 Top Ten News in Philanthropy by the Chinese Academy of Social Sciences in its "Blue Book of Philanthropy". SEE took a lead in the field of combining charity and finance.

Thanks to all our members, donors, environmental NGOs, experts, government, media and volunteers for your full support. Because of all of you, SEE can grow up rapidly.

On 16 January 2017, Mr. President Liu Xiaoguang, the pathfinder of SEE, left us forever. He once said that "I will write SEE on my gravestone as my epitaph". We are to carry on his good work, bear in mind our original intentions, inherit and innovate, till we are crowned with the verdant land.

Twelve years have passed and we are now at a new round of cyclic changes. My dear friends, at this critical moment of connection and transition, we will continue to adhere to the principles of equal participation, democratic decision, openness and transparency, and supervision from SEE members and the general public in SEE's 13th year. We will also continue to focus on environmental protection and conservation with more effective and solid implementation of environmental projects and more people participating in environmental protection actions. Together, we will surely be able to create a more beautiful future!

Qian Xiaohua, the President of SEE

Messages from the Presidents for the last 12 years

Year 2016 marks the 12th anniversary of SEE's establishment. Over the last 12 years, there are 6 presidents in the history of SEE. In SEE members annual conference in October, our six presidents and nearly 300 member entrepreneurs, gathered at the Moon Lake of A'xa, where SEE was founded, to review our dreams and original mission.



12 years of perseverance have attracted members all around China. We now also have overseas members who share the same vision and passion for environmental protection and improvement. Where there is bright sunlight, there is loving humanity.

LIU Xiaoguang, the first President of SEE Conservation



12 years of persistence, we are grateful to have you, SEE.

WANG Shi, the second President of SEE Conservation



Give our best to SEE and contribute our forever youthful strengths. SEE will be honored the Nobel Prize for Peace one day for our environmental protection impact on China and the whole planet.

HAN Jiahuan, the third President of SEE Conservation



12 years of persistence, on the way to the better future, we walk together.

FENG Lun, the fourth President of SEE Conservation



Sand rose outside the window, and the leaders were busy discussing organization charters. Numerous ideas collided and sparkled in the heated debate, expressing profound feelings too. We had sworn that we would change desert into oasis. Years later we returned, hair greying. The blue sky and green water have always been on our minds. United by our shared ideal, we will continue the journey and march to the destination afar.

REN Zhiqiang, the fifth President of SEE Conservation



I firmly believe that SEE Foundation will be the most influential professional environmental protection organization. Let's work together to make it into reality.

QIAN Xiaohua, the sixth President of SEE Conservation

Messages from Council Members

In the past year of active participation in SEE's work, I have come to appreciate all the efforts that each and every SEE members have been doing to protect and improve the ecological environment. Small or far-reaching, these efforts reflect our admiration and awe of life and nature. I believe that with this sense of awe and the environmental actions SEE members will foster and strengthen the entrepreneurship for a healthier environment. This, will be our Tao of life.

AI Luming, Vice Chairman of SEE Conservation



To have the best talents in the public welfare field and to develop a professional team that still have the ideals to serve the public good have always been what SEE diligently strives for. During this session of the Council, we employed young people and brought in internationalised talents. Within just one year, a young, professional and vibrant team keeps creating social values and public welfare miracles for SEE.

TONG Shumeng, Vice Chair of SEE Conservation



I hope that we can work together, hand in hand, for the environmental protection cause on both sides of the Taiwan Straits. Not only should the practitioners on both sides of the Taiwan straits hold hand-in-hand in their joint efforts to protect the environment, but also the seniors in this profession hold the hands of the young followers and guide them in the profession. During this period of time, I did see many new faces joining SEE. Across the Taiwan Straits, many enterprises have also made marked progress in developing and providing new environmental technologies, products and services. I am very happy to see these positive development, and also hope that the hand-in-hand cooperation and bond will be further strengthened to accelerate the environmental improvement.

CHEN Zhiyuan, Council Member of SEE Conservation



The year of 2016 justed fleeted and I witnessed SEE's rapid development in this year. As an organization of entrepreneurs for public welfare, SEE actively promotes its member enterprises to engage in Green Supply Chain Action and drive the green transformation of the entire industry with their values and praxis. This would be the most unique and incomparable contribution made by SEE's member entrepreneurs. In the same year SEE also made a breakthrough in its work, which was made possible by the joint efforts of more than 600 entrepreneurial members and the staff at the Secretariat. This also demonstrates the public recognition and approval of the work SEE has been doing in the past decade. I believe we will just be marvellous together, and I am proud of this big family!

LIU Xiaogang, Council Member of SEE Conservation



The environmental protection work SEE does is being more and more widely recognized. It is our belief that the environment will be better treated and managed through the common efforts from all walks of life. Our shared mission is that we get united in the spirit of entrepreneurship for a better environment. All our members are fully aware that we are to leave a much better environment when we meet our ends. We hope that through these campaigns and on-the-ground actions everyone would appreciate the vital importance of the environment to our lives. We should stop the cycle where we ravage the nature first and then are revenged by the nature. We shall work together to guarantee a better environment and better life for future generations.

REN Zhiqiang, Council Member of SEE Conservation





We took the position as members of the Council right after SEE became a public fund-raising foundation. In 2016 our main task was to sort through and confirm the flagship projects. In 2017 we will continue to reinforce the solid implementation and promotion of these projects so that they will win more approval and support from the public.

WANG Jigang, Council Member of SEE Conservation



We must join our forces together to effectively promote environmental issues. We shall bring together top scientists, professionals from environmental NGOs, volunteers, entrepreneurs, and people from various sectors, so that we can work together to enable more concrete and meticulous environmental actions and make breakthroughs at various fronts. The attention to and effective solutions of social and environmental issues are currently the most practical and most urgent.

XUE Jian, Council Member of SEE Conservation



What SEE needs most is money, because environmental rehabilitation and improvement require a large amount of money. But money is also what SEE needs least, because environmental rehabilitation and improvement cannot be achieved overnight with money alone. It is a time-demanding process. Therefore, environmental protection is a long-term and ongoing cause. Through personal participation and staff support, SEE member entrepreneurs aim to bring more people to join in environmental actions. Starting with not to damage the environment, we aim to awaken people from all walks of life to care for the environment. That will make what the SEE member entrepreneurs have been doing for the environment more significant and more valuable. Dear friends, let us all get started!

YAN Ming, Council Member of SEE Conservation



SEE is not only a public welfare platform for entrepreneurs to get engaged in environmental protection, but also a platform for entrepreneurs to learn from and inspire each other. There are the best entrepreneurs from varied sectors in this organization. Every member who has been deeply involved in SEE activities have also learned new knowledge and formed new friendship while practicing their own environmental and public welfare ideals. Here at SEE, the more you participate, the more gains you will have. The more you participate, the more you will understand about and love the organization.

ZHANG Quan, Council Member of SEE Conservation



I have always thought that we are such a group of people who love life, love nature, have dreams, faiths and sense of responsibility. Only when one really goes into nature and gets to understand nature will he/she care for and love nature. Everytime when I go climbing a mountain, I always leave no trace of waste on the mountain, and this is my way to promote environmental protection. At an altitude of 8,000 metres above sea level, a hypoxic environment where every step one takes is a matter of life and death, I carried SEE's flag all the way to the summit. It is a spiritual symbol; it is an attitude to life. It is the care for and the awe of nature that have come from my heart. I hope that we will work together to bring SEE to a new height.

WANG Jing, Council Member of SEE Conservation

Message from the Board of Supervisors

As one of the SEE founding members, I am fortunate to have witnessed the rise of the civil environmental awareness with many other environmentally-minded entrepreneurs. At the beginning of 2016, the Board of Supervisors made a clear division of labour for each supervisor based on the work priorities and their responsibilities. A detailed workplan was developed, and the "Constitution" was strictly followed in performing work duties. Meanwhile, compliance judgement was ruled on the decisions and actions of the Board of Supervisors and the Secretariate. Strict auditing and supervision were also conducted on SEE finance with the support from KPMG.

ZHOU Zhou, Chief Supervisor

Message from SEE Charter Committee

As one of the earliest established environmental NGOs, SEE witnessed over the last 12 years how groups of entrepreneurs with social responsibility and concern about environmental issues came together and made their great efforts for a better environment. SEE set up its charter committee at the beginning of its establishment, and it fully demonstrates that SEE's founding member entrepreneurs not only have the intention for environmental protection, but also the spirits of democracy and rule of law in their minds. SEE's charter was further amended in 2016. We believe that this amendment will have a far-reaching impact on SEE's sound sustainable development and the development of the environmental protection cause SEE is engaged in.

QIAO Wenjun, the President of Charter Committee of SEE

Message from the Secretary-General

SEE has been attracting more and more entrepreneurs who feel strong about environmental protection, are willing to engage in it and capable of following it through since it was founded 12 years ago. The entrepreneurs are not only generous with their money, but also invest a great deal of time and resources to support the development of environmental NGOs and to undertake more ecological and social responsibilities. SEE has been long committed to becoming the most efficient and influential environmental NGO in China, the preferred platform among Chinese entrepreneurs for learning, communicating, and in-depth participation in environmental protection.

ZHANG Yuan, Secretary-General of SEE Conservation

Highlights

Constant Growth of SEE members

The membership of SEE has expanded steadily and its diversified development was promoted in 2016. One hundred and seventy-eight new members joined SEE, which covered dozens of industries such as finance, manufacture, environmental protection, real estate, internet, film and television industry, fast-moving consumer goods, logistics and medical industries. The trainees from Zhejiang University-SEE Charity and Finance Program reached 62. This innovative model that combines public welfare and financial education has further united the feelings for public welfare with the spirit of entrepreneurship. Meanwhile, the eleventh regional center, Anhui Regional Center, was set up in 2016, in addition to the 10 existing Regional Centers of Shenzhen-Hong Kong, Taiwan, East China, North China, Pearl River, Northwest China, Hunan, Hubei and Inner Mongolia. All those centers contributed to the development of local environmental protection projects. As a Chinese saying goes, the unique feature of a local environment nurtures special characteristics in its inhabitants; the inhabitants shall then find their own way to protect their local environment.

Green Supply Chain Action Launched

On World Environment Day, June 5, 2016, SEE, together with China Urban Realty Association, China Real Estate Chamber of Commerce, Landsea Group and Vanke Group, launched the “China’s Real Estate Industry Green Supply Chain Action” at the Fourth Forum on Chinese Enterprises Green Compact. The Action aims to improve the environmental performances of suppliers in industries such as steel, cement, aluminum alloy, and timber through green procurement and promote sustainable development. After a series of seminars with green supply chain experts and workshops for real estate enterprise and suppliers, by the end of 2016, seventy-one real estate companies signed up the Action, and their sales revenue in 2015 reached almost 1.3 trillion yuan, accounting for 15% of the entire sector’s sales revenue. This would also affect more than 2,000 upstream suppliers in the industry chain. At a side forum at UNFCCC COP22 in November 2016, Mr. Erik Solheim, Deputy Secretary of UN and Executive Director of UNEP, commended the efforts and contribution of the Action made in tackling global climate change. He believes that “China’s Real Estate Industry Green Supply Chain Action” presented a new angle to the global response to climate change.



Launch of “China’s Real Estate Industry Green Supply Chain Action”

Return to Alxa after Twelve Years

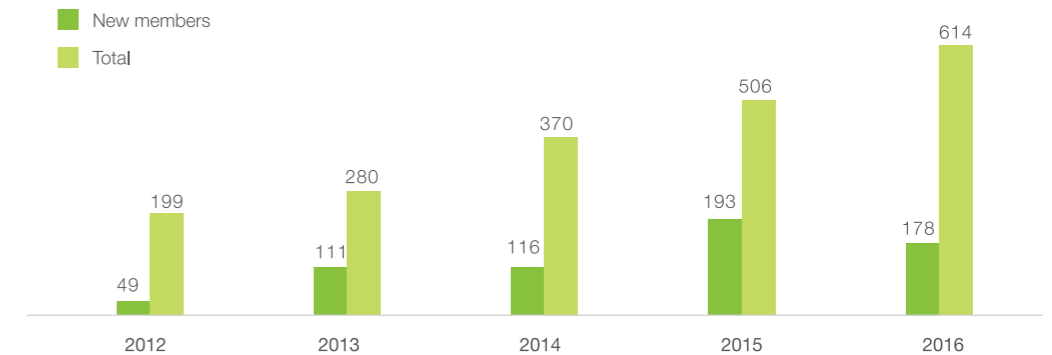
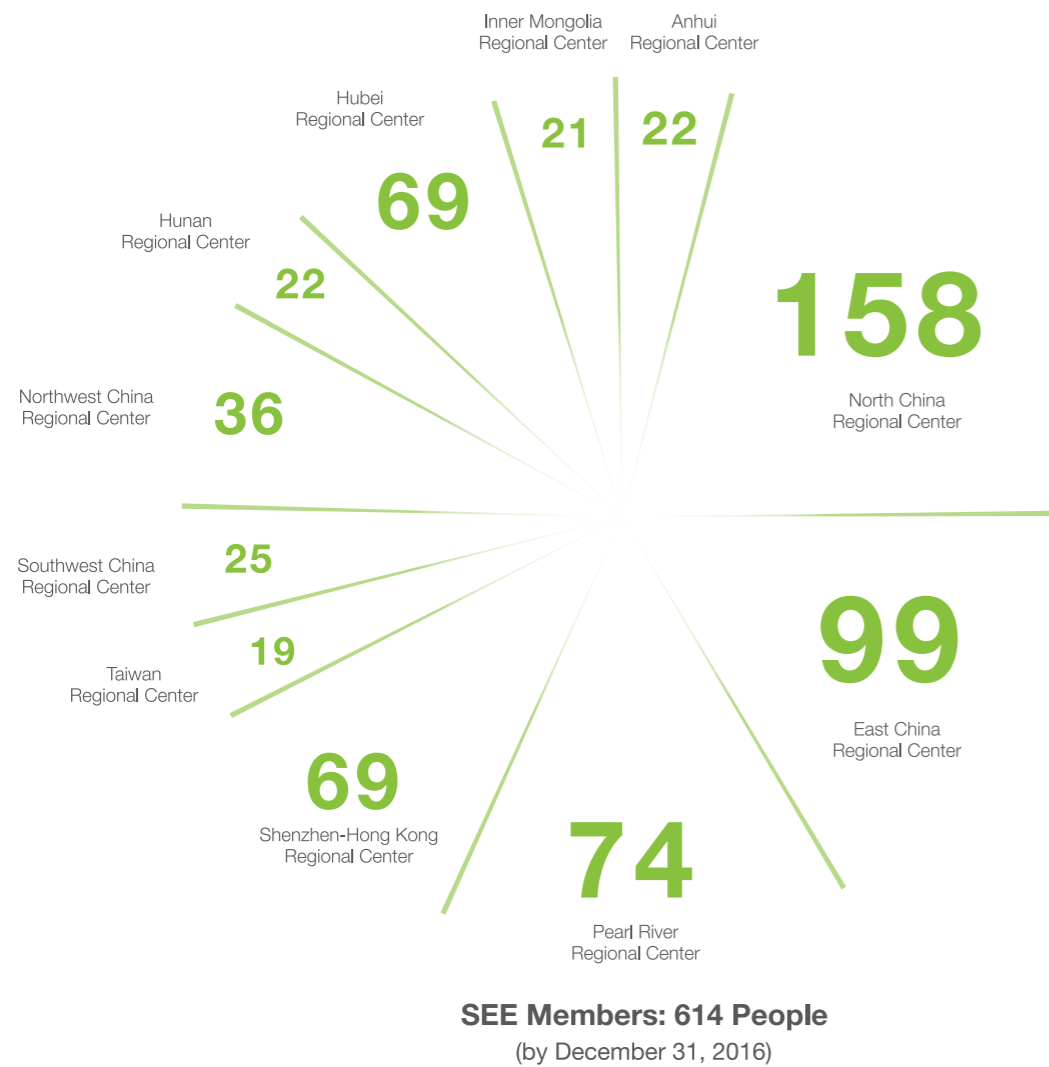
Year 2016 is SEE’s 12th anniversary. On SEE members annual conference in October 2016, nearly 300 members reunited at the Moon Lake of Alxa, where SEE was founded 12 years ago, to sort through and review the journey that SEE has taken and the explorations SEE has made. Six presidents of SEE gathered in Alxa as well. At the “Glorious Days” public welfare night, the founding and permanent members shared their 12-year experiences in environmental protection with new and old members, telling their stories about how they have formed the deep-rooted ties with SEE and the inspiration they got from SEE.



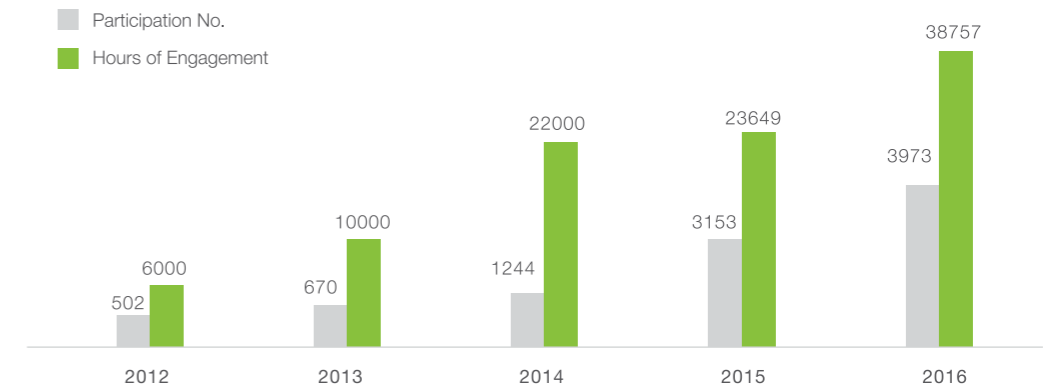
Six successive presidents gathered in Alxa

Membership Growth

In 2016, SEE's total membership reached 614 people, including 178 new members. Out of these 614 members, 158 are covered by North China Regional Center, 69 by Shenzhen-Hong Kong Regional Center, 69 by Hubei Regional Center, 99 by East China Regional Center, 25 by Southwest China Regional Center, 36 by Northwest China Regional Center, 19 by Taiwan Regional Center, 74 by Pearl River Regional Center, 21 by Inner Mongolia Regional Center, 22 by Hunan Regional Center and 22 by Anhui Regional Center.



Membership changes over recent years

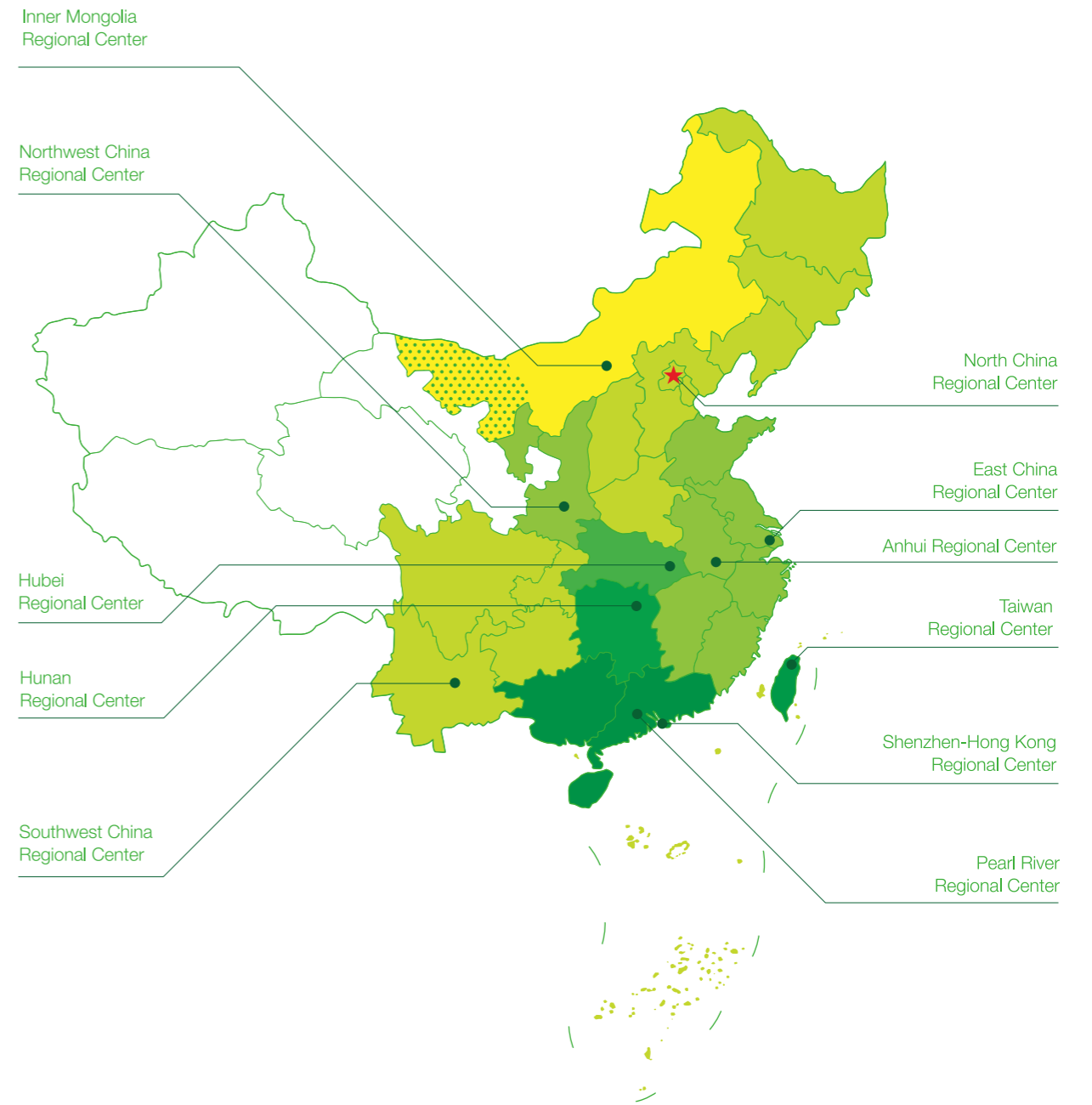


Overview of SEE Members Engagement

Members Engagement

In 2016, SEE members participated actively in the environmental conservation activities organized by SEE Headquarter and regional centers across the country, including a variety of environmental protection events and donations-offering activities. In addition, some member entrepreneurs were engaged in SEE environmental projects as assessors or mentors, members of the executive council and the working committees at different centers invested significant time and efforts in institutional governance. Throughout 2016, the person-times of SEE members' participation in environmental protection activities were up to 3,973, with a total of 38,757 hours.

SEE Across China



With the establishment of Anhui Regional Center on December 18, SEE has set up 11 regional centers across China by the end of 2016. SEE member entrepreneurs took actions on environmental conservation around the country to protect the ecological environment of their hometowns. Additionally, they shared their experiences and ideas in environmental conservation and sustainable development so as to inspire more local entrepreneurs to join in the environmental protection causes.

Shenzhen-Hong Kong Regional Center

Shenzhen-Hong Kong Regional Center was set up in November 2009, which was composed of entrepreneur members from Shenzhen and Hong Kong. By the end of 2016, the members of Shenzhen-Hong Kong Regional Center were up to 69 people.

In July 2012, SEE Conservation, in collaboration with entrepreneurs who are keen on environmental protection and the relevant authorities in Shenzhen, jointly founded Shenzhen Mangrove Wetlands Conservation Foundation (MCF), which is the first local environmental public fund-raising foundation launched by non-governmental initiators, with commitment to protecting coastal wetlands represented by mangrove trees.



Joint Annual Meeting of Shenzhen-Hong Kong Regional Center and Pearl River Regional Center

Entrusted with the Management of Futian Mangrove Eco-Park

At the end of 2015, after two years' efforts, MCF, the local project organization of Shenzhen-Hong Kong Regional Center was successfully entrusted with the management of Shenzhen Mangrove Eco-Park, which is the first urban eco-park in the care of an NGO.

In 2016, the Eco-Park conducted ecological and environmental factor monitoring, built four ecological floating islands and a 120-square-metre butterfly garden, and replanted more than 2,000 mangrove trees. Besides, the Eco-Park received 1.46 million visitors and conducted 90 times of nature education activities, providing more than 10,000 person times of direct services. Additionally, 109 hours of voluntary professional services have been provided cumulatively by 60 volunteers. Thus, in its first year under the management of an NGO, the Eco-Park was rated outstanding by the professional administration committee of Futian Mangrove Eco-Park..

In Futian mangrove protected area, MCF piloted the transformation of a 11-hectare fish pond as a critical step forward in wetlands management. After the transformation, the water area of the wetland increased by 15%. One single monitor recorded the highest number of more than 1,100 birds, which was three times higher than the number of 2015. The species of waders have increased from 5 to 14.

Establishing place-based nature education

In 2016, in collaboration with Shenzhen Urban Management Bureau, Shenzhen Park Management Center and Shenzhen Human Environmental Committee, Shenzhen-Hong Kong Regional Center set up six nature education centers and schools, provided 275 person time training to volunteers, developed 18 sets of curriculum and offered 34,113 person times direct service to local citizens. MCF's nature education system was developed and incorporated curriculum development, volunteer training and nature school management. In addition, Shenzhen-Hong Kong Regional Center was commissioned by Shenzhen Urban Management Bureau to complete the "Study on Construction of Nature Education System".

Foreign Exchange and Cooperation

In 2016, Shenzhen-Hong Kong Regional Center explored cross-region model replication. The Center funded and supported Fujian Bird-Watching Association to set up nature education center at Fujian National Forest Park, and helped SEE members set up Xiamen Mangrove Protection Center. Additionally, Shenzhen-Hong Kong Regional Center signed an agreement with the ASEAN Center to launch the ecological Belt and Road Initiatives, realizing breakthroughs in coastal wetlands conservation and nature education.

Members' activities



Member Enterprises' Coastal Cleanup teams

Shenzhen-Hong Kong Regional Center organized its members, employees and families of member enterprises to participate in the Coastline Cleanup and Protection campaign to encourage the public to join in the environmental protection activities. In 2016, Shenzhen-Hong Kong Regional Center initiated two large-scale coastal cleanup activities, and organized many coastal cleanup activities for its enterprise clients and employees.

In addition, Shenzhen-Hong Kong Regional Center organized 6 sessions of consultants experience-sharing activities, with a total of 118 person-times and 472 hours of member attendance.



Coastal Cleanup Activities

Taiwan Regional Center

Established in February 2010, Taiwan Regional Center has been focusing on marine environmental issues. Taiwan Regional Center, together with Taiwan Environmental Information Association (TEIA), Taiwan National Museum of Marine Science and Technology (NMMST) and Taiwan marine protection volunteers, launched SEE-Taiwan Marine Conservation programme, which was regarded as a landmark of the very first cooperation on protecting marine eco-environment between enterprises across the Taiwan Strait. By 2016, there are 19 members in Taiwan Regional Center.

Since 2014, Taiwan Regional Center has determined to restore good mountains and good waters as its medium-to-long term strategy and to attract good people dedicated to environmental protection as its members. The Center works closely with its member enterprises to promote experience sharing and cooperation among enterprises across the Taiwan Strait.

Clean Ocean Industry Expo

In 2016, with the support of Taiwan Regional Center, the first Clean Ocean Industry Expo was co-hosted by Wilderness Society of Taiwan, Plastic Industry Development Center (PIDC) and Lovely Taiwan Foundation. The expo promoted the marine-friendly and marine-litter-reducing products, proposed the idea of blue consumption, and built consensus on ocean protection. The expo also hoped that the dialogue between producers and consumers would be promoted so as to find at the source the industrial measures and the attitudes toward life for clean ocean.



Clean Ocean Industry Expo

Eco-Environmental Survey on North Shore Algal Reef

Taiwan Regional Center worked with New Taipei County Underwater Federation to conduct a survey on the North Shore algal reef ecosystem and to collect ecological data. In the experiential event of diving and snorkeling, environmental education was provided to the public, and the participants, age span from 7 to 67, were engaged in this event with great enthusiasm.



Eco-environmental survey on the North Shore algal reef

Cleanness and Cleanness at the Source Nature Education Camp

In August, Taiwan Regional Center cooperated with Taiwan Friendly SEED to host the first parent-child nature education camp with the theme as "Cleanness and Cleanness at the Source". Through parent-child learning together, participants could appreciate the beauty of nature and improve parent-child relationship, which would help achieve the goal of practicing environmental protection and promoting sustainable development in their everyday life.



Parent-child nature education camp

"Love around Ludao Island" Coastal Cleanup and Environmental Education

In October, SEE's member enterprise, TPV Technology Ltd., in collaboration with Taiwan Regional Center and New Taipei County Underwater Federation, carried out Love around Ludao Island coast cleanup activity. Xiamen Little seagull Educational Center for Nature and Ecology was also invited to join in the activity. A total of 150 teachers and students from 6 primary schools on both sides of the Taiwan Strait participated in the cleanup, conducted environmental education and protected the coast with their practical action.



Love around Ludao Island - 2016 Coastal Cleanup

East China Regional Center

Established in March 2010, East China Regional Center has a focus on environmental issues in East China, actively promotes to pool the strength of entrepreneurs of Yangtze River Delta region together, to raise the concern about the eco-environment issues, and to improve the environmental protection networking among enterprises, universities and the civil society. By the end of 2016, there were 99 members covered by this center.

Environmental Activities

In 2016, East China Regional Center successfully organized various environmental activities, actively spread the idea of environmental protection and therefore shaped SEE's brand influence.

In April, East China Regional Center jointly organized a scientific lecture with Shanghai Zoo on "Protecting Monkeys in the Year of Monkey". Then in August, a scientific lecture on "Protecting the Elephant's Home" was co-conducted by East China Regional Center and Shanghai Natural History Museum. Both lectures were well received, especially by the youth.

On September 20, during the 10th Intecol International Wetlands Conference, East China Regional Center, together with Nanjing University Ecological Research Institute of Changshu and World Future Council, co-hosted a sub-forum on Wetlands and Cities to advocate the idea that wetlands make cities better.



"Wetlands and Cities" Sub-forum of the 10th Intecol International Wetlands Conference

In order to advance coastal wetlands protection in China, SEE cooperated with Institute of Geographic Science and Natural Resources Research, CAS to organize the selection of the Top 10 Notable Coastal Wetlands in 2016. The results will be included in 2017 "Green Paper on China's Coastal Wetlands Protection".

On December 3, 2016, keynote speeches on "SEE the Better Future" were delivered at the Spanish Pavilion of the Shanghai World Expo. Through the speeches, the eleven speakers articulated the concept of sustainable development.



Keynote speeches on "SEE the Better Future"

Environmental Projects

In 2016, East China Regional Center, collaborating with Green Jiangnan Public Environmental Concern Center of Suzhou Industrial Park, Laogang Township Beilan Environmental Protection Service Center of Shanghai, Zhabei District Aifen Environmental Protection Technology Consult Service Center of Shanghai, co-launched three environmental protection initiatives – battle against water pollution in Taihu Basin, advocacy for recycled, culturally-innovative sustainable Fashion, and integrated solutions on household waste of urban communities. As expected, these three projects explored practices of and made contribution to promoting pollution monitoring, popularizing of the concept of environmental protection and community-based garbage classification.

Members' activities

In 2016, East China Regional Center organized a series of Into the Member Enterprises activities. The members traveled from Shanghai to Suzhou, and visited enterprises ranging from home furnishings, medical care and sanitation to legal services. During the visits, the members shared experience and exchanged ideas to inspire and generate new ideas.



Visit to a member enterprise

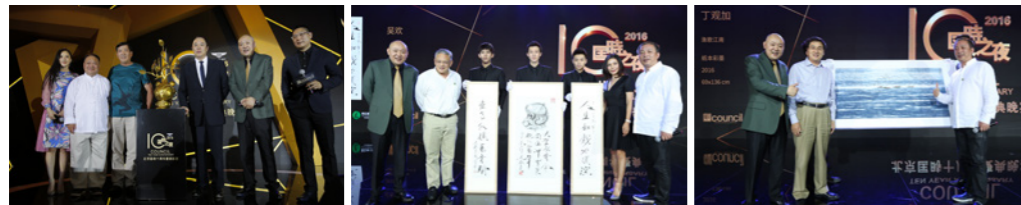
On December 3, 2016, a Charity Evening called Hands in Hands was co-hosted by the East Regional Center and the Southwest Regional Center. The event received support from members across the country and raised donation of more than 2 million yuan for Free Flying Wings and Noah's Ark projects.

North China Regional Center

North China Regional Center, covering several provinces and cities such as Beijing, Liaoning, Shandong, Tianjin, Shanxi, Hebei, Henan, Jilin and Heilongjiang, was founded in June 2011. By the end of 2016, the center had 158 members.

The environmental projects that North China Regional Center conducts not only center around North China but serve the whole country as well. Through in-depth discussions and communications with other environmental NGOs, the North China Regional Center had finalized to focus on three projects and areas – Free Flying Wings, air pollution prevention, and North China Leopard (*Panthera pardus fontanierii*) population and habitats protection.

In 2016, SEE North China Regional Center strongly supported SEE Foundation's fundraising activities. The biggest event was the charity night for the 10th anniversary of Beijing Council, co-hosted by the North China Regional Center and Beijing Council International Auction. The event combined closely the enterprise's brand with fundraising for SEE Foundation, which not only helped the publicity of SEE, but also collected donation for SEE.



The charity night for the 10th Anniversary of Beijing Council, collecting donation for SEE Foundation

Free Flying Wings

Initiated by SEE in March 2016, Free Flying Wings is a comprehensive ecological conservation project of protecting most endangered water birds and their habitats. Free Flying Wings set 146 wetlands in urgent need of protection and 24 rare and endangered water bird species as the project's first priority, then through mobilization for action by NGOs, investment by enterprises and participation by the public, the project built up public conservation network which would be complementary with official natural protection system, and set up demonstration bases, protecting the most endangered water birds and their habitats in China.

In the beginning of 2016, together with SEE Foundation, SEE North China Regional Center took the first step to launch Free Flying Wings project, focusing on the coastal wetlands of Bohai Bay Rim area in Tianjin and Hebei provinces and supporting the project with the investment of 2 million yuan every year.



Bird-watching at Tianjin Binhai Wetland organized by SEE North Regional Center

Air Pollution Prevention and Treatment

The public awareness and action on smog prevention and control is not only the key to smog control, but also the good direction to get the public involved in solving environmental and social problem. In 2016, SEE North China Regional Center supported Institute of Public and Environmental Affairs (IPE) with 2 million yuan for the initiatives including "Green Supply Chain", "Green Finance and Credit", "Pollution Information Transparency Index (PITI)", "Blue Map", and so on. Besides, the members of North China Regional Center made enormous efforts to urge more enterprises and people to pay attention to smog control and learn the knowledge of smog control, so as to speed up the process of information disclosure.

North China Leopard (*Panthera pardus fontanierii*) Population and Habitats Protection

In 2016, SEE North China Regional Center funded Chinese Felid Conversation Alliance (CFCA) to protect the North China leopard populations and their habitats. The leopard is a flagship species in the eco-system, and protecting the North China leopard means the conservation of a whole complete north China forest eco-system. However, there is a lack of information about the distribution, number and habitat of north China leopards. Through supporting CFCA, North China Regional Center helped improve data accumulation and research, which filled gaps in scientific study and provided professional data and information for government decision-making as well. Therefore, effective protection work could be carried out and the trend of habitat fragmentation could be curbed eventually.

Can.Ju

Can.Ju is the brand activity that SEE North China Regional Center initiated, aiming at strengthening in-depth communication among members, where participants could share their professional experience or classical cases from their industries or fields. Participants of Can.Ju can then have in-depth exchanges on the core topics.



Some members of SEE North China Regional Center

Southwest China Regional Center



First Bend of Yangtze River

SEE Southwest China Regional Center was established in October 2016 with members from Yunnan, Chongqing, Sichuan and Guizhou. By the end of 2016, 25 members have joined in SEE Southwest China Regional Center.

At the beginning of 2013, Southwest China Regional Center launched a 3-year Program of Conservation of the Alpine Forest at the First Bend of Yangtze River focusing on community-based ecological conservation and covering 10,000 hectares of primary forests in Laojun Mountain. From 2015 to 2016, the program successfully expanded to many townships of the Three Parallel Rivers area. Furthermore, alternative planting project was initiated in various places after investigation and research, which could spread the idea of ecosystem conservation among the local villagers.

In 2016, built on the Conservation of the Alpine Forest at the First Bend of Yangtze River Project (2013-2015), Southwest China Regional Center proposed in 2016 the Noah's Ark Project that focuses on biodiversity conservation in the mountainous regions in Southwest China. The project employs means such as developing eco-industry and raising local communities' living standards in biodiversity and key species conservation, with the aim to build a home that fits with local communities' vision and of "man and nature in harmony with beasts in forests, fish in rivers and birds in the sky".

The flagship species under the protection of the special project include, but are not limited to: Yunnan Snub-Nosed Monkeys, Himalayan Honeybees, native fish species in Jinsha River, migrating birds in Yunnan, Asian Elephants, and endangered medicinal plants. Through protecting these species, the project promoted local habitat protection and the restoration of the whole eco-system.



The mountains and primary forests in Southwest China live up to their reputation as the Gene Bank and the Flora and Fauna Kingdom

The Protection of Yunnan Snub-nosed Monkey

In July 2016, Southwest China Regional Center signed a strategic cooperation agreement on the protection of Yunnan Snub-nosed Monkey with Management Bureau of Yunnan Baimaxueshan Nature Reserve and Shangri-La Yunnan Snub-nosed Monkey Conservation Society. On September 10, 2016, "SEE's Noah's Ark Baimaxueshan Base" was formally established at Tacheng Wildlife Rescue Station of Baimaxueshan Nature Reserve.



Establishment of SEE's Noah's Ark Baimaxueshan Base

Cultivation and Protection of Endangered Medicinal Plants

In order to avoid excessive collection of wild rare medicinal plants by local villagers and the damages to the ecosystem, Southwest China Regional Center cooperated with Lijiang Alpine Botanical Garden of Kunming Institute of Botany of CAS to build up a germplasm nursery for endangered medicinal plants, which protected the ecological defense of biodiversity in the Three Parallel Rivers area. In 2016, a green house covering 1,500 square meters was constructed for introducing and growing seedlings of endangered medicinal plants. Meanwhile specimens of 215 wild rare medicinal plant species were collected.

Demonstration of Ecological Sanitary Facilities

Since 2016, Southwest China Regional Center has started to promote the replication of environmentally friendly bathroom facilities in the areas around First Bend of Yangtze River. On April 12, the first bathroom facility was installed in the family of HE Wenjun, a beekeeper at Tacheng Town of Weixi County. This was the first local eco-toilet installed in the area. At the end of September, Southwest China Regional Center conducted training for the six demonstrative households who have completed the installation, covering topics such as ecological function of the environmentally-friendly bathroom facilities, the principles of killing insects and fermentation, and technical installation requirements.

Dissemination of the Ecological Conservation Concept and Nature Education

From April 29 to May 2, Southwest China Regional Center initiated eco-trailwalker event of Re-Walking the Road of Joseph Rock for Expedition and Exploration. 51 volunteers of 12 teams joined the event and hiked 25 kilometers in 2 days along the Road of Joseph Rock. The donation collected from this event was used for the development of the bee breeding station at Weixi County.



Eco-Trailwalker Event of Re-Walking the Road of Joseph Rock for Expedition and Exploration

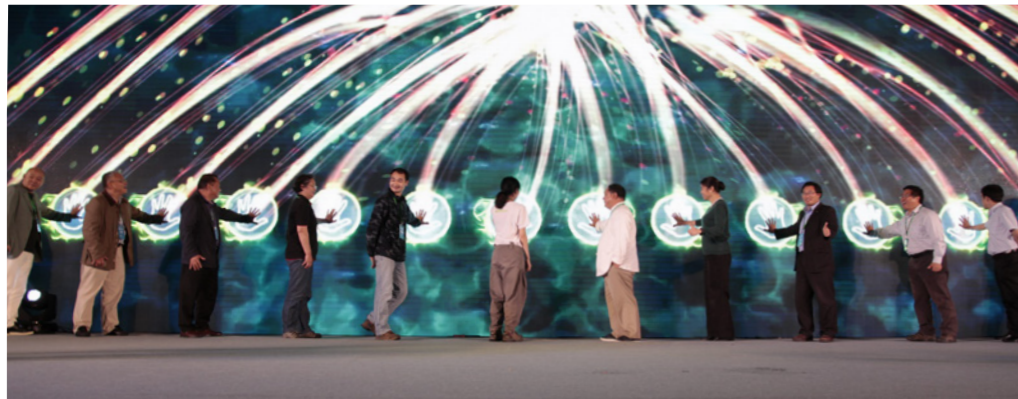
In 2016, Professor LONG Yongcheng, the chief scientist of Southwest China Regional Center, accomplished 9 speaking tours across the country, including big cities like Beijing, Shanghai, Guangzhou, Shenzhen and other cities in Southwest China, and gave public speeches about the relationships between man and other creatures and natural environment. In addition, Professor LONG Yongcheng gave on-site lectures to tourists in Baimaxueshan Mountain and provided guidance to rangers on their management skills.

Pearl River Regional Center

Pearl River Regional Center, founded in October 2013, is dedicated to building up the platform of cooperation and communication among environmental NGOs in South China area. By 2016, there are 74 members in Pearl River Regional Center. The members organized and participated in more than 40 environmental protection projects, activities and meetings, involving nearly 20 environmental NGOs.

World Water Day – “Natural China”

SEE reached a strategic partnership with All-China Federation of Industry and Commerce Beauty Culture and Cosmetics Chamber and jointly initiated “2016-the Year of Natural China” campaign. The campaign included a series of activities, such as the press conference for the World Water Day Forum to be held in Guangzhou, a public exhibition with innovative ideas for water conservation, and the World Water Day Forum.



Press conference for “Natural China” on World Water Day

Guangzhou Enterprises Federation of Environmental Protection Industry

Guangzhou Enterprises Federation of Environmental Protection Industry was registered in 2016. The Federation was based on SEE Environmental Industry Alliance and jointly founded by 15 SEE member enterprises. Grounded in public welfare, the Federation aims to explore an innovative form for businesses to support environmental protection while integrating competitive industrial resources and promoting the development of green economy.



Founding conference for Guangzhou Enterprises Federation of Environmental Protection Industry

Community-based Ecological Environmental Protection Project at Liuxi River

Since the end of 2014, Pearl River Regional Center has funded Rural Women Development Foundation Guangdong to conduct Community-based Ecological Environmental Protection Project at Liuxi River. The project intended to drive the local community's comprehensive development with the ecological environmental protection topics, rely on local native resources for nature education, promote a coordinated ecological, economic and social development in rural areas, and eventually provide references for the development of similar villages.

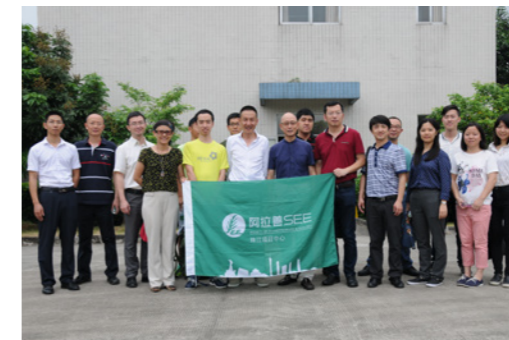
From April 2015 to the end of 2016, the per capita income of the farmers who participated in the project increased by 1,000 yuan per month, which motivated the income generation of villagers at a cumulative 360,215.50 yuan. The project designed ecological hiking trails for ecotourism and created cyclic sustainable ways of farming to improve local environment. Meanwhile, the project paid close attention to self-organizing of rural women, young people who return to the countryside to start their careers, and NGOs dedicated to rural development. The project aims to research and develop a model to support integrated rural development.

Financing Scheme on Environmental Protection Projects

On World Environment Day, June 5, Pearl River Regional Center launched 2016 Financing Scheme on Environmental Protection Projects, which focus on three areas of promoting urban garbage classification and community-based piloting, Pearl River water pollution prevention and treatment and water protection promotion, and conservation and nature education. Through public solicitation, screening and review, 6 teams and their projects were selected to receive the funding support.

Pearl River School

SEE Pearl River School, a brand program for SEE members, was launched in 2015, and since then Pearl River Regional Center has found an approach for effective interaction among entrepreneurs. So far, 7 sessions have been conducted, where the members were encouraged to exchange ideas, share insights and resources so as to help the entrepreneurs enhance their ability of solving environmental problems. In addition, many member enterprises initiated and participated in environmental protection activities, and they also organized their employees and volunteers to take environmental actions.



Pearl River School



Children taking actions on water protection in their hometown of Leming Village by Liuxi River

Northwest China Regional Center

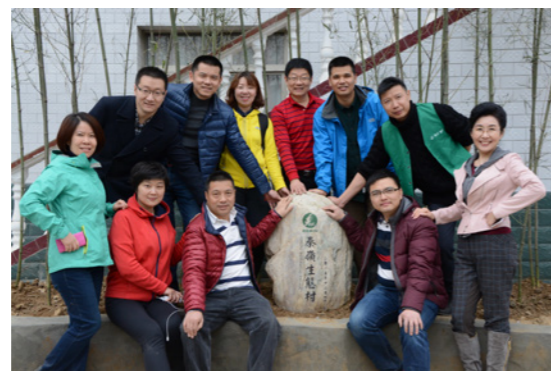
Established in November 2013, Northwest China Regional Center dedicates itself to the protection of Qinling Mountains for the environmentally, ecologically and economically sustainable development in the region. By 2016, Northwest China Regional Center has attracted 36 members.



Members of Northwest China Regional Center

Qinling Mountains Eco-Village Project

At the end of 2015, Northwest China Regional Center launched SEE-Qinling Mountains Eco-Village Construction and Demonstration Project. The project would take advantage of advanced science and technology, theories of environmental protection at home and abroad to conduct ecosystem planning and improvement in the targeted villages, and ultimately transform the villages into a sustainable place of residence. Northwest China Regional Center took it as an example to spread the concepts and values represented by Qinling Mountains Eco-Village and raise the public environmental awareness.



Members of Northwest China Regional Center visiting Qinling Mountains Eco-Village

Annual Activities



On March 12, the 3rd "Greening Qinling Mountains" activity was held; 27 member enterprises planted fargesias in the heartland of Qinling Mountains, publicizing and setting an example to improve the panda's habitat.



In August, "Asking Mountain - Entrepreneurs' Dialogues on Qinling Mountains and Forum on SEE-Qinling Mountains Eco-Village Construction and Demonstration Project" was held in Xi'an. During the forum, entrepreneurs and specialists analyzed the ecological situation of Qinling Mountains, identified problems and discussed the responses to the problems.

"Appointment with Qinling Mountains" Public Welfare Activity

On December 17, "Appointment with Qinling Mountains" Public Welfare Activity was launched in Xi'an, with almost 700 entrepreneur participants from SEE and various chambers of commerce, associations and organizations in Xi'an. The activity exhibited SEE entrepreneurs' actions on practicing the concept of environmental protection, undertaking social responsibilities and actively engaging in environmental public welfare activities. It also explored an environmental protection path for Qinling region's sustainable development, and launched fundraising for the construction of Qinling Mountains Eco-villages.



"Appointment with Qinling Mountains" public welfare activity 2016

Hunan Regional Center

Hunan Regional Center was set up in September 2014, calling on excellent entrepreneurs and their enterprises to make common efforts and contribution to the environmental protection cause. Since its establishment, Hunan Regional Center has carried out a series of activities themed as "Protect Mother River; Safeguard Our Hometown" and provided strong support to the development of NGOs in Hunan Province. By 2016, the center has 22 members.



Annual Meeting of Hunan and Hubei Regional Centers

Green Umbrella Initiative

Targeting children from 4 to 14 years old, Green Umbrella Initiative aims at nurturing good habits, shaping noble characters and cultivating people of tremendous talents. The initiative encouraged children to start with small matters in their personal life, consciously participate in various interesting and healthy social practices, develop good habits, and then influence their families and peers to take actions to protect the environment.

In 2016, Green Umbrella Initiative was successfully piloted in two primary schools in Hunan Province, cultivating 48 Green Umbrella Guardians serving 48 families directly. Parents of Green Umbrella Guardians as volunteers stepped into pilot classes to preach Clean Plate Campaign. As a result, the amount of leftovers by more than 1,300 pupils of the pilot schools dropped from 220 kilograms before the initiative to 80 kilograms.

The First Green Development Annual Meeting of Hunan Environmental Organizations

In January 2016, the 1st green development annual meeting of Hunan environmental organizations and the projects launch event of Hunan Regional Center was held in Changsha, with the theme as "Supporting Green Hunan, Co-Building Ecological Civilization". A total of 200 participants including representatives from environmental NGOs and college associations, relevant government officials, experts, volunteers and media representatives were brought together to have dialogues on five topics. It is the first grand crossover meeting in the field of ecological environmental protection in Hunan Province, and it highlights the "new normal" of the public's engagement in environmental protection in the context of green development and the rule of law.



Green Development Annual Meeting of Hunan Environmental Organizations

International Environmental Cartoon Competition

In 2016, Hunan Regional Center hosted an international environmental cartoon competition which encouraged children to express through cartoons their dream of public welfare, inspired their creativity and sense of humour, uplifted their understanding of public welfare, environmental protection and fraternity, and cultivated their sense of mission where they have the courage to take on their social responsibilities.

Xiangjiang River Forum

The theme of the 3rd Xiangjiang River Forum was "Environmental Sustainable Development and the Spirit of Entrepreneurs". The Forum focused on discussing the entrepreneurs' pursuit of higher-level values in environmental protection, exploring the interaction and the cause-effect relations between environmental governance and businesses sustainable development and between the entrepreneurial social responsibilities and the entrepreneurial spirit.



The 3rd Xiangjiang River Forum

SEE Ecological Lecture for Hunan Enterprises

In 2016, Hunan Regional Center initiated "SEE Ecological Lecture" for Hunan enterprises, where the Center organized members to visit enterprises, share and learn about the idea of green enterprises operation, discuss enterprises' green sustainable development, help enhance enterprises' brand influence on public welfare, and achieve the integration of resources from NGOs and environmental protection enterprises.



SEE Ecological Lecture for Hunan enterprises

Hubei Regional Center

Hubei Regional Center was established in July 2015. Its member entrepreneurs actively encouraged local entrepreneurs and their enterprises to pay close attention to local environmental protection issues, engage in environmental protection activities and make efforts in the environmental protection cause. 69 members have joined in Hubei Regional Center by 2016.

In March 2016, Hubei Entrepreneurs Environmental Protection Foundation was founded, and it was the first local private environmental foundation initiated by an NGO. Hubei Regional Center supported a wide range of projects, including Yangtze River conservation with the core work of saving the finless porpoise, nature education, rural garbage classification, enterprises' green development, environmental industry alliance, and so on. Based in Hubei Province, the center made contribution to the environmental conservation of Yangtze River area.

Finless Porpoise Conservation

In 2016, "Save the Smile of the Yangtze – Conservation of the Yangtze Finless Porpoise" Project has been approved by SEE as public financing project. The project team visited most NGOs on the Yangtze finless porpoise conservation along the Yangtze River, co-hosted the first experience-sharing meeting of the Yangtze finless porpoise Conservation organizations with local authorities and research institutes, and jointly sponsored the 20th Anniversary Evening of Wuhan Baiji Conservation Foundation. Saving the Yangtze finless porpoise actions is gradually becoming an environmental project with extensive participation from its members at Hubei Regional Center.



The 20th anniversary celebration of Wuhan Baiji Conservation Foundation



The first experience-sharing meeting of the Yangtze finless porpoise conservation organizations

Nature Education

In 2016, Hubei Regional Center organized a series of wonderful nature education activities, including field expeditions, experts' lectures, nature experience and popular science exhibitions. Besides, a reference book for field work, "Hubei Nature Observation Manual" was published, with the knowledge and wisdoms from dozens of senior professionals on flora and fauna studies.



"Hubei Nature Observation Manual"

Rural Garbage Classification, Reduction and Recycling

In 2016, Rural Garbage Classification, Reduction and Recycling project was first piloted at Yichang Branch Center. Hubei Regional Center integrated the project with its work in hometown clean-up and targeted poverty alleviation to explore an approach and model that are suitable in mountainous rural areas. Through experiential activities in waste classification and recycling, donating bins of garbage classification, the project encouraged more people to get involved in garbage classification, reduction and recycling, and hence inspired people's enthusiasm in supporting and engaging in waste classification, reduction and recycling.

Members' Activities

In 2016, a range of members' activities including visits to member enterprises, cycling for charity and reading club were carried out in an orderly manner. Entrepreneurs keenly engaged in those activities according to their expertise and played their roles in the area of public welfare.



Members of Hubei Regional Center at the Alxa Forum

Inner Mongolia Regional Center

Inner Mongolia Regional Center was founded in August 2015. There are 21 members at the Center by the end of 2016.

Inner Mongolia Regional Center coordinated with local government, NGOs and enterprises to focus on desertification control and sand industry development in Inner Mongolia, and explored environmental projects that fit the local realities. At the same time, the Alxa Forum was identified as the core work of Inner Mongolia Regional Center, and would be used to promote the exemplary role of desertification prevention and control.



Members of Inner Mongolia Regional Center at an environmental project reviewing meeting

Alxa Forum

On October 11, the first Alxa Forum with the theme of Inner Mongolia Ecological Rehabilitation and Industrial Development was held at Alxa Left Banner. The forum was sponsored by SEE Conservation, supported by Alxa Prefectural Administrative Office and organized by Inner Mongolia Regional Center. Nearly 300 participants, including representatives from governments at different levels and research institutes, SEE member entrepreneurs, and desertification prevention and control specialists and experts, attended the forum to discuss topics such as the coordinated development of ecological construction and industrialization, and the introduction of green industry to promote new models of desertification prevention and control.

At the Forum, scores of organizations and agencies proposed to make concerted actions for desertification prevention and control so as to jointly advance to a deeper level the desertification control and industrial development.



Launch of the Joint Desertification Control Initiative

Exploration with Environmental Projects

Since its establishment, Inner Mongolia Regional Center has been focusing on desertification control, insisting on giving priority to desertification control and sand industry's sustainable development. In 2016, after multiple study tours and field visits, Inner Mongolia Regional Center had in-depth exchange and discussion with government authorities, environmental protection organizations and ecological enterprises. Ultimately, the Center determined to cooperate with M-Grass, a member enterprise, to jointly launch a project that promotes ecological rehabilitation by developing a native plant germplasm nursery. The nursery provides fine native plants for artificial lawn establishment, ecological rehabilitation, landscaping and other economic development by planting, evaluating, and screening desert vegetation and conducting relevant utilization researches.

After the implementation of the project, through publicizing and display, the desert plant germplasm resources demonstration base of Inner Mongolia Regional Center established the public's understanding about nature and ecological environment, enabled the public to value nature and ecology, to participate in ecological conservation actions, and to genuinely promote the protection and improvement of nature environment.

Desertification Control Project Demonstration

SEE Desertification Control Center was set up at Alxa Prefecture, dedicating to the implementation and demonstration of desertification control projects. SEE's flagship projects — One Hundred Million Saxaul Trees Project and Water-saving Millet Project — and Alxa-SEE Natural History Museum made breakthroughs in scientific research, cooperation with government and the public engagement. Inner Mongolia Regional Center and SEE Desertification Control Center work together to promote the scientific implementation and replication of these flagship projects, enhance their demonstration effect, and expand their influence, so as to encourage more people to take part in the action of ecological conservation.



Members visiting the Wasteland Restoration Project in peri-urban area



Members visiting Shiren Bay Wetland Conservation Project in peri-urban area

Anhui Regional Center

On December 18, 2016, SEE's eleventh Regional Center — Anhui Regional Center was formally set up. The center will carry forward the spirit of entrepreneurs to make greater contribution to local environmental protection.

Founding Members of Anhui Regional Center (in alphabetical order by last name)

CHEN Huaijun	Chairman of Anhui Golden Earth Investment Holding Co., Ltd	JIANG Yin	Chairman of Chuzhou Yinxing New Material Co., Ltd
HU Bin	Chairman of Anhui Classic Landscape Engineer Co., Ltd	LEI Xiang	Chairman of Anhui Yangzi Flooring Co., Ltd
HU Hao	General Manager of Wuhu Yushang Real Estate Co., Ltd	LIU Yan	Chairman of Anhui Yanzhuang Oil Co., Ltd

NI Junlong	Chairman of Anhui Huamao Group Co., Ltd	YAN Lijun	Executive Deputy General Manager of Anhui Gujing Group Co., Ltd
QIAN Jin	Chairman of Yuye Group Co., Ltd	YANG Ming	Chairman of Anhui Tongyuan Energy-Saving Co., Ltd
WANG Benjian	Chairman of Hefei Nuoyi Agricultural Technology Co., Ltd	YU Dayong	Chairman of Ruina Energy-Saving Technology Co., Ltd
WANG Donglian	Director of Anhui Junlian Environmental Technology Co., Ltd	YU Xiaoxia	Chairman of Jinlv Environmental Technology Co., Ltd
WANG Quanjun	Chairman of Anhui Jiaming Environmental Protection Technology Co., Ltd	ZHANG Yeqing	Chairman of Anhui Shicheng Catering Management Co., Ltd
WEI Qizhi	Director of Jinlv Environmental Technology Co., Ltd	ZHANG Youji	Chairman of Baiyi Furniture Co., Ltd
WU Jian	Assistant to the Chairman of Hubei New Haitian Investment Co., Ltd	ZENG Wentao	Deputy Chairman of Wuhua Yurun Industry Co., Ltd
XU Guodong	Director of Anqing Huamao Real Estate Co., Ltd	ZHOU Jiayu	Chairman of Chuzhou Bokang Plastic Mold Co., Ltd



Founding meeting of Anhui Regional Center



Founding Members



Environmental Protection Initiatives

In 2016, SEE went on to take environmental protection cause as its cornerstone, focusing on three areas of work — desertification control, green supply chain and pollution prevention and treatment, conservation and nature education. Meanwhile, SEE continues to support the implementation of environmental protection projects across the country.

In 2016, SEE coordinated with China real estate industry to initiate the world's first industry-wide joint action in green supply chains management. It is also, for the first time at a global scale, that such large-scale, market-mechanism-based efforts were initiated to reduce carbon emission by one industry.

Desertification Control

One Hundred Million Saxaul Trees

SEE launched the One Hundred Million Saxaul Trees Project in 2014. In the following 10 years, SEE plans to plant 100 million saxaul trees and restore 133,333 hectares of desert vegetation, so as to restore ecological protective screens. In 2016, SEE and the forestry authorities promoted 18,400 hectares of reforestation, involving 104 households in 28 villages of 8 towns.



Saxaul trees in the desert

In order to further advance the implementation of the project in Alxa region, SEE signed "The Agreement of Ecological Construction Cooperation between SEE One Hundred Million Saxaul Trees Project and Alxa Left Banner" at the beginning of 2016 with the Forestry Administration of Alxa Left Banner, enabling the project to realise a full coverage of Alxa Left Banner. With the project's effective implementation, local farmers and herdsman are becoming more and more active in ecological restoration. The desert agriculture represented by the desert-broomrape (*Cistanche deserticola*) and the desert thumb (*Cynomorium Songaricum* Rupr.) cultivation is consequently developed and advanced.

In August 2016, the One Hundred Million Saxaul Trees Project started cooperation with Ant Financial Services Group under Ant Forest, an online carbon accounts platform. As of January 2017, there are more than 200 million users of the Ant Forest application, and more than 1.11 million saxaul trees were planted.

Groundwater Conservation

In order to effectively protect the groundwater in Yaoba Oasis, SEE has been piloting and promoting the cultivation of water-saving millet in the area since 2009, so as to protect the local environment and promote economic sustainable development.

SEE worked with local agriculture and animal husbandry bureau in 2016 to promote the cultivation of water-saving millets in Barunbieli Town. The planting area reached 282 hectares, and the unit yield 4,860 kilograms per hectare. The average income increase for the 100 households in the project is 20,000 yuan. Compared with the unit yield at 3,780 kilograms per hectare in 2015, the project further increased local farmers' income from farming. SEE motivated the local households to employ drip irrigation to save groundwater. In 2016 the average water consumption per hectare is 4,425 cubic meters, which means 2.1 million cubic meters of water was saved throughout the year. At the same time, the project team further improved the traceability database for the water-saving millet, so that the complete process of millet production, from cultivation, growing, storage, transport to sales, are all traceable. In the whole year of 2016, the sale of water-saving millet totaled more than 600 tons.

On October 13, SEE members, guests and "landlord" representatives took part in the harvest of water-saving millet. Through harvesting millet and boiling millet porridge, the participants advocated groundwater conservation with their real action.



Water-saving millet Harvest

Green Supply Chain and Pollution Prevention and Treatment

Green Supply Chain

SEE has been keen and committed over a long period of time to promoting enterprises' implementation of green supply chain management. In 2016 SEE promoted the launch of China's Real Estate Industry Green Supply Chain Action, which is the first sector-specific green supply chain action in China. This is the world's first industry-wide joint action in green supply chain management that is initiated by China's real estate industry. It is also, for the first time at a global scale, that such large-scale, market-mechanism-based efforts were initiated to reduce carbon emission by one industry.

On November 16, SEE held a side forum at UNFCCC COP22. Mr. Erik Solheim, Deputy Secretary of UN and Executive Director of UNEP, commended the efforts and contribution of the initiative in tackling global climate change. He believes that "China's Real Estate Industry Green Supply Chain Action" presented a new angle to the global response to climate change.

In 2016, seventy-one real estate companies signed up the Action, and their sales revenue in 2015 reached almost 1.3 trillion yuan, accounting for 15% of the entire sector's sales revenue. This would also affect more than 2,000 upstream suppliers in the industry chain.



The 4th Chinese Enterprises Green Compact Forum

Blue Defender

By the end of 2016, with the direct support from SEE, 43 organizations in 17 provinces, autonomous regions and municipality has become "Blue Defenders". The real-time update of pollution source data covered 54,044 enterprises in 364 cities, which drove nearly 3,000 enterprises to make rectification plans or actions and 9 industries to implement green supply chain management. More than 20,000 volunteers participated in actions for water, air and soil protection.

In 2016, SEE continued to support Institute of Public and Environmental Affairs (IPE) to improve the database of pollution map and develop the Blue Map 3.0 Application for real-time monitoring of pollution source of wastewater and waste gas so as to promote enterprises' emission reduction. By the end of 2016, 6 million users have downloaded Blue Map 3.0 Application, of which 3.2 million were active users. Meanwhile, SEE worked with local environmental NGOs to address the problems in environmental impact assessment industry, so as to give play to the pre-prevention role of the environmental impact assessment and control environmental risks from the source.



Blue Defenders

Conservation and Nature Education

Since its establishment in 2008, SEE Foundation has been continuously financing projects and institutions in the area of ecological conservation. Through community-based conservation, volunteer patrolling, cooperation with nature reserves, policy advocacy, legislation and publicity work, conservation efforts were made in regions with ecological importance, including Three Rivers Source Region, Southwest Mountainous Region, Coastal Wetland, and Yangtze River. By the end of 2016, more than 200 organizations and institutions in total have received support from SEE Foundation.

Conservation in Three Rivers Source Region

By the end of 2016, there are altogether 97 SEE Three Rivers Source Region local conservation individuals and/or organizations, and the cumulative areas under protection is up to about 59,000 square kilometres.



Meeting between SEE entrepreneurs and environmentalists in Three Rivers Source Region

Free Flying Wings

In May 2016, Free Flying Wings project was launched, with 146 wetlands that need urgent actions for protection and 24 rare and endangered waterbird species as its priority target for conservation. Based on scientific research and investigation, through actions initiated by NGOs, input from enterprises, and public participation, the project hopes to jointly protect the most endangered waterbirds and their habitats in China.



The synchronized survey of the wintering of scaly-sided Mergansers

Noah's Ark

Built on the Yangtze River's First Bend Alpine Forests Conservation Project (2013-2015), SEE proposed in 2016 the Noah's Ark Project that focuses on biodiversity conservation in the mountainous regions in Southwest China. Then SEE successively built up SEE's Noah's Ark Baimaxueshan Base in Yunnan Baimaxueshan National Nature Reserve, promoted the replication of ecological bathroom facilities in the First-Bend region of the Yangtze River, and set up endangered medicinal plants germplasm nursery in the Three Parallel Rivers area. These initiatives protect the biodiversity in southwest China's mountainous regions from different angles such as habitat protection and ecological industry development and aims to build the eco-defense for harmony between man and nature.



Endangered medicinal plants germplasm nursery

Saving the Smile of Yangtze River

The Yangtze finless porpoise conservation project was launched in 2016 and became SEE's public financing project. The project team visited most of the Yangtze finless porpoise conservation NGOs in the Yangtze River basin, co-organized with the government and research institutes the first experience-sharing meeting of the Yangtze finless porpoise conservation NGOs, and participated in hosting the public benefit party for the 20th anniversary of Wuhan Baiji Conservation Foundation.



AI Luming (first on the left), Deputy President of SEE, visiting the Chinese River Dolphin (lipotes vexillifer) house in Institute of Hydrobiology, CAS in Wuhan

Development of Environmental NGOs

Green Starters

The Green Starters scheme is initiated by SEE to support social entrepreneurs startups. It aims to discover and nurture new forces in the field of environmental protection and assist startups that are concerned with the environment and have strong spirit of entrepreneurship to successfully transit from their initial stage. Hence the situation of social entrepreneurship will become healthier and more diverse, and the ultimate goal of sustainable environmental protection will be achieved.

In 2016, 165 social entrepreneurship startup teams have applied for the scheme. After strict screening by 63 member entrepreneurs and specialists, 43 startup teams succeed in winning the scheme. Since September 2012 when the scheme started to receive applications, six rounds of selection have been completed. A total of 150 social entrepreneurship startup teams have won the cumulative financial support of more than 15 million Chinese yuan.



The final selection meeting of the 6th Green Starters session

Growing Up Together

Through providing mentoring services, Growing Up Together (GUT) aims at supporting the key talents in grassroots NGOs who are faced with bottlenecks in the process of organization development. SEE intends to help these people become the core leader in their region and their respective fields and respond more effectively to environmental issues. From 2013 to 2016, a total of 34 organizations received cumulatively 8 million yuan as funding support and more than 4,000 hours of mentoring service from more than 70 mentors in the program.

In 2016, 9 new excellent grassroots environmental NGOs joined in GUT, 6 of them were selected by Growing Up Together Talents Scheme, getting support to strengthen communication capacity and fund-raising. The value of GUT was more and more recognized by people in the same profession, and GUT fellows stood out in various environmental protection awards activities.



2016 GUT annual meeting

Annual Initiatives

SEE has been exploring and practicing for a better environment. In 2016, rooted in the local reality, SEE successfully initiated a series of environmental protection activities, including hosting the "Natural China" Forum and spring planting of saxaul trees. SEE kept on promoting a green transformation of China's economy and launched the "China's Real Estate Industry Green Supply Chain Action". Going abroad, SEE led the delegation to visit international environmental NGOs and exchange ideas and experience with international heavyweights in the field of environmental protection. In addition, SEE participated in the United Nations Climate Change Conference and made a voice in the international arena, passing on the constant efforts and contribution that Chinese entrepreneurs have made in environmental protection.



US-China Dialogue: Power of Serving Public Good

World Water Day

In order to call on the public to be concerned about increasingly serious water crisis, SEE reached a strategic cooperation agreement with All-China Federation of Industry and Commerce Beauty Culture and Cosmetics Chamber on World Water Day of 2016. A series of events with the theme of "Natural China" were also initiated.



"Natural China" Forum held on World Water Day, March 22

Spring Planting of Saxaul Trees

On April 30, 2016, the flagship project of spring planting on May 1st with the slogan of "Save 10 Square Meters Saxaul against Desert" hosted by SEE was conducted at SEE Desertification Control Demonstration Base at Tonggulegenaoer in Alxa League. This activity consisted of saxaul tree-planting experience and a reciprocal dinner.

Nearly 200 participants from member enterprises and local authorities formed a volunteer team to join in the activity, planting about 6,000 saxaul seedlings at the demonstration base.



Volunteers plant the saxaul seedlings

Green Compact Forum

The fourth China Enterprise Green Compact Forum was held On June 5, 2016, more than 300 participants attended this forum, including insightful and innovative business leaders, government officials, academic authorities, environmental NGO representatives and mainstream media. The forum had a focus on green supply chain and creating new business principles. The participants discussed how to promote upstream enterprise along the supply chain by means of market approaches to reduce effect on environment and achieve green economic transformation.

At the forum, "China's Real Estate Industry Green Supply Chain Action" was jointly launched by SEE, China Urban Realty Association, China Real Estate Chamber of Commerce, Landsea Group and Vanke Group, which is committed to improving environmental performance of steel, concrete, aluminum alloy and timber industry suppliers and promoting sustainable development.



The fourth China Enterprise Green Compact Forum

International Exchange

China-US Dialogue: Power of Serving Public Good

From May 19 to 29, led by Qian Xiaohua, the President of SEE, study tour team of SEE with more than 40 members visited USA Asia Society, MacArthur Foundation, American Museum of Natural History, Green Map System, Central Park Management Committee, Wildlife Conservation Society, ECOLAB, Frogtown Farm and Sunshine Library, having in-depth communication with those well-known America heavyweights in the field of environmental protection.

During this 10-day study tour, the delegation team attended the "China-US Dialogue: Power of Serving Public Good" hosted by USA Asia Society, having discussion on China's relevant environmental protection and education issues; besides, on the summit with the theme of Urban and Nature, topics on how to balance urban development and nature environment have been communicated between study tour team and those well-known America heavyweights in the field of environmental protection.

At the same time, the mission visited community landscape showed by Green Map System and nature education facilities of Central Park, shared experience on urban greenland management program. During the visit, both sides have expressed that they should further strengthen coordination to tackle challenges, to make great joint efforts for China-America's environmental protection causes, eventually a shared prosperous future.



Signing a strategic cooperation agreement with Environmental Defense Fund

Visit to Israel

From November 6 to 13, a delegation of 28 members from SEE and China Friendship Foundation for Peace and Development conducted a one-week in-depth study tour to Israel.

The delegation visited Volcani Institute of Agronomic Research, Weizmann Institute of Science and other Israel's professional institutes or environmental protection organizations, had insightful exchanges and discussions about technology development and environmental protection with senior officials including Israel Defense Minister, Minister of Environmental Protection Department, Regional Cooperation Minister, and representatives from Jewish National Fund and high-tech enterprise.



SEE delegation in front of Israel Parliament Building

United Nations Climate Change Conference (UNFCCC)

On November 16, SEE hosted a side forum at UNFCCC COP22 with the theme of “Coping with Climate Change, Promoting Green Supply Chain, CO-Developing Ecological Civilization”. where the environmental benefits evaluation results of “China’s Real Estate Industry Green Supply Chain Action” were released. SEE also discussed with experts from UNEP, European Union Committee of the Regions, environmental NGOs, and enterprises from home and abroad about the significant contributions the Chinese enterprises made through “China’s Real Estate Industry Green Supply Chain Action” on tackling global climate change when the globe is under severe climate change threats.



QIAN Xiaohua, President of SEE Conservation



Mr. Erik Solheim, Deputy Secretary of UN and Executive Director of UNEP



Side forum

Mr. Erik Solheim, Deputy Secretary of UN and Executive Director of UNEP, commended the efforts and contribution of the Action in tackling global climate change. He believes that “China’s Real Estate Industry Green Supply Chain Action” presented a new angle to the global response to climate change.



Group photo of side forum



阿拉善SEE

SOCIETY OF ENTREPRENEURS & ECOLOGY

2016 SEE Members Annual Conference

闪亮的日子

风雨十二载 我们因善同行

2016

阿拉善SEE生态协会

公益之夜

Alxa Forum

The first Alxa Forum and Inner Mongolia Ecological Rehabilitation and Industry Development Forum hosted by SEE was held at Alxa Left Banner on October 11. Nearly 300 participants attended this forum, including representatives from governments at different levels and research institutes, SEE member entrepreneurs and desertification control experts. Taking this advantage, SEE, United Nations Development Programme (UNDP), International Union for Conservation of Nature (IUCN), International Cooperation Center of National Development and Reform Commission, China Friendship Foundation for Peace and Development, China Green Foundation and Alxa Ecology Foundation initiated joint actions on desertification control.



First Alxa Forum

In the session of "Stories of Me and Desertification", the guests had wonderful conversations on the understanding of desertification, effective measures of desertification control, and desertification and industrialization.



Dialogue

Annual Members Conference

On the afternoon of October 11, 2016 SEE Members Annual Conference was held at Alxa Left Banner. A total of 271 participants attended this conference, including SEE's Council, Board of Supervisor, Charter Committee and their members, 18 SEE founding and lifelong members.

In the section of an amendment to SEE's Charter, members voted on the term of governance team, method of election for the president, organization development and transformation, the method to pay the membership dues, definition and form of adjournment.



LIU Xiaoguang, HAN Jiahuan and REN Zhiqiang singing SEE's Song



LIU Xiaoguang, HAN Jiahuan and REN Zhiqiang singing SEE's Song

Glorious Days 12 Years, We Walk Together Due to Charity

In the evening of October 11, "Glorious Days", the public welfare night for Chinese Entrepreneurs was grandly held. Six presidents gathered with nearly 200 new and old members in Alxa, sharing their experience in environmental protection, telling their stories about how they have formed the deep-rooted ties with SEE and the inspiration they got from SEE.



Back to Alxa

At the scene of the night, WANG Shi, HAN Jianhuan and FENG Lun, the second, third, and fourth presidents of SEE Conservation, and CHEN Zhiyuan, a founding and lifelong member, expressed with sincerity their 12-year appreciation and passion for SEE. They looked back the journey they took together and the efforts they made, and promised to remain united in the spirit of entrepreneurship for a better environment on the platform of SEE.

I would like to express my gratitude to SEE. I have learned here what compromise is, what inclusiveness is, what altruism is, and what boundlessness is.

WANG Shi, the second president of SEE Conservation

For 12 years, every one of us has given our best to SEE, like the song of Giving Your Best to Your Country. I believe we will be forever young together with SEE

HAN Jiahuan, the third president of SEE Conservation

Every small progress that SEE has made lies in ordinary persistence, because we never give up, we never regret and we never look back.

FENG Lun, the fourth president of SEE Conservation

We have only one earth and we are all children of the earth. We should love our land; we should love our air, so that our offspring will be able to see the blue sky, the green land, the white clouds and the blue ocean every day when they wake up.

CHEN Zhiyuan, founding and lifelong member of SEE Conservation

Opening of SEE Natural History Museum

On October 12, SEE Natural History Museum was formally opened. The museum is a site for SEE's historical and cultural heritage, memory and pilgrimage, and also an important carrier that has witnessed SEE's member entrepreneurs' contribution to desertification control and other environmental protection practices. In the opening ceremony, QIAN Xiaohua, the current president of SEE announced the founding president LIU Xiaoguang as the lifelong honorary curator and DONG Guoqiang the first executive curator.

The exhibition in the museum is based on the facts of SEE's development, putting its emphasis on the awakening of entrepreneurs in the process of getting to know nature, and recording the important practices and exploration of the entrepreneurs in desertification control and other environmental protection work.



Opening Ceremony of SEE Natural History Museum



Group Photo at the opening ceremony of SEE Natural History Museum



The design of the Museum was inspired by sand dunes, implying the harmony among the architecture, man and nature

New Lifelong Members in 2016

According to Article 16 of SEE Conservation Charter (amendment was approved at the member's conference on October 11, 2016): When an individual member has been in SEE for ten years, he/she will become lifelong member automatically.

Lifelong member has a right of membership throughout his/her life. Lifelong member does not need to pay membership fee, but he/she should actively participate in SEE's activities, and shall not be less than once a year.

Two new lifelong members in 2016



Zhang Qizheng

Chairman of
Beijing Grand Pacific Mall Co., Ltd



Li Jun

Chairman & President of
Junfa Group Co., Ltd

Lifelong Members from 2004 to 2016

Successive Presidents

Liu Xiaoguang Wang Shi Han Jiahuan Feng Lun Ren Zhiqiang Qian Xiaohua

Founding and lifelong Members (in alphabetical order by last name)

Chen Dongsheng	Hu Baosen	Song Jun	Yin Yanliang
Chen Jun	Jiao Jialiang	Wang Shi	Yu Jiandong
Chen Taiming	Li Mouwei	Wang Weijia	Zhang Honghai
Chen Zhiyuan	Lin Cangsheng	Wang Wenjing	Zhang Mingeng
Dai Zhikang	Lin Rongqiang	Wang Zhongjun	Zhang Shuxin
Feng Jun	Liu Xiaoguang	Wu Yigui	Zhao Min
Feng Lun	Liu Chuanzhi	Wu Ying	Zhou Junji
Feng Yuliang	Ren Zhiqiang	Wu Kegang	Zhou Zhou
Han Jiahuan	Shen Ningchen	Xuan Jiansheng	
Hou Shoufa	Shi Yuzhu	Yang Lichuan	

Lifelong Members (in alphabetical order by last name)

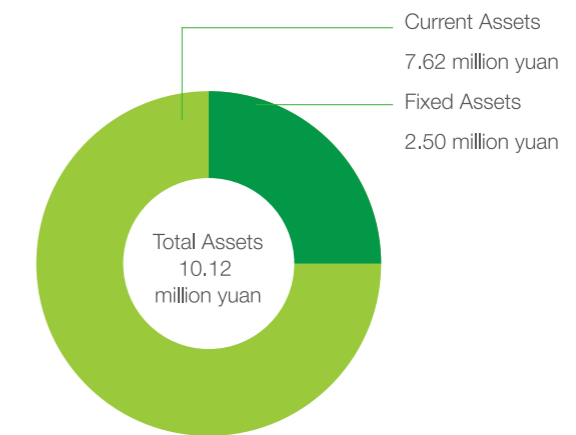
Chen Jinsong	Qi Hongbo	Xing Yan	Zheng Xueqing
Hong Mingji	Qian Xiaohua	Zhang Yue	Zheng Yingbin
Liang Tianlong	Wan Jie	Zhang Zaidong	Zhou Qingzhi
Pan Shengshen			

If you would like to join in SEE to be a member,
please scan QR code to get membership application material



Financial Statements

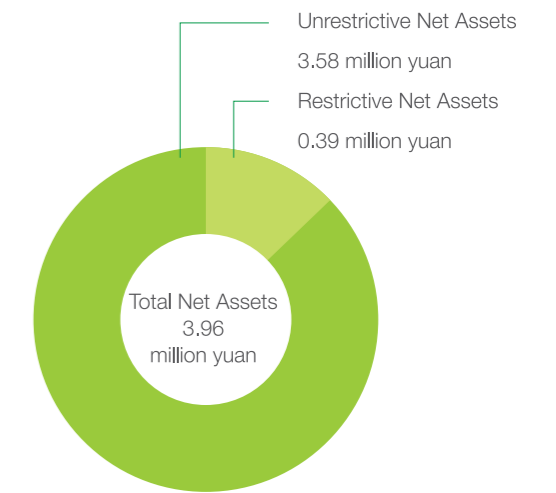
Assets and Liabilities



SEE Conservation Assets in 2016



SEE Conservation Liabilities in 2016



SEE Conservation Net Assets in 2016

The following data come from the 2016 Annual Auditing Report. This auditing service was provided by KPMG free of charge. The full report can be downloaded from SEE official website at <http://www.see.org.cn>

Figures shown in the charts are measured by yuan.

Income and Expenditure

Net assets balance at the beginning of 2016	4.41 million yuan
Income in 2016 (Figure 1)	14.86 million yuan
Members Fee	13.60 million yuan
Donations	0.57 million yuan
Government Subsidies	0.05 million yuan
Others	0.64 million yuan
Expenditure in 2016	15.31 million yuan
Cost for project activities (Figure 2)	7.58 million yuan
Cost for Members Activities	2.72 million yuan
Desertification Control	2.65 million yuan
Green Supply Chain	0.89 million yuan
Branding	1.32 million yuan
Other costs	7.73 million yuan
Net assets balance at the end of 2016	3.96 million yuan

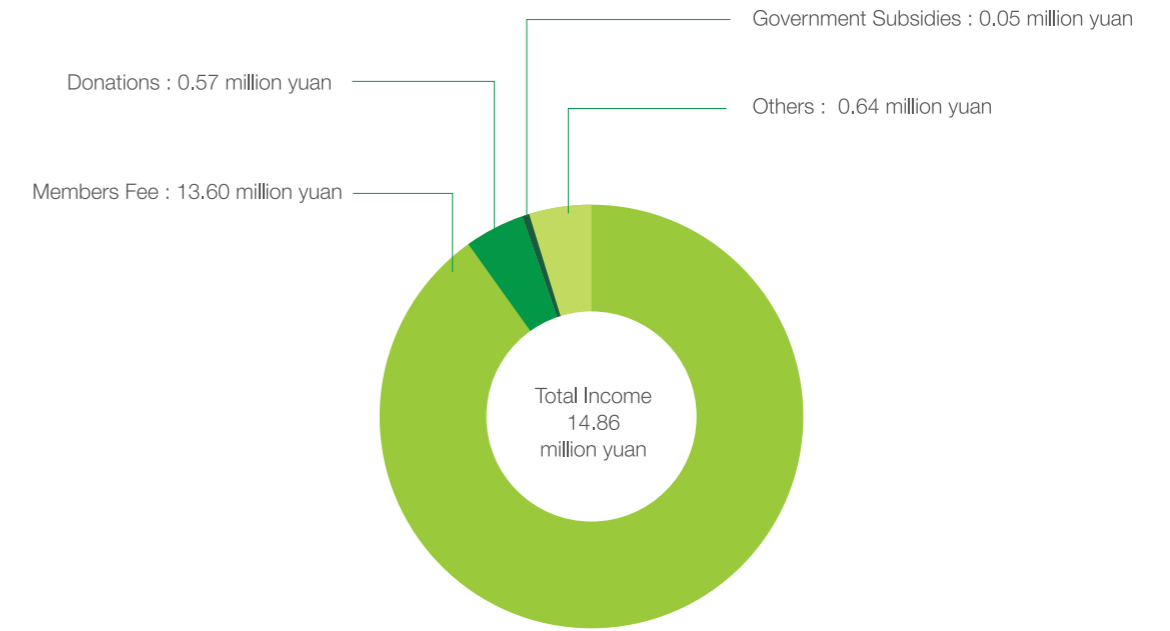


Figure 1: SEE Conservation's Income in 2016

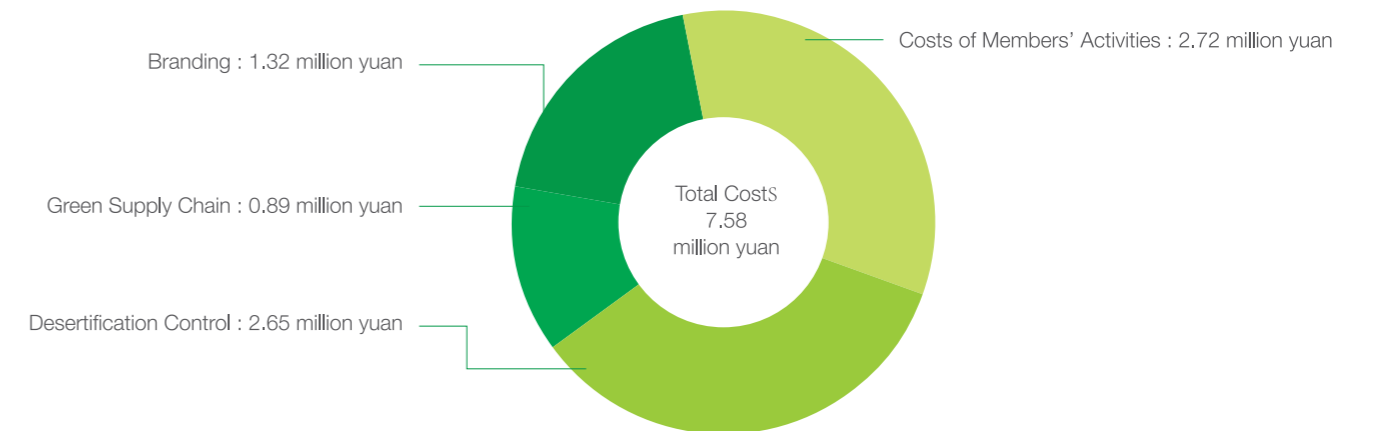


Figure 2: SEE Conservation's Project Activities Cost in 2016

Account of SEE Conservation

Beijing Account of SEE Conservation (for donations in RMB)

Account Name: SEE Conservation

Account Number: 137041518010041340

Bank of Deposit: Jianguolu Sub-branch of Beijing Branch, CGB

Beijing Account of SEE Conservation (for donations in US dollars)

SWIFT CODE: BKCHCNBJ880

BENE'S NAME: SEE CONSERVATION ASSOCIATION

BENE'S ACCOUNT: 154044393498

BANK NAME: BANK OF CHINA INNER MONGOLIA BRANCH, BAYANHOTE SUB-BRANCH

BANK ADDRESS: BAYANHOTE TOWN, ALXA LEAGUE INNER MONGOLIA, CHINA

BENE'S ADDRESS: BAYANHOTE TOWN, ALXA LEAGUE INNER MONGOLIA, CHINA