

SEE, is composed of SEE Conservation and SEE Foundation (officially registered as “Beijing Entrepreneur Environment Protection Foundation”). SEE sets its the mission as to “unite in the spirit of entrepreneurship for a better environment” and the value to “revere the nature and strive for a sustainable development” .

Founded on June 5th, 2004, SEE Conservation is the first non-governmental organization that was established by entrepreneurs who would take the social responsibility to protect the environment in China.

In 2008, SEE Conservation initiated and established the SEE Foundation (officially registered as “Beijing Entrepreneur Environment Protection Foundation”), aiming at supporting and nurturing Chinese environmental NGOs, and establishing a social protection platform that entrepreneurs, NGOs and the public can all be collaborated in enhancing environmental protection and sustainable development.

At the end of 2014, SEE Foundation was upgraded to be a public-raising foundation. Based on environment protection and public welfare development, it focuses on fighting against desertification, promoting green supply chains and pollution prevention, and ecosystem conservation and nature education.

By the end of 2017, with over 803 entrepreneur members, SEE had established 15 regional project centers that had provided support to more than 450 Chinese environmental NGOs and individuals directly and indirectly.

In the future, SEE would keep maximizing the value of its social platform to inspire the general public to participate in environmental protection, putting further efforts in advocating and integrating inputs from entrepreneurs and the society to fight for a better environment.

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The road for environmental protection has no stop.
I wish the big tree of SEE an auspicious prosperity and thrive.

— QIAN Xiaohua
The 6th Chairman of SEE Conservation

China leopards, and Yangtze river dolphin. On pollution situations, our Blue Defender Projects are monitoring and guarding pollution on lands and rivers in more than 20 provinces and regions. While at the same time, in business circles, the Green Supply Chain Campaign is extended further on encouraging enterprises to implement green procurement programs and actively communicate with upstream suppliers to improve their environmental performance. An environmental protection model with active participation from entrepreneurs, guidance from scientists, cooperation with governments, mobilization of social forces in supporting NOGs in environment protection throughout China has taken its shape. SEE, with its great efforts, is taking the lead to be a modern environmental NGO.

In this year, we took the responsibility of a public-raising charity organization, and played as a platform for the public to be active supporter and participants in environment protection projects. Each donation symbols a precious trust. In the first public fundraising campaign outside our members, SEE raised more than 150 million CNY, and the total amount of the fund raised even exceeded 200 million CNY. During the “Tencent 99 Public Welfare Day” organized by Tencent, we raised 57.873 million CNY from 570,000 person-time within three days, supported 103 organizations and 108 public welfare projects. Among all domestic environmental protection organizations, SEE ranked the first once again. Meanwhile, we continued the cooperation with the “Ant Forest”, through which more than 280 million subscribers have witnessed the amazing development of “Internet + Public Welfare” model.

In this year, SEE had its voice heard on world stages and its international influence was greatly improved. In Hamburg of Germany, we attended the F20 Conference and became one of its first members. On the 13th Conference of Parties of the United Nations Convention to Combat Desertification, we shared a new idea that community-based desertification control with participation of multiple stakeholders. On the 23rd COP, in discussion of actions in establishing green supply chains, Chinese enterprises collaborated and helped with improving the potential capacity in carbon emission reduction as well as solving its challenges. In the 3rd UN Environment Assembly, which was the first time attending UN Environment Assembly, we shared our unremitting efforts in pushing the Green Process in China like the Green Supply Chain Actions and other cases and project experiences in multiple occasions and elaborated Chinese civil society's work and contribution on environment protection to Mr. Erik Solheim, the UN Deputy-Secretary General and Executive Director of the United Nations Environment Programme. All these show that, with its growing influence, SEE has taken and will take more responsibility.

In this year, the term of the 6th Governance Team came to an end. After two years of hard work, I would like to thank all team members' for their efforts, all SEE members' for their selfless dedication, and colleagues from the Secretariat for their hard work. I believe that, on this critical moment for SEE to take off, with the leadership of the 7th Governance Team, SEE will keep focusing on environment protection, promoting the achievements on public welfare projects and adding more “green” to China's land that the public awareness on environment protection shall be raised, more people would be attracted to engage in environment protection and public welfare. Remember our mission to “unite in the spirit of entrepreneurship for better environment, and work together to create a splendid future with green water and blue sky” .



QIAN Xiaohua
The 6th Chairman, SEE Conservation

By 2017, SEE had already forged its way for 13 years. 13 years ago, our first Chairman Xiaoguang, a determined man like the poplar tree in the desert, knelt down and held the sand in his hand. Now, the scene flashes back in my mind so often and vividly that I know that it was in that moment, he chose to stand with us, shoulder to shoulder and hand in hand, to hold the hope for the cause of public welfare in China's, and raise a flag calling for all Chinese entrepreneurs to fight for environment protection. In his heart, SEE is not only taking the great cause of combating desertification, but also a vehicle of his faith to protect the environment and improve people's livelihood.

On January 16th, 2017, Xiaoguang left us forever. For a long time thereafter, we were immersed in grief and recalled again and again to find out what was the power that had united us together all the time? It was the hope and dream in our hearts, the original aspirations that had never been changed for 13 years. It was the Chinese entrepreneurs' social responsibilities and mission that we were willingly strive together. That is the reason that we shall turn the grief into strength to carry on his unfulfilled ambition with enthusiasm and concrete actions to show him that the mission on environment protection has been passed down to the hearts of every SEE staff.

In this year, more people chose to join us to protect our home and future together with environmental conservation actions. In 2017, there were about 200 entrepreneurs enlisted as our members, made total number of SEE member reached 803 people. SEE became a role model in China's environmental protection community. With the 4 new project centers established in Henan, Shanxi, Fujian and Shandong provinces, we have totally 15 project centers carrying out environmental protection activities throughout China and cooperate with local governments and civil society to guard the ecological environment of our hometown and encouraging more entrepreneurs to work with us.

In this year, SEE has established a tridimensional -regional combined strategy on environment protection. On deserts, it has 100 million Suosuo and drought resistant millets planting program. Along the sea, there are work on guaranteeing birds can fly freely in coastal wetlands, and the Clean Shoal project in Taiwan. In mountainous areas, there are protection of snub-nosed monkeys, gibbons, green peacocks and white-headed langurs in southwestern mountainous regions, snow leopards and Panthera pardus protection in Sanjiangyuan National Park as well as a success in integration of human-animal conflict compensation mechanism into the pilot project of this park, and the conservation of panda in Qinling Mountain, snub-nosed monkey in Yunnan, North

Message of Chairman

We should carry on the cause of SEE' s environment protection to a hundred, even a thousand years. Let' s all fight together!

— Al Luming, the 7th Chairman, SEE Conservation

As more and more young people join in SEE, we would need to help more young entrepreneurs to know about public welfare projects, to participate in SEE' s environment protection activities so as to energize to the organization with more new blood and ideas.

With the establishment of project centers in different provinces and regions, we shall help them to integrate with local platform-level projects to help the local entrepreneurs to participate in activities, and we also need to accompany and facilitate our NGO partners in their development.

Along with China' s development of the Belt and Road and opening to the world, it is also SEE member entrepreneurs' obligation to share our environment protection practices and concepts to the world as our contribution to this blue planet.

When interacting with the nature, the world and everyone around us, what status should Chinese entrepreneurs have? Chairman Xiaoguang once wrote in his poem, “To be a nameless hero, and let the earth crown us with green mountains and blue waters.” Please remember it and let' s unite in the spirit of entrepreneurship in reverence and practice to keep the sky blue and water green for this world. We should truly carry on the cause of SEE' s environment protection for 100 or even 1,000 years. Let' s fight for it together!



Al Luming

The 7th Chairman, SEE Conservation

13 years ago, it was Chairman Xiaoguang who made SEE a synonym of “environmental protection” in China, and a symbol of efforts and accountability of Chinese entrepreneurs in taking social responsibilities. He showed people that Chinese entrepreneurs not only have the market awareness, but also be able to rise in public welfare and environmental protection.

In the past 13 years, in a home place where entrepreneurs seek their dreams in public welfare, SEE members have exerted their wisdom and innovation to enhance environment protection with market methods. In fact, started from Chairman Xiaoguang, Chinese entrepreneurs have been implanting the innovation spirit in SEE' s public welfare activities, which has well demonstrated the use of entrepreneur' s market capabilities in pushing forward environment protection and public welfare.

The year we walked together ended so soon. In this year, SEE stayed focused on environment protection, continued its concrete work on public welfare, and kept marching forward to be more professional, international, and innovative. SEE members kept building consensus and strength on environment, people and people' s respect and reverence for the relationship between human and nature. While building our faith on environment protection with enthusiasm and purifying our hearts with practical actions, we have attracted, encouraged and motivated more and more people to join us. In the future, we will devote to SEE' s environment protection cause, and push it insistently, steadily and sustainably forward towards a better future.

Inculcation of Goodness, Inheritance of virtues

In Memory of Chairman Xiaoguang

Those elapsed were destined to elapse,
because they are dust and smoke.
The earth needs to be better; we need
our surviving environment wonderer.
To be a nameless hero, let the earth
crown us with green mountains and blue
waters.

— Song of Alxa by LIU Xiaoguang



He, who was generous and philanthropic had thousands of bosom friends, enjoyed to talk about the live as poets;

He, who was frank and forthright with a heart caring the state, appreciated for advocacy on nature, would be proud and remembered for years of hundreds.

On 19:50, January 16th, 2017, Chairman Xiaoguang left us forever.

13 years ago, with the moral sentiments of “acting in a public spirit and bringing benefits to all” , Xiaoguang took a lead in founding the SEE, which, with an innovation on its modern operation, became the largest non-profit and non-government environmental protection organization in China. It raises the enthusiasm and awareness on environment protection among Chinese entrepreneurs and provides support to hundreds of Chinese environmental NGOs directly and indirectly, and leads the public and social capitals to take a part in the public welfare undertakings (extracted from Official Biography).

On January 22, 2017, thousands of people from political, commercial and public welfare communities gathered in Babaoshan Revolutionary Cemetery to see Xiaoguang off. On that afternoon, SEE members and employees, representatives from CURA, Yabuli China Entrepreneurs Forum, Financial Museum, Tiandi Culture Foundation, as well as SEE partner NGOs all over China all came to attend the “Inculcation of Goodness, Inheritance of virtues – Memorial Meeting of LIU Xiaoguang” in commemoration of this environmental protection pathfinder, and shared their experience in environmental public welfare development in the past 13 years.

Xiaoguang once said that, people always had to face challenges and complicated problems throughout the lifetime, sometimes even had to make the choice between life and death. However, compare with the challenged, the ones who actively challenge the life would always be a spiritual giant. To carry forward such spirit is the best way to commemorate Xiaoguang. May the deceased rest in peace and the living ones move on with what he had started and make great achievements.



Scan the QR Code
to read articles in
memory of Chairman
Xiaoguang

From Council Members

As an environmental NGO, just rely on the spirit of entrepreneurship and voluntary participation would never be enough. In fact, SEE has paid too much to learn that. The SEE Foundation's transformation into a public-raising foundation has brought us three primary values: team professionalization, project scientific designing, and the fund raised from the public. The organization's opening to the public does not only increase the fund, more importantly, it helps us in advocacy and promotion to attract more people to join us. To become a modern environmental NGO, SEE still has a long way to go. Can we keep the cohesion under the spirit of entrepreneurship sustainably? Can we have effective response and be able to facilitate good solution for major environmental issues? The answers would be the key to interpret SEE's current value and establish its historical status.

TONG Shumeng, Vice Chair, SEE Conservation



With more than 800 members, SEE has continuously doubled the number of its members in recent years, which means that more and more Chinese entrepreneurs are concerning about environment issues while busying working on their business. They are a vital and crucial force for environment protection. Solving the problem from its source is always the most effective way, yet also the most challenging one. Projects initiated by SEE, including Planting of 100 Million Suosuo, Save the Smile of the Yangtze River, Green Supply Chain, industrial alliance, Blue Defenders, Green Starters, Growing Up Together, Noah's Ark, Ground Water Conservation, Free Flying Wings, and Sanjiangyuan Region Conservation, are all actual contribution from Chinese entrepreneurs. From the sky, the sea and the land, we are learning how to restore the environmental balance that was affected and destroyed by human. We will keep exploring the possibility of co-existence of human and the nature, and share with all people in the global village.

CHEN Zhiyuan, member of the Council, SEE Conservation

2016 and 2017 were two years that SEE had its number of members increased most rapidly. At the same time, with the qualification to raise fund from the public, SEE has taken a qualitative leap on fund-raising products and capacity. It has changed its situation that it no longer fully relies on its members' donations. Now, it has a bigger public influence to be able to have a better social awareness raising on environment protection and public welfare concepts. Most importantly, through participation in our projects, entrepreneurs have realized a self-transformation and have shown great power to promote the development of industrial green supply chain effectively. Therefore, China's private sector has started a process in strategic transformation and taken their social responsibilities for environment protection in their production and operations. This is the most valuable contribution of SEE to the society! In the last two years, I have witnessed the dedication of Chairman QIAN Xiaohua, the former Chairman REN Zhiqiang, Vice Chairman AI Luming, and Vice Chairman TONG Shumeng. It was very touching to see that these most lovable people brought our team with extraordinary vigor and positive energy. I believe that, under the leadership of the new Governance Team, SEE will keep a sound development and become a platform for entrepreneurs to realize their social ideals. Best wishes to SEE!

LIU Xiaogang, member of the Council, SEE Conservation



The flowers bloom in spring breeze and rain, the river dolphins swim against the current. The free wings fly in the blue sky, and a panda named Shanzai adds new colors to the scene. The mangroves stand, defending the Clean Sea; pollution and haze are being controlled. Nutgrass thrives in the desert, and all friends of mine are happy with our dreams realized.

REN Zhiqiang, member of the Council, SEE Conservation

We are gratified to see that, in the last year of the term of this office, our brands are basically established based on the transformation targets on public fund-raising, especially the Real Estate Green Supply Chain Project, which has been well recognized both domestically and internationally. Besides, projects in project centers, including the Noah's Ark and Save the Smile of the Yangtze River, will be started soon. I hope that, the next Board shall make persistent efforts to push forward project in each center while keeping a good management on headquarters projects. Let's work hard together!

WANG Jigang, member of the Council, SEE Conservation



SEE is like a sea, it contains different cultures, opinions, and practices, and brings entrepreneurs from different industries, with different values, backgrounds and social experiences together for a good cause of environment conservation and public welfare. It represents our yearning and seeking for freedom, democracy, the rule of law, justice and social goodness. The SEE entrepreneur members show a possibility that everyone is willing to make an effort for a better world. While the environmental problems are getting more and more serious, people of all social standings and cultures reach the consensus that, the environment should not be getting worse, and we all have the duty to make it better.

XUE Jian, member of the Council, SEE Conservation



If we want islands to become continents, there are two forces. One pushes us outwards, and the other pulls inwards. In 2018, the number of SEE members has exceeded 800 and the population can be influenced by SEE is over 300 million. The “force of action” pushes us to marching forwards, while the responsibility of entrepreneurs, the original aspiration to enhancing social civilization and development holds us together, like the everlasting sky over our heads. Wish we stick to our choice in actions and in hearts: remain true to our original aspiration, and walk together for goodness!

YAN Ming, member of the Council, SEE Conservation

In the last two years, the net growth on number of SEE members exceeded 60% and the total number reached an unprecedented scale as more than 800. Member participation was distinctively improved and the establishment of more project centers has made it possible for members to participate in public welfare activities in nearby areas. Next, I think there are some problems we need to solve: the self-development of the project centers and its capabilities in handling environment protection project, especially for the newly established ones; training and integration of new members; sustainable improvement of members' participation through events and public welfare projects. If these problems cannot be settled fundamentally as quickly as possible, the organization's cohesion will have to face great challenges. I hope that the new Board will develop more practical solutions. I look forward to participating in and supporting SEE more actively. Let's help it to make more and greater achievements together.

ZHANG Quan, member of the Council, SEE Conservation



It has been 10 years since I joined SEE. I have been witnessed its growing from a small organization with dozens of people to a giant organization today. The development of SEE reflects the urge among Chinese entrepreneurs to protect the environment and their rapidly improved sense of responsibility for the society and later generations. Through a variety of public welfare activities and exchange among entrepreneurs, each member is benefited. In my own mountaineering and extreme outdoor sport experiences, I have always insisted the principle of “Zero Waste” . I also advocate in my own company to build green supply chain continuously to provide our clients with more high-quality green products, and promote a healthy and happy life styles as my duty and contribution to help building a better world. I hope that more entrepreneurs will join us in this platform to fight for a China with the clean water and clear China.

WANG Jing, member of the Council, SEE Conservation

From Board of Supervisors



In order to raise people's environmental awareness, we have strived for 13 years .We have witnessed the establishment of more and more NGOs and more and more people join in environmental protection. The sky is getting bluer and the water cleaner, which is the goal and reality that we have made and would make unremitting efforts for. In 2018, the Board of Supervisors will continue to work sincerely to fulfill our duties in accordance with the Articles of Association of SEE Conservation and SEE Foundation, as well as all rules and regulations of the Board of Supervisors to repay the trust from the members with more pragmatic and stronger supervision.

ZHOU Zhou, Chairman of Board of Supervisors, SEE Conservation

From Charter Committee

We will exert our expertise and experience to help SEE to optimize its organizational and administrative mechanisms, consolidate the normalization and performability of all regulations, and design rational structures for SEE Conservation, SEE Foundation and its project centers to help them to establish a sound working and coordinating system to conduct the work and cooperation in environment conservation and public welfare. Besides, with our influence in the legal service industry, we will try to attract more legal professionals to join in SEE and its activities, so as to improve legality in SEE's decision-making process and practices, as well as its social accountability.

QIAO Wenjun, Chairman of Regulation Committee, SEE Conservation



From Secretary General



2017 is another wonderful year for SEE. In this year, with the efforts from the 6th Governance Team, all members, and colleagues of the Secretariat, we have made remarkable achievements on membership development, project center establishment, fund-raising and project implementation. While protecting mountains and rivers of the motherland, we also stood in global stages and made the voice of China's public welfare organizations heard by the world. I sincerely welcome our new members, which is nearly 200. They have brought new energy to SEE. I would like to thank the enterprises and individuals who support us. Only through everyone's efforts can we really realize a world with green mountains and clean rivers. Moreover, we would thank the all government departments which have shown us great understanding and support. In 2018, the new Governance Team will assume the office. We will keep working hard for new opportunities and challenges. Being united in the spirit of entrepreneurship, we will keep fighting for blue sky and the green water.

ZHANG Yuan, Secretary General, SEE Conservation

Highlight of the Year

The number of member kept growing, more enthusiastic young entrepreneurs joined us

In 2017, the number of entrepreneur members grew rapidly. 189 new members, including many young entrepreneurs have joined us in carrying on SEE's original aspirations. In the Governance Team, the generation born after 80s and even 90s began to take on important positions. On 2017 General Meeting, among the 31 candidates of the 7th Governance Team, there were 5 post-80s and 2 post-90s, which made it the youngest candidates ever since SEE's establishment. The young members have made a successful demonstration to express their pursuit for public welfare and effective institutional governance.

Project centers developed rapidly to guard local environment

In 2017, 4 new environmental protection project centers were established in Henan, Shanxi, Fujian and Shandong provinces. By the end of the year, there were totally 15 project centers, which is carrying out environmental protection projects on guard of the local environment based on their geographical advantages. The benefits on combination of project center and environmental project were gradually shown. The Northwest Project Center focuses on Qinling Ecological Protection and Restoration; North China Project Center keeps working on Free Flying Wings and Conservation of North China Leopard and its habitats; Project centers in Hubei, Hunan, East China, and Anhui have collaborated in initiating the project of “Save the Smile of the Yangtze – Protect the Yangtze Finless Porpoise” . While protecting the local ecological environment, each project center also cooperates with local environmental NGOs and encourages more entrepreneurs to participate in environmental protection. A simple and fast and extensive participation trend has taken its shape through SEE's work and promotes its concepts throughout China.

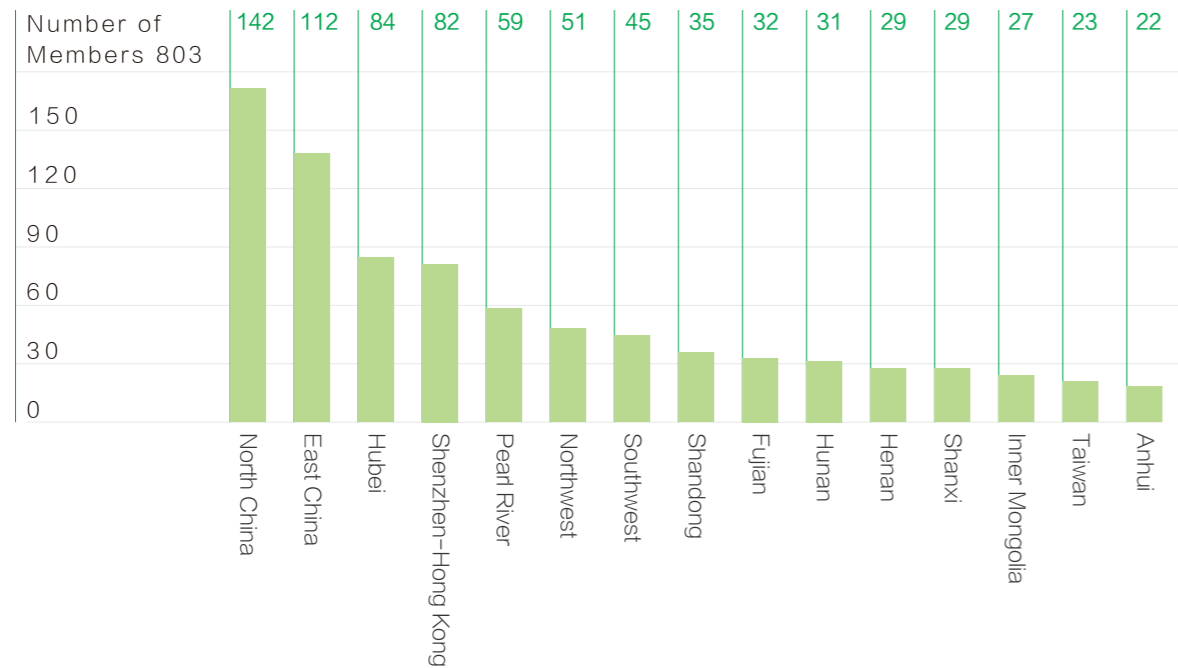
General Meeting 2017 and the Election of the 7th Governance Team

On November 7, 2017, SEE General Meeting was held in Changsha, Hunan Province, in which 615 member attended (358 actual attendances and 257 proxy attendances). The attendance rate reached 87%, made it the meeting with the highest attendance rate in SEE history. During the meeting, the 7th Governance Team was elected, including 11 members from post-50s to post-90s. In his short speech, the newly elected Chairman AI Luming said, “the position of chairman comes with great responsibilities. We are going to keep SEE marching forward in a persistent, stable and sustainable manner. We really should pass on SEE's cause on environment protection on to 100 or even 1,000 years. Let's work on it together.”

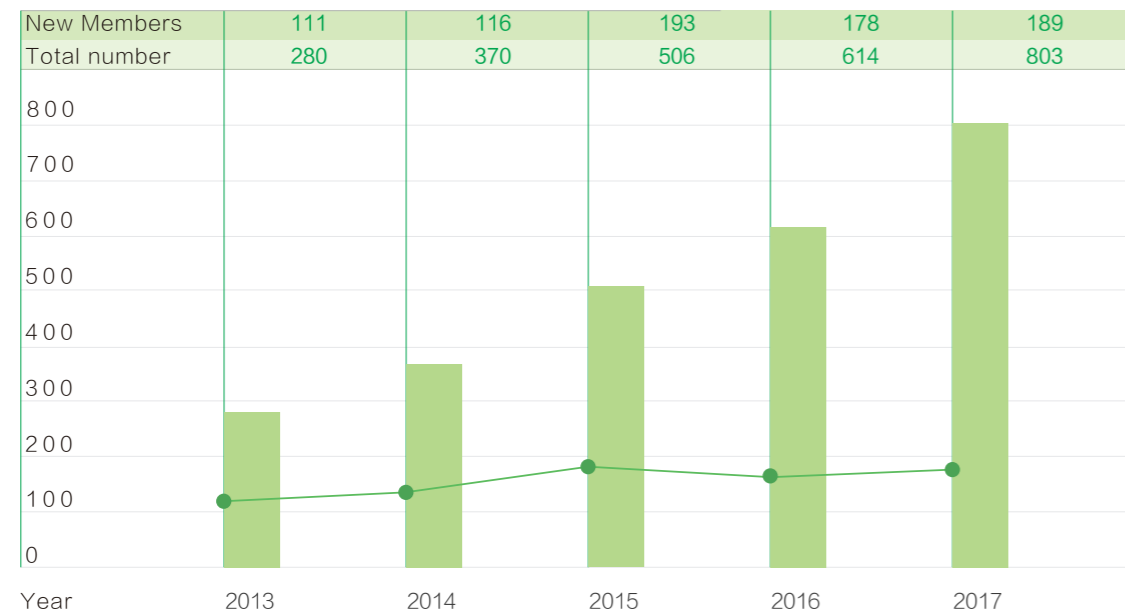
Membership Development

In 2017, 189 new members joined SEE, the total number of the members reached 803. 4 new environmental project centers were established in Henan, Shandong, Shanxi and Fujian. By the end of 2017, SEE had established 15 project centers in China.

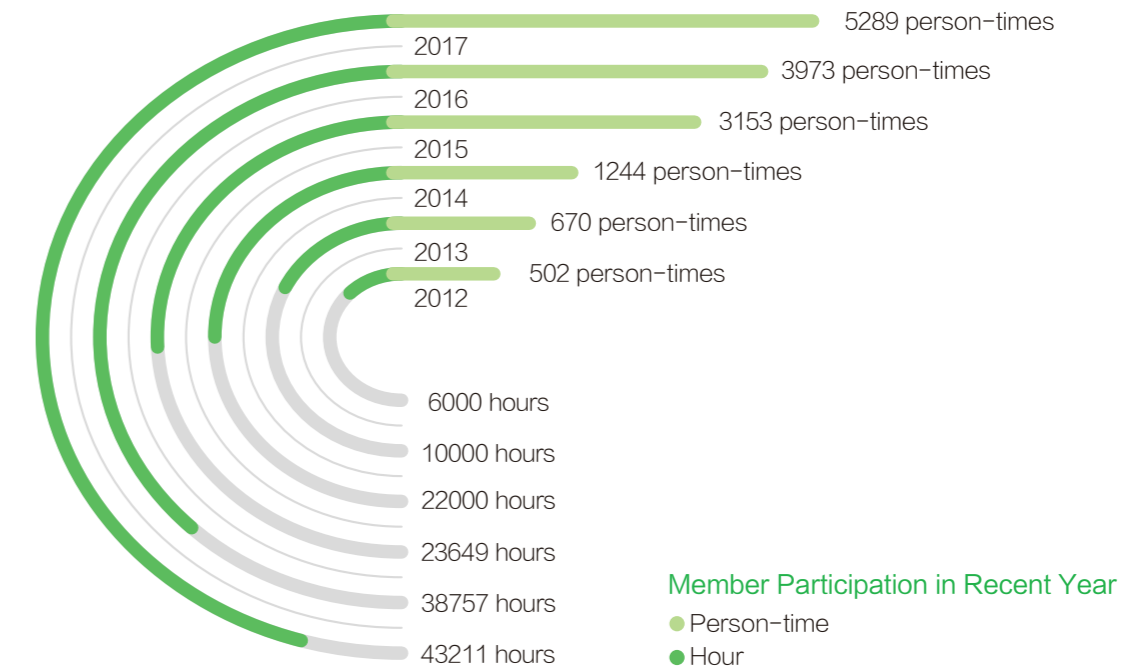
Number of members: 803 (by December 31, 2017)



Change on Number of members in recent years



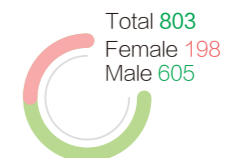
Member Participation



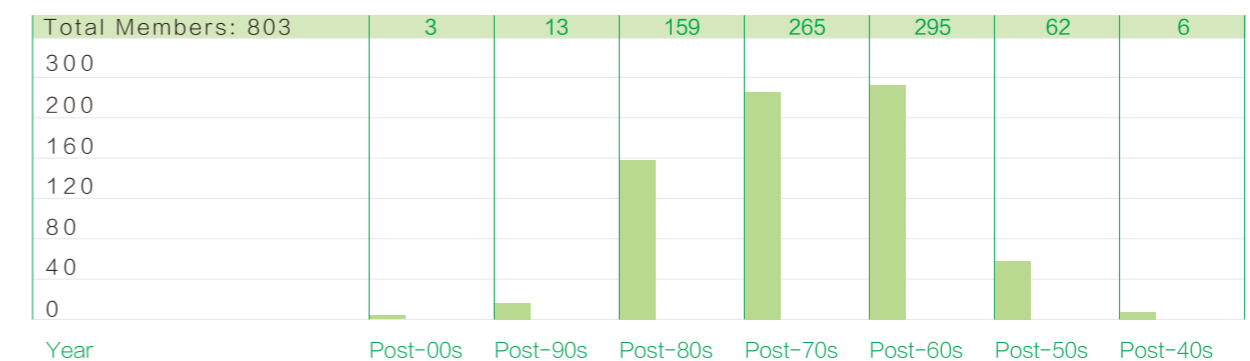
An Overview on SEE Members

After 13 years of development, SEE, which is composed of entrepreneurs that willing to shoulder their social responsibilities to protect ecological environment, now has 803 members who are active in dozens of industries in their business, including real estate, finance, manufacturing, environmental protection, Internet, culture, fast moving consumer goods, logistics, and medicine, etc. According to incomplete statistics, at least 78 of our members' enterprises are listed on domestic and foreign stock markets. As leading entrepreneurs in industries they are working on, most of our members concern about national economy and people's livelihood. Among SEE members, there are nearly 100 deputies from municipal, provincial and national People's Congress and members of the CPPCC. They have submitted proposals and suggestions on environmental issues in national and local Congress and CPPCC meetings to fulfill their social responsibilities while making outstanding economic contributions.

An Overview on SEE Members

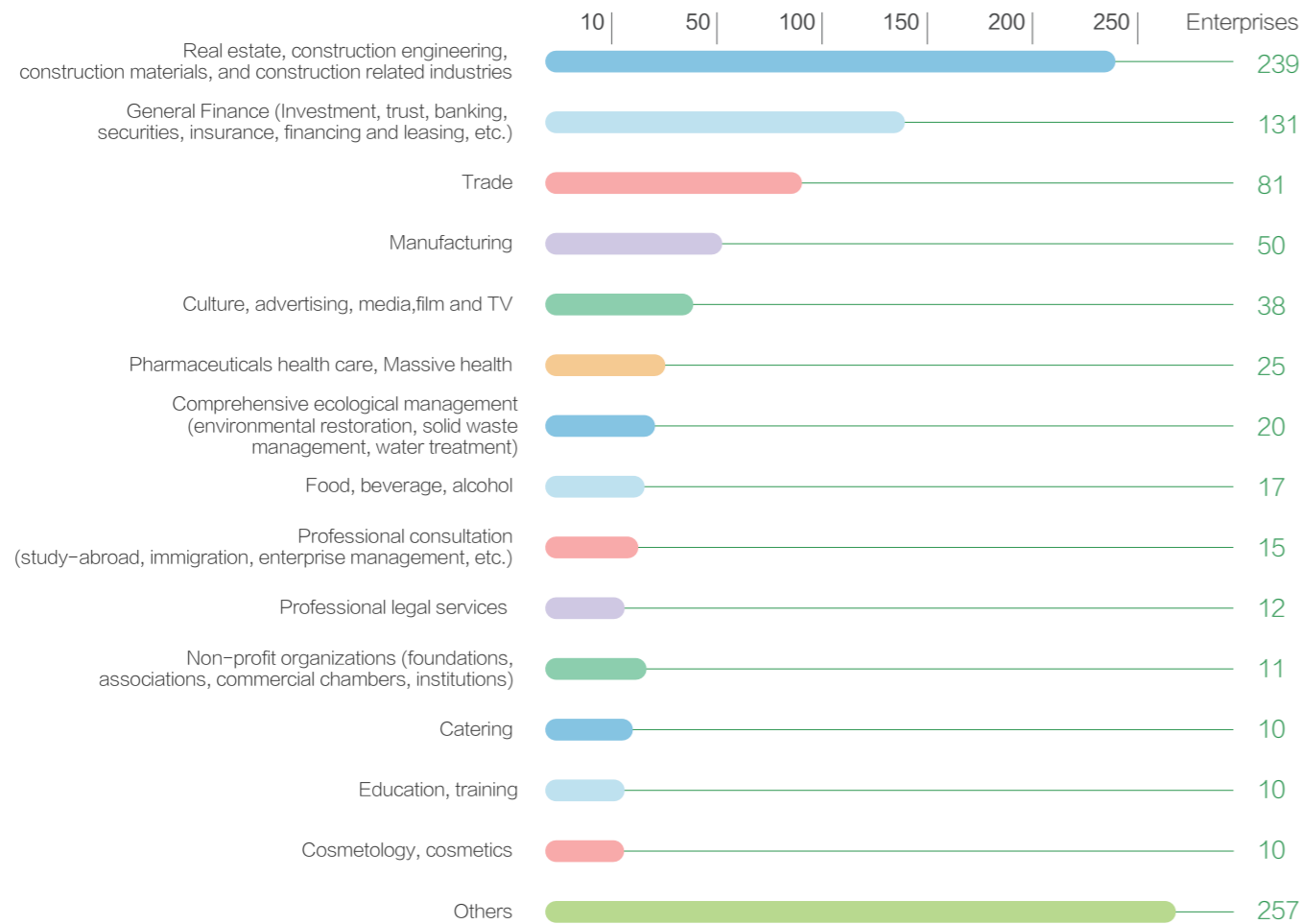


Members' Age Groups



Industries of Members' Business

(Because many members involves in multiple industries, the data may be overlapped)



Other industries are including: furniture manufacturing, home ware, energy (electric power, thermal power, natural gas, fuel oil), transportation (logistics, operation of parking lots), spinning and weaving, dress and personal adornment, tourism, agriculture, hotel operation and management, renewable resource recycling, paper and paper products, games/comic and animation development, public utilities and facility management, auction, and mining.

New life-members in 2017

According to Article 16 of SEE' s Article of Association, any member whose membership reaches 10 years will be automatically transferred as a life-member, and enjoys all life-member rights. Life-member does not need to pay membership fees, but needs to participate in SEE activities for at least once per year.

There were 7 new life-members in 2017 (based on the payment date of the last membership fee)



TONG Shumeng
President, CURA Investment



LIU Xiaogang
Director General, Guangdong Harmony Community Foundation



LIN Jie
Co-founder, 5i5J Group



HUANG Changwei
Vice President, Guangzhou Wong Chun Loong Traditional Chinese Herbal Tea Co., Ltd



DING Liguo
Chairman of the Board, Delong Holding Co., Ltd



LIN Baili
Chairman, Quanta Computer



CHEN Liangsheng
Chairman, Beijing SYSW1N Group

Chairmen of SEE, 2004-2020

LIU Xiaoguang, WANG Shi, HAN Jiahuan, FENG Lun, REN Zhiqiang, QIAN Xiaohua, and AI Luming

Founding Life-Members (in orders of pinyin)

CHEN Dongsheng	CHEN Jun	CHEN Taiming	CHEN Zhiyuan	DAI Zhikang
FENG Jun	FENG Lun	FENG Yuliang	HAN Jiahuan	HOU Shoufa
HU Baosen	JIAO Jialiang	LI Mouwei	LIN Cangsheng	LIN Rongqiang
LIU Xiaoguang	LIU Chuanzhi	REN Zhiqiang	SHEN Ningchen	SHI Yuzhu
SONG Jun	WANG Shi	WANG Weijia	WANG Wenjing	WANG Zhongjun
WU Yigui	WU Ying	WU Kegang	XUAN Jiansheng	YANG Lichuan
YIN Yanliang	YU Jiandong	ZHANG Honghai	ZHANG Mingeng	ZHANG Shuxin
ZHAO Min	ZHOU Junji	ZHOU Zhou		

Life-Members (in orders of pinyin)

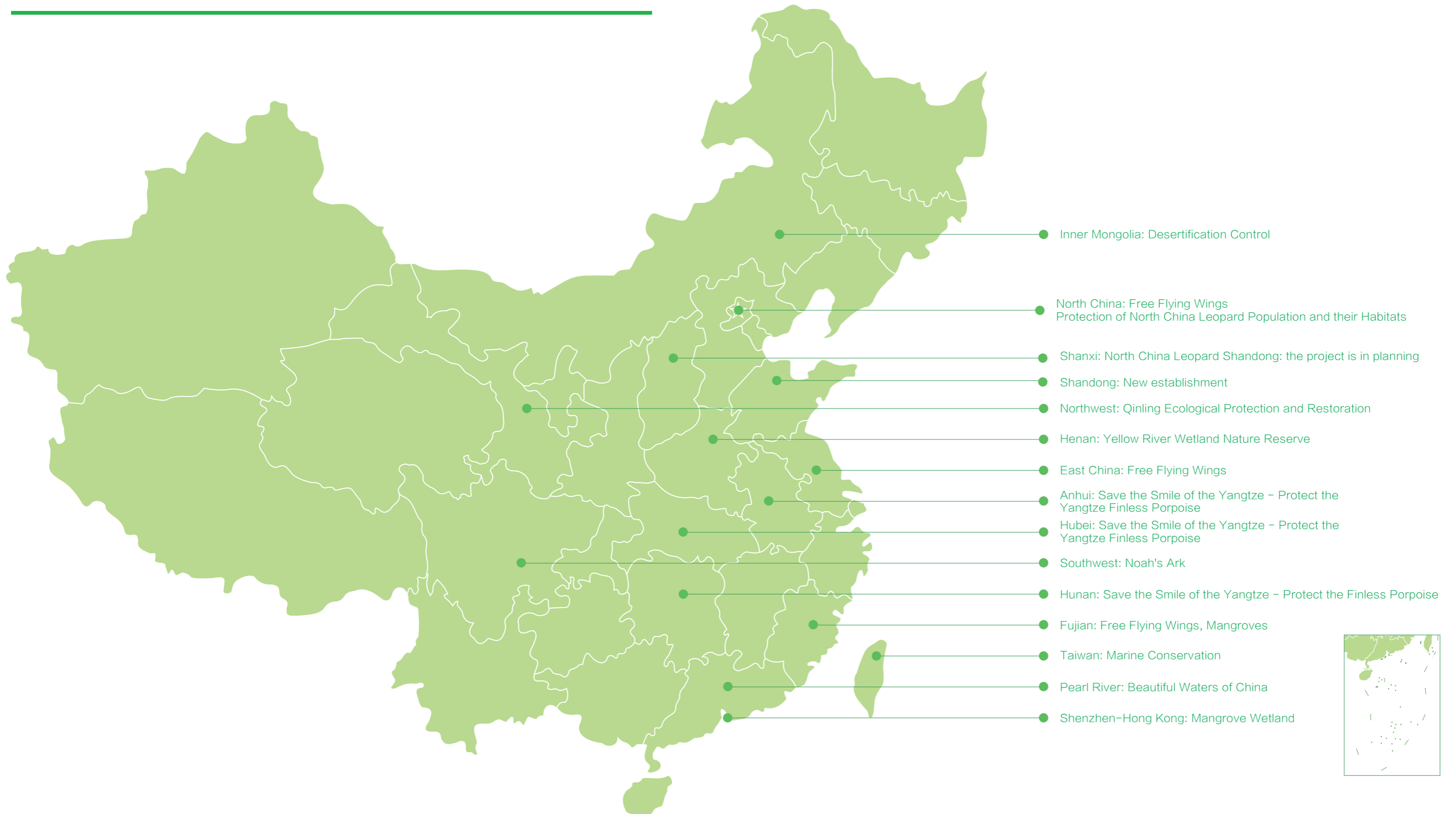
CHEN Jingsong	HONG Mingji	LI Jun	LIANG Tianlong	PAN ShengShen
QI Hongbo	QIAN Xiaohua	WAN Jie	XING Yan	ZHANG Yue
ZHANG Zaidong	ZHANG Qizheng	ZHENG Xueqing	ZHENG Yingbin	ZHOU Qingzhi



To join in SEE, please scan the QR Code to acquire membership document

SEE in China

Inspired by the mission to “be united in the spirit of entrepreneurship for a better environment”, 15 project centers and 803 members are working on advocating entrepreneurs and enterprises to concern about their local environmental issues and encouraging more people to participate in public welfare activities besides their own involvement, so as to enhance efforts in environment conservation and public welfare in China.



Shenzhen-Hong Kong Project Center

Established in November 2009, Shenzhen-Hong Kong Center had 82 members from Shenzhen and Hong Kong by the end of 2017. All members are active in environmental public welfare activities, including Shenzhen Mangrove Wetland Conservation Foundation and the protection of coastal wetland. The Center's aim is to build a socialized protection and management platform to combine the strength from the government, enterprises, the people and NGOs.

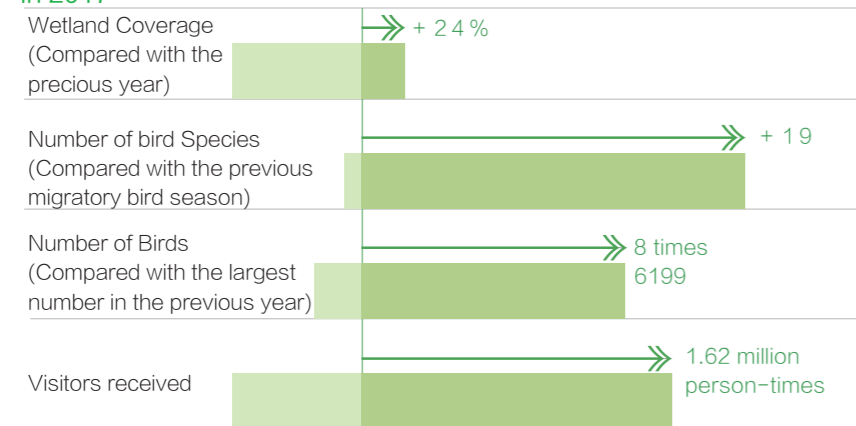


September 1st, 2017, the General Assembly of the 3rd Working Committee, Shenzhen-Hong Kong Project Center

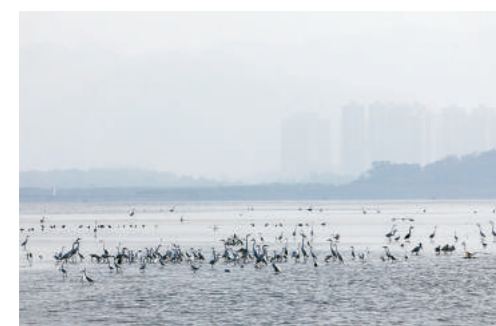
Key Project

In July 2012, Shenzhen Mangrove Wetland Conservation Foundation (MCF) was founded by SEE, entrepreneurs interested in environmental public welfare and relevant government departments to implement environmental protection projects of SEE Shenzhen-Hong Kong Project Center, especially the protection of coastal wetlands represented by South China mangrove.

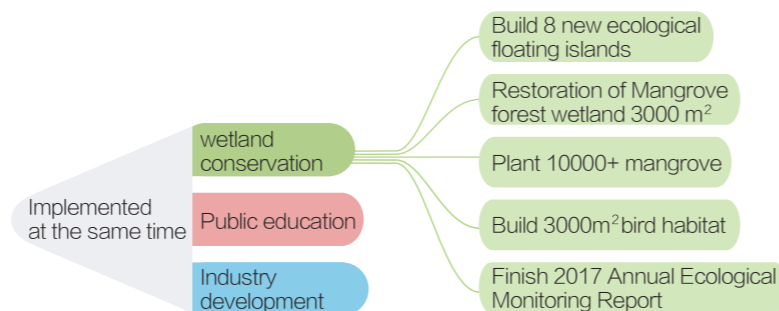
The operation of Futian Mangrove Ecological Park entrusted by MCF in 2017



Birds in the Mangrove Ecological Park



First project of Shenzhen-Hong Kong Project Center - birds in Futian Mangrove Ecological Park



Public Education

On June 5, 2017, the World Environment Day, the Futian Mangrove Ecological Park officially established as "Shenzhen Municipal Environment Education Base". By the end of 2017, 446 nature education activities, 4 large promotion events, 10 seminars, and 7 exhibitions had been organized in it, with 32,774 direct beneficiaries.



Shenzhen-Hong Kong Center project-An aerial view of Futian Mangrove Forest Natural Reserve

Industrial Development

A cooperation agreement has been signed with Paulson Institute on cooperation of enhancing coastal wetland conservation. Under the agreement, 3 nature education model pilots in costal wetland reserve and wetland park would be established in 2017-2019.

Member Activity

Project Support

In 2017, members of Shenzhen-Hong Kong Center spent a lot time and energy in evaluation on "Green Starters" and "the Growing Up Together".

In-depth Exchange

From September 1, 2017, the "Visit Member" was launched by Shenzhen-Hong Kong Long Center. By December 2017, 20 members had paid visit, while more than 80 members attended in-depth exchange activities in the year.



Members of Shenzhen-Hong Kong Center participated in environmental protection

The 2nd Working Committee

Chairman: WANG Jigang
 Vice-Chairman and Secretary General: LIU Wenjie
 Vice-Chairmen/women: LIU Liqiang, SUN Lili, WAN Jie
 TAO Xuan, ZHANG Zunming

The 3rd Working Committee

Chairman: LIU Liqiang
 Vice-Chairman and Secretary General: LIU Wenjie
 Vice-Chairman and Executive Deputy-Secretary General: HUANG Chao
 Vice-Chairman/women: WANG Jigang, SUN Lili, ZhuYuying, HE Jingjing, YANG Huashan
 Deputy-Secretary General: ZHU Yuying, HE Jingjing

Taiwan Project Center

Established in February of 2010, Taiwan Center is mainly focused on marine protection. By 2017, the center had 23 members, including 12 life-members. In 2017, Taiwan Center set its mid-term goal on slowing down the marine desertification.

Key Project

SEE SEA Marine Desertification Prevention and Restoration

In 2017, Taiwan Center officially launched the SEE SEA - One Person One Coral,- Marine Desertification Restoration Project. Started from islands around Taiwan, experts, scholars and diving groups from both sides of Taiwan Strait and International Organizations would go through all investigation and research documents over years for a scientific research on coastal coral reefs, and train volunteers for long-term, systematic and sustainable monitoring.



2016, the albefaction of soft corals at the Kending estuary was very serious

The 2nd China Marine Public Welfare Forum

In August 27 to 30, 2017, the “2nd China Marine Public Welfare Forum 2017” was supported by Taiwan Project Center, organized by Dive for Love and the Tropical Ocean Branch of Chinese Society of Oceanography was held in Dapeng Peninsula, Shenzhen, Guangdong Province. The forum's theme was “Helping More People to Know about the Ocean”, focused on marine environmental protection. It improved public awareness on ocean and mobilized media and social resources to support the solving of marine environmental problems. Over 250 people from more than 150 organizations all over China, including the ones from Taiwan and Hong Kong attended this forum. There are nearly 20 media came and had live media coverage over the event.



The 2nd China Marine Public Welfare Forum

Member Activity

Enterprises Visit

In June 22-23, 2017, 47 entrepreneur members from manufactory and property industries visited Taiwan Semiconductor Manufacturing Company and Delta Group. Through professional introduction and explanation, they learned about its technology, and excellent management mechanisms and experiences, and had an in-depth exchange and seminars. They all hoped that the valuable experience learned could be spread and adopted in other fields.



Taking Energy-saving and Carbon-reduction Course in TSMC

Environment Education

On June 24 - 26, 2017, a delegation of the Nature Education Commission from Hubei Project Center paid a visit to Taiwan Environment Education Institution, Guandu Park, Hongya Chocolate Republic, Shuanglianpi Environment Education Center and Bali Garbage Incinerator, and had an exchange on environmental protection issues with them.



Study tour in Guandu Park to learn about their operation and management on environmental education site



Visit tour in the Shuanglianpi Environment Education Center

The 3rd Working Committee

Chairwoman: ZHENG Yingbin
Vice-Chairman: WANG Wei

The 4th Working Committee

Chairman: HAN Jiahuan
Vice-Chairman and Secretary General: SHEN Peilin
Vice-Chairmen/women: ZHENG Yingbin, WANG Wei, LIANG Tianlong, LIU Zhenzhen
Deputy-Secretary Generals: QIU Shengfen, WANG Suyunqin

East China Project Center

The East China Project Center was established in March, 2010. It mainly focuses on environmental protection issues in North China, while actively advocating among entrepreneurs in Yangtze River Delta area to improve their awareness over environmental issues as well as promoting it among the public. It also works on construction and perfection of Enterprise-University-Civil Society Network, and helped the establishment of SEE Anhui and Fujian Project centers. Now, the Center has conducted environmental protection activities in Jiangsu, Zhejiang, Shanghai and Jiangxi. By the end of 2017, it already had 112 members.

External Cooperation

In 2017, East China Center signed a Cooperation Memorandum with Shanghai Library to spread professional knowledge on ecological environment, innovative ideas and technologies through book and video products. As a sponsor of the 3rd Shanghai International Nature Conservation Week, the Center cooperated with Shanghai Science and Education Promotion Center and organized "Human and Nature - Carnival of Biodiversity" in Shanghai Museum of Natural History. The activity was composed of photograph exhibitions and thematic lectures, and successfully attracted nearly 10,000 visitors.

Key Projects

Green Book on the Protection of Chinese Coastal Wetlands

In 2017, East China Center took part in the Green Book on the Protection of Chinese Coastal Wetlands Project. The Green Book was the very first medical examination report on the health status of coastal wetlands in China. It was released on the 2017 annual meeting of China Coastal Wetland Protection Network.

Shanghai Nocturnal Living Being Observation Handbook

In 2017, the Shanghai Nocturnal Living Being Observation Handbook was published by the Urban Wildness Studio with financial support from East China Center. It filled in the gap of local living being observation in Shanghai.

Community Garbage Classification Solutions

In 2017, East China Center kept supporting the garbage classification project of Aifen Environmental Protection Community and published Aifen Mode of Community Garbage Classification and the Community Garbage Classification Manual, which provide professional solutions of community garbage classification.

Precise Contribution Platform of Clothing Items

In 2017, East China Center supported the Baby-Love-Blue-Sky Target Clothing Contribution Platform to promote donation code of conduct and the equality and respect between donors and recipients. From August to December, 2017, the platform had covered 16 provinces and regions and distributed more than 9,000 clothing donation requests.

Marine Garbage Monitoring and Surveillance in Pudong New Area

In 2017, East China Center sponsored Rendu Ocean Project on Marine Garbage Monitoring in Pudong New Area. The project aims at expanding the marine garbage monitoring network in Pudong New Area and to build a database on marine garbage.

Concept Promotion

Based on Shanghai Library, a lecture on environmental public welfare for the public is organized by East China Center once a month to spread knowledge of ecological protection and public welfare, recommend books, and share experiences. By now, ten lectures have been provided to the public.



The Biodiversity Carnival



Visit and exchange in Hunan Center



Inspect the Noah's Ark project of Southwest Center



The Seminar on Protection and Health Assessment of Chinese Coastal Wetlands

The 3rd Working Committee

Chairman: LIU Lei
Vice-Chairman and Secretary General: YE Yuhong
Vice-Chairmen: QI Hongbo, YE Yuhong, XUE Jian
WANG Zhixin, HUANG Haidi, YUAN Dibao

The 4th Working Committee

Chairman: XUE Jian
Vice-Chairman and Secretary General: ZHAO Chenglong
Vice-Chairmen: LIU Lei, XU Yi, YE Yuhong
CAO Shen, DU Hualiang
Deputy-Secretary Generals: WU Jing, MU Qidan, KONG Can

Member Activity

On April 27, 2017, members from East China, Hubei and Northwest Centers visited Hunan Center to exchange ideas and share resources.

On August 25 - 28, 2017, members from East China Center visited the Noah's Ark project of Southwest Project Center.

On October 26, 2017, the Protection and Health Assessment of Chinese Coastal Wetlands Seminar was held by SEE, SEE East China Project Center, the Institute of Geographic Sciences and Natural Resources of China and China Academy of Science. Participants included scholars from Fudan University and other universities, experts from Guangxi Shankou Mangrove Conservation Zone, and NGO representatives were invited to the seminar.

North China Project Center

North China Project Center was established on June 5, 2011. As the SEE project center with the most members and biggest area coverage, it has members from Beijing, Liaoning, Shandong, Tianjin, Shanxi, Hebei, Jilin, Heilongjiang and other places. With its development, Shanxi, Henan and Shandong provinces established their own project center and the projects in those provinces were separated to the according centers. By December, 2017, North China Center had 142 members. It focuses on work of Free Flying Wings, Prevention and Control of Air Pollution, and Protection of North China Leopard and Habitats.

Projects

Free Flying Wings

Free Flying Wings is a comprehensive ecological conservation project which aims to protect the most endangered aquatic birds and their habitats in coastal wetlands surrounded by Bohai Sea in Tianjin and Hebei provinces. North China Center provides it with 2 million CNY each year.



Bird-watching organized by North China Center On April 22, 2017, North China Coastal Wetland Protection project was launched

Air Pollution Prevention and Control

In 2017, North China Center provided 2.5 million CNY to the Institute of Public and Environmental Affairs (IPE) for projects that including Green Supply Chain, Green Finance and Credit, Urban Pollution Source Monitor Information Disclose Indexes , and Blue Map, to improve SEE member and the public' s concern and understanding on air pollution prevention and control knowledge.

Protection of North China Leopard and its Habitats

In 2017, together with Shanxi Center, North China Center kept supporting China Felid Protection Alliance. It is expected that the implementation of their projects would fill some gaps in scientific research. Based on the scientific research, the protection work can further improve its effectiveness to reduce illegal hunting and human-animal conflicts. It would also provide professional data and information for the government decision making process and mitigate and slow down the fragmentation of habitats; while at the same time develop a team of volunteers and let more people to concern about the protection of North China Leopards.



Members from North China and Shanxi Centers visited the project base

Member Activity

In 2017, North China Center kept carrying out the brand activity “Participation and Strategy” , where leading entrepreneurs from different industries can come and share their industrial experience, classic cases and have an in-depth discussion on core issues.



Exchange among the Members

On September 23, the “Carnival of Biodiversity – Beijing Station” organized by North China Center, the Growing-Up Together Project and SEE Ecological Protection Museum, was held in Beijing Riverside Art Museum. The activity was highly recognized among SEE members and the public.



The Carnival of Biodiversity - Beijing Station

The 3rd Working Committee

Chairman: DONG Guoqiang
 Vice-Chairman and Secretary General: TIAN Wenhong
 Vice-Chairmen/woman: HOU Shoufa, ZHANG Quan, ZHANG Yiheng, ZHOU Xiaoxi, ZHANG Jian
 Specially invited secretary General: YU Cheng

The 4th Working Committee

Chairman: ZHU Tong
 Vice-Chairman and Secretary General: JIA Hui
 Vice Chairmen: DONG Guoqiang, ZHANG Quan, CHEN Zhizhong, CAO Dingyi, LI Fengde
 Deputy-Secretary General: HUANG Heping

Southwest Project Center

The Southwest Project Center was established in October, 2011. It gathers excellent enterprises and entrepreneurs from Yunnan, Sichuan, Chongqing and Guizhou to defend virgin forests and plateau wetlands in southwestern China, so as to build a beautiful home where there are animals in forests, fish in water, birds in the sky and human coexist with the nature. By the end of 2017, there were 45 members.



Launching Ceremony of Yunnan Snub-Nosed Money Dynamic Monitoring Project - QIAN Xiaohua, Chairman of SEE (left), and XIE Hongfang, Director General of Baima Snow Mountain State Nature Reserve Administration Bureau

Key Projects

On November 18, 2017, the Launching Ceremony of Yunnan Snub-Nosed Money Dynamic Monitoring Project was held. It was hosted by Yunnan Forestry Department, organized by SEE Southwest Project Center. The project aims at improving public concern on protection of Yunnan snub-nosed monkeys, enhancing social understanding on the effects of organizations that protect the habitat of the snub-nosed monkey and motivate broad social participation in protection of biodiversity.



Group Photo taken at the end the concert

On November 18, 2017, the Green Peacock Protection Concert was organized in Kunming Theatre with support of the Southwest Center, Yunnan Nature and Culture Conservation Promotion Association (YNC) and Noah Private Wealth Management. The concert would further improve public influence on protection of the endangered green peacock.

On August 21, 2017, the Hengduan Mountains XinZhu Botanical Protection Garden Project was approved by the Wildlife Conservation Section of Yunnan Forestry Department. On August 27, the Living Noah' Ark - Hengduan Mountains XinZhu Botanical Garden was officially launched with finance support from East China Center and guidance and designing of the Southwest Center. The project, which will be implemented by Lijiang Plateau Botanical Garden with participation of the local villagers in patrolling, management and protection, is mainly aimed at endangered plants breeding and damaged mountain restoration.



Members of East China Center inspected the XinZhu Botanical Garden Project

Member Activity

Ecological Trail-Walk

In March and October, 2017, the 5th and 6th Ecological Trail Walks were organized by Southwest Project Center. Totally, there were 91 people participated in the activities, including SEE members and the public. The fund raised through these activities would be used to support the construction of the Resource Nursery Garden of Dai Medical Herb in Banna River National Reserve, the construction and development of the Biodiversity Corridor, and the SEE Noah' s Ark - the Three Parallel Rivers Area Ecological Protection project.



Lijiang Ecological Trail-walk went through the Three Parallel Rivers Area in Lijiang



Young members of Nexus and new-style beehives

Nexus Public Welfare Study Tour

On May 28-31, 2017, more than 20 members from Nexus (an young entrepreneur organization) visited the project sites of Southwest Center, including the Resource Nursery Garden of Endangered Medical Herbs, Jinsha River Breeding Base of Indigenous Fishes, Baima Snow Mountain Demonstration Site of Yunnan Snub-Nosed Monkey, and the bee field of YU Xinhua. This visit helped more young charity investors to know about current situation and possibilities in ecological conservation in southwestern China. Together with them, we explored ways to enhance the development of environmental public welfare, and discuss future trends in integrating public welfare into private business.



Kids in the Scientific Expedition Summer Camp of Yunnan Snub-Nosed Monkeys

The 1st Yunnan Snub-Nosed Monkey Scientific Expedition Summer Camp

From July 9 to 18, 2017, 10 students from different parts of the country, got together with LONG Yongcheng, a scientist, front-line Yunnan snub-nosed, monkey protector, zoologists and botanists from Lijiang Plateau Botanical Garden, walked into the nature in project site of SEE Noah' Ark, to learn about animals and plants, while recording behaviors of the monkeys in a scientific way into a report to the public.

The 3rd Working Committee

Chairman: WU Kegang

Vice-Chairwoman and Secretary General: ZHENG Xueqing

Vice-Chairmen/woman: LIU Zhiyong, SUN Yaqiong, PENG Xueping

The 4th Working Committee

Chairwomen: ZHENG Xueqing

Vice-Chairman and Secretary General: XIAO Jin

Vice-Chairmen/women: WU Kegang, ZHANG Jiayu, LIU Xin, ZHANG Quan, LIU Zhiyong, FAN Yanli

Deputy-Secretary Generals: LIU Zhiyong, FAN Yanli

Pearl River Project Center

Pearl River Project Center was established on October 31st, 2013. It is the only center named after a river and the center with the highest concentration of environmental enterprise members. By December 2017, the center had 59 member entrepreneurs actively involving in environmental public welfare fields in Guangdong Province. In the future, Pearl River Center will focus on making a brand project on Protection of Water Resource of Pearl River.



On March 26, 2017, the Beautiful Water in China Forum, as part of SEE's World Water Day event was held in Guangzhou. During the dialogue session, 6 honored guests shared about water conservation projects conducted by SEE.

Key Projects

In 2017, Beautiful Water in China, the environmental protection strategy of Pearl River Center was released on the World Water Day. It aims at enhancing water source protection along Pearl River and it would combine with the Blue Defender - Clear River in Neighborhood Project to support the construction of national monitoring network on black and odorous water and pushing forward the construction of Pearl River region monitoring network.

Oriented in environment protection, Pearl River Center implemented the 2017 Beautiful Water in China Project and kept supporting environmental protection projects and partners in Guangdong Province. Totally, 6 projects were granted with a sum of 1.45 million CNY.



On March 18, 2017, Pearl River Water Joint Action, a partner of the center, carried out an outreach activity in Shunde.

Member Activity

From 2016 to 2017, Pearl River Center organized and participated in more than 650 environmental protection activities, interacted with nearly 30 environmental organizations and cooperated closely with 14 of them and contributed more than 3,000 hours work on public welfare.



On May 26, 2017, the 12th Meeting of the 2nd Working Committee and the Mid-term Summing-up of Environmental Protection Projects was held.

Pearl River School

By 2017, Pearl River School, a brand activity of the Pearl River Project Center, had organized 9 sessions, in which more than 25 member enterprises initiated and participated in multiple public welfare activities to support SEE in enhancing the development of environmental protection in Guangdong.



On April 18, 2017, the 8th Pearl River School in Grand Blue Company.



On July 21, 2017, the 9th Pearl River School in Press Metal.



On June 19, 2017, Guangdong-Israel Innovative Water Technology Seminar.

Guangdong- Israel Innovative Water Technology Seminar

Hosted by Israeli Consulate General in Guangzhou, jointly organized by SEE Environmental Industry Alliance and China-Israel Industrial Park and supported by Pearl River Project Center, the Guangdong-Israel Innovative Water Technology Seminar was held in Guangzhou on June 19, 2017. Nearly 50 guests were invited to discuss the innovative hydraulic technologies as a support to the 2017 Watec Israel Water Technology and Environmental Control Exhibition.

The 2nd Working Committee

Chairman: YAN Jun
Vice-Chairwoman and Secretary General: YUAN Ying
Vice-Chairmen/woman: FAN Zhaoxia, GUO Xiukuan, LI Hongyao, LI Yuanfeng, ZAHNG Hua

The 3rd Working Committee

Chairman: LI Bin
Vice-Chairman/woman and Secretary Generals: YUAN Ying, FAN Zhaoxia
Vice-Chairmen/woman: YAN Jun, HUANG Changwei, LING Xiuqing, DU Shuhua
Assistant: WANG Yun, SUN Yaqiong

Northwest Project Center

Founded in November 2013, the Northwest Project Center has members from Shaanxi, Gansu, Ningxia, Qinghai and Xinjiang. It is dedicated to advocate on local enterprises and people to participate in environmental protection. By the end of 2017, it had 51 members.

Key Projects

The Beautiful Core of China – Ecological protection in Qinling Mountains and Restoration

Qinling Mountain is a window that China communicates ecologically with the world. It is the starting point of the Belt and Road policy, the central range of China, and an important geographical boundary in China. It has very unique cultural environment. The Northwest Project Center will protect and restore the ecology of Qinling Mountain through work on rare species like panda and crested ibis to establish panda corridor and crested ibis reserve wetland to improve their surviving condition for them as well as realize a protection and restoration on the ecological environment in Qinling Mountain.



On November 3, 2017, the Signing Ceremony of Strategic Cooperation Framework Agreement on Qinling Panda Habitat Protection Project



The project reviewing meeting of Northwest Center on December 25, 2017



Development seminar of Anhui and Northwest Centers

On November 3, 2017, Northwest Center signed the Strategic Cooperation Framework Agreement on Qinling Panda Habitat Protection Project with Shaanxi Forest Resource Management Bureau. It is expected that the implementation of restoration of Qinling Mountain panda habitat and establishment of panda corridor, the food supply for pandas would be enriched and the fragmentation of panda habitats will gradually be solved, so as to improve the living conditions of pandas in Qinling effectively.

On December 25, 2017, the Beautiful Core of China – the Ecological Protection and Restoration of Qinling themed project establishing demonstration meeting was held. The Northwest Project Center was planned to establish panda corridor and implement crested ibis habitat protection and restoration projects. Through working with Shaanxi Forestry Department, a new model would be explored to protect ecology of Qinling Mountain with multi-stakeholders participation that include government, civil society, experts and scholars.

Member Activity

The Development Seminar of the Center

On July 13, 2017, a local organization development seminar was organized by Northwest and Anhui Centers. Some members from Anhui Center paid a visit to Northwest Center, where the later shared its experience on organizational structure, institutional construction, fund-raising, membership development and activities, and the implementation of projects.



The launch of the Xi'an Entrepreneur Environmental Public Welfare Charitable Foundation

SEE Qinling Ecological Forum in the 7th Euro-Asia Economic Forum

On September 22, 2017, the Euro-Asia Economic Forum – SEE Qinling Ecological Forum that co-hosted by Shaanxi People's Government and SEE, organized by Northwest Project Center, was held in Xi'an. Member entrepreneurs came and shared SEE's successful experience on different fields in ecological protection in the forum.

On the forum, QIANG Xiaolan, Deputy Mayor of Xi'an City awarded the license and declared the official establishment of the Xi'an Entrepreneur Environmental Public Welfare Charitable Foundation. Through this foundation, forces of government, experts and local NGOs will be united and introduce experiences of SEE and the innovative mode of Internet + Public Welfare into Qinling Mountain conservation and to motivate more people to start restoration of Qinling panda habitat and establish a model project on ecological conservation so as to improve the ecology of the whole Qinling Mountain finally.

During the meeting, an agreement on Qinling Panda Habitat Restoration was signed on by CUI Cheng, Vice Chairman of Northwest Center and LEI Yinghu, Director of Research Center of Rare Wild Animal Rescue and Rearing of Shaanxi Institute of Forestry Sciences. It was a crossover cooperation environmental protection and new start-point for cooperation between Shaanxi Government and environmental NGOs.



The signing ceremony of Qinling Panda Habitat Restoration project



Group photo on the forum

The 2nd Working Committee

Chairman: YAN Ming
Vice-Chairwomen and Secretary General: CHEN Yujie
Vice-Chairmen/woman: CUI Cheng, DU Xuqiang, SUN Wei, SUN Yin, WANG Hongwei

The 3rd Working Committee

Chairman: YAN Ming
Vice-Chairman and Secretary General: CUI Cheng
Vice Chairmen/woman: SUN Wei, CEHN Bo, ZOU Bin, SHI Xiaojuan, WEI Ang
Deputy-Secretary Generals: ZAHNG Yi, ZAHNG Hua

Hunan Project Center

Established on September 16, 2014, the Hunan Project Center assembles entrepreneurs who have the sense of responsibility on environmental protection and would work to promote environment public welfare development in Hunan Province. Since the establishment, it has organized a series of activities focusing on “Defending Mother River, Guarding the Environment of Hunan” and provided strong support to environmental organizations. By the end of 2017, the center had 31 entrepreneur members.

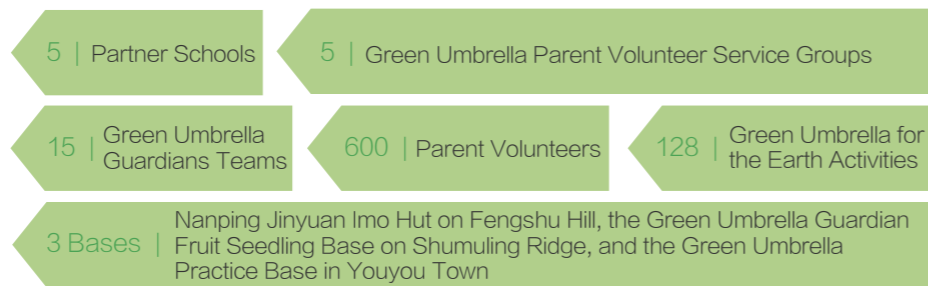


The election of the 3rd Working Committee of Hunan Center was a complete success

Key Projects

The Green Umbrella for Earth Program

The program is an environmental public welfare activity targeting teenagers aged 4 – 14, aiming at forming good habits, forging excellent characteristics and cultivating talents. In 2017, the program was conducted with a wide range of partners in deep cooperation.



International Four Comics Environmental Contest

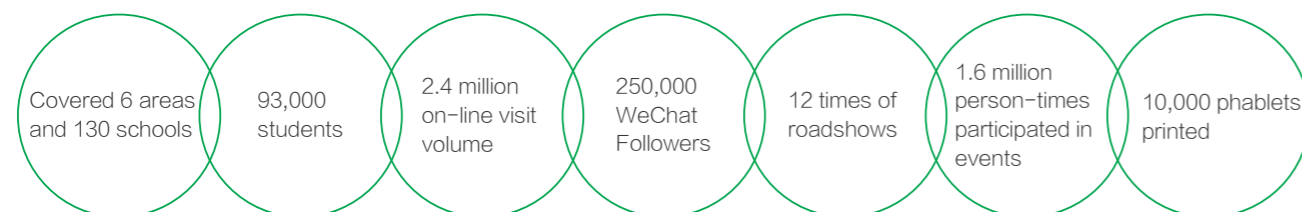
The contest took the form of Four Comics and encourage the young contesters to tell stories that may promote environmental protection concepts and express children's dreams and ideals on public welfare. At the same time, it also inspired their sense of humor and creativity and responsibility on public welfare, environment protection and caring for each other so that the young generation would be educated with valuable characteristics like taking on responsibilities and care about the social problems and issues.



The Roadshow Launch Ceremony of 2017 International Four Comics Contest

Theme: My Green Life

August, 2016 – June, 2017



Industrial Support

The 2nd Green Development Annual Meeting of Hunan Ecological and Environmental Protection Organizations

On January 8 – 9, 2017, the 2016 Annual Meeting of Hunan Ecological and Environmental Protection Organizations “To Improve Ecological Environment through Green Life” was held in the Yuandacheng, Changsha City. This was the 2nd annual meeting among environmental organizations in Human. During the meeting, SEE Hunan Project Center and the Environmental Volunteer Services Federation of Hunan Province awarded ten Outstanding Persons of Green Hunan.



The 2nd Green Development Annual Meeting of Hunan Ecological and Environmental Protection Organizations



The ten Outstanding Persons of Green Hunan award

Member Activity

Ecological Lecture for Hunan Enterprises

Hunan Project Center has been organizing SEE Ecological Lectures for Hunan enterprises. In 2017, members of the Center visited member enterprises to share ideas on green and environmental operations and discussed with them about green sustainable development and helped them to improve enterprise brand's image on public welfare. The activity successfully helped with resource combination between environmental NGOs and enterprises.



Share and learn ideas on green and environmental business in ecological lectures

The 2nd Working Committee

Chairman: LIANG Wei
 Vice-Chairman and Secretary General: ZAHNG Zhaohui
 Vice-Chairmen/woman: XU Songdong, ZHOU Xiping, ZAHNG Yi, LI Juan, LU Shixin

The 3rd Working Committee

Chairman: YE Wenzhi
 Vice-Chairman and Secretary General: CHEN Ming
 Vice-Chairmen/woman: LIANG Wei, SU Lujiang, GAO Buyun, XU Jing, ZAHNG Yi
 Deputy-Secretary General: YAN Shuang

Hubei Project Center

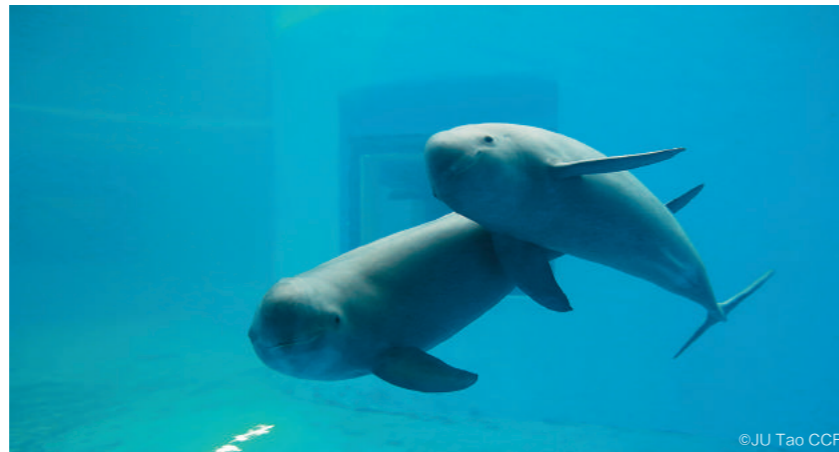
Established in July 2015, Hubei Project Center has been focusing on finless porpoises in Yangtze River. It conducts projects that include Yangtze Ecological Protection, nature education, rural garbage classification, enterprise green development, and environmental industrial alliance, etc., to contribute to protection of Yangtze River. By the end of 2017, the center had 84 members.

In March, 2016, the Hubei Entrepreneur Environmental Protection Foundation was initiated and established. It was the first non-public raising civil environmental foundation. In May, 2017, it was renamed as "Hubei Yangtze River Conservation Foundation" (CCF). Through series of protection activities, such as green development for enterprise established along the river, water resource conservation, nature education, and garbage classification, the foundation is helping seeking solutions for environmental problems along Yangtze River in Hubei Province, building a social platform where entrepreneurs, universities, institutes, public welfare organizations and the public can all participate in and contributing to the Overall Conservation of the Yangtze River.

Key Projects

Finless porpoises Conservation

The "Save the Smile of the Yangtze-Conservation of the Yangtze finless porpoise" is a thematic project jointly-initiated by SEE Hubei, Hunan, Anhui and East China Centers. With the approval of SEE Foundation, it raises fund through SEE platform and is implemented by Hubei Changjiang Conservation Foundation (CCF). The project aims at helping the local fishermen in transforming their means of livelihood, improving civil society's role and effectiveness in finless porpoises salvation activities to restore the population of it to establish a healthy and stable development of Yangtze ecological system. To transform the fishermen into fish guardians is the core of the project.



Finless porpoises in Yangtze River

Nature Education

In 2017, Hubei Center exploited its advantage in projects and organized various activities, such as A Walk in Botanical Garden, Science Lecture, A Tour of Finless Porpoises in Enterprise, and Natural Scenes of Yangtze River- natural note contest. Two seasons of natural science lectures were held in cooperation with universities, natural education tutors and experienced SEE members, which had nearly 2,000 people participated and more than 200,000 online hits.



In June, 2017, Hubei Natural Observation Manual, a field science reference book was published. It is combines the wisdom of dozens of experienced wildlife experts

The nature education

With strong support from the Yangtze River Office of Agriculture Ministry, provincial and municipal government fishery authorities, the center has carried out projects in Hukou of Poyanghu Lake, Yueyang of Dongtinghu Lake, Anqing in Anhui Province, and the Hewangmiao-Jicheng Finless Porpoise Reserve to help fishermen to change into finless porpoise guardians. In 2017, 40 such guardians have sailed 37,000km on the river to protect finless porpoise. At the same time, the Center has developed the "Finless Porpoise Manager", a professional APP specially designed for patrolling management to protect finless porpoises.



On December 2, 2017, members of Hubei Center visited the scientific research team in Yangzhou during the general investigation on finless porpoise in Yangtze River which is held once every five years

Rural Garbage Classification, Reduction and Recycling

Combining home cleaning and targeted poverty alleviation, Hubei Center has been exploring working modes suitable for rural areas. In September, 2017, "Rural Garbage Classification, Reduction and Recycling Seminar" was held in Yichang to share Yichang's experience with people from many other places.



Yichang Garbage Classification Forum

Member Activity

In 2017, Hubei Center organized activities including Enterprise Visit, Finless Porpoises' Visit in Enterprises, and nature education. SEE members actively participated in these activities and contributed to the public welfare.



On June 13, 2017, the Yangtze Finless Porpoises Rescue Alliance was founded

The 1st Working Committee

Chairman: AI Luming
Chairwoman and Secretary General: KONG Na
Vice-Chairmen/woman: TAN Gan, CHEN Aijia,
XU Guangyu

The 2nd Working Committee

Chairman: YAN Zhi
Vice-Chairman and Secretary General:
XU Guangyu
Vice-Chairmen/woman: TAN Gan, HOU Jin,
CHEN Xinzhou, LI Jun, WANG Sujuan
Deputy-Secretary Generals: PAN Nanling,
WANG Limin

Inner Mongolia Project Center

Established on August 31, 2015, the Inner Mongolia project Center is dedicated to the desertification control and the development of sand industry, while taking "SEE Forum" as its core work to promote desertification control, grassland ecological restoration and other environmental projects to expand SEE' s influence in Inner Mongolia and attract more local entrepreneurs to join us. By the end of 2017, the center had 27 members.



On December 20, 2017, accompanied by CHANG Futian, Chairman of Inner Mongolia Center, ZHOU Yubin, Secretary General, and life member SONG Jun, the Vice-Chairman of SEE, Mr. AI Luming, visited the center and reached a new cooperation consensus

Key Projects

Ecological Education Base

In 2017, the Inner Mongolia Project Center cooperated with the Mengcao Desert Alxa Ecological Restoration Company established SEE three ecological education bases in Mengcao Base, Hohhot City and the Helin Base. Germplasm resource bank was also established in Alza Base, which will be the plant Germplasm resource demonstration base of Inner Mongolia Project Center. Through work on promotion and demonstration, the public understanding on natural and ecological environment would be improved and they will concern more on the nature and be more willing to participate in protection actions so as to realize a true protection and improvement on the natural environment.



Germplasm Resource Bank

Member Activity

The 2nd SEE Forum and Public Welfare Dinner Party

The 2nd SEE Forum and Dinner Party were successfully held by Inner Mongolia Center On July 10th, 2017. It was an excellent platform to help the public to learn about and participate in SEE environmental activities, while at the same time expanding SEE' s influence among enterprises in Inner Mongolia.



On October 28, 2017, a new working committee was elected



The 2nd SEE Forum and Public welfare Dinner Members visited Yifeng Holding Group

The 1st Working Committee

Chairman: XI Shusen
Vice-Chairwomen and Secretary General:
BAO Surina
Vice-Chairmen/woman: XUE Rongyue, AN Enda,
FAN Junmei, SONG Ningna

The 2nd Working Committee

Chairman: CHANG Futian
Vice-Chairman and Secretary General:
ZHOU Yubin
Vice-Chairmen/woman: XI Shusen, FAN Junmei,
ZHU Haigen, WEI Jingxing, XUE Chao
Deputy-Secretary General: JIAN Mengyao

Anhui Project Center

Established on December 18th, 2017, Anhui Project Center is mainly working on implementation of the Save the Smile of the Yangtze – Conservation of the Yangtze Finless Porpoise project in Wanjiang section. By the end of 2017, the center had 22 members.



May 4, 2017, Anhui Center conducted the first survey in Anqing

Environmental Projects

Save the Smile of the Yangtze

Save the Smile of the Yangtze – Conservation of the Yangtze Finless Porpoise is a project jointly initiated by Hubei, Hunan, Anhui and East China centers. Anhui Center is responsible for its implementation in Wanjiang section.

On June 29, 2017, Finless Porpoise Rescue Action Assisting Patrolling Demonstration Pilot in Anqing was officially launched. The first patrollers are 9 people who had been fishermen before. They are responsible for a river section of 128km long with about 60 finless porpoises in it.

Member Activity

Since its establishment, Anhui Project Center has focused on organization construction and member participation. The staff had been actively visiting other centers as well as receiving visitors to learn from the others. They have visited Hubei and Northwest centers, and exchanged ideas with staff coming from Fujian Center.

On June 4, 2017, just before the World Environment Day, cooperated with Hefei Environmental Protection Bureau and Green- Anhui, Anhui Center organized "Guarding Green Water and Blue Sky- June 5th World Environment Day Campaign" in Xinghua Park. This was the first public event organized by Anhui Center, on which more than 3,000 people participated in it.



Environmental Fashion Show

Manual Workshop

The 1st Working Committee

Chairman: QIAN Jin
Vice-Chairwoman and Secretary General:
YU Xiaoxia
Vice-Chairmen: YANG Ming, ZHANG Youji,
YU Dayong, HU Hao, WANG Benjian

Henan Project Center

Established in January, 2017, Henan Project Center is dedicated to public awareness raising on natural and ecological environment, and enhancement of the public participation in protection actions to make a concrete protection and improvement of the environment. By the end of 2017, the center had 29 members; most of its work was focused on the Yellow River Wetland Nature Reserve.



The center establishing ceremony

The 1st Working Committee

Key Project

Henan Project Center is focusing on the Yellow River Wetland Nature Reserve project. The reserve is in the middle line of the three important routes for migratory birds. In 2017, Henan Center included the “Keep Great Bustard and Protect the Mother River – Conservation of Yellow River Wetland” into the planning agenda, and discussed practical measures for protection of the Yellow River wetland.

Member Activity

In 2017, Henan Project Center mainly worked on enterprise visits and public welfare cycling activity. Member entrepreneurs all participated in the activity that they were interested in and would like to contribute to. In the year, the Center paid visit to 4 member enterprises and initiated the “Shoulder to Shoulder – Recover the Green Water and Blue Sky to the Central China” public welfare cycling event to promote healthy life styles, reducing carbon emission and green commuting.



Visiting enterprises

Public welfare cycling

In Shoulder to Shoulder - Recover the Green Water and Blue Sky to the Central China, members are explaining environmental knowledge and the concepts on its protection

The 1st Working Committee

Chairman: DU Zhongbing
 Vice-Chairman and Secretary General: LIU Rong
 Vice-Chairmen/woman: LI Hua, LI Yan,
 ZHENG Lichang
 Deputy-Secretary General: CHEN Jujin,
 WANG Guoping

Shanxi Project Center

Established on July 29, 2017, Shanxi Project Center is dedicated to the protection of North China leopard habitat and the ecological restoration of Fenhe River. By the end of 2017, the center had 29 members.



All members on the founding assembly

Key Projects

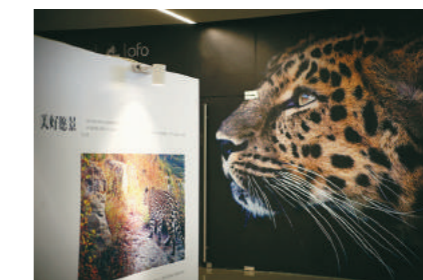
North China leopard is a first-class national protected animal. Due to disappearance of primary forests in North China, the leopard population in Taihang Mountain now is extraordinarily rare. At the present stage, the main species protective measure is to mitigate human-leopard conflict.



In 2017, Vice-Chairman Ai Luming and members of Shanxi Center visited the project sites for two times, and met with local government. The support from the local government grounded a solid base for the project.

Member Activity

Shanxi Project Center keeps promoting and advocating SEE's environmental protection concepts. Ever since its establishment, it has organized a variety of activities and event on advocacy and recruit members and tried to influence more people to join SEE in environment protection and public welfare.



SEE Large-scale Leopard Exhibition in Shanxi

The 1st Working Committee

Chairman: WEN Shuangwei
 Vice-Chairwoman and Secretary Generals: MA Li,
 SUN Hongxia
 Vice-Chairmen: MENG Xinli, BAO Chuantong,
 LIANG Weishan, FENG Guoqiang
 Deputy-Secretary General: WANG Shuai, BAI Jie

Fujian Project Center

Fujian Project Center was established on September 23, 2017. With its geological advantage, it provides support to Green Homes and other local environmental NGOs. It also focuses on conservation of mangrove wetlands, and cooperates with Taiwan Center to promote the harmonious development of human and the nature. Its key projects include: Green Supply Chain and Pollution Prevention and Management, Mangrove Wetlands Conservation, Bird Protection in Fujian Province, and Environment and Nature Education. By the end of 2017, the center had 32 members.



Establishment of the Fujian Project Center



Green Homes Promotion Workshop



Members visited the Three Trees in break time of the annual meeting

Environmental Projects

Green Credit

This is a project initiated by Fujian Green Homes and Industrial Bank to provide a free-of-charge third party objective and authentic risk evaluation data for the bank to review the environmental risk of the loan enterprise so as to reduce bad debts rate for the bank. In the meantime, for those enterprises that shows low risk, the Green Home would help it with rectify and reform before the loan. For the ones who cannot get the loan due to environmental risks, the Green home would help them to conduct rectification so that they might be able to get the loan finally.

In 2017, Fujian Project Center visited the Green Homes for multiple times to investigate green credit project. Through organizing lectures on Green Credit, the center helped members to understand and support the green credit project. It also provides environmental risk evaluation and guidance and support for anyone needs rectification.

Mangrove-centered wetland conservation & Environmental Protection and Nature Education

In 2017, Fujian Center had an in-depth exchange with local NGOs like Fujian Bird-watching Society and Little Gulls, to support the conservation of mangrove wetlands, birds, and nature education.

Member Activity

On December 21, 2017, Fujian Project Center Annual Meeting was held in the Headquarters of Futian Three Trees Company in Putian. More than 30 people attended the meeting, including AI Luming, Vice-Chairman of SEE, WANG Ying, member of Pearl River Center, HONG Jie, member of Fujian Center and Chairman of Three Trees, LIN Dedian, Vice-Chairman of Three Trees and representatives from environmental and public welfare organizations (Green Homes, Fujian Bird-watching Society, and Little Gulls) as well as the members and staff of Fujian Center.

The 1st Working Committee

Chairman: XIANG Lei
 Vice Chairwoman and Secretary General:
 XIAO Yingzhuo
 Vice Chairmen/woman: LI Zhenfeng, WANG Zhixin,
 CHEN Wenjie, XUE Yuxiang, HUANG Xiuhua
 Deputy-Secretary General: CHEN Xiaoling,
 CHEN Shan

Shandong Project Center

Established on December 14th, 2017, Shandong Project Center aims at aggregating the spirit of Shandong entrepreneurs, advocating on environmental issues among local entrepreneurs and enterprises, and mobilizing more people to participate in and contribute to environmental public welfare. By the end of 2017, the center had 35 members.



Founding assembly of Shandong Project Center



The 1st Working Committee



Visit the members

The 1st Working Committee

Chairman: ZONG Yanmin
 Vice-Chairman and Secretary General:
 CHENG Zhiming
 Vice-Chairmen: GUO Cheng, WU Weiyun, WU
 Wei, QIAO Hui, SUN Zhongwei
 Deputy-Secretary Generals: DI Dan, YANG Hui

SEE in 2017

New achievements of SEE environmental projects

In 2017, environmental protection and public welfare projects were organized by SEE with unique advantages and resources of project centers, including 100 Million Suosuo, Freshwater Water Conservation, Free Flying Wings, Blue Defender, Green Supply Chain, Green Starters, Growing Up Together, Noah's Ark, Save the Smile of the Yangtze, and Conservation in Sanjiangyuan Region, etc. In the future, we will further integrate entrepreneur and social resources, promote more people to support and participate in our projects, and make full use of the socialized platform to defend the green water and blue sky together.

100 Million Suosuo

Vegetation restoration projects have been carried out in an area of 13,800 hectares, covering 6 towns, 15 villages, 94 households and 2 cooperatives.

One Suosuo, can help fixing 10 m² desertified land. We plan to restore vegetation on 133,333 hectares of land to stop the desertification.



Green Supply Chain

89 real estate companies joined the program. Green procurement standards for fire materials categories and eight product have been developed.

No green, No buying.



Freshwater Water Conservation

With participation of 130 households in 7 villages, water-saving millets have been planted on 473.4 hectares of land. Its total yield reached 2,059 tons and saved 3.5 million cubic meter of water. Developing environment-friendly products makes it possible for the farmers to save the water while increasing their income. The project brings the life back to the desert.



Blue Defender

To provide financial support to the pollution prevention and control of 29 environmental protection organizations in 18 provinces and cities, involving 27 projects and 149 stream segments in 22 cities, including the Clear river in neighborhood project which is aimed at black and odorous water. Act together, bring back blue sky and clean water.



Free Flying Wings

The Green Book on the Protection of Chinese Coastal Wetlands released; 32 wetland protection projects of 28 organizations supported to protect habitats of 2,000 km², carry out 1,057 patrols and investigations with 21,657 records and 570 species, organize 100 nature education activities involving 48,000. Let birds share the nature with mankind.



Conservation in Sanjiangyuan Region

Ansai workstation was founded to promote the inclusion of community survey into the responsibilities of patrol team of Lancangjiang National Park, and carry out the pilot program of human-animal compensation mechanism with a capital of RMB30,000. Two investigations involving 2 routes were organized.



Save the Smile of the Yangtze

In the time of half a year, 40 guardians patrolled 37,000km on the river around 4 demonstration project sites of 719km² river section to protect 380 finless porpoises. The project helped the establishment of 5 finless porpoises protecting NGOs, and facilitated the development of another 12. We are working together to save the finless porpoise and restore the Yangtze River a healthy ecosystem.



Noah's Ark

Outside the reserve, 4 co-administrative areas have been built. 2,400 farmers were trained on under-wood planting and bee-keeping techniques. Together with that, 2,500 beehives and 36,000 medicinal plant seedlings were distributed to the trainees. All these are efforts protecting forest ecological system and constructing a harmonious development for both human and nature.



Green Starters

SEE optimized its reviewing system and improved its project granting efficiency. In 2017, 57 public welfare partners in 31 provinces and cities have been selected and received SEE grants. Offline activities were also organized to promote the communication and cooperation among regional green starters. If there is an action on environment protection, there will be support. SEE is the angel investor for environmental and public welfare organizations.



Growing Up Together

GUT Biological Diversity Carnival was experienced a tour in Guangzhou, Shenzhen, Beijing, Shanghai, Guiyang, Fuzhou and Beihai in 2017. More than 300 pictures and 49 environmental workers demonstrated the biological diversity and protection of China, attracting 137,000 online and offline audiences.



Events of the Year

By the end of 2017, SEE had 803 members. SEE members carry out environmental activities all over China, defending the ecological environment of their hometown, sharing ideas of environmental protection and sustainable development as well as motivating more entrepreneurs to join in the cause of environmental and public welfare.

March, 2017: Beautiful Waters of China – Clear River in Neighborhood, the launching of the Blue Defender – Black and Odorous Water Monitoring Network

On March 26, 2017, the SEE hosted “Beautiful Waters of China Forum” was held in Guangzhou, during which the Blue Defender – Black and Odorous Water Monitoring Network on was officially launched.



The Blue Defender supervision- Black and Odorous Water Monitoring nNetwork was jointly launched by GUO Hongyan, deputy researcher of Society Department, Environment and Economy Policy Research Center, Ministry of Ecology and Environment (second from right), REN Zhiqiang, the 5th Chairman of SEE (middle), QIAN Xiaohua, the 6th Chairman (third from right), YAN Jun, Chairman of Pearl River Project Center (third from left), SUN Cheng, Deputy-Secretary General of Green Hunan (first from right), ZHANG Junli, senior member from Friends of Nature (second from left), YING Shan, project officer from Public Information Department, nstitute of Public Environment Affairs (first from left)

April 2017: A Retrace on Xiaoguang, and Plant the Suosuo Together in Xiaoguang Forest

From April 29 to 30, 2017, the event “A Retrace Walk on Xiaoguang Road, and Plant the Suosuo Together in Xiaoguang Forest” and the 2017 SEE Suosuo Spring Planting were organized in Tengger Desert. Nearly 300 entrepreneurs, donor representatives and NGO partners walked 15km in the desert and planted Suosuo together in memorize of the late SEE Chairman Xiaoguang.



Retrace Xiaoguang Road

15km walk in the desert

Group photo in front of Xiaoguang Nutgrass Forest

June 2017: the 5th Chinese Enterprises Green Contract Forum

On June 5, 2017, the 5th Chinese Enterprises Green Contract Forum themed as “the Green Relay Race to Make the World a Place that People can Take Deep Breath” and the 7th SEE Ecological Award Ceremony were held in Beijing. In the forum, the first initiative in Green Supply Chain Project, China Real Estate Industry Green Supply Chain Action awarded the 32 enterprises on their active participation in the Green Supply Chain Action in last year. These enterprises adopt the Green Standard and actively improve their environmental behavior in operation of their business, which could be called as a Green Update Revolution in the industry.



Enterprises awarded for their participating in ChinaReal Estate Industry. Green Supply Chain Action



Sofa Forum: Discuss Green Choices and the Green Finance Nearly 300 guests attended the forum

99 Public Welfare Day: All Project Centers Worked Together

On September 7 to 9, 2017, during the 9-9 Public Welfare Day, all SEE project centers established cooperation with 103 environmental NGOs based on their projects. At the same time, our entrepreneur members actively participated and raised 23.03 million CNY matching donation from 47 enterprises, together with donation from 670 enterprises, the total fund raised reached 57.738 million CNY. Motivated by SEE, 72 movie and TV stars and more than 40 artists declared their support on SEE. SEE members provided matching donations, off-line support and encouraged the public to participate in the activities. Finally, they received 570,000 person-time supports. The cohesive force of SEE was proved once again that, “Work together, we will make extraordinary achievements!”

阿拉善SEE 99公益日	
战报 2017年99公益日	
项目中心一起捐战报	
1、湖北1161万元、其中公众606万元，52165人	
2、华北757万元、其中公众335万元，19875人	
3、华东(含福建)706万元、其中公众314万元，19064人	
4、深港219万元、其中公众106万元，18765人	
5、西南200万元、其中公众95万元，9869人	
6、珠江180万元、其中公众90万元，22647人	
7、西北160万元、其中公众73万元，19270人	
8、山西128万元、其中公众58万元，14169人	
9、湖南84万元、其中公众44万元，40321人	
10、福建(筹)83万元、其中公众42万元，7717人	
11、安徽82万元、其中公众44万元，6626人	
12、河南41万元、其中公众20万元，5635人	
13、内蒙14万元、其中公众11万元，1684人	
14、台湾3万元、其中公众2万元，209人	
(以上数据截至9月9日21:30)	
筹资额TOP3: 湖北、华北、华东	
捐款人TOP3: 湖北、湖南、珠江	
完成率TOP3: 湖北、西北、华北	

General Meeting

General Meeting of SEE

13 year ago, a group of entrepreneurs who had dreams gathered together in the Moon Lake, Tengger Desert, Alxa, and founded SEE. As time passed by, SEE has been growing healthily, and its ecological ideas have been implanted in everyone's life. November 6 to 7, 2017, more than 400 entrepreneur members gathered again in Changsha, Hunan, to commemorate days of SEE and elect new Governance Team. November 7, 2017, 2017 General Meeting of SEE was held in Changsha, Hunan, during which the 7th Governance Team was elected, with 358 actual attendances and 257 entrusted attendances, totally 615 attendances, with an attendance rate of 87%, the highest since the establishment of SEE.



Working Report of the 6th Governance Team

In the report, Chairman QIAN Xiaohua summed up and introduced their work with facts and data:

In the last two years, members of SEE have been increasing quickly. Entrepreneur members have been participating in ecological projects and cooperating with local NGOs to solve environment problems. The participation rate was improved obviously. The members of SEE have made positive voices in environmental protection communities of China as a group.

In 2016 to 2017, the main ecological strategy of the 6th Governance Team was that, based on the development of environmental protection industry, including Green Starters and Growing Up Together, to focus on the prevention and control of desertification, the ecological protection and the prevention and control of pollution, promote asset reorganization, launch products and brand projects to raise funds, and establish an environment protection platform which scientists, NGOs, entrepreneurs, government departments and the public participate in. While carrying out projects and activities on principle of professionalism, science and internationalization, the 1st SEE Scientific Advisory Commission was founded. With strong support of the Council Members, Fund Raising Commission, members, enterprises, and the public, we have raised remarkable funds. At the same time, we have established good international partnership and improved the international influence of SEE. The outstanding entrepreneurs will be attracted by ideas of SEE to play a leading role in environmental protection and promoting social changes.



Two years ago, I stood here, running for the Chairman, and raised 6 proposals: first, members should participate in environmental protection activities deeply; second, members should actively participate in local environmental protection; third, we should encourage entrepreneurs to lead the public in environmental protection; fourth, we should cooperate with the government actively; fifth, the branding of SEE's projects; sixth, the service of SEE. Now it's time to examine the fulfillment of the 6 proposals and the joint efforts of the 6th Governance Team

QIAN Xiaohua
The 6th Chairman of SEE



XU Xiaonian, General Counting Overseer, Director General of SEE Foundation, Professor of Economics and Finance of CEIBS (front row, second from left) was overseeing the counting

Words to the 6th Governance Team

In 2016 to 2017, SEE achieved outstanding achievements, including project branding and systematization, significant increase of members, the founding of 5 project centers, as well as fund-raising, brand promotion and international interaction, etc. Without support from each member and all sectors of society, especially the hard work of the 6th Council Members who have taken the heavy responsibility to lead SEE, none of these might be possible. As the tradition, let's present flowers, hugs and applause, to express our sincerest gratitude.



Respects to the 6th Board: as time passed by, the enthusiasm of public welfare will be remembered

The Election of the 7th Council Members

There were 31 candidates for the elections of Council Members, Board of Supervisors, and Charter Committee, and 10 directors, 5 supervisors and 3 committee members were elected, among which there were 5 post-80s and 2 post-90s. The youngest team of candidates brought us hope and faith for the future.



The election of the 7th Governance Team of SEE



Hand-over between Chairman QIAN Xiaohua and elected Chairman AI Luming

Poll



QIAO Wenjun, Chairman of the 6th Charter Committee, reported on the revision of the Constitution

The 7th Governance Team (in orders of votes):

Council Members Council:
AI Luming (Chairman)
Dong Guoqiang (first Vice Chairman);
WANG Jigang (second Vice Chairman)
QIAN Xiaohua
REN Zhiqiang
SHEN Peilin
XUE Jian
SUN Lili
WANG Zhixin
YAN Ming
LIU Xin

Board of Supervisors:
ZHOU Zhou (Chief Supervisor)
QIAO Wenjun
KONG Na
CHEN Zhizhong
CUI Cheng

Charter Committee:
YAN Jun (Chairman)
CAI Xueen
XIAO Zhiyue

Revision of the Constitution

The revision of the Constitution is the most intense part of each General Assembly, which reflects members' concern and affection on SEE. During 2017 General Assembly, none of the four amendments, including the Management of Member Adjournment, Clarification of Members' Right to Vote, Clarification of Receiving Mechanism of Amendments, and Other Compensating Revisions, was passed.



Vote

On the International Stage

In 2017, SEE participated in activities on international stage, including UN Climate Change Conference and UN Conference on Environment and Development, to promote contribution and efforts of Chinese enterprises to the global ecological environmental protection.

SEE joined F20 as a founding member

On July 4, 2017, the Foundation Platform 20 (F20) was held in Hamburg, Germany, and an 18-member delegation of SEE, led by Chairman QIAN Xiaohua and Vice-Chairman TONG Shumeng, participated in the meeting. SEE was the only Chinese foundation among founding members of F20.



F20 Meeting

Delegation of SEE

The 23rd Conference of the Parties to the UN Framework Convention on Climate Change

On November 11, 2017, during COP23 in Bonn, Germany, a side event with the theme of Green Supply Chain Action – Chinese Enterprises Promote Carbon Emission Reduction, where UN officials, representatives of International environmental protection organizations, researchers, experts and scholars discussed potentials and implementation keys of green supply chain, talked about the possibilities and challenges of green supply chain to cope with climate change, to help Chinese enterprises promote the Green Supply Chain Action. Through the side event, we showed the world about the significant contribution the Chinese enterprises made to cope with the global climate change.



Opening Speech by Vice-Chairman Al Luming

Group photo on the meeting

The 1st Appearance of SEE Desertification Control on the International Stage

On September 6, 2017, the 13th Conference of the Parties to UN Convention to Combat Desertification was held in Erdos, Inner Mongolia, during which a meeting with the theme of the Multiple Participation of Desertification Prevention and Control with Community as the Main Player was held by SEE to share experience of desertification prevention and control, and explore ways to contribute to the ecological construction and development of desert areas, with community as the main player.

On the 13th COP

On the meeting

The 3rd UN Environment Assembly

On December 4 to 6, 2017, the 3rd UN Environment Assembly was held in Nairobi, Kenya, and it was the first time for SEE to participate in the UNEA.

On December 2, 2017, on the Science-Policy-Business Forum organized by the Science Division of UN Environment Programme, as a member of Steering Committee, Chairman QIAN Xiaohua gave an opening speech, introducing cases and the Green Supply Chain of SEE, as well as efforts and contribution of Chinese NGOs to environmental protection.



Local time, midday, December 3, 2017, Chairman QIAN Xiaohua attended the Executive Member Meeting of UN Science-Policy-Business Forum, and discussed the management mechanism and development direction of the forum in the future, with Mr. Erik Solheim, UN Deputy-Secretary General and Executive Director of the United Nations Environment Programme, Chief Scientist LIU Jian, etc



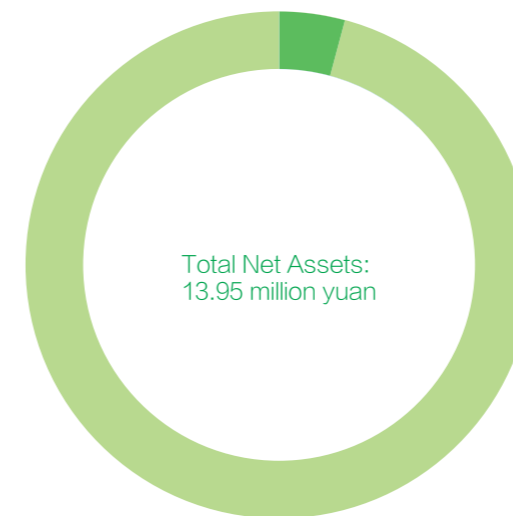
Chairman of SEE, QIAN Xiaohua

Financial Statements

The following data are from SEE 2017 Audit Report, which was provided by KPMG-Huazhen Accounting Firm for free. Please visit SEE official website for the complete report: <http://www.see.org.cn>.

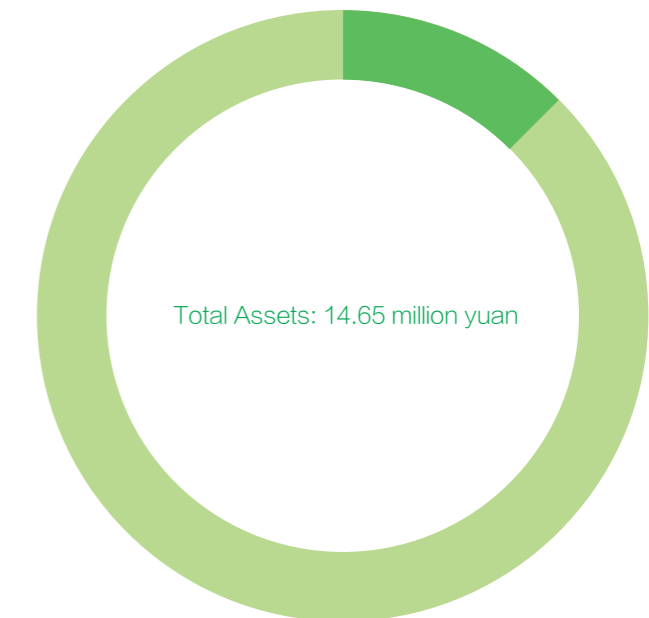
Assets and Liabilities

All figures in the charts are million yuan



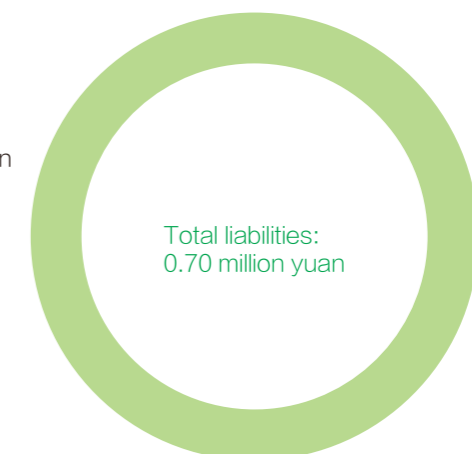
Net Assets of SEE Conservation 2017

- Non-restrictive Net Assets: 13.51million yuan
- Restrictive Net Assets:0.44 million yuan



Assets of SEE Conservation 2017

- Current Assets: 10.87 million yuan
- Fixed Assets: 2.08 million yuan



Liabilities of SEE Conservation 2017

- Current liabilities: 0.70 million yuan
- Long-term liabilities: 0 million yuan

Revenue and Expenditure

Unit: million yuan

Net Assets at the Beginning of the year	3.96
Revenue in 2017 (Fig.1)	20.90
Membership fee	20.38
Donation	0.48
Other revenue	0.04
Expenditure in 2017	10.91
Cost of project activity (Fig.2)	6.10
Cost of member activity	4.76
Brand promotion	1.34
Other expenses	4.81
Net assets balance at the end of the year	13.95



Fig.1: Revenue of SEE Conservation 2017

- Membership fee: 20.38 million yuan
- Donation: 0.48 million yuan
- Others: 0.04 million yuan

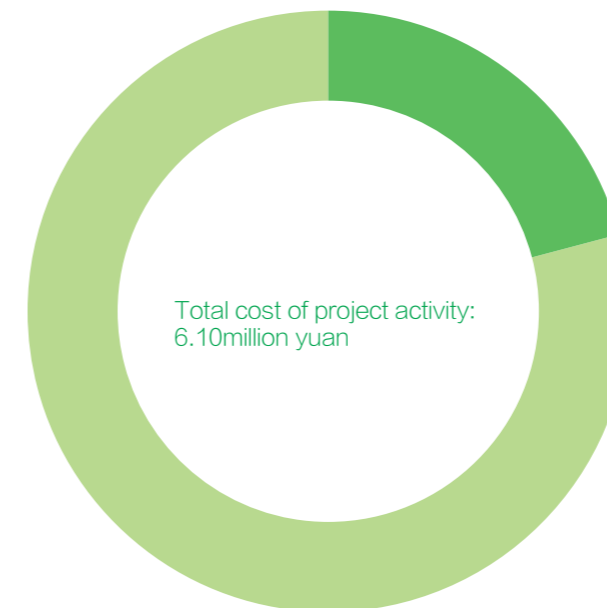


Fig.2: Cost of Project Activities of SEE Conservation 2017

- Cost of member activities: 4.76 million yuan
- Brand communication: 1.34 million yuan

Public Donation Channels

Account of SEE Conservation

Beijing Account of SEE Conservation (for donations in RMB)

Account Name: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 CONDERVATION 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