

2019

ANNUAL  
REPORT  
of SEE Conservation



阿拉善SEE  
生态协会  
SEE CONSERVATION



Founded on June 5th, 2004, Society of Entrepreneurs and Ecology(SEE) is a ground-breaking non-governmental organization aiming to protect the environment. It was the first environmental protection NGO in China with a membership comprised mainly of entrepreneurs who are dedicated to practicing corporate social responsibility.

In 2008, SEE Foundation was established with the mission of supporting and nurturing Chinese environmental civil society organizations, and facilitate a learning platform for entrepreneurs, NGOs and the public to engage in environmental protection and sustainable development.

At the end of 2014, SEE Foundation became a public fundraising foundation working on three main areas, namely desertification control, climate and business sustainability, as well as ecosystem conservation and nature education. While the scope of its work continues to expand, SEE Foundation is firmly committed to supporting the environmental cause of China's civil society.

In 2018, SEE launch the "Aleshan Foundation" (private foundation) to provide sustainable fund for environmental organizations and projects.

In order to promote the development of in situ conservation programs, SEE has established 28 environmental protection project centers. SEE also successively launched and established local environmental conservation foundations, social organizations and social enterprises such as Shenzhen Mangrove Wetlands Conservation Foundation(MCF), Changjiang Conservation Foundation, Guangzhou Enterprise Environment Protection Industry Association, Xi'an Entrepreneurs Environmental Conservation Foundation, Taiwan Environment-friendly Association, SEE Environmental and Philanthropy Institute, Alxa Environmental Industry Association , Beijing You Will SEE Eco-Agri Co., Ltd. Chengdu Aisiyi Ecology Conservation Center, Kunming Zhongyuan Consultancy Center of Science and Technology for Conservation, Qinghai Baoyuan Ecology Conservation Center etc., to enhance a steady development of environmental protection throughout the country.

With near 900 entrepreneur members, SEE currently runs a total of 28 regional project centers that support the environmental protection work of about 700 Chinese civil society organizations.

SEE expects to maximize the value of its social platform and inspires more and more people to participate in environmental protection, while securing the continued growth and optimization of resources from entrepreneurs and society for a better environment.

## 04

### Messages

- 06 Message from the Chairman
- 07 Message from the Board of Supervisors
- 07 Message from the Charter Committee
- 07 Message from the Secretary General

## 08

### Focus of 2019

## 12

### Going Forward Hand-in-hand

- 14 Membership Development
- 15 Member Profile
- 16 Life Members

## 18

### Environmental Projects Across China

## 20

### Major Events of the Year

- 22 Activities of the Year
- 28 Members' Assembly

## 32

### 15 Years Young · More to Come

## 36

### On the International Stage

## 40

### Project Progress in 2019

- 42 100 Million Suosuo
- 42 Groundwater Conservation
- 43 Green Supply Chains
- 43 Blue Defenders
- 44 Free Flying Wings
- 44 Save the Smile of the Yangtze River
- 44 Conserving the Sanjiangyuan Region
- 45 Noah's Ark
- 45 Green Starters
- 45 Growing Up Together

## 46

### Growing Upwards

- 48 Aleshan Foundation
- 52 SEE Environmental and Philanthropy Institute

## 54

### On the Way

- 56 Shenzhen-Hong Kong Project Center
- 58 Taiwan Project Center
- 60 East China Project Center
- 62 North China Project Center
- 64 Southwest Project Center
- 66 Pearl River Project Center
- 68 Northwest China Project Center
- 70 Hunan Project Center
- 72 Hubei Project Center
- 74 Inner Mongolia Project Center
- 76 Anhui Project Center
- 78 Henan Project Center
- 80 Shanxi Project Center
- 82 Fujian Project Center

## 108

### Financial Data

- 109 Assets and Liabilities
- 110 Income and Expenditure

- 84 Shandong Project Center
- 86 Guangxi Project Center
- 88 Sichuan Project Center
- 90 Chongqing Project Center
- 92 Heilongjiang Project Center
- 94 Sanjiangyuan Project Center
- 96 Ningxia Project Center
- 98 Zhejiang Project Center
- 100 Poyang Lake Project Center
- 102 Taihu Lake Project Center
- 104 Liaoning Project Center
- 105 Tianjin Project Center
- 106 Xinjiang Project Center
- 107 Hebei Project Center

# 1

## Messages

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From a grain of sand, to a full range of environmental projects and to innovation of public welfare model, the oath of SEE has been spreading with the whistling wind. "Consolidate Entrepreneurial spirit and Preserve Clear Water and Blue Sky" has always been our mission. In 2019, 28 project centers and over 900 members of SEE continued to focus on fundamentals and take unremitting efforts for environmental protection.



## Message from the President

### Keeping Watch Side by Side and Embracing the Spring

Last year, we welcomed the 15<sup>th</sup> anniversary of SEE. 15 years ago, led by our former President LIU Xiaoguang and awoken by a grain of sand, the Chinese entrepreneur group officially entered the environmental public welfare domain and began to take more social responsibilities. Today, SEE has attracted more entrepreneurs to participate in the environmental protection undertaking by constantly improving internal governance. We are taking firm steps along the path of environmental public welfare, attracting more attention and support, and expanding our influence.

In 2019, we established project centers at a faster pace. With five new project centers in Taihu Lake, Liaoning, Tianjin, Xinjiang and Hebei regions, the 28 project centers watched over the local water and soil, actively explored and improved local environmental projects, and effectively gave play to the capabilities and resources of local entrepreneurs, so as to spread greenness to every corner of the country.

In 2019, our environmental projects developed vigorously. From safeguarding the water source for 700 million people in the central of Qinghai-Tibet Plateau to ecological conservation of mid-stream Yangtze River, from protecting wetlands and endangered water birds on the southeast coast to biodiversity protection in southwest mountain region, our environmental projects in different regions continued to focus on key environmental issues.

2019 was the first year of smooth operation for our Aleshan Foundation. The foundation continuously improved its governance structure, consolidated, and gave full play to the resources and innovative spirit of entrepreneurs, and explored ways to provide long-term sustainable support to public welfare projects through innovative and diverse means.

In 2019, based on "Embracing Common Sense, Exchanging Wisdom, Cultivating Earth Citizens", our SEE Environmental and Philanthropy Institute officially opened and welcomed the first group of 21 students. Focused on topics of liberal arts, entrepreneurs & entrepreneurship, corporate social responsibility, and environmental protection, it aimed at training business leaders deeply involved in environmental public welfare and professionals for public welfare organizations.

In 2019, the governance team continued its explorations of institutional governance and practice of sustainable development and launched the member representative assembly system, which further consolidated consensus, ushered in a milestone reform, and opened a new chapter of sustainable development.

In 2019, our institutional internationalization made new headways. We made more international presence, expanded international partnerships, and set up our first international advisory committee. At UNEA, UN Climate Action Summit, UNCCC... we linked the world with public welfare and showcased the growth journey and achievements of Chinese environmental organizations.

We are grateful to organizations and individuals that have helped SEE along the way, to members for their participation, continuous commitment and entrepreneurship; to our execution team who are idealistic, passionate, professional and energetic; to environmental civil society organizations, local governments and farmers and herdsman; to every donor and volunteer, and to media colleagues who have been following our story. SEE has come a long way and will go much further because of all of you.

In the current year of 2020, the outbreak of the COVID-19 pandemic engulfed the world, reminding us how important it is to respect nature and life. Since its inception, SEE has always developed along the path of environmental public welfare and towards the vision of harmonious symbiosis between man and nature. There is still a long way to go and a lot to be done. We look forward to promoting environmental public welfare side by side with the like-minded, for clearer waters and bluer sky.



### AI Luming

President,  
SEE Conservation

## Message from the Board of Supervisors



### ZHOU Zhou

Chair of Board of Supervisors, SEE Conservation

2019 was another year of fast development for SEE. Workload of the Board of Supervisors grew with the increasing number of project centers. During the year, according to our *Charter* and following internal division of labor, all supervisors delivered on their duty, lived up to the expectations of all SEE members, and completed all supervisory work of 2019.

At the end of 2019, our Member Assembly passed the *Amendment to Charter*, which increased supervisors from 5 to 7. New changes bring new challenges. More supervisors mean the work of the Board will be more solid and the original headcount cannot meet the needs; on the other hand, it means that our members will have higher expectations for the Board in the future.

2020 will be the last year for the 7<sup>th</sup> Board of Supervisors. On behalf of all supervisors, I promise that the Board will continue to carry out its duties and be worthy of your support and trust, according to the *Charter* and for the interest of all members.

## Message from the Charter Committee



### YAN Jun

Chair of the Charter Committee, SEE Conservation

2019 was critical for the development of SEE. Participated by all members, the *Method of Election and Organization of Representative Assembly of SEE Conservation and the Amendment to the Charter of SEE Conservation* were passed by the annual Members' Assembly in Qingdao on 10 November 2019. The Representative Assembly system was officially established and SEE ushered in a major reform of governance, achieving a breakthrough in organizational development in terms of equal participation, democratic decision-making, checks and balance and transparency. As Chair of the incumbent Charter Committee and a member of two previous terms, I had the honor to participate in the whole process from deliberation on the representative assembly system, to amendment to the Charter, and preparation of the Method of Election and Organization. XIAO Zhiyue, CAI Xue'en (both members of the Charter Committee) and I led colleagues of the Secretariat and legal assistants, together with members of the governance team and working committees of some project centers, to visit several project centers and organize meetings of different sizes and multiple rounds of consultations with all members, discussed important issues with the Council and Board of Supervisors fully, and made sure that the Amendment was aligned with the organizational strategy, which laid a solid foundation for the successful passage of the Amendment. In the new year, we will develop together with our members and open a new chapter in the sustainable development of SEE.

## Message from the Secretary General



### ZHANG Yuan

Secretary General, SEE Conservation

2019 was the second year of the 7<sup>th</sup> Governance Team. We continued to set up more project centers, helped environmental project take root and attract more entrepreneurs and the public to participate in environmental public welfare. We actively engaged in international activities to let more foreign friends know about China's environmental stories. We continued to promote the healthy development of our Aleshan Foundation and SEE Environmental and Philanthropy Institute for the long-term sustainable development of environmental public welfare. In terms of organizational development, the transformation from a Members' Assembly system to a Representative Assembly system is an important milestone. I would like to thank all SEE members and the Governance Team for their trust and support to the Secretariat. My thanks also go to my colleagues at the Secretariat who contributed their professionalism and dedication to the environmental endeavor. Let us keep up the good work for 2020!

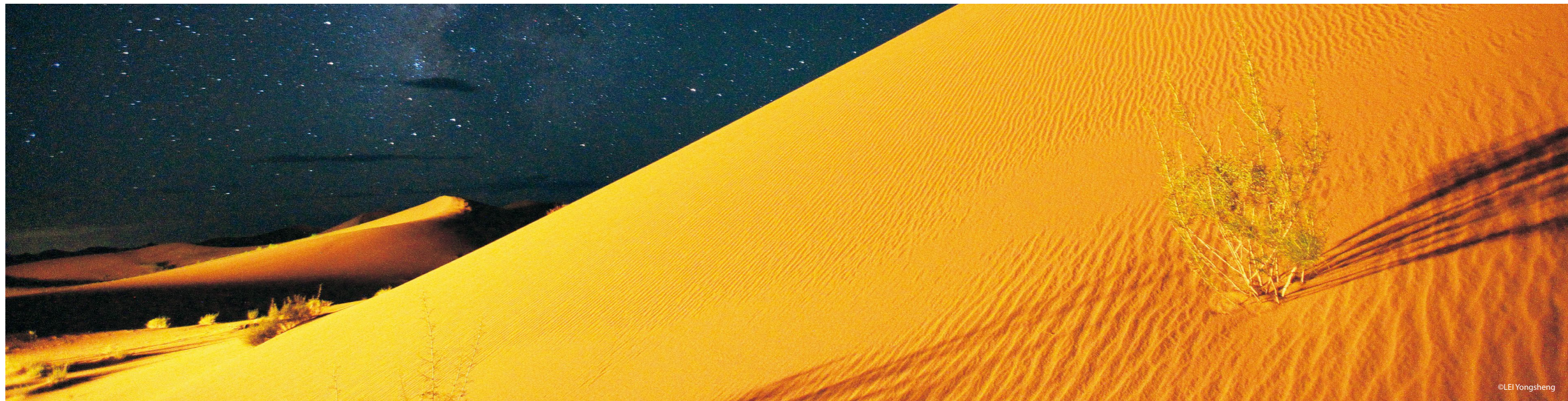
# 2

## Focus of 2019

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15 years ago, the journey of SEE started from a grain of sand. Over the years, we have been exploring ways for organizational governance and sustainable development. In 2019, we officially established the Representative Assembly system, marking a historical milestone. During the year, more environmental projects took root, sustainable development of environmental industry was promoted through innovation and diversification, our volunteer program was initiated, and the international stage witnessed the wisdom and efforts of Chinese entrepreneurs active in the environmental cause. We are grateful to the increasing number of the like-minded who are putting environmental ideas to practice and staying true to the original aspiration for public welfare.





## Highlights of the Year

### The Representative Assembly was Officially Established, a Milestone of Organizational Reform

At the historical juncture of its 15<sup>th</sup> anniversary, SEE members consolidated consensus on public welfare and opened a new chapter for sustainable development. At the 2019 Annual Members' Assembly, ten motions including the topical *Method of Election and Organization of Representative Assembly of SEE Conservation* and the related Amendment to the *Charter* were all passed, signifying the official establishment of the Representative Assembly system and marking a milestone reform in organizational governance.

Over the 15 years, SEE grew from 67 founding members to more than 900 entrepreneur members today. Every new entrepreneur member brings in new possibilities. From full coverage of environmental projects to innovation of models, we did not limit ourselves to explorations of environmental public welfare, but applied corporate management and market principles in SEE for exploration of organizational governance and sustainable development.

### Establishing 5 New Project Centers, Carrying Forward the Original Aspiration

In 2019, SEE established 5 new project centers for Taihu Lake, Liaoning, Tianjin, Xinjiang, and Hebei regions, bringing the total number to 28. Every new project center injected new force into the sustainable development of the environmental protection cause. At the same time, existing centers got involved and shared experience to support establishment and development of new centers. They grew together with the new centers by serving as consultants in the working committees of the latter.

With the vigorous development of regional project centers, SEE gradually improved their mechanism and capacity building. With the continuous efforts of the governance team and project centers, the centers conducted environmental projects suitable to their situation, effectively gave play to the capabilities and resources of local entrepreneurs, and synergize with local governments, businesses, NGOs and the public to further enhance SEE as a brand name for public welfare.

### Strengthening International Exchange, Promoting International Influence

On the occasion of our 15<sup>th</sup> anniversary, SEE hosted the "SEE A BETTER FUTURE" reception on the sideline of the UN Climate Action Summit, sharing practical experience and projects of our entrepreneur members over the past 15 years in exploring new models of environmental protection, providing resources, donating wealth and using entrepreneurship to address social issues. We showcased the growth journey and achievements of Chinese environmental organizations and promoted the development of a community of shared future for mankind.

Since our participation in UNFCCC COP15 and the release of the Declaration of Chinese Business Community jointly with the Chinese delegate, SEE has been actively engaged in international activities, by visiting international environmental organizations, speaking at UN fora and enhancing international exchange and partnerships. We showcased the contribution and efforts of Chinese environmental organizations and entrepreneur group for environmental protection in the world and promoted our international influence.

### Supporting the Future of Public Welfare, Promoting Sustainable Development of the Environmental Industry

2019 was the first year of operations for our Aleshan Foundation, which improved its governance structure and explored ways to provide sustainable support to environmental organizations and projects by innovative and diverse means. The SEE Environmental and Philanthropy Institute opened the first class to train business leaders deeply involved in environmental protection and professional talents for public welfare organizations, and to carry on the spirit of SEE through organizational development.

We officially launched the SEE Volunteer Program to combine volunteerism with environmental protection. Through on-line and off-line methods, we invited volunteers to get deeply involved in our environmental projects and brand activities, contributing to public welfare.

### Grateful to All Recognition, Keeping up the Good Work

In 2019, SEE Conservation received more recognition from government and the public: the Green Project Award of the 9<sup>th</sup> CYL Central Committee "Mother River Award", "China Excellent Responsibility Enterprise Award" Organization and Leader of the Year, "China Charity Brand 70 People in 70 Years", "2019 Top 10 Charity Stories"... We are grateful to all the recognition and encouragement. We are deep aware of the expectations on us behind these awards.

There is still a long way to go and what we have done is far from enough. We must continue to work hard, explore our way forward, consolidate the entrepreneurial spirit, and walk side by side with partners in environmental protection, for clear water and blue sky of our beautiful homeland.

# 3

## Going Forward Hand-in-hand

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From 67 to over 900 members, from one flag to 28 project centers, this is the home for consolidating entrepreneur's sense of responsibility and actions. In 2019, over 900 entrepreneur members went forward together and contributed to environmental protection in China.



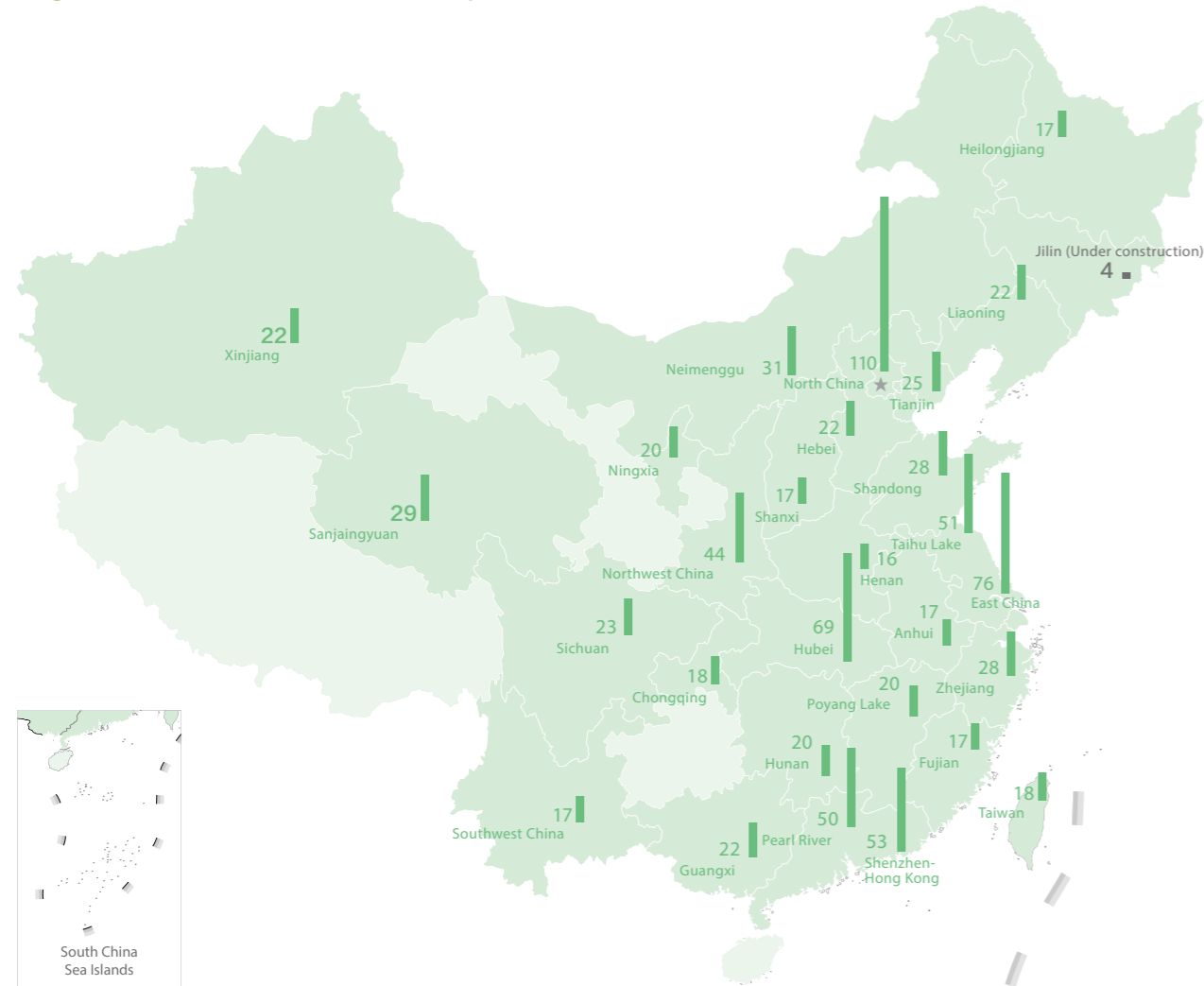
# Membership Development

In 2019, SEE Conservation set up 5 project centers for Taihu Lake, Liaoning, Tianjin, Xinjiang, and Hebei regions. As of December 31, there were a total of 28 project centers. SEE members were actively engaged in the local environmental protection efforts, safeguarding clear water and blue sky of their regions.

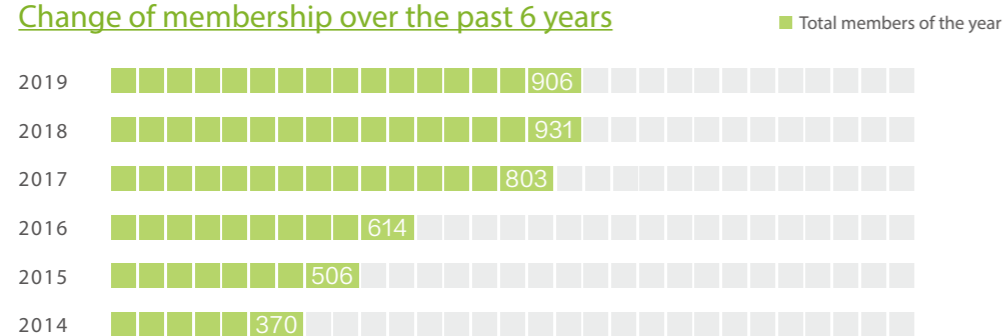
## Number of Members (As of 31 December 2019)

As of 31 December 2019, SEE Conservation had a total of 906 members.

## Regional Distribution of Membership



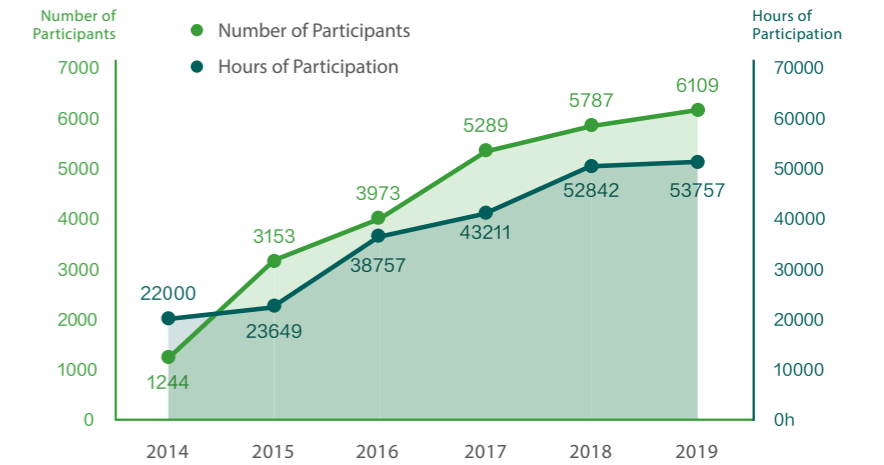
## Change of membership over the past 6 years



# Member Participation

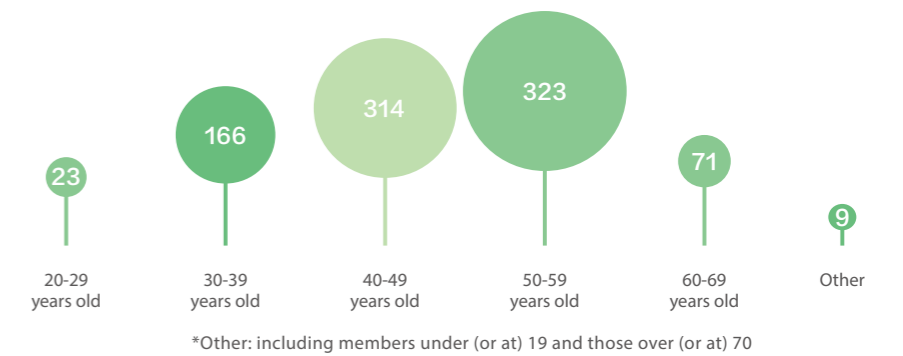
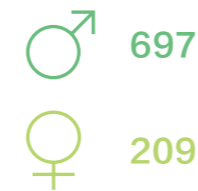
## Member Participation in Activities

( Over the Past 6 Years )



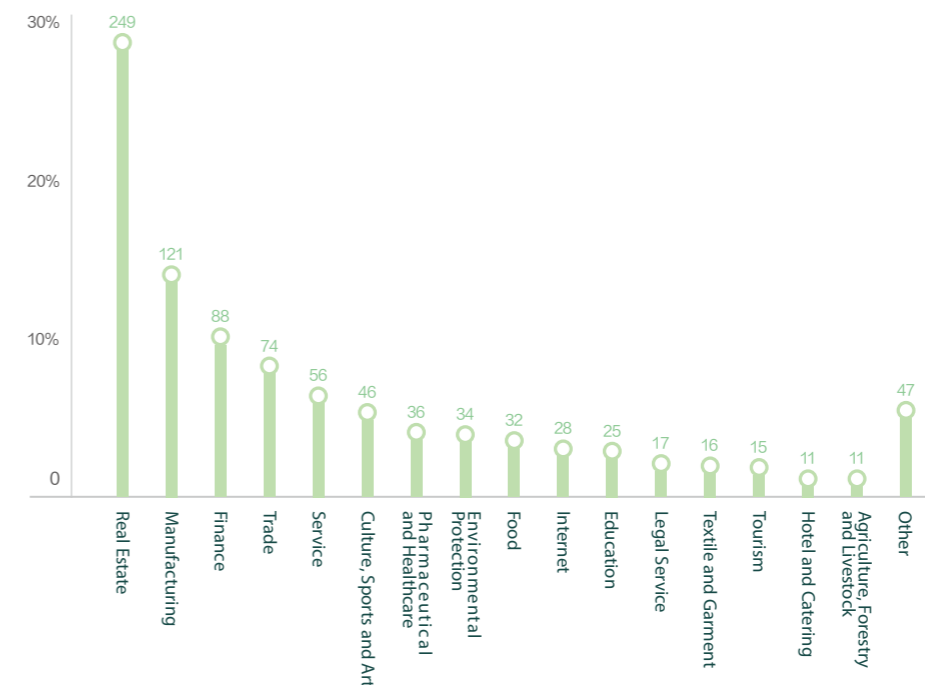
# Member Profile

## Age and Gender



SEE Conservation's 906 members are from tens of different industries including real estate, finance, manufacturing, advertising and media, environmental protection, healthcare, legal, education, catering, etc. According to incomplete statistics, 97, about 11% of the total, are listed companies at home or abroad. While making economic contributions, our members also actively promote environmental policies. Among them, there are 74 NPC members and 106 CPPCC members at the municipal, provincial, and national level. They put forth proposals on environmental issues during the "Two Sessions" at the local and national level, to raise people's environmental awareness and encourage more people to participate in environmental protection.

## Membership by Industries



# Life Members

According to Article 16 of the *SEE Conservation Charter*, an individual member automatically becomes life member after holding membership for 10 years. An institutional member becomes life member after holding membership for 10 years and it may choose to appoint another organization or individual to be a life member. A life member may enjoy membership rights for life without paying dues, but should actively participate in activities of SEE Conservation for at least once a year.



Scan to learn how to join SEE.

## New life members in 2019 (in order of last payment of dues)



**CHEN Xingyan**  
President of NEY International



**GUO Guangchang**  
Chairman of Fosun International Limited



**SUN Lili**  
Chairman of China Wit Media Co., Ltd.



**ZHENG Weihe**  
Chairman&Managing Partner of Co-win Asset Management Company Limited



**Fang Lu**  
Chairman of Ningxia Zhongfang Industrial Group Co., Ltd



**GUO Qiao**  
Chairman of Shanghai American-Sino Medical Investment Management Co., Ltd.



**GUO Zhaobin**  
Independent Director of Shenzhen Lyjing Enterprise Management Group Co., Ltd.



**ZENG Baobao**  
Founder of Fantasia Holdings Group



**XIAO Xingping**  
Director of Shenzhen Real Estate Financing Guarantee Co., Ltd.



**WANG Wei**  
President of Sercomm Communication



**Wang Jingbo**  
Co-founder, Chairman and Chief Executive Officer of Noah Holdings Limited



**WANG Lan**  
Chairman of Shenzhen Catic Wellness Co., Ltd.



**LIU Mingda**  
Chairman of Shenzhen Mingda Capital Management Co., Ltd.



**FEI Guoqiang**  
Chairman of Shenzhen Sundan Chain Store Co., Ltd.



**HONG Hai**  
Founder&Producer TimeDoc. Film Production Co., Ltd.



**PAN Jun**  
Chairman of the Board of Fantasia Holdings Group Co., Limited, Executive Director, Chief Executive Officer



**WU Yong**  
Director of Beijing Zhongfu Huakang Investment Management Co., Ltd.



**TAN Yiliang**  
Chairman of Jiangsu Zhongda Real Estate Group Co., Ltd.

## SEE Presidents from 2004-2020

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

## Life Members (38 in total and in phonetic alphabetical order)

CHEN Jinsong	CHEN Liangsheng	CHEN Xingyan	FANG Lu	FEI Guoqiang	GUO Qiao	GUO Zhaobin
HONG Hai	HONG Mingji	Huang Changwei	LI Jun	LIN Jie	LIN Rongqiang	LIANG Tianlong
LIU Mingda	LIU Xiaogang	PAN Jun	PAN Shengshen	QI Hongbo	QIAN Xiaohua	SUN Lili
TAN Yiliang	TONG Shumeng	WAN Jie	WANG Jingbo	WANG Lan	WANG Wei	WU Yong
XIAO Xingping	XING Yan	ZENG Baobao	ZHANG Qizheng	ZHANG Yue	ZHANG Zaidong	ZHENG Weihe
ZHENG Xueqing	ZHENG Yingbin	ZHOU Qingzhi				

## Founding Life Members (42 in total and in phonetic alphabetical order)

CHEN Dongsheng	CHEN Jun	CHEN Taiming	CHEN Zhiyuan	DAI Zhikang	DING Liguo	FENG Jun
FENG Lun	FENG Yuliang	GUO Guangchang	HAN Jiahuan	HOU Shoufa	HU Baosen	JIAO Jialiang
LI Mouwei	LIN Baili	LIN Cangsheng	LIN Rongqiang	LIU Xiaoguang	LIU Chuanzhi	PAN Shiya
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

# Environmental Projects Across China



# 4

## Major Events of the Year

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In 2019, SEE Conservation went forward with its 900 plus members, consolidating entrepreneurial spirit and mobilizing strengths and wisdom of all walks of life. Together we strived to improve ecological environment, achieve sustainable development, and protect clear water and blue sky of our beautiful homeland.



# Activities of the Year

## March: Leveraging Nature to Meet Water Challenge

On March 22, SEE Conservation 2019 World Water Day "Nature for Water" Forum was held in Nansha Free Trade Zone at the center of the Greater Bay Area. SEE joined forces with the Administrative Committee of Guangzhou Nansha Development Zone (Nansha FTZ) to effectively coordinate efforts of different groups and forces and explore infinite possibilities for public welfare and environmental protection. We built and improved platforms to consolidate efforts of entrepreneurs, scholars and public, aiming to build a first-class platform of environmental protection.

At the forum, LIU Jian, UNEP Chief Scientist and Director of the Science Division, YUAN Jiming, DDG of the Department of Wetlands Management of the National Forestry and Grassland Administration, WANG Yong, Vice Mayor of Nansha District, AI Luming, President of SEE Conservation, FENG Lun, the 4<sup>th</sup> President of SEE, QIAN Xiaohua, the 6<sup>th</sup> President of SEE, and YUAN Ying, Vice President and General Secretary of SEE Pearl River Project Center jointly launched the 2019 World Water Day Nature for Water Forum.



From left: YUAN Ying, FENG Lun, WANG Yong, LIU Jian, YUAN Jiming, AI Luming, QIAN Xiaohua

## May: Love for Suosuo

From 2-4 May 2019, the 2019 Spring Planting Activity of SEE's "100 Million Suosuo" project was held in the Tengger Desert. More than 300 people from all over China including SEE members, donor representatives, experience officers and media gathered in Alxa. It was the fifth spring planting activity since 2015 and a total participation of 2000 person-times.



Spring planting of Suosuo trees

## June: The 7<sup>th</sup> Chinese Enterprise Green Pact Forum and the 8<sup>th</sup> SEE Ecology Award

On June 15, the 7<sup>th</sup> Chinese Enterprise Green Pact Forum and the 8<sup>th</sup> SEE Ecology Award Ceremony was successfully held in Wuhan. More than 300 representatives from government agencies, businesses, domestic and foreign public welfare organizations gathered to discuss multi-stakeholder biodiversity conservation and sustainable development models. The 8<sup>th</sup> SEE Ecology Award was also announced to honor the role models.



LIU Ning

Deputy Inspector of Ministry of Ecology and Environment  
China's Lead Negotiator for CBD COP15



CAO Wenxuan

Famous Fish Biologist Academician,  
Institute of Hydrobiology, Chinese Academy of Sciences



ZHANG Linxiu

Director of International Ecosystem Management Partnership, UNEP



Dr. Russell Mittermeier

Chief Conservation Office of Global Wildlife Conservation



Patricia Zurita

CEO of Birdlife International



Participants and Award Winners of the 7<sup>th</sup> Chinese Enterprise Green Pact Forum and 8<sup>th</sup> SEE Award

## The 8<sup>th</sup> SEE Award

The 8<sup>th</sup> SEE Award was co-hosted by the Alxa League Administrative Office and SEE Conservation and sponsored by SEE Foundation, with UNEP as the global partner. There were 10 award winners and 1 "Best Popularity" Award winner, including public welfare professionals and representatives of government, businesses, media, and academia. They all contributed to solving and improving environmental issues.

The SEE Award has been a biennial award since 2005 and successfully organized for 8 times to date. A total of 220 organizations, projects and individuals have won this award, which has become an important award in environmental public welfare in China.

## Winners of the 8<sup>th</sup> SEE Award



**CHEN Shuihua** Deputy Director of Zhejiang Museum of Natural History

CHEN Shuihua persevered for 17 years of perseverance to restore a species after its disappearance for 63 years. He visited more than 3000 islands to search for, induce and conserve the Chinese Crested Terns (*Thalasseus bernsteini*), which became a successful model for saving endangered species with new technologies in China.



**Cainiao Go Green Campaign Team**

Faced with environmental pressure brought by the fast-growing courier industry, the Cainiao Go Green Campaign Team is committed to promoting the development of green smart logistics in China. They provided innovative solutions for the green development of the whole industry through technology and innovation of model.



**Forest Bureau of Haikou City, Hainan Province**

Focused on wetland restoration and conservation as an important measure for developing ecological civilization, Haikou city continued to explore and innovate ecological management of cities and became one of the first group of 18 international wetland cities. Its citizens can see the green mountains and waters and feel nostalgic. Their sense of gain and happiness are constantly increasing.



**LI Bajin** Deputy Director of Gexigou National Nature Reserve

He planted trees for the "Grain for Green" program. He was a dedicated ranger when barren mountains turned green. He risked his life to put out forest fires. A logger turned forester; LI Bajin devoted enthusiasm to this forest.



**Dr. ZHANG Jinshuo** Curator for public education National Zoological Museum of China

A scholar turned popular science promoter, ZHANG Jinshuo has popularized science and interpreted life for more than 10 years. On different platforms, he made the public realize that human is not the center of earth, and that protecting wildlife and ecological environment is ultimately about protecting ourselves.



**LIU Min** Chief Reporter of The Beijing News

From ecological degradation at the source of Yangtze in Geladandong, to mines that needed restoration in the Sanjiangyuan Nature Reserve, to tons of illegal hazardous waste dumps in Lanzhou, LIU Min used the pen as sword and published a series of influential environmental stories, revealing the realities of environmental pollution and ecological damage. She protected our nature in her own way.



**Friends of Nature**

Using law to address environmental issues is a very important method for Friends of Nature. Through public interest litigation and participation in making and revising key environmental protection laws and policies, the organization has been an indispensable force in developing the legal system for environmental protection.



**China Felid Conservation Alliance**

Tracing in the wild and bringing leopards home, CACF has been devoted to protecting wild cat species in China. In the name of leopards, they reconnected ecological corridors, established a close connection between human and natural wildness, and helped North China Leopards (*Panthera pardus fontanierii*) avoid the harm of poacher and return home in Beijing after more than a decade.



**Zero Waste Villages**

From "Garbage sorting" to "Zero Waste Villages", CHEN Liwen took root in villages, combined forces of villages, government, businesses and public welfare organization, and changed mentality and behavior of government, garbage collection companies and public, successfully promoting garbage sorting in the region.



**DING Ligu** Chairman of Delong Holdings Limited (also winner of the "Best Popularity" award)

Led by DING Ligu and aiming at world-class standards, Delong Steel took drastic environmental control measures to turn its campus into a national AAA tourist attraction. A former king of steel became an environmental pioneer today. He took social responsibility with real action and created new models for deep environmental control and transformation of steelmakers.

## Launch of SEE Volunteer Program

On 15 June 2019, SEE Volunteer Program was officially launched for SEE individual and corporate members, donors, and interested members of the public to contribute to the environmental protection cause. The program also opened up a channel for environmental public welfare organizations to apply for volunteer service, which helps to integrate SEE's volunteer systems, better combine volunteerism with environmental public welfare, and allow more people to participate and support public interest.



At the launch ceremony of SEE Volunteer Program: AI Luming, SEE Conservation President (left), LIU Xin, Council Member (right), WEI Tianmo, Youth Representative (center)



Registered SEE Volunteer

By the end of 2019, a total of 1067 environmental friends from all over the country got registered as SEE environmental volunteers. Through online and offline method, they provided support to 8 volunteer activities including the Biodiversity Carnival, photo shooting of the 100 Million Suosuo Project, 99 Giving Day, 2019 Members' Assembly, and Zhixing Exhibition. They contributed a total of 115 person-times and 2803 hours of volunteer service.



A volunteer at the frontline of project



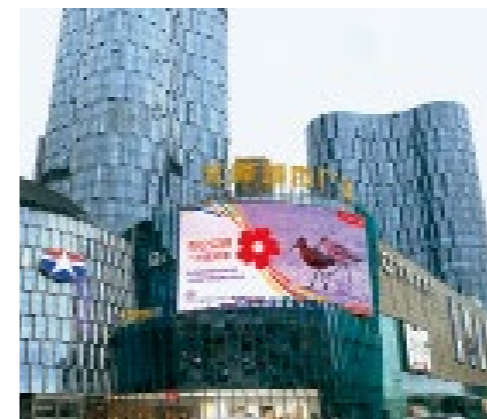
Volunteers support the 2019 SEE Members' Assembly



Volunteers support offline activities

## 2019 September: 99 Giving Day, Project Centers Went All Out

During the "99 Giving Day" from 7-9 September 2019, project centers of SEE launched 65 projects and 68 subprojects. 27 project centers participated and mobilized 81 environmental partners. Through donation, solicitation and publicity, nearly 450 businesses and individuals raised CNY36.78 million and received 620,000 person-times of support, of which CNY17.17 million was donated by the public, CNY16.62 million by businesses and CNY2.99 million by Tencent. We are grateful for the support of all project centers, members, caring businesses and their employees and customers to our "99 Giving Day" event.



Project centers actively participate in "99 Charity Day"



# Members' Assembly

From 8-10 November 2019, SEE Conservation held the annual Members' Assembly in Qingdao, Shandong. The program included side meetings, council meetings, reports of project centers, 15<sup>th</sup> Anniversary Night Gala, report of the Governance Team, discussion and voting of the Amendment to the Charter. On the 15<sup>th</sup> anniversary of SEE Conservation, our members consolidated consensus on public welfare and opened a new chapter for sustainable development. Ten motions including the most concerned *Method of Election and Organization of Representative Assembly of SEE Conservation* and the relevant Amendment to the *Charter* were all passed, signifying that the Representative Assembly system was officially established and our institutional governance welcomed a milestone reform.

## November 8: Side meeting – Looking Forward to 2020

On the eve of November 8, a Side meeting with theme of "Looking Forward to 2020: Global Perspective and Investment Opportunities in China". Participants shared their outlook on 2020 with SEE members.



**XU Xiaonian**

Honorary Professor at CEIBS  
Chairman of SEE Foundation



**LIU Mingda**

Chairman of Shenzhen Mingda  
Capital Management Co., Ltd.  
Member of the  
SEE Investment Committee  
Council Member of  
Aleshan Foundation



**WANG Guangyu**

Chairman of China Soft Capital  
President of China Academy of  
New Supply-side Economics  
Member of the  
SEE Investment Committee

## November 9: Reports and Exchanges of 28 Project Centers

According to the strategy of "Based in but not limited to Alxa", SEE established its first project center in the South China region in November 2009, which later got divided to Shenzhen-HK Project Center and Peal River Project Center. Over 15 years, SEE established 28 project centers, which became a major force for promoting environmental protection. On the afternoon of 9 November, 28 project centers, in order of their establishment, reported their work and results in terms of membership development, environmental projects, fundraising & communication. It was the biggest exchange activity since the work report by 21 project centers at the Members' Assembly of last year.



Report and discussion of project centers

## November 9: 15 Years Young, More to Come

In 2004, SEE Conservation was established by the Moon River of Alxa League in Inner Mongolia. Starting from a grain of sand, Chinese entrepreneur group officially entered the environmental public welfare domain and took more social responsibility. After 15 years, SEE Conservation grew out of ignorance and immaturity and became like a young adult, full of vibrance and in pursuit of environmental dreams.

On the 2019 Members' Assembly of SEE Conservation, the "15 Years Young, More to Come" - Public Welfare Night for the 15<sup>th</sup> anniversary was held in Star River of Qingdao. XU Jingchun, Deputy Head of the Alxa League Administrative Office, members from all over the country, donor representatives and media gathered and witnessed the 15-year growth mark of this passionate and responsible group.



Three Presidents of SEE, ZHANG Shuxin (joined SEE on 2 March 2004), who held the longest membership in attendance, LI Zongzu (joined SEE on 6 November 2019), who held the shortest membership, and ZHAO Zhisen (joined SEE on 9 October 2019) jointly turned on the hourglass and welcomed the next 15 years for SEE.

## November 10: Work Report of the 7<sup>th</sup> Governance Team

2019 was the second year of the term of the 7<sup>th</sup> Governance Team. At the Members' Assembly and on behalf of the 7<sup>th</sup> Council of SEE Conservation, President AI Luming presented work process in "Membership Development", "Project Center Development", "Implementation of Environmental Projects", "Environmental and Philanthropy Institute", "Aleshan Foundation", "Fundraising and Communications", "Internationalization" and "Finance" in 2019. He also shared his thoughts on organizational governance and mechanism development.

Then Supervisor KONG Na presented the 2019 Work Report on behalf of the Board of Supervisors. YAN Jun, Chairman of the Charter Committee, presented the 2019 Work Report of the Charter Committee.



President AI Luming presents the 2019 Work Report on behalf of Council



Supervisor KONG Na presents 2019 Work Report on behalf of Board of Supervisors



YAN Jun, Chairman of Charter Committee, presents the 2019 Work Report

After presenting the annual reports, the 7<sup>th</sup> Governance Team took questions on organizational governance and finance from members.



The 7<sup>th</sup> Governance Team takes questions from members

## Voting on the Amendment to the Charter

This Members' Assembly had two types of motions: 9 motions on other amendments to the Charter and 1 motion on the *Method of Election and Organization of Representative Assembly of SEE Conservation* and the relevant amendment to the *Charter*.

### Motion 1

Chapter 2: Founders and Members

### Motion 2

Chapter 5: Council

### Motion 3

Chapter 6: Board of Supervisors

### Motion 4

Chapter 8: Other Organizations

### Motion 5

Chapter 9: President and Vice President

### Motion 6

Chapter 10: Secretary-General and Secretariat

### Motion 7

Chapter 11: Special Committees

### Motion 8

Chapter 12: Environmental Project Centers

### Motion 9

Modification of Text and Integrity

### Motion 10

Approval of the *Method of Election and Organization of Representative Assembly of SEE Conservation* and the relevant Amendment to the *Charter*

All 10 motions were passed by a great majority, signifying the official establishment of the Representative Assembly System and a milestone reform of the organizational governance. This laid a modern foundation for the sustainable, healthy development of SEE Conservation.



Motion 10 is passed by a great majority



Members stand up and applaud for passing the 10 motions

## 2019 SEE Member Award List (in phonetic alphabetical order)

### Golden Orchid Award: Outstanding Contribution in Membership Development

CHEN Yujie	CHEN Bo	CHANG Futian	CHEN Qianfeng	XI Shusen	DU Xiaoling	DING Leping	DU Hualiang
DING Liguo	GUO Cheng	GUO Jianjun	HUANG Jian	LIU Liqiang	LIU Xinrong	LIN Yinsun	LU Ruize
LIU Caixia	LIU Quanli	LU Yu	MING Yufeng	PAN Baofeng	QU Xiaohua	SUN Hongxia	TIAN Ming
WEI Ang	WANG Sujuan	WEN Shuangwei	WANG Jing	XU Zhixue	XU Huachun	XIE Shangming	XIAO Nan
YAN Wei	YAO Weiguo	ZHAO Chenglong	ZHU Haigen	ZHU Tong	ZHANG Hua	ZHANG Jin	ZHENG Wenfang
ZHOU Ming	ZHOU Yubin	ZONG Yanmin	ZHONG Hongguang				

### Golden Spike Award: Outstanding Contribution in Direction Donation

CHEN Erjia	CHEN Jinsong	DU Zhongbing	DU Xiaoling	FEI Guoqiang	FAN Yong	GUO Xiukuan	HONG Jie
LIN Jie	LIAO Zhenwei	LUO Yulin	LIU Bingfu	SHAO De	SUN Zhongwei	TIAN Wenhong	TONG Shumeng
WU Kegang	WANG Suyunqing	WANG Jing (COACH)	WANG Guangyu	WANG Jing (TREAD)	WANG Renzong	WANG Chengyong	WANG Jingbo
YAN Zhi	YAN Wei	ZHENG Weihe	ZHU Tong	ZHANG Xiaoqian	ZHANG Jin	ZONG Yanmin	

### Golden Bee Award: Outstanding Contribution in Fundraising

DONG Yiman	DU Xiaoling	DING Liguo	HONG Jie	HE Jiangang	LING Xiuqing	LIU Bingfu	LIU Zhiyong
LUO Bo	LU Yu	SUN Zhongwei	TIAN Wenhong	WU Qinglin	WANG Suyunqing	WANG Jing	WANG Renzong
WANG Hui	XIAO Xingping	YANG Xiaohui	YAN Zhi	YANG Cheng	ZHU Tong	ZHANG Jiayu	ZHAO Chenglong
ZHANG Jun	ZHANG Jin	ZONG Yanmin					

### Golden Branch Award: Key Facilitators in Establishment of New Project Centers

CHEN Jincheng	CHEN Yahong	DONG Yanan	DING Liguo	GAO Yi	GUO Jianjun	HUANG Jian	LIN Yinsun
LIN Weixing	LIU Caixia	LIU Yi	LIU Quanli	LU Yu	LING Songting	WEN Biao	WEI Zhuo
XU Chaojun	XU Zhixue	YAN Wei	YAO Weiguo	ZHENG Wenfang	ZHU Haigen	ZHU Lan	ZHU Daoliu
ZHANG Jie	ZHONG Hongguang						

### Golden Laurel Award: Outstanding Contribution in Brand Communication and Development

BAO Suri na	Bu Ergude	CAO Miaosen	CHEN Bo	CHEN Hongmei	CHEN Min	CHEN Ping	CHEN Qianfeng
CHEN Xianqiang	CHEN Xinzhou	DAI Yong	DU Shuhua	DU Zhongbing	DU Xiaoling	FENG Wei	GAO Mingfei
GENG Xiaomei	GUO Mange	GUO Qinglong	HE Yi	HUA Qingmei	HUANG Heping	HUANG Jingen	HUANG Lezhong
HUANG Wenbao	HUANG Xia	HOU Wenqi	HU Baosen	HU Jun	HU Mingjing	HU Shiyong	HU Wei
Ji Liwei	JIA Hui	JIAN Mengyao	LAN Jing	LI Chunming	LI Hailin	LI Jianhong	LI Jun
LI Qimao	LI Yuanfeng	LIN Jie	LIU Mingda	LIU Yazhuo	LOU Xiaoqiang	LUO Dongxia	LUO Jian
LUO Mu	LYU Xi	MAI Yanguang	MAO Zhihui	MI Ruirong	MU Qidan	NI Zhengfei	PAN Baofeng
PAN Nanling	PANG Yong	QI Hongbo	QIU Yitian	SUI Jun	SUN Liwei	SUN Wei	SUN Yanan
SUN Zaichen	SUN Zhongwei	TANG Fen	TIAN Wenhong	TONG Shumeng	WANG Huan	WANG Jing (COACH)	WANG Jing (TREAD)
WANG Sujuan	WANG Suyunqing	WANG Ying	WANG Yu	WEI Ang	WU Jing	WU Wei	WU Qinglin
XIAO Yingzhuo	XIN Haifan	XU Fen	XU Guangyu	XU Huachun	XU Lanfang	XU Tao	XU Yimeng
XUE Rongyue	YANG Hui	YANG Jianxing	YANG Lichuan	YE Yuhong	YUAN Ying	ZHANG Jun	ZHANG Li
ZHANG Qizheng	ZHANG Quan	ZHANG Wenzhong	ZHANG Xiang	ZHANG Yi	ZHANG Yu	ZHAO Min	ZHAO Yang
ZHAO Yifei	ZHENG Yanqiong	ZHOU Ming	ZOU Zhenfan				

### Golden Camel Award: Outstanding Contribution in Promoting Environmental Projects

CAO Chengjun	CHEN Chang	CHEN Facheng	CHEN Jinsong	CHEN Linyun	CHEN Wenjie	CHEN Xiaohan	DAI Xinyu
DU Zhongbing	FAN Junmei	FAN Ziming	FAN Yongjie	FENG Shuhe	GONG Han	GUAN Yi	GUO Cheng
HE Jiangang	HE Yiliang	HOU Jin	HUANG Min	JIA Yuhui	JIA Zongqiong	JIAN Wenhua	JIAO Guiying
JYU Weihong	LEI Xiang	LI Hairong	LI Hongyao	LI Hua	LI Shaobin	LI Xiaoning	LI Yunfei
LI Zhenfeng	LI Zhihai	LIANG Weishan	LIANG Wenhong	LIU Lei	LIU Tengting	LIU Ying	LIU Zejun
LIU Zhaoxia	LIU Zhiyong	LU Xin	LUO Mu	LUO Zongzhou	LYU Yingshi	MA Zhongxin	MU Zhengpeng
MA Xianrong	SHEN Hongwei	SONG Botao	SU Yong	TAN GAN	TENG Qiufu	TIAN Li	TIAN Wenhong
WAN Jie	WAN Zhonghua	WANG Dalin	WANG Jing (COACH)	WANG Limin	WANG Luxiong	WANG Quanjun	WANG Xiongbin
WANG Ying	WANG Yun	WANG Zhicheng	WEI Jingxing	WU Weiyun	WU Wei	XIAO Jin	XIAO Li
XIAO Nan	XIE Shangming	XIONG Bing	XU Jing	XU Qiang	XU Yini	XUE Chao	YAN Le
YAN Wei	YANG Jianxing	YANG Xu	YAO Lu	YI Tiehui	YU Miao	YU Xiulin	ZHANG Jianqiang
ZHANG Min	ZHANG Quan	ZHANG Yaqing	ZHANG Yiheng	ZHANG Zhiguo	ZHAO Chenglong	ZHAO Zhiwei	ZHENG Aimin
ZHU Lingli	ZHU Wei	ZOU Bin					

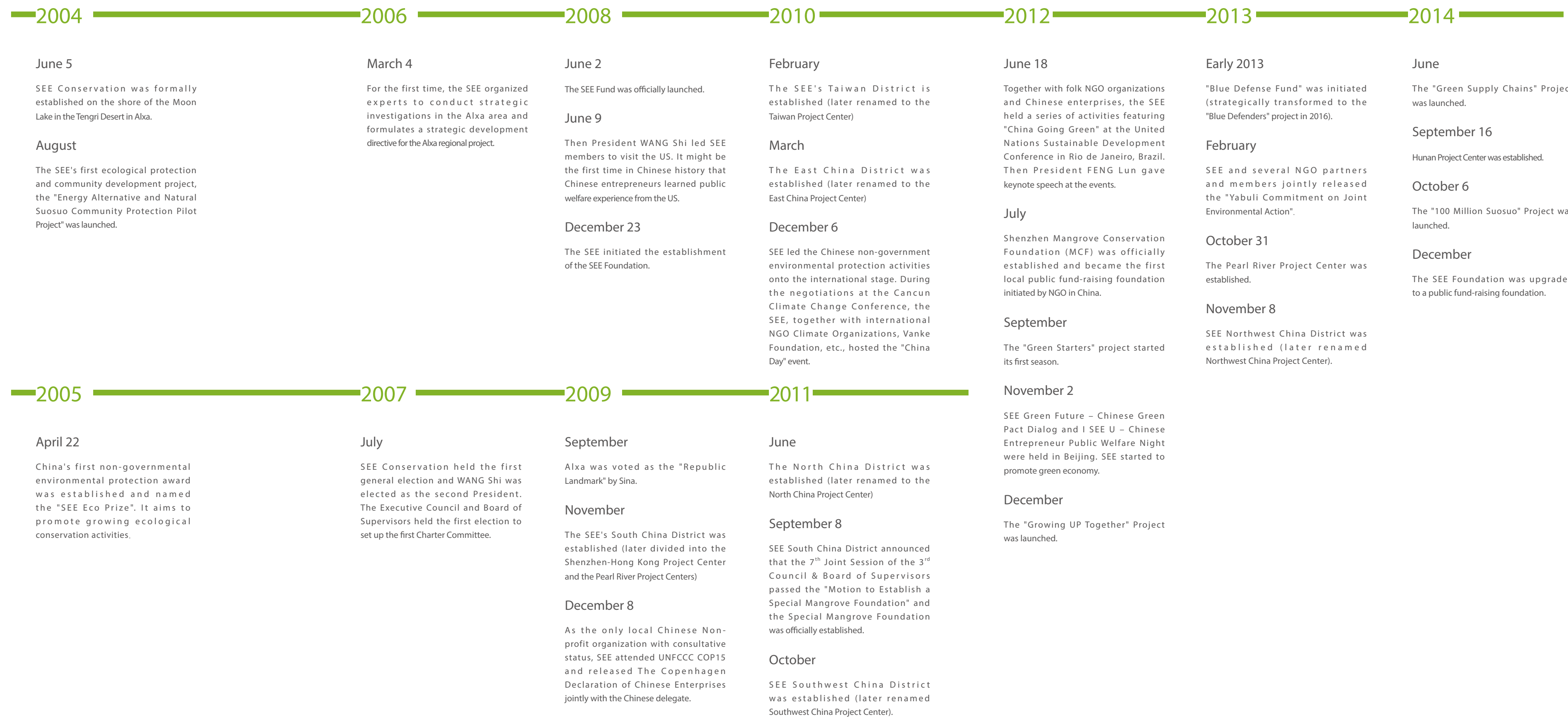
A total of 339 person-times won member awards. The Governance Team also contributed a lot in all the above areas. Their work was reflected in statistics, but they did not participate in the award. We thank all members for their passionate participation and selfless contribution to the environmental cause over the past year. Let us keep up the good work to protect the clear water and blue sky.

# 15 Years Young

Why do entrepreneurs like us come to Alxa Desert from all over the country? Why do we establish SEE Conservation participate in the fight against sandstorms? Because we have hope and dream in our heart. We hope the Chinese economy will continue to develop and people will get richer. We hope there will be greater harmony among the people. We hope our country will have beautiful mountains and waters with vibrant lives. We hope people of the world will live in a beautiful global village.

- Alxa Declaration

# More to Come



## 2015

## January

SEE established the social enterprise "Wei Xi". It launched the water-saving millet brand "Ren millet" to benefit the desert environment.

## July 4

Hubei Project Center was established.

## August 31

Inner Mongolia Project Center was established.

## September 9

During the first "99 Giving Day" in 2015, SEE received 17,000 person-time hours of support within three days and CNY 4.23 million in donations.

November 30 –  
December 11

SEE participated in the United Nations Climate Change Conference (COP21), and it issued the *Beijing Declaration on Corporate Sustainable Development*, which was submitted to UN agencies.

## 2016

## January

"Free Flying Wings" project and "Noah's Ark" project were launched.

## March 21

The Hubei Province Entrepreneurs Environmental Foundation was established (renamed to Changjiang Conservation Foundation in June, 2017)

## June

Green Supply Chain Industry Action in China's Real Estate Industry, "Save the Smile of Yangtze River – Saving Finless Porpoise", and "Blue Defenders" projects were launched.

## July 23

The first SEE Finance Class for Public Welfare opened.

## September 9

During the "99 Giving Day" of 2016, SEE received 179,000 person times of support and 24.177 million RMB in donations. This ranked it in the top 10 among all public welfare organizations and No. 1 in environmental protection organizations.

## October 12

SEE Ecological Conservation Museum was officially opened.

## November

Guangzhou Enterprise Environment Protection Industry Association was established.

## November 16

A side event was held at the 22<sup>nd</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change to release the latest results and environmental benefit assessment report of the Green Supply Chain Initiative in China's real estate industry.

## December 18

Anhui Project Center was Established.

## December 28

The SEE successfully filed two charitable trusts, one of which became China's first charitable trust with a charity organization as the single trustee. This was selected as one of the Top Ten Hotspots in the 2016 Charity Profession by the "Blue Book of Charity" published by the Chinese Academy of Social Sciences.

## 2017

## January 12

Henan Project Center was established.

## January 16

LIU Xiaoguang, Founding President of SEE, passed of illness, leaving a great heritage of brilliance.

## June 7

SEE held the "7<sup>th</sup> SEE Award and 5<sup>th</sup> Chinese Enterprises Green Pact Forum".

## June 14

SEE became deputy director of the "Green Consumption and Green Supply Chain Union" under the Ministry of Ecology and Environment.

## July 7-8

SEE participated in the G20 Foundation Alliance Conference (F20) held in Hamburg, Germany. The SEE was the only foundation in China to become the first member of the F20.

## July 29

Shanxi Project Center was established.

## September

The Xi'an Entrepreneurs Environmental Conservation Foundation was founded.

## September 6

SEE attended 13<sup>th</sup> Conference of the Parties to the United Nations Convention to Combat Desertification. The project of desertification prevention and control of the SEE went on the international stage for the first time.

## September 9

On "99 Giving Day," 2019, SEE received 570,000 person-time hours of support within three days, and receives more than CNY 57.38 million in donations.

## September 23

Fujian Project Center was established.

## October

Taiwan Environment-friendly Association was established.

## December 4-6

SEE attended the UN Environment Assembly for the first time, as a member of the Steering Committee of the UNEP Science-Policy-Business Forum.

## December 14

Shandong Project Center was established.

## 2018

## January 23

Guangxi Project Center was established.

## April

Alxa Environmental Industry Federation was established.

## April 25

Sichuan Project Center was established.

## May 27

Chongqing Project Center was established.

## August 11

Heilongjiang Project Center was established.

## August 19

Sanjiangyuan Project Center was established.

## September 9

On "99 Giving Day," 2018, the SEE received 450,000 person-time hours of support within three days, and receives more than CNY 46.62 million.

## September 14

SEE attended the Global Climate Action Summit and launched the "Chinese Enterprises Climate Action" jointly with Vanke Foundation and CTeam.

## September 17

Ningxia Project Center was established.

## September 28

SEE Environmental and Philanthropy Institute was established.

## October 20

Zhejiang Project Center was established.

## October 24

Shenzhen Aleshan Foundation was established.

## November 17

The 10<sup>th</sup> Anniversary Night Gala - "Hold Fast to Dreams" was successfully held.

## November 18

The 2018 Annual Members' Assembly was held in Zhengzhou of Henan and voted to pass the proposal to transform members' assembly system to the representative assembly system.

## December 2-14

SEE attended UNFCCC COP24 and hosted the "Building a Climate Action Platform for Enterprises" jointly with Vanke Foundation and CTeam.

## December 16

Poyang Lake Project Center was established.

## 2019

## January 5

Taihu Lake Project Center was established.

## February

Chengdu Aisiyi Ecology Conservation Center and Qinghai Baoyuan Ecological Conservation Center were established.

## March 15

SEE joined forces with Netherland's NO.5 Foundation and UNEP to launch the Rhino Conservation Business Leaders Alliance Program.

## April 14

Liaoning Project Center was established.

## June 15

The 7<sup>th</sup> Chinese Enterprises Green Pact Forum and the 8<sup>th</sup> SEE Award Ceremony were held. SEE Volunteer Program was launched.

## June 29

Tianjin Project Center was established.

## August 25

Xinjiang Project Center was established.

## September 9

During the "99 Giving Day", SEE got 620,000 person-times participation and raised CNY 36.78 million.

## September 24

UN Climate Change Summit in New York, SEE hosted a reception with theme of "SEE A BETTER FUTURE" to showcase its 15-year growth journey and environmental achievements.

## October 20

Hebei Project Center was established.

## November 10

The 2019 Annual Members' Assembly was held in Qingdao of Shandong and the Representative Assembly System was officially established, a milestone reform of organizational governance for SEE.

# 5

## On the International Stage

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Pursuing public interest with competence and results, showcasing environmental attitude with perseverance and steadfastness. In 2019, SEE Conservation communicated responsibilities and missions of Chinese environmental organizations. A Community of Shared Future for Mankind is not just a slogan, but a calling for action of concerted global efforts for a better future.



# On the International Stage

## The Second United Nations Forum on Science, Policy and the Business Environment: Launching the Rhinos (*Dicerorhinus*) Conservation Business Leaders Alliance Program

From 9-11 March 2019, UNEP convened The Second United Nations Forum on Science, Policy and the Business Environment in Nairobi, Kenya. Participants from around the world discussed topics of environmental policies and climate change to promote sustainable development of global environment. The SEE delegation attended the forum as a council member and launched the Rhino Conservation Business Leaders Alliance Program. It was the second time SEE communicated the competence and voice of environmental protection at the UN Environment Assembly after the first time in December 2017.

At the Forum, SEE President AI Luming presented SEE's efforts in green supply chain and response to climate change, and discussed sustainable development of global environment with participants from around the world.

SEE, Netherland's NO.5 Foundation and UNEP jointly launch the "Save the Rhino Together" initiative that called for global conservation of rhinos and rejecting rhino products. President AI Luming announced the launch of Rhino Conservation Business Leaders Alliance Program and vowed with participants to "take the lead to boycott rhino products".



■ From left: SEE President AI Luming, Princess Laurentien of the Netherlands, UNEP Executive Director Inger Anderson, SEE Secretary-General ZHANG Li



■ SEE Delegation and participants

## UN Climate Action Summit: Showcasing 15 Years of Achievements, Enhancing International Influence

During the UN Climate Action Summit in New York on 24 September 2019, SEE hosted a reception the theme of "SEE A BETTER FUTURE". Nearly 100 participants including XIE Zhenhua, China's Special Representative for Climate Change Affairs, Cristiana Pasca Palmer, Executive Secretary of CBD, Princess Laurentien of the Netherlands, Professor Edward Cunningham, Director of Ash Center China Programs and of the Asia Energy and Sustainability Initiative at Harvard Kennedy School, ZHANG XinSheng, IUCN President, and representatives of international environmental organizations attended the event.

At the reception, SEE Conservation shared how its entrepreneur members explored new environmental models, provided resources, made donations, and use entrepreneurial spirit to address social issues over the past 15 years, and showcased the latest results of green supply chain action in the real estate industry of China. At its 15<sup>th</sup> anniversary, SEE presented the growth journey and environmental achievements of Chinese environmental organizations on the international stage, which expanded the international influence of the SEE brand.



■ XIE Zhenhua, China's Special Representative on Climate Change Affairs, speaks



■ "15 Years Young, More to Come" - Celebrating 15<sup>th</sup> Anniversary of SEE Conservation

## UN Climate Change Conference (COP25): Sharing Environmental Achievements of Nature-based Solutions

From 2-13 December 2019, the 25<sup>th</sup> UN Climate Change Conference (COP25) was held in Madrid, Spain. The conference was focused on implementation of response measures to climate change by countries. The Chinese climate change delegation discussed climate change issues with other countries.

At a number of side meetings including "Enterprise Climate Action: Empowerment and Innovation" and "Low Carbon and Sustainable Life", SEE presented the "Green Chain Action" and shared practical experience in promoting carbon reduction and treating pollution, which expanded international experience of projects like the "Green Chain Action" and contributed to environmental protection and carbon reduction in China.

At the side meeting with the theme of "Global Collaboration and Knowledge Sharing of Nature-based Solutions", SEE shared its experience and case studies of nature-based solutions in desertification control, conservation of rivers, water sources and groundwater, and conservation of wildlife and their habitat. SEE also shared its outlook on the prospects of nature-based solutions.



■ SEE Delegates attend a side meeting



■ Participants and SEE Delegation

# 6

## Project Progress in 2019

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Migratory birds fly through cold winter, suosuo trees flourish on barren lands, the sky gets blue again, Finless Porpoises (*Neophocaena*) jump out of water... From grassland to forest, from deep seas to the horizon, we watch over the earth and all forms of life. The ten environmental projects are like ten search lights that light up the blue planet in 2019. We look forward to a great future with belief and responsibility.



# 2019 Project Progress



## 100 Million Suosuo

This project is expected to create the synergy for the restoration of 133,333 hectares of desert vegetation by planting 100 million psammophyte, mainly represented by Suosuo (*Haloxylon ammodendron*) in the critical eco-regions in Alxa over the decade from 2014 to 2023. The local ecological environment will hence be improved and the expansion of deserts contained. Meanwhile, the derived economic value of these suosuo trees will also help raise the local herders' living standards. By the end of 2019, a total of 55.76 million sand plants represented by Suosuo had been planted, covering an area of about 76,400 hectares. Of which, 38,900 hectares of planted area was rated to be qualified in 2014-2017, while the remaining 37,500 hectares is waiting for acceptance.



## Groundwater Conservation

This project is designed to reduce the exploitation of groundwater by agricultural activities through the promotion of water-saving crops and water-saving technologies, jointly promote the implementation of relevant water-saving policies by working with the relevant local governmental authorities, and finally realize the balance of groundwater collection and supplement in the agricultural oasis area of Alxa. On the premise of rational use of groundwater, the project actively explores new environmentally friendly agricultural development models and helps farmers broaden their income channels so as to ultimately achieve protection of groundwater and growth of farmer's income. By the end of 2019, a total of 1,625 hectares of water-saving millet had been promoted, with a total output of 6,924 tons and 556 farmers participating in it, saving more than 12 million cubic meters of water.



## Green Supply Chains

By means of green procurement, real estate enterprises promote the environmental rectification and improvement of upstream suppliers, thus realizing the reduction of pollution and carbon emission of the overall supply chain. From its launch in June 2016 to the end of 2019, 100 real estate enterprises joined in the project and launched a green procurement action plan for 7 categories and a "white list" for 4 categories. A total of 3,669 "white list" enterprises and China Urban Realty Association (CURA) jointly promoted the CNY5.1 billion of procurement to meet environmental compliance requirements. In addition to the real estate industry, the project also supports green chain actions in other industries such as household appliances.

## Blue Defenders

By the end of 2019, the project had directly supported 53 first-line organizations engaged in environmental protection and public welfare industries nationwide to become "Blue Defenders". Through measures like law enforcement by the authority, green supply chain among others, 6,069 enterprises from 364 cities across China were driven to rectify their operation. From 2013 to 2018, Blue Defenders provided a total of more than CNY50 million to aid project partners, including more than CNY25 million to support environmental database. At present, the environmental database supported by Blue Defender covers 3 million enterprises in China with more than 1.4 billion pieces of data.



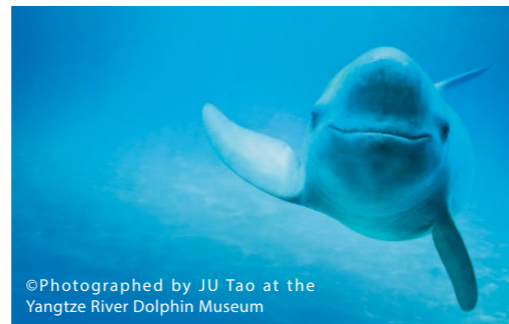
## Free Flying Wings

By the end of 2019, the project had supported 62 organizations in total to carry out wetland patrols and bird surveys nearly 3,700 times at 86 wetland protection programs, protecting over 3,400 square kilometers bird habitats, submitted more than 100,000 pieces of bird survey results with a total of more than 600 bird species recorded, and submitted more than 1,300 records of poaching, pollution and development and construction that threaten bird habitats, organized more than 600 nature education activities, covering a total of more than 140,000 people.



## Save the Smile of Yangtze River

With the support of the Ministry of Agriculture, the project has initially established an Assistance Patrol System. By the end of 2019, a total of 86 fishermen had given up fishing and transferred to be assistant patrol guards, guarding 9 demonstration sites along the Yangtze River and in Dongting Lake and Poyang Lake and patrolling distance up to 400,000 kilometers in the whole year in total. The project launched 531 special operations to combat illegal fishing, cooperated with the fishery administration and the public security authority to carry out 267 large-scale joint law enforcements, rescued stranded Finless Porpoise for 3 times, removed various illegal equipment for fishing Finless Porpoise, confiscated more than 300 sets of electric fishing equipment, dismantled more than 1,000 small and large traps, removed more than 20,000 customized bamboo poles and seized more than 20,000 roller hooks.



## Conserving the Sanjiangyuan Region

Since its inception in 2012, the project has supported more than 104 local environmental protection organizations to participate in the protection network, covering 117,446 square kilometers of area protected. The model of promoting community participation in protection has included in the "Master Plan for Integrated Conservation Experiment in Sanjiangyuan". In the next 5 years, the project will establish a protection network with existing partners, further enhance cooperation, establish a community interaction network model, maintain the authenticity of the natural ecosystem in the Sanjiangyuan Region to realize the harmonious coexistence of human and nature in the same region, and protect China's most unique plateau ecosystem and the water source of 700 million people.



## Noah's Ark

By the end of 2019, the project had established 3 overall conservation area projects in the regions with most abundant biodiversity in Yunnan, completed "Yunnan Snub-nosed Monkey (*Rhinopithecus bieti*) Monitoring Report in the Whole Region" which had been passed the review by experts. The project also set up a demonstration protection of Green Peafowl (*Pavo muticus*) in the middle and upper reaches of Yuanjiang River in central Yunnan and advocated to form a protection alliance. The project provided training for a total of 3,500 people in northwest Yunnan about Chinese bee (*Apis cerana*) breeding and endangered Chinese herbal medicine planting and donated 4,200 beehives and more than 150,000 Chinese herbal medicine seedlings for villagers. In addition, the project restored 333.33 hectares of Asian Elephant (*Elephas maximus Linnaeus*) habitat.



## Green Starters

The "Green Starters Funding Scheme" is dedicated to exploring and supporting start-up environmental protection & public welfare teams hoping to be organized so as to promote the environmental protection and public welfare industries to be more healthy and diversified and finally achieve the objectives of ecological environment protection and sustainable development. From the inception of the project in 2012 to the end of 2019, the project funded a total of 343 start-up organizations engaged in environmental protection and public welfare industries, with a total funding amount of more than CNY32.5 million. These "Green Starters" are distributed in 31 provinces and regions across China and are playing active roles in many environmental protection-related fields such as ecological protection, pollution prevention, environmental education, waste reduction, etc.



## Growing Up Together

By tutoring and accompanying the key talents of start-up environmental protection organizations, the project of "Growing Up Together" supports them to be the leading strength in regions and related issues. From 2013 till now, the project has funded a total of 67 partners by investing over CNY23 million, and 145 instructors of the project have provided more than 12,700 hours of volunteer service. The sub-brand "Carnival of Growing Up Together" has successfully held 32 events in 25 cities across China and more than 34 million people participated in the events both online and offline.



# 7

## Growing Upwards

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In 2019, we took two important steps, one for today and one for the future. The Aleshan Foundation continued to accumulate resources and provided sustainable support to projects in innovative and diverse ways. SEE Environmental and Philanthropy Institute was established to develop talents for the environmental and public welfare cause.



# Shenzhen Aleshan Foundation

In October 2018, SEE Conservation founded Shenzhen Aleshan Foundation to promote green industries, poverty alleviation through conservation, and sustainable development of ecologically fragile areas, give fully play to the strengths and innovative spirit of entrepreneurs, and provide sustained support to public welfare projects.

## Mission

Promoting participation of entrepreneurs in ecological and poverty alleviation projects in underdeveloped area, uplifting the ecosystem for entrepreneurs and businesses. Promoting philanthropy, encouraging Chinese entrepreneurs to take more responsibility for conservation, poverty alleviation and society.



■ First Meeting of the 1<sup>st</sup> Aleshan Foundation Council on 8 October 2018

## Work Progress in 2019

### Getting Qualified for Tax Deduction and Exemption

In 2019 which was the first year of the Aleshan Foundation, the priority was to lay a solid foundation by establishing good internal governance. To strengthen internal governance, the Council and Board of Directors of SEE Conservation were lent to the foundation for better coordination, efficiency, organization, and professionalism.

In 2019, the Aleshan Foundation got qualified for pre-tax deduction of public welfare donations in 2018 and for tax exemption as a nonprofit organization in Shenzhen (2018-2022). The fourth meeting of the 1<sup>st</sup> Council passed 31 bylaws including *Project Management Measures*, *Dedicated Fund Management Measures*, *Management Measures for Accepting Donations*, and *Financial Control System*.

### Establishing a Special Investment Committee

In 2019, Council of SEE Conservation, SEE Foundation and Aleshan Foundation voted to pass the *Management Measures of SEE on Investment Activities to Preserve and Increase Value* and set up a special Investment Committee to provide professional guidance to the investment and finance of the Aleshan Foundation.

## Diversifying Assets Allocation, Improving Efficiency of Fund Utilization

In 2019, Aleshan Foundation built a diversified assets allocation system according to the modern investment portfolio theory, to achieve an organic combination of "cash management products + equity stock + bonds + alternative products like quants". Progress of the diversified assets allocation effectively lowered opportunity cost of public welfare funds and improved utilization efficiency and returns.

## Progress of Public Welfare Projects

### Poverty Alleviation in Yaoba

In June 2019, after initial investigation and in line with local poverty alleviation plans and needs, Aleshan Foundation decided to sponsor the "one on one" assistance to villagers of Menggentalagacha Village, Barunbieli Town, Alxa Left Banner from 2019-2020. SEE Project Office would implement, monitor and management this assistance project. The project would help villagers procure ewes and follow up with the raising and breeding, to improve their livelihood. The project aimed to increase per capita income of assisted families by CNY2,000 by the end of 2020.



■ Aleshan Poverty Alleviation Assistance Project - Improving Villagers' Livelihood



■ Understanding Villagers' Needs with "One-on-one" Approach

### Establishing Dedicated Fund

#### 1. SEE Dedicated Fund

In September 2019, SEE Conservation set up the SEE Dedicated Fund at the Shenzhen Aleshan Foundation, aiming to enhance member entrepreneurs' sense of social responsibility and promote environmental protection and poverty alleviation with conservation.

## 2. "SEE Youth Fund" of Aleshan Foundation

In August 2019, Aleshan Foundation set up the "SEE Youth Fund" to promote participation of young entrepreneurs and youth in poverty alleviation and conservation projects, build reserves for green and ecological projects in underdeveloped regions, and strengthen leadership development of young entrepreneurs and youth for public welfare.



■ SEE Youths Leadership Camp

## 3. "Assist Farmers and Save Water" Project

In 2019, Baidu Foundation donated CNY3 million to Shenzhen Aleshan Foundation and dedicated the funds to the "Assist Farmers and Save Water" Project. After elaboration and discussion of the project implementation plan, Aleshan Foundation decided to sign a project funding agreement with the Specialized Cooperative of Water-saving Farmers of Weixi Desert, Runbieli Town, Alxa Left Banner.

The project encouraged and supported farmers by providing technical training and related support, so they could improve livelihood and productivity, plant ecofriendly water-saving millet, and reduce consumption of ground water, thus mitigating and improving the desertification problem.



■ Water-saving millet – environment friendly model for developing agriculture.



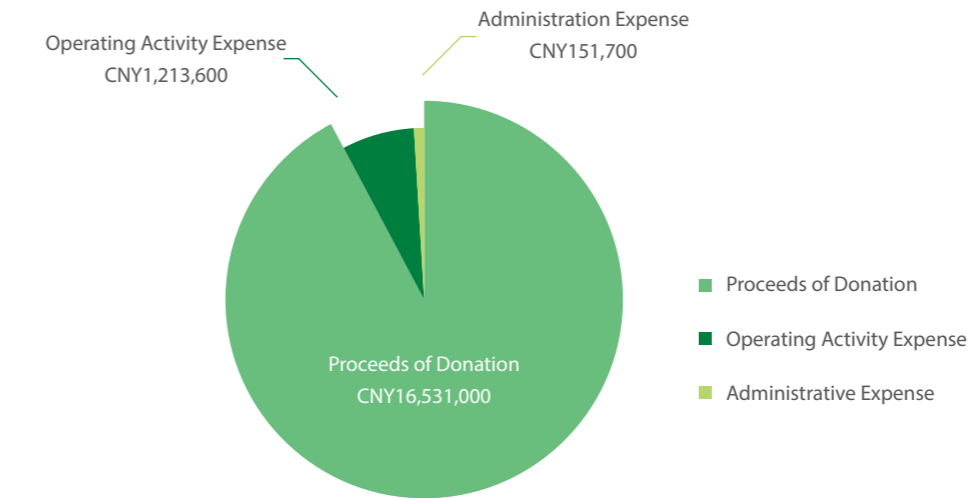
■ Anticipating a good harvest of water-saving millet

## 2019 Investment Summary

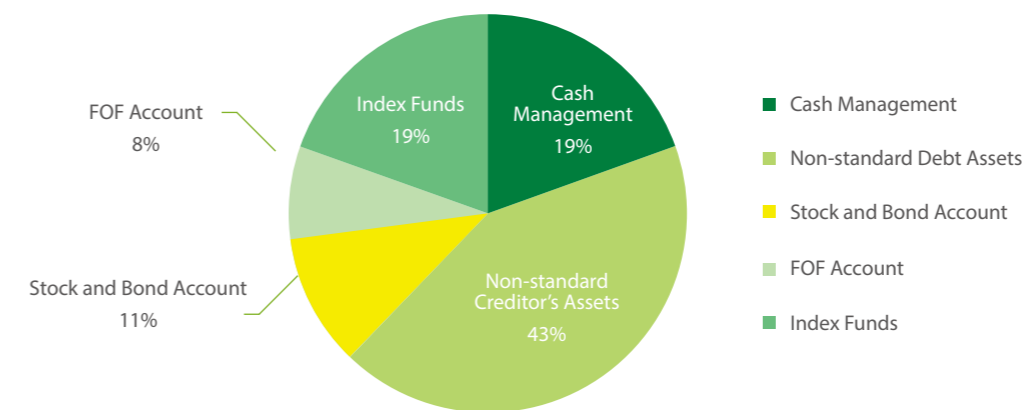
### Improving Management Measures, Supporting Fund Utilization

On 12 April 2019, the Third Meeting of the 1<sup>st</sup> Council of Aleshan Foundation voted to set up an Investment Committee and the *Management Measures of SEE on Investment Measures to Preserve and Increase Value*. According to the *Charity Law of China, Interim Measures for the Administration of Investment Activities by Charitable Organizations to Preserve and Increase Value*, the *Charter of Shenzhen Aleshan Foundation*, the Foundation would preserve and increase the value of donations in a safe, compliant and appropriate manner.

#### Income and Expenditure of Aleshan Foundation in 2019:



#### Investment Structure of Aleshan Foundation in 2019:



In the future, Aleshan Foundation will continue to give full play to the strengths of entrepreneurs and secure long-term, stable funding source for public welfare organizations and projects, to do a better job in conducting philanthropy projects and activities.

# SEE Environmental and Philanthropy Institute

SEE Environmental and Philanthropy Institute (hereinafter referred to as "SEE Institute") was jointly launched by SEE Conservation and its council members, educators, and SEE members. Based on the philosophy of "Embracing Common Sense, Visioning with Wisdom, Nurturing Citizens of the Earth", SEE Institute aims at cultivating a new generation of outstanding business leaders with environmental and social responsibility, and organizes exchange activities, culture salons, training courses and seminars to help SEE members engage in sustainable development at the personal, enterprise and social levels, and become earth citizens.

As a research institute, SEE Institute is also responsible for extracting and explaining the value and action system of SEE. It will study the history, cases, actions, and value system of SEE, and will systematically develop the brand image of SEE.

## The First SEE Green Leadership Class 2019

### Enrollment: Curriculum Development and Wide Publicity

In June 2019, under the leadership by Dean AI Luming, Deputy Dean WANG Jigang, and Provost XIAO Jin, SEE Institute developed and designed the curriculum for SEE Green Leadership Class, and conducted roadshows at 13 project centers in Tianjin, Southwest China, Shandong, Chongqing, Sichuan, Taihu Lake, Zhejiang, Sanjiangyuan, Xinjiang, Anhui, Pearl River, Hubei and Guangxi regions. Three town hall meetings with SEE President were held in North China, East China, and South China regions to promote the SEE Institute and prepare for student enrollment. A total of 23 students were enrolled as of the end of 2019.



Students investigating the water ecology project of Lili ancient town in Suzhou, China

### Opening Ceremony: Witnessing Opening of the SEE Institute at the Origin of SEE

From 28-30 September 2019, SEE Institute held the opening ceremony in multiple location in Alxa League, Inner Mongolia, an event comprised of a series of classes and activities. Dean AI Luming and executives of the institute, Council Members, faculty members, 21 students and SEE members attended the opening ceremony of the "SEE Green Leadership Class" 2019.



Witnessing the Opening Ceremony of the Institute the Origin of SEE

### Curriculum Design: 4 Modules, Diverse Teaching Methods

Aimed at developing a new generation of outstanding business leaders with environmental and social responsibility, SEE Green Leadership Class provides curriculum modules including Liberal Education, Entrepreneurs and Entrepreneurship, Corporate Social Responsibility, and Environmental Protection. In addition, SEE Institute also encourages the sharing and exchange of entrepreneurial experience and offers courses such as entrepreneur salons. The curriculum is flexible in format, rich in content, with focused themes. By the end of 2019, three units – *Sharing Economy and Business Succession*, *Concept and Practice of Biogeography, Conservation Biology and Ecological Restoration* and the *History of European Social Thought*, a total of 121 hours of courses, were completed, which was a rewarding experience for students.



Experience sharing and exchanges among entrepreneurs

### Setting up the Class Committee: Improving organizational structure and setting exemplary standards

On 15 November 2019, SEE Green Leadership Class 2019 elected 5 class committee members. This was an important step of organizational development of the class. The class committee facilitated communications between students and the institutes, and played an exemplary role in study, attendance, and critical thinking.



SEE Leadership Class elects the Class Committee

### Working Committee/Member Training: Building a Professional Training Team to Support Regional Implementation

In April 2019, WANG Jigang, Deputy Dean of SEE Institute, set up a preliminary training team comprised of 9 key lecturers, who donated 68 volunteer hours.

In 2019, SEE Institute held 9 training sessions for working committees of project centers and SEE members and 1 Working Committee Summit. Main contents of the training included *Introduction, Strategy and Structure of SEE and Responsibilities of Working Committees, New Guidelines for the Work of Working Committees, Fundraising and Communications, Membership Development of Project Centers, Registration and Management of Local Organizations, Win-win Cooperation between the China Brand Platform Project and Project Centers, How Project Centers Participate in and Manage Projects*, and the *99 Philanthropy Rules*. Through the training, members systematically learned about the project centers and their projects, which helped to promote membership development, organizational development, and heritage of the spirit.



WANG Jigang, Deputy Dean of the SEE Institute



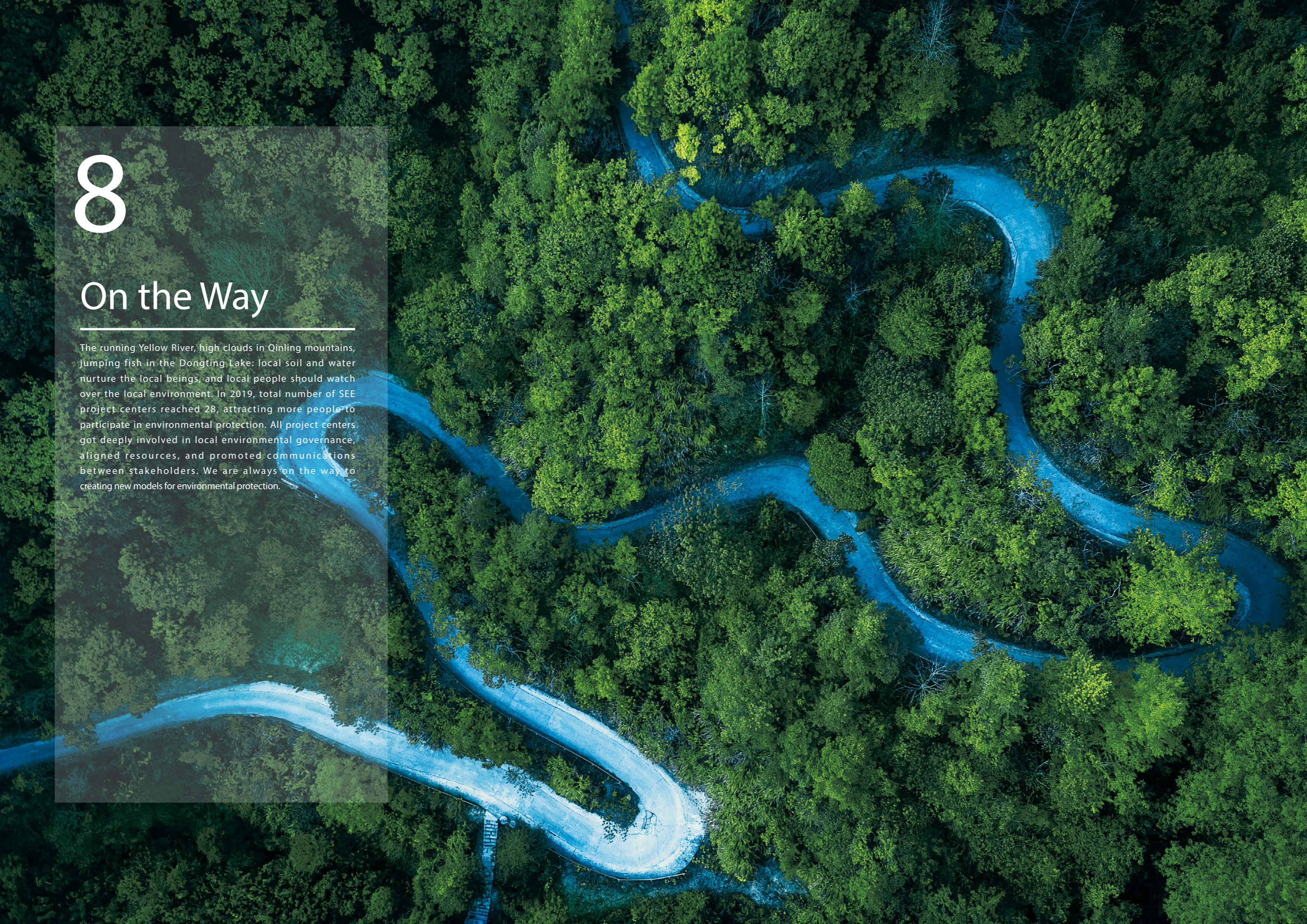
Summer Summit of Working Committees in Yunnan

# 8

## On the Way

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The running Yellow River, high clouds in Qinling mountains, jumping fish in the Dongting Lake: local soil and water nurture the local beings, and local people should watch over the local environment. In 2019, total number of SEE project centers reached 28, attracting more people to participate in environmental protection. All project centers got deeply involved in local environmental governance, aligned resources, and promoted communications between stakeholders. We are always on the way to creating new models for environmental protection.





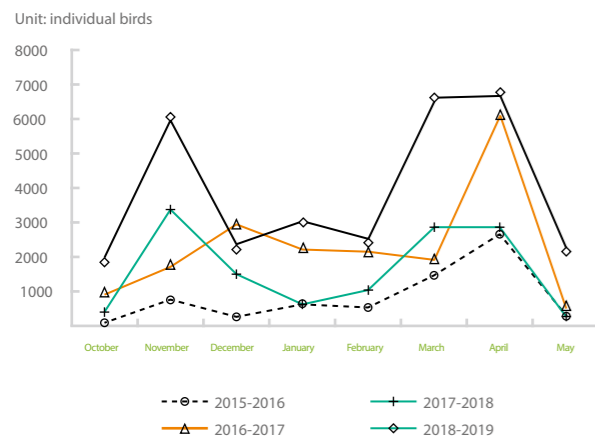
## Shenzhen-Hong Kong Project Center

Established in November 2009, the Shenzhen-Hong Kong Project Center consists of members from Shenzhen, Hong Kong and the surrounding areas. The Center influences and pushes entrepreneurs to participate in environmental protection and contribute their time and wisdom. As the implementation agency of Shenzhen Mangrove Wetlands Conservation Foundation, the center is also interested in and promotes coastal wetlands conservation projects by building a platform of protection and management with the board participation of government, businesses, public and public welfare organizations. As of the end of 2019, the center has 53 members.

### ■ Project Progress

#### 1. Strengthening Monitoring of Bird Habitat in Shenzhen Bay

In 2019, Mangrove Conservation Foundation (MCF) completed monitoring of birds on the fishponds in Futian Mangrove Nature Reserve, recorded and analyzed data, and prepared the related reports. Reports showed that for the year 2018-2019, 69 kinds of birds were recorded on fishponds no.2-4, and a record high of 6,737 birds were recorded. A greater variety and number of birds were recorded during this year compared to the previous 3 years.



■ Monitoring Data of Birds on Fishponds

#### 2. Promoting Ecological Restoration in Futian Mangrove Eco-park

From December 2017 to April 2018, several Black-faced Spoonbills (*Platalea minor*) were frequently sighted on the old course of Xinzhou River and as many as 18 Black-faced Spoonbills (*Platalea minor*) were sighted at the same time. It became a popular bird watch spot as people were able to observe the endangered Black-faced Spoonbill within 30 meters. In addition, tens of kinds of birds were observed, including Pied Kingfisher (*Ceryle rudis*), Great Cormorant (*Phalacrocorax carbo*), Black-crowned Night Heron (*Nycticorax nycticorax*), Greater Coucal (*Centropus sinensis*), and Common Greenshank (*Tringa nebularia*).

Starting from 2018, MCF remodeled embankment near the original sand transport dock into gentle slope for waders to inhabit. Mangroves were planted on the slope for birds to hide, and fences were built to effectively reduce distance between human and birds and avoid disturbance. In 2019, it became one of the most popular spots for birdwatching in Shenzhen.



■ Futian Mangrove Eco-park became a popular birdwatching spot

#### 3. Sponsoring the "Global Coral Reef Documentary Project" of Dive for Love

In 2019, Shenzhen-Hong Kong Project Center and SEE Foundation cosponsored Dive for Love, a local conservation organization, and explored cooperation channels between project centers and dedicated funds. The co-sponsorship was for the "Global Coral Reef Documentary Project", which made and release the *White Paper on Coral Reef Conservation* and *Documentary Search for Coral Sea*, which included community conservation examples from Philippines, Indonesia and Hong Kong and promoted more diverse conservation models through international lens.



■ Team Dive for Love Learning about Coral Reef Conservation in Camiguin, Philippines

#### 4. GUT Carnival of Diversity – Shenzhen-Hongkong Stop

On evening of 24 May 2019, Dive for Love and Shenzhen-Hong Kong Project Center launched the twin city stop of "GUT Carnival of Diversity" in Shenzhen Book Mall. Environmental organization from Guangdong, Hongkong and Macau joined forces with government agencies to organize biodiversity carnival activities in Shenzhen and Hongkong to showcase biodiversity in the three places.



■ Launching Shenzhen-Hongkong Twin City Stop of GUT Carnival of Biodiversity

### ■ Member Activities

#### 1. 2019 Night for Mangroves

On 23 May 2019, MCF "Night for Mangrove" Charity Dinner was held at One Shenzhen Bay. Nearly 100 entrepreneurs gathered in Shenzhen and participated in the charity auction to protect the coastal wetlands.



■ Entrepreneurs Participating in the Night for Mangroves

#### 2. In-depth Participation in Marine Conservation

In July 2019, the Center organized members to participate in a series of marine conservation activities including reuse of discarded fishing nets, touching marine life and cleaning up the beaches. Members knew more about Dive for Love and their Global Coral Reef Documentary Project sponsored by the Center, understood the importance of coral reef as rainforests of the sea, and learned more knowledge of marine conservation.



■ Using discarded nets to make bags

#### 3. "Innovation and Sustainable Development – South China" Workshop

To explore strategies and goals of the SEE Institute, the Institute, Shenzhen-Hong Kong Project Center and Pearl River Project Center held the "Innovation and Sustainable Development – South China" Workshop. Members from different project centers and participants discussed planning and development of SEE and the Institute.



■ In-depth Exchange at the South China Workshop

### Working Committee Members

( 2017-2020 )

- Chair: LIU Liqiang
- Vice Chair & Secretary-General: LIU Wenjie
- Vice Chair & Deputy Secretary-General: ZHU Yuying
- Vice Chairs: WANG Jigang, SUN Lili, YANG Huashan

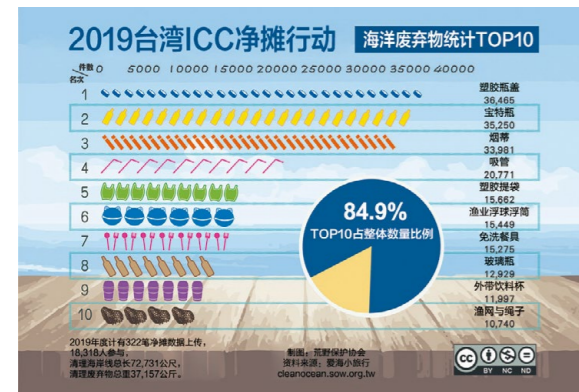
## Taiwan Project Center

Established in February 2010, the Taiwan Project Center is comprised of local entrepreneurs concerned about environmental pollution on both sides of the strait, focusing on projects of Marine Environment Initiative, waste tracing and cross-strait environmental exchange activities. As of the end of 2019, the Center has a total of 18 members.

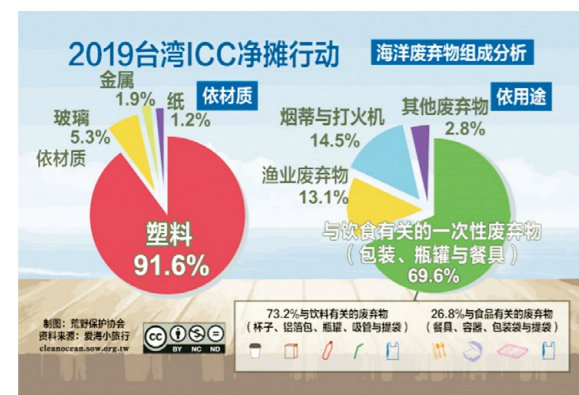
### Project Progress

#### 1. Coastal Cleanup

In 2019, the Taiwan Project Center provided funding to build a big data platform for all coastal cleanup activities of volunteers in Taiwan. According platform statistics of the platform, volunteers cleaned up 72.2 kilometers of coastline and 37 tons of waste. In addition, the Center assisted iOcean Foundation, the Society of Wilderness and other environmental organizations to hold 12 meetings to discuss a series of marine governance and conservation plans, including developing offshore islands into plastic-free islands, installing more public drinking fountains and setting up a timetable to reduce plastic consumption.



Top 10 Marine Debris in the 2019 ICC Action in Taiwan



Marine Debris Breakdown in the 2019 ICC Action

#### 2. World Oceans Day

On 8 June 2019, World Oceans Day, the Center held the Marine Conservation Forum in Penghu Island, which invited government representatives from coastal provinces, Taiwan island, Little Liuqiu, Hawaii, and Penghu Island, SEE members and industry experts to exchange ideas and experience on marine waste control, pilot of circular economy on offshore islands and conservation of marine life.



Participants clean up shores after the forum

#### 3. Training Facilitators for Nature Education

In 2019, with both sides of the strait share a common language and ethnicity, the Center gave play to its advantage and joined forces with the Society of Wilderness, which had 24 years of experience, to provide training to facilitators of nature education. During the year, three training sessions were held for project centers in North China, Shandong, and Sichuan. Every session had 17 lecturers, a working group and assistant facilitators. All 160 trainees learned the basic philosophy and design method of the curriculum. Some trainees already applied what they learned in nature education in their hometown or at work. In the future, the Center will continue to strengthen cooperation and exchange, and contribute to dissemination of nature education in China.



First Session of Nature Education Facilitator Training in Shanghai



Trainees share vegetation samples from hometown



Nature education facilitators training

### Member Activities

#### Environmental Exchanges

In June 2019, the Center and Greentown Service Group organized a study tour on waste recycling system in communities in Taiwan, and learned from the success

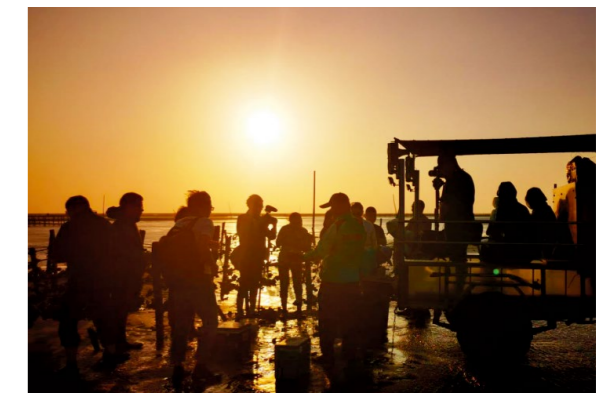


The Center and REN Millet on study tours

of Guomei Xinmei Community which ranked No.1 in 2018 Garbage sorting and Recycling Contest of Taipei.

In October, the Center and "REN Millet" visited organic agriculture and green food organizations and companies in Taiwan, such as Tse-Xin Organic Agriculture Foundaion, Leezen Company Limited and Tse-Xin Organic Certification Corporation. Participants agree that organic agriculture would not just produce food, but also protect the environment and ecology; that the emphasis should be shifted to conservation-minded consumption from safety, nutrition and flavor; and that regulations of organic agriculture should be strengthened to expand the scope of certification, integrate resources and improve the working system.

In addition, the Center and Taiwan Environmental Information Association held the Cross-Strait Wetland Workshop, which invited entrepreneur members from both sides of the strait and experts to visit 5 wetlands in Taiwan and shared exciting stories of environmental protection and interested environmental issues. The event was publicized through posts on social media websites and electronic newsletter.



Visiting Fangyuan Wetlands in Changhua

### Working Committee Members

(2017-2020)

- Chair: HAN Jiahuan
- Vice Chair & Secretary-General: SHEN Peilin
- Vice Chairs: ZHENG Yingbin, WANG Wei, LIANG Tianlong, LIU Zhenzhen
- Vice Chair & Deputy Secretary-General: WANG Suyunqing

## East China Project Center

Established in March 2010, the East China Project Center aggregates strengths from entrepreneurs in the Yangtze River Delta and is devoted to increasing the awareness of the environmental protection agenda and improving the Government-Private-Business-University Environmental Network. Focused on the key projects of "Protecting Dongtan" and "ECOLOGIC Itinerant Exhibition", the Center continues to sponsor environmental organizations in East China and support the development of Green Starters and GUT program in the region. In 2019, the Center sponsored a total of 16 environmental civil society organizations. As of the end of 2019, the Center has 76 members.

### Project Progress

#### 1. Building a Distinctive Nature Education System in Chongming Dongtan

In March 2019, the Center and Chongming Dongtan Birds National Nature Reserve launched the "Clean Wetland" Project. During the year, 42 tons of marine waste was collected by 562 volunteers from 14 social organizations, businesses and schools participated in the activity. A nine-member patrol team was trained and conducted 100 plus cleanup operations.

At the same time, curriculum development for Chongming Dongtan Nature Education progressed steadily. In 2019, a docent training program was initially established, and 14 trial sessions were organized during the year. The retrofit plan for the Four Exhibition Halls and One Boardwalk was initially confirmed. As of the end of 2019, the facilities received 192 visits.

In addition, the Center built a demonstration site for recycling marine waste, where marine waste was used to make bags and T shirts.



Chongming Dongtan Birds National Nature Reserve

#### 2. Sponsoring 16 Environmental Organizations

In 2019, the Center sponsored 16 environmental organizations including Green Starters, Growing Up Together, and other local environmental partners in Shanghai, covering 5 environmental areas including ecosystem conservation, nature education, pollution prevention, waste management and marine conservation.

##### Sponsored Partners

	Number of Partners	Sponsorship (CNY 0,000)
"Green Starters" Partners	7	32.5+43 (to be implemented in 2020)
GUT Partners	6	64
Local Environmental Partners	3	82.34

##### GUT Mentors

7 mentors	Hours of service	78.2 hours
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#### 3. ECOLOGIC Exhibition Taking Effect

In 2019, 9 ECOLOGIC itinerant exhibitions were held, which covered the two topics of biodiversity conservation and marine plastic waste and attracted 100,000 person-times of visitors. The exhibition has become a mature model with stable growth of traffic and successfully transformed to a platform of volunteer training and service.

At the same time, the exhibition and Green Starters jointly launched the parent-child environmental campaign, and established the "SEE-U University Student Volunteer Alliance" which was comprised of 108 volunteers and provided 230 person-times of volunteer service.



ECOLOGIC Exhibition Attracting Large Crowds

#### 4. Working with Shanghai Metro to Enhance Brand Influence

In October 2019, the Project cooperated with Shanghai Metro to put up a brand exhibition of SEE on the Cultural Corridor at the Shanxi Nan Road Metro Station, a main interchange station, to display the SEE brand to commuters and Shanghai people.



SEE Metro Art Show Attracting Passersby

#### 5. GUT Annual Meeting

From 30-31 February 2019, the GUT Annual Meeting was held in Wenfeng Hotel in Nantong, Jiangsu. Nearly 160 participants attended, including 50 GUT partners, 42 SEE mentors and members, 13 volunteer mentors, and 7 representatives of peer foundation and media. As a co-host, the Center provided strong support to the event.

#### 6. Green Starters Review

November 2019, the Center's Green Starters Review Meeting was held. Three organizations including Star Tree, Spoon-billed Sandpiper (*Calidris pygmaea*) Conservation Station of Aesthetics Teachers in Rudong Villages, and Shanghai Zhidezhai Cultural Communication Co., Ltd. were selected as Green Starters.



Green Starters Review

### Member Activities

#### 1. World Water Day Workshop

On 23 March, the World Water Day Workshop was held in Minhang District, Shanghai. More than 10 members of the Center actively participated in the publicity campaign of "Save Water and Reduce Emission for Green Development". ZHAO Chenglong, Secretary-General of the Center gave a keynote speech at the workshop and shared the practical experience of SEE in water resource conservation.

#### 2. Supporting Biodiversity Conservation

On May 25, "Watershed Biodiversity and Ecological Civilization" sub forum of the 2019 Shanghai Forum was held in Shanghai International Convention Center, which was connected with the implementation of the Yangtze River Conservation Strategy and the Belt and Road Initiative, and set the stage for CBD COP15. The Center was invited to participate as a co-organizer.

#### 3. Helping Shanghai Reduce Plastic Waste on June 5 World Environment Day

On June 5, Reducing Plastic Together, the World Environment Day event, was held in Shanghai Science and Technology Museum. As a co-host, SEE and participants promoted the "Reducing Plastic Action" in Shanghai.



Participants Promoting Plastic Reduction

#### 4. Conversation with the President - East China Session

In September 2019, "Heritage and Reform of SEE: A Conversation with the President - East China Session" was held in Shanghai. Participants exchanged views on the mission and development of the SEE Institute, values, and governance structure on SEE, progress of the Finless Porpoise conservation project, and reform of modern China.



Conversation with the President - Exchanging Views on the Heritage and Reform of SEE

#### 5. Launching the East China Members Day

On 23 November, the East China Members Day was officially launched and became a get-together activity held every month by a member. Three sessions were successfully held so far. On that day, members of the Center would get together to discuss public welfare and share ideas, which helped to enhance relations among members.

### Working Committee Members

( 2017-2020 )

- Chair: XUE Jian
- Vice Chair & Secretary-General: ZHAO Chenglong
- Vice Chairs: LIU Lei, YE Yuhong, CAO Shen, MU Qidan, XU Huachun, WU Jing

## North China Project Center

Established in June 2011, the North China Center has the largest membership and covers the widest range of project topics in SEE. In 2019, the Center sponsored 16 environmental organizations, covering topics like ecological conservation, habitat conservation, garbage sorting, pollution prevention and nature education. The Center also helped to establish project centers in Liaoning, Tianjin, and Hebei, and provided co-funding to projects. As of the end of 2019, the Center has 111 members.

### ■ Project Progress

#### 1. Upgrading the Blue Defenders Program, Establishing Support Alliance

In October 2019, the Center and the Blue Defenders project team held a strategic seminar to discuss strategic planning of Blue Defenders over the next 5 years with several project centers including those in Tianjin and Chongqing. The Blue Defenders Support Alliance was officially established.



■ Launching the Blue Defenders Alliance

In 2019, the Center sponsored Blue Defenders with CNY1 million for the Friends of Nature – Pollution Prevention Policy Promotion Project, Shanghai Qingyue – Use Big Data in the Search for Green Project, and IPE – Green Map Cooperation Project.

#### 2. Free Flying Wings Promoting the Establishment of Luannan Wetland Reserve

In 2019, the Center and main experts for UNESCO World Heritage application of Migratory Birds Sanctuaries along the Coast of Yellow Sea-Bohai Gulf visited the Luannan wetlands together with officials of Tangshan Municipal Government, Luannan County and relevant departments. The visit helped to explore new development approaches that prioritize



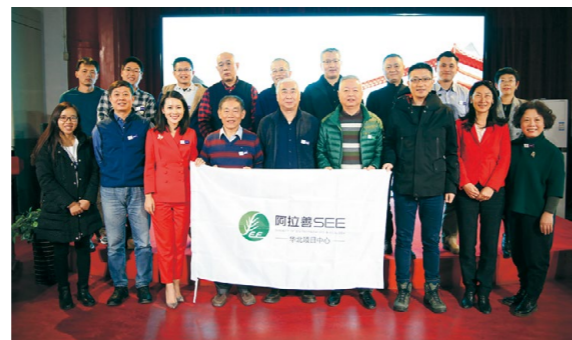
■ Visiting Luannan Wetland

conservation and green development, and promoted the establishment of Luannan Wetland Reserve and phase II application of the World Heritage.

#### 3. Launching the Beijing Swift (*Apodidae*) Conservation Program

On 27 June 2019, SOHO China Foundation, the Center and Eco Action/Birding Beijing jointly launch the Beijing Swift Conservation Program devoted to conservation of Beijing Swift and local biodiversity.

On 21 November, the Center and Beijing Zhengyang Gate Management Office held a Symposium on Beijing Swift Conservation, which invited environmental experts, members of the Center, Free Flying Wings project team and SOHO China Foundation to discuss ideas and approaches for conservation of Beijing Swift and reach consensus on public education of Swift Conservation.



■ Symposium on Swift Conservation

#### 4. Sponsoring 9 Green Starters and GUT Partners

In 2019, the Center sponsored 9 environmental organizations for the Green Starters and GUT programs. Entrepreneur mentors provided active guidance to these partners by conducting reviews and site visits.



■ Intense Discussions at the Green Starters Review

#### 5. Exploring Garbage Sorting Model for Zero Waste Villages

In 2019, the Center sponsored the Beijing Jinggongyi Team to explore garbage sorting for Zero Waste Villages. The project increased garbage sorting awareness of villages through environmental market, lectures, and recycling points, and developed a complete, sustainable model. It also made breakthroughs in recycling kitchen by planning, designing, and implementing the "black soil" project for kitchen waste.

#### 6. Conservation of North China Mountain Species and Habitat

In 2019, the Center and Shanxi Project Center co-sponsored the Chongqing Jiangbei Ecological Science Popularization and Protection Center (CFCA) and its Bring Leopards Home – North China Mountain Species and Habitat Conservation Project. The project established the SEE-CFCA Joint Protection Station in Heshun County, Shanxi Province, with a localized project execution team, which was comprised of 124 monitoring sites and covering 17 North China Leopard (*Panthera pardus fontanierii*) in 500 square kilometers. 9 North China Leopard Conservation Camps were held to train partners with a greater sense of ownership.



■ SEE-CFCA Joint Protection Station

### ■ Member Activities

#### 1. GUT Biodiversity Carnival

In 2019, the Center organized 2 GUT Biodiversity Carnivals. The summer carnival was held in the form of Charity Run for the first time, attracting 56 partner organizations and nearly 600 participants with the help of 41 celebrity volunteers and 107 public volunteers. The winter carnival took the theme of "Meet Animal Neighbors" and attracted 400 families to participate. The two events attracted 30 million page views online.



■ Carnival Charity Run – Waiting for the Starting Gun

#### 2. Joint Study Tour on Species and Habitat

In May, the Center and Shanxi Project Center sent a delegation to visit the CFCA Operation Base in Heshun County. During the trip, members installed infrared cameras in the North China Leopard Reserve of Ant Forest.



■ Joint Study Tour of South China and Shanxi Project Centers

#### 3. Enhancing Exchanges and Dialogue with Project Centers

In 2019, the Center organized exchanges with project centers in Taihu Lake, Liaoning, Tianjin, and Hebei and conducted in-depth dialogues with public welfare partners to discuss future development. It attended environmental exchange events at home and abroad including the Launch of California-China Climate Institute, the 20<sup>th</sup> World Knowledge Forum, "Keep Active, Keep Alive" - the 7<sup>th</sup> Chinese Enterprises Green Pact Forum, and 2019 Green Supply Chain Forum.

#### 4. Visiting Member Companies

In 2019, the Center took members to visit member companies including Pharmaron, Tootoo Organic Farm, Liontrunk, BGE and Oriental Yuhong and focused on environmental topics of green agriculture, innovative environment friendly materials and waste incineration.

### Working Committee Members

( 2017-2020 )

- 👤 Chair: ZHU Tong
- 👤 Vice Chair & Secretary-General: JIA Hui
- 👤 Vice Chairs: DONG Guoqiang, CHEN Zhizhong, ZHANG Quan
- 👤 Vice Chair & Deputy Secretary-General: HUANG Heping

## Southwest Project Center

Established in October 2011, the Southwest Center consists of excellent companies and entrepreneurs from Yunnan, Sichuan, Chongqing, and Guizhou. Over the past 3 years, its Noah's Ark Project has been devoted to conservation of mountain virgin forest lands and plateau wetlands in Southwest China, and promotion of a harmonious interdependence between human society and nature. As of the end of 2019, the Center has 17 members.

### ■ Project Progress

#### 1. Review of Noah's Ark - Central Yunnan Green Peafowl Conservation Project

From 18-21 March 2019, the Center and government agencies including Yunnan Forestry Bureau and Yuxi Forestry and Grassland Bureau, organized more than 50 front line conservation workers and experts from 18 basic forestry stations and nature reserves in the distribution area of Green Peafowl to evaluate the effectiveness of the SEE Noah's Ark - Green Peafowl Habitat Joint Conservation Area Project. *The 2017-2018 Green Peafowl Evaluation Report* was prepared based on the evaluation.



■ Evaluators discuss green peafowl conservation



■ Training and Evaluation Seminar on Yunnan Xiping Green Peafowl Habitat Conservation

#### 2. Noah's Ark Study Tour in Northwest Yunnan

From 1-7 June, the Center invited more than 30 participants including experts from various fields, project partners and Tencent experience officers to conduct joint study tours on 5 projects including Phase1-2 of Endangered Medical Plants Protection Project in Northwest Yunnan, Xinzhu Botanical Reserve, Himalayan Honeybees (*Apis cerana himalaya*) Farming, Community Conservation of Yunnan Snub-nosed Monkeys in White Horse Snow Mountain, and Native Fish Restoration and Conservation in the Jinsha River. After the visits, participants provided 66 evaluation forms and 5 experts developed overall evaluation reports, which have been compiled into the *Overall Evaluation Report of Noah's Ark Projects in Northwest Yunnan*.



■ Experts advise on livelihood of villagers relocated from the ecological core areas

#### 3. Joint Evaluation of Noah's Ark Xishuangbanna Project

From 21-24 October, XIAO Jin, Secretary-General of the Center, invited 4 experts including Professor YANG Yuming, a member of the Noah's Ark Management Committee, Professor WANG Juan from Southwest Forestry University, Professor ZHANG Shiguang, former vice president of Yunnan Agricultural University and Professor LUO Youzhen from the same university, to conduct onsite evaluation of 5 projects including Asian Elephant Conservation Project in Xishuangbanna, Asian Elephant Sound & Light Alarm System Projects, Elephant Feeding Area Development Project in Banna Reserve, South Yunnan Apis Cerana Project, and Germplasm Conservation of Dai Ethnic Medicine. Expert comments were compiled into the *Evaluation Report of Noah's Ark Projects in Xishuangbanna*.



■ Study Tour on Menghai Asian Elephant Conservation Project

### ■ Member Activities

#### 1. Working with Government to Promote Projects

On 17 April 2019, the Center held a cooperation seminar with Yunnan Forestry and Grassland Bureau. At the meeting, both parties discussed 27 projects including Endangered Species Protection and Development of Joint Conservation Areas, Biodiversity Conservation and Community Development, Endangered Species Protection and Monitoring, Conservation Training, Ecological Poverty Alleviation Industry Development, and promotion. They discussed and prepared the *2019 Implementation Schedule of Conservation Projects*.

#### 2. Summer Working Committee Summit in Yunnan

From 11-12 July, the Center and the SEE Institute held the Summer Working Committee Summit in Yunnan. Project centers from all over the country gathered in Mile city, Yunnan, discussed business and public welfare, and attended the 2019 Harvest Festival of Yunnan Red Wine Manor, a member enterprise of the Center.



■ Members from project centers sharing and exchanging with each other

### Working Committee Members

( 2017-2020 )

#### 3. Study Tour on Junfa Haidong Wetland

On 22 August, SEE Noah's Ark Project Team invited a team led by Dr. WEN Cheng from IUCN and official from Kunming municipality to visit Haidong Wetland of Junfa Group, a member company of the Center, and discuss wetland conservation strategies of Dianchi Lake in the future.



■ Study Tour to Haidong Wetland

#### 4. Ecological Hiking in Laojun Mountain

On 30 September - 3 October, the Center held the 2019 Ecological Hiking in Laojun Mountain. 18 hikers from SEE member companies and the public attended and walked for more than 43 kilometers. During the activity, hikers learned about the importance of conservation work and saw remains of logging because of economic development.



■ Sante Cableway Team attends the hiking activity

- Chair: ZHENG Xueqing
- Vice Chair & Secretary-General: XIAO Jin
- Vice Chairs: WU Kegang, ZHANG Jiayu, ZHANG Quan, SUN Chenxu, FAN Yanli, CHEN Erjia



## Pearl River Project Center

In 2013, the Pearl River Project Center was launched by a group of entrepreneurs focus on social development and environmental protection with a sense of mission, to explore ways for ecological conservation and environmental governance. In 2016, the Center established the Guangzhou Enterprise Environmental Protection Industry Federation and developed projects like Natura for Water-Pearl River, Guarding our Southern Elves, Green Finance and Green Supply Chains, and SEE Youth training for public welfare and leadership. It aims at building a communicative platform to promote the progress of environmental protection and public welfare and realize the sustainable development of the Pearl River Basin. As of the end of 2019, the Center has 50 members.

### ■ Project Progress

#### 1. Guarding our South Elves-Lingnan Endangered Species Conservation Project

In 2019, the Center joined forces with several other organizations to launch the "Guarding our Southern Elves-Lingnan Endangered Species Conservation" project. After a year, three subprojects including Pangolin Conservation, Investigation and promotion on Wintering Places for Yellow-breasted Bunting (*Emberiza aureola*) and Wholphin Research. A community workstation was set for pangolin conservation in Huidong. So far, 40 line transects have completed, ranging from 6 villages in 12,000 square meters. 60 cameras with infrared triggers were installed and a 16-member patrol based on local rangers was formed. 10 kilometers long patrol road and 5 bridges were repaired, and many warning signs were installed. The workstation worked with forest police to fight poaching by removing beast traps and turning away poachers. It brought in external resources like conservation education in villages and compensation of carbon sinks, and tried to resolve human-wildlife conflict in conservation areas, with significant results.

In December 2019, Yellow-breasted Bunting Wintering Area Monitoring Project conducted the first survey in 21 cities and gave lectures on wildlife protection in primary and middle schools.

In 2019, "Guarding our Southern Elves", the Endangered Species Conservation Project in Lingnan was launched on the Tencent 99 Giving Day Platform. Writers from Guokr, popular science writers, bands and presenters were invited to be spokesperson for the project.



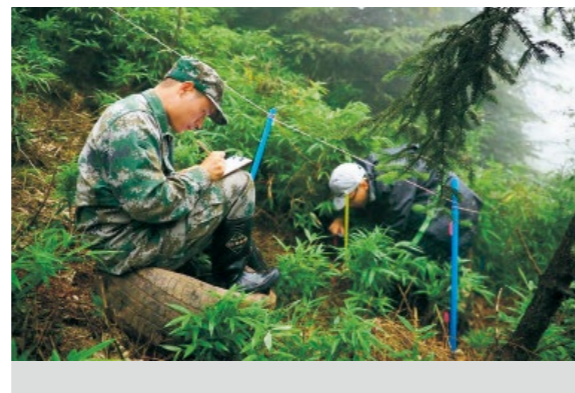
■ Patrolmen at the Front Line

The Center joined forces with Hitachi Elevators, a life member company, Guangzhou Carbon Emissions Exchange, and Shuimei Village in Huidong to implement the first public welfare emission trading project in Guangdong, and won a "Low Carbon Public Welfare Pioneer Award".

#### 2. Focusing on ESG, Setting the Direction of Green Finance Development

In 2019, after research and elaborations, the Center chose ESG (environment, society, and governance) as the starting point of its green finance projects.

In terms of execution, the Center joined forces with Shenzhen Jifeng Green Finance Promotion center to complete the "ESG Management Capacity Building and Multi-stakeholder Dialogue Project". From 2-5 December 2019, the Center co-hosted the 7<sup>th</sup> China Social Investment Forum, which discussed ESG social investment in China today and explored ways to achieve sustainable finance.



■ ESG Rating and Green Transformation Training

#### 3. 2019 World Water Day: Natura for Water—Nansha

On 22 March 2019, SEE World Water Day 2019 - "Nature for Water-Nansha" Forum was held in Nansha Free Trade Zone, Guangzhou. With the theme of "Leveraging Nature to Meet Water Challenge", the forum was focused future development of Nansha and its implications for water resources. Hundreds of participants conducted in-depth discussion on water conservation in terms of public policies, theories, corporate responsibility, and public participation. Posters of the event were exhibited for three weeks on 55 interactive screens of 10 metro stations in Guangzhou and attracted wide interest.



■ Experts Share Views at the Nature for Water Forum

#### 4. SEE Youth, training for public welfare and leadership

In 2019, "SEE Youth, training for public welfare and leadership" launched two new courses: *Teenagers Social Innovation Ability Development for teenagers* and *Study on Social Issues*.

In 2019, "Speak for You and Grow Up Together", a public service ad for saving endangered species in Lingnan area won a special award in the 2019 Tencent Create For Good Advertising competition, winning reward of CNY80,000 and promotion bonus of CNY1.2 million. It was chosen as the "Best Sharing Project" on the 4<sup>th</sup> Guangzhou Social Innovation List. The ad was presented on TV media terminals on all Guangzhou metro trains for 2 weeks and reported by several media platforms attracting wide interest.



■ Promoting the "Guarding our Southern Elves" Project

#### 5. Spreading the Beauty of Biodiversity in Pearl River Basin

To spread the beauty of biodiversity of Pearl River basin, the Center held the 2<sup>nd</sup> Biodiversity Painting Contest in 2019. With 10 flagship species, including Silver Pheasant (official bird of Guangdong Province), Chinese Pangolin and Yellow-breasted Bunting, as the theme, the contest aimed to raise public awareness of endangered species. All in all, the contest attracted 2,315 participants, 214,740 votes and 763,603 page views.



■ Award Ceremony of the 2<sup>nd</sup> Biodiversity Painting Contest

#### 6. Working with Social Organizations to Protect the Pearl River

In 2019, the Center liaised with more than 50 organizations including Guangdong Environmental Protection Publicity and Education Center, China Global Philanthropy Institute, Guangzhou Carbon Emissions Exchange, School of Life Sciences of Sun Yat-Sen University and Guangzhou Nature Association, and sponsored 19 environmental projects. One more GUT funding partner, CECA and 4 new Green Starters funding partners including Blue Academy, YXL Family, Foshan Liangxin and Break Free from Plastics China participated.

### ■ Member Activities

#### Members Support Ecological Development of the Bay Area

In 2019, the Center held 5 working committee meetings, 5 seminars, and 7 secretariat meetings. It organized 90 member activities with 346 person-times of member participation and total of 1,865 hours. It organized 4 Pearl River School and 4 Pearl River Family Dinner events. 6 places were chosen to be Environmental Education Base of Zhujiang Lecture including 2 project sites: Huidong Pangolin Conservation Area and Itree Baima River Hotel, and 4 member enterprises: Jointas, Greater Bay Area Institute of Collaborative Innovation, Valuda Group, and Landbond.



■ The 15<sup>th</sup> Zhujiang Lecture at a Member Company

#### Working Committee Members

(2017-2020)

- Chair: LI Bin
- Vice Chair & Secretary-General: YUAN Ying, FAN Zhaoxia
- Vice Chairs: YAN Jun, HUANG Changwei, LING Xiuqing, DU Shuhua, SUN Yaqiong, WANG Yun



## Northwest China Project Center

With the goals of ecological conservations on Qinling, the Northwest China Project Center was established in May 2013 which has 44 members who are not only from Shaanxi, also from gansu regions as of the end of 2019. The Center promotes brands development and expands regional influence through the environmental projects and innovative models including A Piece of Cropland for Crested Ibis, Panda's Cafeteria, Panda's Happy Journey, Panda's benevolence, Crested Ibis Research Center, Yangxian Conservation Area, Nature Education Platform, NGO Projects Support,

### ■ Project Progress

#### 1. Crested Ibis Field: Protected Area of Crested Ibis Expanded to 200 Mu (about 13.33 hectares)

In 2019, in addition to the existing project area in Huayang, the project added another 100 Mu (about 6.67 hectares) of additional project area in Wentong Village Yangxian suburbs. With restoration and protection of crested ibis' habitat as main goal of the project, only organic fertilizers and eco-friendly pesticides use in the area. The project matching resources from the government help to lower unit cost of protection. Taking advantage of the geographic location of Wentian Village, the project also organized large planting and harvesting activities to increase public awareness of crested ibis protection.



■ Transplating Rice Seedlings



■ Bird's-eye View of the Project Site in Wentong Village

#### 2. Pandas Canteen: 260 mu (about 17.33 hectares) of Panda's Preferred Bamboo Species Completed

In 2019, the Center conducted two tending activities and one replanting in the 260 mu (about 17.33 hectares) of young bamboo forest. Tending activities included removing weeds and vines, deep plowing and extending the planting holes, to create good sunlight and ventilation conditions for young bamboos. Sample plot survey showed a survival rate of 90.9% and a shooting rate of 44%, which was in line with project expectations and would hopefully provide a local food source to pandas in 2020.



■ Tending young bamboos in winter

In May 2019, Cheung Kong Graduate School of Business joined forces with the Center to hold a donation for the Panda's Canteen and raised CNY100,000.



■ Donation for the Panda's Canteen

#### 3. Panda's Happy Journey: Building Caves for Panda Farrowing and Cub Caring

In 2019, as the original project area was included in the National Panda Park, the implementation plan was revised after discussion. Given the lack of high quality caves for panda farrowing and cub caring in the Nature Reserve in Qinling, the Center worked with Institute of Zoology, CAS, and planned to build such caves in Foping and Changqing Nature Reserves by emulating features of natural farrowing caves and conduct long-term scientific monitoring.

#### 4. Supporting Environmental Projects in Northwest China

In 2019, the Center solicited projects from local environmental organizations to promote development of local organizations and diversify projects. After evaluation, three projects including the Nature Education Project of True Nature Vision, Survey and Monitoring Project of Black-necked Crane on the Southern Slope of Qilianshan Mountains, Sea Buckthorn Defenders were chosen for Phase 1 sponsorship of RMB1.09 million.



■ Black-necked Cranes Hatching

#### 5. Nature Conservation Activity in Protected Area of Yangxian County

Starting from March 2019, the Center got fully involved in the initial site selection, project design and communications of the Protected Area in Yangxian County. The project was successfully launch and became the first Ant Forest-Protected Area in Northwest China. The Crested Ibis Loving Association of Yangxian County will provide technical support and supervision to the project in the future.

In 2019, the Center launched the public education program to communicate the conservation concept of Qinling to the public with fun activities, encouraging people to take actions and protect our common homeland.



■ Fly Ibis - reuse old things and toy auction

### ■ Member Activities

In 2019, the Center organized a variety member activities, including member interviews, company visits, outdoor experiential activities, and the "Ibis Love the Land" series of planting and harvesting activities, which were participated and received very well by the members.



■ "Ibis Love the Land" Harvesting Activity

### Working Committee Members

( 2017-2020 )

- Chair: YAN Ming
- Vice Chair & Secretary-General: CUI Cheng
- Vice Chairs: SUN Wei, CHEN Bo, WEI Ang, SHI Xiaojuan, ZOU Bin
- Vice Secretary-General: ZHANG Yi, ZHANG Hua

## Hunan Project Center

Established in September 2014, the Hunan Project Center consists of entrepreneurs with a sense of responsibility in environmental protection of Hunan. The Center promotes environmental protection in Hunan, protects local environment and resources, and promotes a harmonious human-nature relationship. Focusing on the theme of Protection of Yangtze River and Local Water System, the Center has conducted a series of environmental activities and given strong support to local environmental NGOs. As of the end of December 2019, the Center has 20 members.

### Project Progress

#### 1. Green Umbrella Program

In 2019, the Center's "Green Umbrella Program" organized 19 activities including tree planting festivals, campus lectures, pop-up activities, camping and flea market in 8 schools and 8 communities.



■ Girl expresses love for mother earth with calligraphy

#### 2. GUT Biodiversity Carnival-Changsha Stop

On 7-9 September 2019, the Center held the GUT Biodiversity Carnival (Changsha Stop) with the theme "Hello, Nature Friend!" in Xie Zilong Photography Museum, Changsha. It was comprised of photo exhibitions, story sharing by front line practitioners, green bazaar and nature concert, with more than 3,000 participants. The event also held a "99 Giving Day" fundraiser and received donations from 3,489 people for GUT project in Hunan. In 2019, the Center also held 10 diagnostic meetings with GUT partners including Shuguang Huanbao, Huxiang Nature Science Center and Yiyouhui.



■ GUT Biodiversity Carnival (Changsha Stop)

#### 3. Hunan Green Starters Review

In 2019, the Center held two Green Starters Review meetings. 11 organizations participated and 5 were chosen to be the Green Starters in Hunan in 2019.



■ Hunan Green Starters Review

#### 4. Joint Review of Blue Defenders

On 5 December 2019, the Center met with front one pollution prevention partners, industry experts, Blue Defender project leaders and working committee representatives in Xiamen to discuss cooperation approaches between Blue Defenders and the Center. After review, the Center decided to sponsor the Safe Water Source Program of Green Hunan to conduct water source conservation.



■ Blue Defenders partner presents proposals

## 5. Promoting Finless Porpoise Conservation

On 28 April 2019, to promote exchanges and cooperation between the project centers in Hunan and Hubei, CHEN Ming, General-Secretary of the Center, and ZHOU Jianguo, a member of the Center, took Hunan TV to visit the Moshan Base of Changjiang Conservation Foundation (CCF) and held a discussion with WANG Dalin, Head of CCF Finless Porpoise Project Department, on how to promote Finless Porpoise conservation together.



■ Hunan and Hubei project centers cooperate in Finless Porpoise conservation

On 1 December 2019, co-hosted by Hunan and Hubei project centers and organized by CCF, the 5<sup>th</sup> Patrol Experience event of the "Save the Smile of Yangtze River – Saving Finless Porpoise" program was held in Dongting Lake, Hunan. Through the event, members explored daily tasks of patrolmen, and discussed the topic of "fishermen reemployment" with fishery officers and patroller representatives.

## 6. The 6<sup>th</sup> Environmental Protection Comic Contest (Changsha Zone)

From March-June 2019, the 6<sup>th</sup> Environmental Protection Comic Contest (Changsha Zone) was held in Changsha, with more than 100,000 participants from 552 kindergartens, primary schools, middle schools, and senior high schools in 6 districts and 3 counties. After initial screening, more than 50,000 pieces entered the contest. The event reached more than 5 million people and generated up to 10 million times of active communications, which hit a historical high in terms of scale, influence, and participation.

## Member Activities

In 2019, members of the Center actively participated in 29 environmental and public welfare activities held by the headquarters and project centers throughout China, with a total participation of 102 person-times and 468.5 volunteering hours.

### 1. Eco-Lectures for Member Companies

In 2019, the Center brought its eco-lectures to member companies including Taigu Eco Group, HNAC Technology and VARY Technology. The program promotes the concept of green operations, explores green and sustainable development of companies, helps companies enhance brand influence in public welfare, and combine resources of environmental organizations and environmental protection companies.



■ A visit to Taigu Eco Group

### 2. Nature Night Tour

On 11 August 2019, Nature Night Tour, jointly designed by the Center and Huxiang Nature Science Center, was held in Taozi Lake, Changsha. Nature docents led members and parent-child group to explore and learn about nature in the summer night.

### 3. Exchanges with Members

On 6 November 2019, AI Luming, President of SEE, held a conversation with members of the Centers. The President spoke about sustainable development of the organization and discussed development of project centers, event organization and how to meet diverse needs of members.

## Working Committee Members

(2017-2020)

- Chair: YE Wenzhi
- Vice Chair & Secretary-General: CHEN Ming
- Vice Chairs: LIANG Wei, SU Lujiang, XU Jing, ZHANG Yi

## Hubei Project Center

The Hubei Project Center was established in July 2015. On 26 March 2016, Aleshan Foundation and 38 entrepreneurs of the SEE Conservation launched the Hubei Changjiang Conservation Foundation (CCF), which was the first private environmental foundation initiated by the private sector in Hubei province. By conduction conservation work focused on saving endangered species like Finless Porpoise and Baer's Pochard (*Aythya baeri*), it aims to support the development of environmental NGOs and build a societal platform of participation for entrepreneurs, universities, research institutes, NGOs and the public. It won the 2019 Ford Motor Company Conservation and Environmental Grants, China, for the societal participation in Finless Porpoise and the potential of making the pilot Finless Porpoise patrol part of the government system. As of the end of 2019, the Center has 69 members.

### ■ Project Progress

#### 1. Save the Smile of Yangtze River: From Pilot Project to System Demonstration

In 2019, "Save the Smile of Yangtze" Finless Porpoise Conservation Project signed agreements with 9 assist patrol stations and 84 assist patrolmen. They completed a patrolled mileage of 444,923.14 kilometers and had 1,197 porpoise sightings. They helped authorities stop 531 illegal fishing activities. They also saved 183 Yangtze Sturgeon (*Acipenser dabryanus*) and found 6 accidental deaths of porpoise, all of which were referred to the Institute of Hydrobiology, CASE, immediately. The assist patrol program was carried out for 3 years and started to transform from a pilot project to a system demonstration.



■ Assist Patrol Team

In terms of scientific research, the project sponsored 10 research teams to conduct research on porpoise conservation and fishermen reemployment. On 27 December, the project signed an MOU on Strategic Cooperation in Ecological Conservation of Yangtze River Waters with the Strategic Research Center on Ecological Conservation on Yangtze River Waters and reached a consensus on the overall protection of Yangtze River.



■ Promoting legislation of ecological conservation on Yangtze

In terms of international exchange, the porpoise project team visited Irrawaddy River in Myanmar for a study tour on the conservation Irrawaddy dolphin (*Orcaella brevirostris*) and signed an MOU with the Wildlife Conservation Society (WCS) in 2019. The project was also invited by the Ministry of Agriculture to attend the International Symposium on Fisheries hosted by UNFAO in Rome.



■ Attending the International Symposium of Fisheries Sustainability

#### 2. "Baer's Pochard Habitat Conservation": Smart Monitoring System Initially Installed

In 2019, the yearlong "Baer's Pochard Habitat Conservation" project completed the baseline survey of the Fuhe wetland habitat, with 27 field trips and covering plants, birds, amphibians, beasts, insects, mollusks, and large soil animals.

Under the leadership of government, funded by the Center, managed by NGO and executed by community residents, two patrol teams were officially established in Fuhe wetland of Wuhan and Fanwan Lake wetland of Qianjiang. The smart monitoring system of Baer's Pochard was also initially set up.

Based on recommendations on project design from officials, experts, members and bird conservation organizations, 8 project topics on habitat conservation and public education were prepared and implemented. In addition, to set the stage for the Ramsar COP14 in 2021, members of the preparatory committee visited the nature education base of the Center on 27 September and proposed to select it as a venue for side meeting and parallel sessions and share the societal participation model of the Baer's Pochard project as a case study with participants from around the world.



■ Collecting basic information on biological resources in the habitat

#### 3. Nature Education: Focusing on Biodiversity in Yangtze River Basin

For popular science education, in 2019, the Center organized 40 nature education activities. Its eco-lectures covered 14 primary and middle schools in Yichang and Jingshan, with 20 lectures in 2 seasons. Focused on biodiversity in the Yangtze and Han river basin, the GUT Biodiversity Carnival with the theme "Convergence of Han and Yangtze" attracted the participation of 15,000 people.



■ "Confluence of Han and Yangtze"-GUT Biodiversity Carnival

In 2019, as an organizer of the National Nature Education forum, the Center worked with Chinese Society of Forestry and China University of Geosciences to bring the forum to universities for the first time. It convened and launched a subforum on "Serving the Yangtze River Coordinated Protection with Nature Education", focusing on the development of nature education about coordinated protection of Yangtze and sharing experience on aquatic life conservation. The forum had nearly 2,000 participants from government, businesses, universities, and NGOs, and attracted the attention of nearly 200,000 people both online and offline.

#### Working Committee Members

(2017-2020)

- Chair: YAN Zhi
- Vice Chair & Secretary-General: WANG Sujuan
- Vice Chairs: TAN Gan, HOU Jin, CHEN Xinzhou, LI Jun, XU Guangyu
- Deputy Secretary-General: PAN Nanling WANG Limin



■ Wetland Museum

#### 4. Green Business Development: Compilation of the 2019 Green Business Development Yearbook

In 2019, the "Green Business Development" project team held 10 seminars and 2 Yangtze River conservation and green development workshops, and organized the 2019 CGD Urban Design Forum. It encouraged more than 30 members to implement green development, and signed strategic cooperation agreements on Yangtze River conservation and green development with China Environmental United Certification Center, Wuhan Exploration and Design Association, Wuhan City of Design Promotion Center to set up the Yangtze River Environmental Development and Innovation Center and promote implementation of green development projects. The project team visited companies with green development experience, collected information regarding projects, technologies, and recommendations for improvement, and compiled the 2019 Green Business Development Yearbook as a reference for application of green technologies and theories.

### ■ Member Activities

In 2019, the Center organized 22 meetings and member activities and visited 6 member companies to learn their operational experience. Members actively participated in the environmental activities, donations and member events organized by SEE headquarters and other project centers throughout China. The working committee members and project leaders spent a lot of time on management of the Center. Participation in environmental activities amounted to 387 person-times and 17,900 hours.

## Inner Mongolia Project Center

Established in August 2015, the Inner Mongolia Project Center aims to lead local entrepreneurs and mobilize social forces for desertification control, grassland ecological restoration, wetland conservation, forest protection, and public education on ecological resources. With branded projects like "100 Million Suosuo", "Groundwater Conservation" and "Ulan Buh Eco-Education Base", the Center contributes to building a green ecological barrier in the North. As of the end of 2019, the Center has 31 members.

### Project Progress

#### 1. Eco-Education Base

Based on the plant resource in west Inner Mongolia, the SEE Eco-Education Base surveys and collects germplasm resources of desert plant species. In 2019, the Center built two 30 mu (about 2 hectares) nurseries for field testing on germplasm in M-Grass Garden, Hohhot and Ulan Buh Base, Wuhai, which domesticated over 20 native plant species, grew more than 400,000 seedlings, and cultivated native plant species tolerant of drought and poor nutrition. The base provided public education to more than 62,000 youth visitors.



Students visit the base

#### 2. Shirenwan Wetland Conservation

In 2019, the Center actively supported the Shirenwan Wetland Ecological and Public Education Project, protecting biodiversity and target species in the wetland. During the year, the project made a promotion video, 3 experts including one from the Wetland Association, one animal and husbandry expert and one bird expert to conduct bird surveys in Shirenwan Wetland. The project sponsored the construction of a bird-watching pavilion and protective fencing, 40 training sessions on environmental education and 6 patrolmen.



A visit to the Shirenwan Wetland Ecological Project

#### 3. Ulan Buh Eco-Education Base

In 2019, SEE Ulan Buh Eco-Education Base was officially launched. It collected basic information of the region and hired experts to complete a preliminary field survey. A promo video has been made with footage of local geographical environment and interviews of member companies, local experts, and herdsman.



Surveying natural and geographical conditions



Making a promo video

#### 4. Education Capacity Building Project in West Ujimqin Banner

The project mainly sponsors teacher training and curriculum development for nature education. With the sponsorship of the Center, the West Ujimqin Banner Information Service Center held workshops and focus groups to review summarize key experience over the past 5 years, and upgraded its strategy to better serve the pastoral area, herdsman and cooperatives.

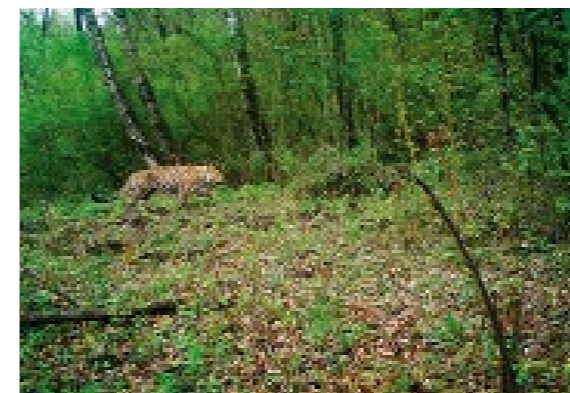


Children participate in nature education

### Member Activities

#### 1. The 1<sup>st</sup> Green Development Conference

On 7 November 2019, co-hosted by SEE and the Alxa League Administrative Office and organized by the Inner Mongolia Project Center, the 1<sup>st</sup> Green Development Conference was held in Hohhot, Inner Mongolia. Nearly 500 participants including local government representatives, industry experts, SEE Conservation President AI Luming, famous local entrepreneurs and SEE members from all over the China attended the conference.



The 1<sup>st</sup> Green Development Conference

#### 2. Visiting Member Companies

In 2019, the Center visited 7 member companies including Hansen Winery, M-Grass Group, Yuhangren, Kaijian Installation, Zhongduo, Yangguangyi New Energy and Xianhong Science, to understand their latest development and enhance communication between members and prospective members.



Visiting member companies to enhance communications

#### 3. Exchanges between Members and Project Centers

In 2019, the Center organized 46 exchange activities and project visits, and 5 workshops. It participated in project center launch ceremonies, strategic workshops and project visits organized by project centers in Hubei, East China, Zhejiang, North China, and Chongqing. It also organized members for study tours to Daihai Wetland Project and Eco-Education Base in Ulan Buh.



Members visit the water-saving millet project

### Working Committee Members

( 2017-2020 )

- Chair: CHANG Futian
- Vice Chair & Secretary-General: ZHOU Yubin
- Vice Chairs: XI Shusen, FAN Junmei, WEI Jingxing, ZHU Haigen, XUE chao
- Vice Secretary-General: JIAN Mengyao

## Anhui Project Center

Established in December 2016, the Anhui Project Center has been focused on "Save the Smile and Yangtze River"-Saving Finless Porpoise and the wetlands and biodiversity agenda. With an annual routine program of "two bases, three events, two contests, one exhibition and one fundraiser", member entrepreneurs join forces with social organizations, experts and the public to advocate ecological conservation and protection clear water and green mountains of Anhui, while promoting green development of their own companies. As of the end of 2019, the Center has 17 members.

### ■ Project Progress

#### 1. Save the Smile of Yangtze River: Finless Porpoise Assist Patrol Experience

On 28 March 2019, representatives of Alxa Development and Reform Commission and CCPIT Alxa conducted a study tour on porpoise assist patrol work in Anqing, Anhui. Accompanied by YU Xiaoxia, Chair of the Center, LUO Zhitie, Director of Alxa DRC, and TIAN Hongyuan, Director of CCPIT Alxa, visited the project site of Save the Smile of Yangtze River in Anhui, and shared experience on economic development and environmental protection.



■ Visiting the Assist Patrol Station

#### 2. Unveiling the "Finless Porpoise Café"

On 18 May 2019, to set the stage for the International Museum Day, the Department of Natural Resources of Anhui and the Center held the "Love Finless Porpoise, Protect Ecology" event in the Anhui Geological Museum, and the Center's Nature Education Base – Finless Porpoise Café was officially unveiled. Sponsored by the Center, the "Love for Finless Porpoise" team reached out to the public with coffee at the museum, which expanded functions of nature and environmental education, and helped to promote societal participation in Finless Porpoise conservation.

The event also organized Finless Porpoise-themed painting exhibition, shadow play, coffee tasting for public participation, creating a rich public education experience.



■ Finless Porpoise-themed painting exhibition

#### 3. "Bird-Loving Week" Focuses on Migratory Birds

On 4 April 2019, under the guidance of Anhui Provincial Forestry Bureau, the Center joined forces with Nanyan Lake Wetland Park, and Hear Birdsong Nature Education Studio organized the "Bird-Loving Week" with the theme "Focus on Bird Migration, Protect the Community of Life".



■ Secretary-General WU Qinglin observes the wetland

#### 4. The 3<sup>rd</sup> Nature Carnival in Anhui Province

On 1 June, the 2019 Environment Day Public Participation Day and 3<sup>rd</sup> Nature Carnival, a branded project of the Center, was held in Xinghua Park. 15 environmental organizations and 6 member companies from the environmental protection industry offered 25 nature games for the several thousand participants to learn ecological and environmental protection knowledge while having fun.

On 26 July, the Center held the "Growing Up Together Seminar" in Anhui Geological Museum. To address the bottleneck and problems of 6 local environment

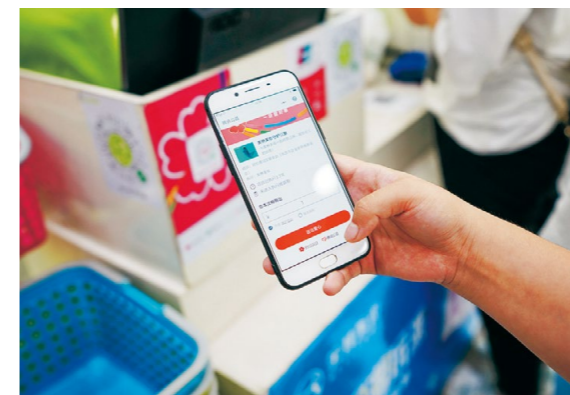
organizations, CHEN Zhizhong, GUT Mentor, YU Xiaoxia, Chair of the Center's Working Committee, HU Hao, Vice Chair of the Working Committee, HU Kan, a member company representative, and entrepreneurs provided analysis and coaching in terms of organizational management, branding, funding and project organization, and encouraged partners to participate in the GUT program.



■ Fun games at the Nature Carnival

#### 5. "99 Giving Day" Mobilization and Participation

During the 3-day "99 Giving Day" in 2019, the Center mobilized and received 8,193 donations from the public to the "Save the Smile of Yangtze" and "Anhui Green Starters". Anhui Mellshop gave away face masks to attract nearly 30,000 donations. Dreamport Shopping Mall enabled stores and consumers to display public service announcement on LED big screens, organized children painting contests, invited 100 people to make a huge poster, and offered a Finless Porpoise-themed shadow play to reach out to 100,000 person-times and advocate public participation. The Times of Paper Book Store held sharing sessions to promote "Small Good Deeds to Change the Big World".



■ The public actively participate in "99 Giving Day"

#### 6. The 1<sup>st</sup> Wetland and Biodiversity On-Campus Exhibition

On 24 October 2019, the Center joined forces with Anhui Provincial Forestry Bureau, Hefei Bureau of Forestry and Parks, and Hefei Education Bureau to co-host and launch the "SEE Nature" Wetland and Biodiversity On-Campus Exhibition in Hefei No. 50 Middle School. The event consisted of various sharing activities including an exhibition of 100 ecological photographs, lectures by 6 biological experts, itinerant exhibition at 10 school campuses, and essay contests.



■ Students watch the exhibition

#### 7. Anhui "Green Starters" Review

On 25 October 2019, the 9<sup>th</sup> "Green Starters" Review-Anhui Stop was held. After initial screening, 7 out of the 11 applying environmental organizations entered the face-to-face review. YU Xiaoxia, Chair of the Center, Secretary-General WU Qinglin, and Vice Chair YU Dayong attended the review as judges.

### ■ Member Activities

#### Exchange Activities

On 17 January, the Center hosted the "Exchange Salon for Environmental Organizations in Anhui". 13 environmental organizations including Green Anhui, Anhui Yangtze River Protection Association, Hear Birdsong Nature Education, Love for Porpoise Photography, participated in the intense and in-depth discussion on project development, interest for cooperation, and collaboration.

#### Working Committee Members

( 2016-2020 )

- Chair: YU Xiaoxia
- Vice Chair & Secretary-General: WU Qinglin
- Vice Chairs: QIAN Jin, YANG Ming, ZHANG Youji, YU Dayong, HU Hao, WANG Benjian
- Deputy Secretary-General: HUA Qingmei



## Henan Project Center

Established in January 2017, the Henan Project Center rallied entrepreneurs from Henan to environmental protection in the Central Plains region. Focused on the "Bring Great Bustard (*Otis tarda*) Home" agenda, the center launched the 2018 Action to Save Great Bustard in Yellow River Wetland and 2019-2020 Synchronous Survey on Wintering of Great Bustard Population in the East for wintering area patrol and wintering population survey. As of the end of 2019, the Center has 16 members.

### ■ Project Progress

#### 1. Synchronous Survey on Wintering Population of Great Bustard in the East

On 19 January 2019, the Center launched the "2019-2020 Synchronous Survey on Wintering Population of Great Bustard in the East" project. At the kick-off meeting, experts introduced in detail the appearance, habits, distribution areas, and associated factors of great bustard to volunteers. Regional groups discussed arrangements of survey and trained the volunteers. Nearly 200 volunteers surveyed known wintering areas of great bustards.

Wintering Population Survey: First Wave

Survey time	22 Feb. – 3 Mar.				
Line transect	36				
Total mileage	8000+km				
Total sightings	1620				
Sightings by province	Shaanxi	Shanxi	Hebei	Henan	Others
	587	441	285	285	22

On 2 November 2019, the Wintering Population Survey held the second meeting to discuss goals, scope, schedule, division of labor between survey points, and synchronous periods, and provided training on the APP for data collection and submission.

Wintering Population Survey: Second Wave

Survey time	22 Nov. – 1 Dec.				
Survey teams	23				
Participants	200				
Total sightings	954				
Coverage areas	Henan, Shaanxi, Shanxi, Ningxia, Shandong, Hebei, Beijing, Tianjin, Liaoning, Jilin				



■ Wintering Population Survey

#### 2. Action to Save Great Bustards in Yellow River Wetland

On 18 January 2019, the "Bring Nature Education to Campus" campaign lecturers and volunteers visited 3 campuses and gave interesting environmental lessons on Great Bustard protection to more than 200 elementary school students. In April 2019, survey showed a big decrease in attrition of great bustards compared to the previous year.



■ Nature class about Great Bustards

### 3. Henan "Green Starters" Review

The Center held a briefing on "Green Starters" project in Zhengzhou Science and Technology Museum for nearly 20 environmental organizations from Henan. They learned more about the project through introduction, consultation, and discussion.

On 30 October 2019, the Green Starters review was held in Zhengzhou. 7 environmental organizations attended the review. Luoshan Country Egret Protection Association, Zhengzhou Xianke Nature Education Center, and Henan Toulun Information Technology were selected as Green Starters in Henan.



■ Henan "Green Starters" review

### 4. 99 Giving Day

On 9 August 2019, the Center held a briefing on "99 Giving Day" in the meeting room of Yuhua Education. The meeting discussed and planned funding target, onsite activity arrangements, and communications. From 7-9 September, caring companies including Banu Hotpot, Central China, Yuhua Education, Yazhuangyuan Bean Sprout, and members of the Center including SUN Hongmei and WANG Hening made donations and attracted broad public participation.



■ "99 Charity Day" briefing and discussion



■ The public support the "Bring Great Bustard Home" project

### ■ Member Activities

#### 1. Environmental Salon

On 16 August, the Center held a salon for environmental organizations. At the salon, SUN Jing, Director of the SEE Desertification Control Project, gave a presentation on planning of environmental projects and preparation of project proposals. Leaders of more than 10 environmental organizations listened to the talk, discussed, and shared thoughts.



■ Exchanges and discussion

#### 2. Visiting Breeding Ground of Baer's Pochard

On 31 August, members of the Center including GU Jize, HUANG Hongliang, SUN Hongmei, and WANG Hening, ornithologist Professor LI Changkan, and representatives of Administration for Minquan Old Yellow River Course National Wetland Park, a group of more than 10 people, visited the national wetland park and learned about the restoration and protection of wetland, as well as current situation of the wetland.

### Working Committee Members

( 2017-2020 )

- Chair: DU Zhongbing
- Vice Chair & Secretary-General: LI Hua
- Vice Chairs: HUANG Hongliang, HAI Shujie, SUN Hongmei, WANG Hening
- Vice Secretary-General: WANG Guoping

## Shanxi Project Center

Established in July 2017, the Shanxi Project Center focuses on North China Leopard Habitat Conservation, Fenhe River Ecological Conservation, Nature Education, and Green Starters. As of the end of 2019, the Center has 17 members.

### ■ Project Progress

#### 1. Co-Sponsoring the CFCA "Bring Leopards Home" Project

In 2019, the Center and the North China Project Center spent CNY1.1 million to co-sponsor the CFCA Bring Leopards Home project, which aimed to restore habitat of North China Leopards, a flagship species. Based on research data, CFCA proposed to restore the dispersal corridor in Northern Taihang Mountains and enable North China Leopards to go back to their original habitat. It also hoped to build posts along ecological corridors to monitor and protect environment in the Taihang Mountains in the long run.



■ Discussion on North China Leopards Project



■ Proposal to restore access for North China Leopards to go home

#### 2. Caring for Leopardess Program

In 2019, based on years of conservation and research, CFCA added a new dimension to research and conservation work by focusing on individual leopardess (8-10 individuals) in the known habitat area. Review and analysis of historical data showed that leopardess in the monitored area gave birth to 29 cubs over the past 4 years, including 9 cubs in 2019, all of which were growing up healthily with the care of their mothers.

#### 3. Building the Fenhe River Ecological Conservation Base

To promote sustainable development of water environment of Fenhe River and deepen environmental education, the Center actively prepared to build a Fenhe River Ecological Conservation - Education Base near Fenhe Park in 2019. Based on conservation and focused on education, the base would explore diverse development of city parks and environmental education.

#### 4. Shanxi "Green Starters" Review

On 7 July 2019, the Center held the Green Starters Review on 5 applicants on topics of garbage sorting, carbon reduction, green lifestyle, and nature education. After initial screening and face-to-face review, three organizations including Yuansu Nature Education, Yeniu Nature Education, and Coshare Environment were selected as Green Starters by the Center. After visiting the project sites, the Center sponsored them with RMB150,000.



■ Face-to-face review of Green Starters

### ■ Member Activities

#### 1. "Beautiful China, I'm a Doer"-Environmental Spring Festival Gala

On 12 January 2019, under the guidance of Shanxi Provincial Department of Environmental Protection and CYL Provincial Committee, co-hosted by the Publicity and Education Center of the Provincial Department of Environmental Protection and Taiyuan Environment Protection Bureau, and organized by the Shanxi Project Center and Taiyuan Mengya Environmental Association, the 2019 "Beautiful China, I'm a Doer" Environmental Spring Festival Gala was held in Taiyuan Youth Palace Performing Arts Center, which was focused on eco-civilization development and attract more attention to environmental protection.



■ 2019 Environmental Spring Festival Gala

#### 2. City Forest Bus Experience

To practice low carbon lifestyle and sustainable development, and to allow more citizens to experience nature in downtown, Taiyuan Fashion Walk Shopping Mall, a member of the Center, launched the first city forest bus – "Green Life Forest" Electric Bus.



■ City forest bus experience activity

#### 3. "Tracing Leopards in the Wild" Interview

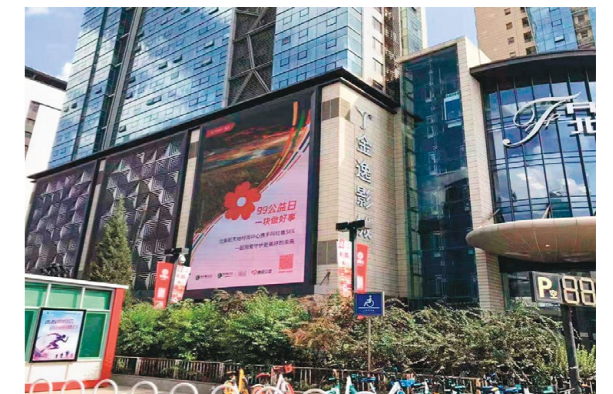
On 21 May 2019, the North China Project Center, Shanxi Project Center, and local environmental organizations formed a delegation of more than 20 people went to CFCA Base in Heshun County, Shanxi for a two-day field visit and heard CFCA's work report of "2013-2018 Shanxi North China Leopard Conservation Project".



■ Field visit to CFCA Heshun Base

#### 4. Donation and Communication

In 2019, members of the Center actively participated in charity auctions and "99 Giving Day" online donation activities. Especially for the "99 Giving Day" online donation, member companies like Taiyuan Fashion Walk and Shangfeng Technology promoted the event both online and offline. Promoted through outdoor screens, posters, and outdoor advertising, the event attracted 3,216 donations.



■ "99 Giving Day"

### Working Committee Members

(2017-2020)

- Chair: WEN Shuangwei
- Vice Chair & Secretary-General: SUN Hongxia
- Vice Chairs: MENG Xinli, BAO Chuantong, LIANG Weishan, FENG Guoqiang, BAI Jie
- Vice Secretary-General: YOU Jing

## Fujian Project Center

Established in September 2017, the Fujian Project Center has been devoted to environmental topics of mangrove wetland conservation, business environmental risk, bird conservation, public nature education, cultivation of environmental organizations. It supports development of environmental organizations with funding and resources and helps projects take root. As of the end of 2019, the Center has 17 members.

### Project Progress

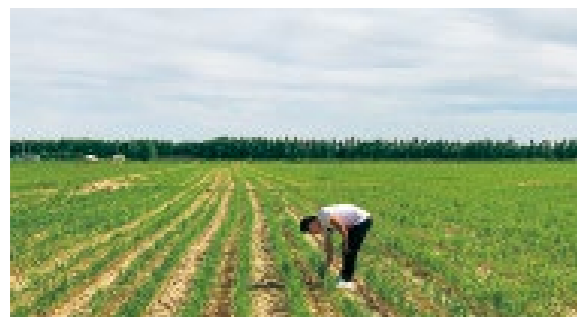
#### 1. 2019 GUT Carnival Campus Tour

In 2019, GUT Campus Tour visited 172 campuses in Xiamen, Fuzhou, Quanzhou, and Nanping; held 5 outdoor experience sessions and 3 community activities; trained 135 volunteer lecturers in 6 sessions, developed 60 course wares, and had over 20 person-times of participation by members; and mobilized volunteer participation of more than 230 person-times and more than 380 biology teachers. Biodiversity lectures attracted direct audiences of more than 28,000 person-times and biodiversity photo exhibitions attracted more than 170,000 visits, bring biodiversity knowledge to more than 200,000 school students and members of the public. The GUT Carnival Campus Tour (Fuzhou) won a silver award in 2019 Fujian Volunteer Project Contest. The Center won the GUT Best Support Award – Tropical Forest Award.

City	Number of sessions	Audiences
Xiamen	59	Lectures: nearly 15,000; exhibitions: nearly 65,000
Fuzhou	54	Lectures: 5,784; exhibitions: nearly 30,000
Quanzhou	30	Exhibitions: over 20,000
Nanping	29	Lectures: 5,000; exhibitions: nearly 50,000



Students actively participate in science lecture



Students write down notes in an exhibition

#### 2. "Protect the Seas" Coastal Cleanup

On 5 March 2019, to promote marine conservation and attract more citizens to participate, the Center and Beautiful Coast Volunteer Association of Xiangzhi County, Shishi City, organized a coastal cleanup activity on the beaches of Lianban and Gufu in Xiangzhi County. Up to a thousand volunteers from over 30 companies, public institutions, schools, and NGOs collected over 500 kilos of waste on the coast in the rain.



Volunteers participate in coastal cleanup

#### 3. Survey on Chinese Crested Tern in Weitou Bay of Fujian

In 2019, the Project sponsored Xiamen Osprey, a "Free Flying Wings" partner, to conduct 15 survey trips on sea in the 4.5 square kilometer marine aquaculture area. Each trip was over 10 kilometers and lasted 3-6 hours. The survey confirmed Weitou Bay as a migratory habitat for Chinese Crested Tern in spring and the duration of migratory stay of 1 month.

In addition, the survey discovered some preliminary behavioral patterns of Chinese Crested Terns and Greater Crested Terns (*Thalasseus bergii*). It discovered cases of Chinese Crested Terns inhabiting artificial environment for the first time, which provided a new possibility for finding and protect this critically endangered species.



Marine survey on crested terns

#### 4. Tern Breeding Ground Conservation Action on Simu Islet of Lianjiang County

In 2019, the Center sponsored Fujian Birdwatching Association, a GUT partner, to install one set of real-time video surveillance system and conduct 9 patrols on the islet. Flying Chinese Crested Terns were sighted during one patrol.



Patrolling the islet

#### 5. Nature Education in Fujian Botanical Garden

In 2019, for better public education on natural ecology and wildlife conservation, the Center sponsored Fujian Birdwatching Association to put 78 donated bird and mammal specimens into 11 display cases in the Publicity and Education Center of Fujian Botanical Garden.



Display cases in the Publicity and Education Center of Fujian Botanical Garden

#### 6. Fujian "Green Starters" Review

On 22 October, the 2019 Fujian Green Starters Review was held in Xiamen and 5 organizations participated. After a full afternoon of presentation and discussion, Pingtan County Environmental Volunteer Association and Xiamen Osprey were selected as Fujian Green Starters for 2019.

#### Working Committee Members

(2017-2020)

- Chair: XIANG Lei
- Vice Chair & Secretary-General: QIU Yitian
- Vice Chairs: LI Zhenfeng, WANG Zhixin, CHEN Wenjie, XUE Yuxiang, HUANG Xiuhua, XIAO Yingzhuo
- Deputy Secretary-General: YANG Xu



Presentation at the Green Starters Review

### Member Activities

#### "99 Giving Day" Roadshow and Pop-up

Member companies of the Center actively participated in the "99 Giving Day" of 2019 and attracted participation of 2453 person-times.

On 7 September, the Center joined forces with 5 shopping malls including Xiamen Powerlong, Onepark, Paragon Famous Center, Mixc, and Chinacity to organize offline advocacy activities – 99 pop-ups, which attracted large crowds. On 9 September, the 5 shopping malls put the SEE 99 Giving Day theme on LED big screens and reached out to more than 100,000 people, so Xiamen citizens learned more about the environmental philosophy and projects of SEE and became more interested in environmental protection.



99 Giving Day Pop-up

## Shandong Project Center

Established in December 2017, the Shandong Project Center encourages entrepreneurs to focus on local environmental issues. It has mainly sponsored local environmental projects including Leave No Trace (LNT), Protect Xiaoqing River, Protect Oriental Stork (*Ciconia boyciana*), and Clean Ocean Campaign, and branded projects like "Green Starters" and "Growing Up Together (GUT)".

### Project Progress

#### 1. "Leave No Trace" Nature Education

The LNT is the first nature education project with a weekly session in downtown tourist attractions. With the mission of "Fun and Knowledge for the General Public" and the approach of "tour + presentation + action", the project allows children from Jinan to know more about the city and the environment around them and take action to clean up footpaths. It aims to become the environmental classroom near home and encourages local environmental actions, to make the young generation interested in green environment, aware of the beauty of nature, and embrace the concept of sustainable development.

In 2019, 83 "LNT" sessions attracted participation of 8,931 person-times; 5 "Little River Chief" campaigns attracted participation of 758 person-times; and 12 LNT docent training sessions attracted participation of 435 person-times.



■ An LNT docent teaches children about wild birds in Jinan



■ Learning LNT gestures

#### 2. Protect Xiaoqing River

Co-sponsored by the Center and Shandong Environmental Foundation and jointly implemented by Green Qilu, LNT, Green Ribbons, and Jinan Hui Min

Middle School the "Protect Xiaoqing River" Project promotes the establishment of a multi-stakeholder pollution prevention mechanism, through various means including Xiaoqing River water quality survey and pollution monitoring, watershed environmental policy tracking and advocacy, nature education for the public, study tours, and organization of roundtable meetings and forums.

In 2019, the implementation team surveyed 37 cross-sections on the trunk stream and main tributaries of Xiaoqing River and prepared the *Environment Status Report* which identified main pollutants, as well as cross-sections and confluences with excessive pollutions; conducted 58 pollution investigations, identified and improved 22 environmental problems; submitted 3 proposals on wetland protection, information disclosure and law amendments; organized 20 students and teachers of Hui Min Middle School to cycle 320 kilometers for a study tour from the source to the estuary of Xiaoqing River; and held 226 environmental education sessions on protecting Xiaoqing River in Jinan and Zibo that attracted participation of 5,640 person-times.



■ Collecting samples from Xiaoqing river



■ Visiting a company in Zibo

### 3. Protect Oriental Stork

The oriental stork has a population of about 2,500-3,000 individuals in the wild. It is listed on Appendix I of CITES, classified as endangered on the IUCN Red List of Threatened Species, and under first-class protection in China.

The "Protect Oriental Stork" Project was launched by Dongying Birdwatching Association and sponsored by the Center. During project implementation, the Center actively conducted ecological conservation to restore freshwater exchange between yellow river and habitat of oriental stork, as well as to improve soil matrix and water quality of wetland. The project also implemented a series of biodiversity engineering projects including construction of a birds' island, preservation and improvement of habitat, and construction of ecological corridors to create optimum habitat and feeding conditions. The oriental stork successfully bred 1,639 nestlings in the nature reserve. Given that the oriental stork population in Dongying remain stable because of optimum habitat environment and effective protection, China Wildlife Conservation Association named Dongying "the Hometown of Oriental Stork".



■ Oriental storks return to nest



■ Unveiling Oriental Stork Protection Base

#### Working Committee Members

(2017-2020)

### Member Activities

#### 1. Visit and exchanges

In 2019, the Center organized or co-organized "Protect Xiaoqing River" activities, spring and summer activities of Nature Education in Qingdao, visits to member companies including Jinzhu Holdings, Qicai Construction, and Kohler Experience center. The Center also participated in 31 activities organized by SEE headquarters including the spring planting, autumn harvesting and members' assembly. Total member participation reached more than 300 person-times and participation rate 89%.



■ A nature education activity

#### 2. Ecological Research Base

To promote ecological development, the Center built an ecological research base in Toudao Lake, Alxa Left Banner. In the next 3 years, the base will plant 20,000 mu (about 1,333.33 hectares) of Chinese tamarisk to prevent wind, fix sand, and support local herdsmen to develop under-forest industry.



■ Study tour to ecological research center of the Center

- Chair: ZONG Yanmin
- Vice Chair & Secretary-General: CHEN Zhiming
- Vice Chars: SUN Zhongwei, QIAO Hui, WU Wei, GUO Cheng, WU Weiyun
- Deputy Secretary-General: YANG Hui

## Guangxi Project Center

Established in January 2018, the Guangxi Project Center focuses on biodiversity with the flagship species of White-headed Black Langur (*Trachypithecus leucocephalus*) in the karst region of southwest Guangxi, community sustainable development, conservation of coastal mangrove wetland ecosystem in Beibu Gulf, and protection of water resources in river basins. It is also interested in nature education and cultivation of environmental organizations. As of the end of 2019, the Center has 22 members.

### ■ Project Progress

#### 1. Community Conserved Area of White-headed Black Langur in Qunan

In 2019, the Center launched a participatory survey, installed 14 infrared cameras in the conserved area, and obtained pictures of various species. From May to July, it finished panoramic shot and mapping of 60 locations in 5 subareas. As of November 2019, annual species survey in the 412.5-hectare conserved area was completed.

From July to September, to enhance community governance capacity building, the Center launched the docent training program, organized 2 "Protect Traditional Food & Game" Curriculum Design Workshops, designed short-term "Children IBE" camp activities, and established the joint management meeting mechanism.

In October 2019, shooting of the promo video of the Qunan conserved area was completed. In December, Qunan Nature Education Center was inaugurated and the Qunan Model, which integrated nature conservation, community development and nature education, opened a new chapter.



■ Inauguration of Qunan Nature Education Center

#### 2. Fangchenggang Coastal Wetland Conservation

In May 2019, the Center held the Beibu Gulf Coastal Wetland Conservation Forum and GUT Biodiversity Carnival: China Ecological Education Campaign. About 100 participants discussed planning and strategies of coastal wetland conservation in Beibu Gulf. A tripartite framework agreement of cooperation between Fangchenggang government, SEE and MCF was signed to promote international exchange and build an ecological Belt and Road and southern corridor. In September, the Center held a nature education capacity training in Shenzhen. In December, the review meeting of draft masterplan of the Dongwan mangrove wetland park in Fangchenggang was held.



■ Signing a tripartite cooperation agreement

#### 3. "Free Flying Wings": Strengthened Public Education

The Center started the synchronous wintering survey in January 2019 under the tripartite agreement and prepared the survey report after phase 1 survey in spring and phase 2 in autumn.

In November 2019, the Center organized the "Embrace the coast, be a protector of Nature" series activities, which enhanced participants' understanding of coastal wetlands and biodiversity through presentations and experience. In December 2019, the Center organized volunteers to participate in the nature observation activity in Shanxinsha island and observe birds and benthic organisms under the guidance of docents. The Center cooperated with Associate Professor JIANG Aiwu of Guangxi University to prepare the *Report on Conservation and Management Recommendations for Shanxinsha Island and Natural Resources on the Neighboring Coast*, and organized the Shangxinsha Island Conservation Workshop in late December to discuss regional conservations.



■ Coastal nature observation activity

#### 4. Guangxi Nature and Science Lecture Series

"Guangxi Nature and Science Lecture" Series was co-hosted by the Center and Guangxi Ecological Society. Over two seasons, 36 sessions were organized for

public participation of about 10,000 person-times. From 18 May to 5 June 2019, with the support of Department of Ecology and Environment of Guangxi, Guangxi Nature and Science Lecture Series was promoted simultaneously in 14 prefecture-level cities in the autonomous region, organized 20 lectures and 21 photo exhibitions, and attracted total audiences of 60,000. 15 sessions were held on campuses and attracted audiences of 1,300.



■ Guangxi Nature and Science Lecture Series

#### 5. Promoting Development of Environmental Organizations

Guangxi Environmental Partner Joint Development Project (Li River Basin) was concluded in December 2019. The project visited 22 teams and organizations in Guangxi and sponsored 14 local project teams with small grants. Resources from different parties were integrated to promote growth and development of local organizations.

From 18-20 June 2019, sponsored by the Center, the 4<sup>th</sup> International Workshop on the Science and Conservation of Horseshoe Crabs (Beihai venue) invited nearly 150 expert scholars and professionals from 18 countries and regions to discuss scientific conservation of horseshoe crabs.

In July 2019, the Center and Nanning Green Life Social Work Service Center jointly held the "Green Life Zero Waste" sharing session and a garbage sorting training session. 26 volunteers attended training and nearly 100 people attended the activity.

In 2019, Capacity Building Project for Key Personnel from Guangxi Nature Reserved Areas was signed. It would promote management and monitoring capacity of conserved areas.



■ Volunteers participate in zero waste sharing session

#### 6. Guangxi "Green Starters" Review

In November 2019, the 2019 Guangxi Green Starters Review successfully concluded. The judging panel selected Tianlai Youth Nature Observation and Education Center, Nanning Green Life Social Work Service Center, and Qianjiadong Wings of Nature Youth Education Center as three Green Starters of Guangxi.



■ "Green Starters" judges cast ballots

#### 7. 99 Giving Day

For the 99 Giving Day in 2019, the Center organized various offline promotion activities. Members and member companies of the Center, as well as project partners participated in fundraising activities for "Beibu Gulf Coastal Wetland Conservation" and "Guangxi Nature and Science Lecture Series" projects, and attracted participations of about 5,000 person-times.



■ Citizens actively participate in donation run for Beibu Gulf Wetland

### ■ Member Activities

#### Members Symposium and Visit to Companies

In January 2019, the Center held an Anniversary Celebration and Spring Symposium, which was attended by 12 members. In the same month, members visited Fenglin Wood Industry Group, looked at its automated dust-free workshop, and had a conversation with executives of the group. On 12 December 2019, the Center organized a member meeting. Secretary-General YANG Cheng gave a detailed presentation on the work of 2019 and budgeting for 2020. Members put forth recommendations on performance of the working committee, cohesion of members, and budget of 2020.

#### Working Committee Members

(2018-2020)

- Chair: LEI Xiang
- Vice Chair & Secretary-General: YANG Cheng
- Vice Chairs: XIE Shangming, HUANG Weiyong, LIANG Wenhong, ZHAO Biao, ZHANG Yu
- Deputy Secretary-General: MAO Zhihui



## Sichuan Project Center

Established in April 2018, the Sichuan Project Center revolves around biodiversity in Sichuan and focuses on the topic of Panda and its habitat. By demonstration of scientific conservation and consolidation of strengths of businesses, government, and scientists, it launched several ecological and environmental protection projects including "Bring Pandas Home", "the Most Beautiful Ranger of Sichuan", and "Felidae Conservation in Xinlong County". It has also supported and helped 5 local environmental organizations to develop and grow. As of the end of 2019, the Center has 23 members.

### Project Progress

#### 1. Bring Pandas Home

On 26 September 2018, the Project center officially launched the "Bring Pandas Home" Project. It signed a 5-year framework agreement on cooperation with Daxiangling Nature Reserve Management Bureau of Yingjing County. Through effective conservation of panda's habitat, the project would promote gene exchange between panda populations, expand panda's living space, and protect no less than 1,000 hectares of panda's habitat.



Monitoring the sample plot

On 17 September 2019, phase 1 of the project completed the acceptance inspection. Sample plots included 0.46 hectare in Niba Mountain area, 1.29 hectares in Daxiang Range area. Habitat modification covered 100 hectares in Niba Mountain area and 6.67 hectares in Daxiang Range area. 4 systematic surveys were performed to monitor bamboo growth, human disturbance, and so on. Two professional training sessions were provided to surveyors.



Acceptance inspection of the "Bring Pandas Home" project

#### 2. "Best Patrolman in Sichuan" Selection

On 11 May 2019, "Best Patrolman in Sichuan" Selection was launched in Chengdu. Sponsored and hosted by Sichuan Provincial Forestry and Grassland Administration (Giant Panda National Parks Administration) and the Center, the event aimed to build a platform of exchange for rangers, tell rangers' stories to the public, and attract more attention to the profession and nature conservation.



Launch of Best Patrolman in Sichuan Selection

On 29 October 2019, "Best Patrolman in Sichuan" awarding ceremony was held in Ya'an Sport Center. Nearly 200 experts, leaders, and front-line rangers were present. 20 "Excellent Patrolman", 2 "Best Patrol Teams", and 10 "Best Patrolman" were awarded.



A tribute to the Best Patrolman

#### 3. Launching "Xinlong Felidae Conservation" Project

On 25 July 2019, witnessed by AI Luming, President of SEE, QIAN Xiaohua, the 6<sup>th</sup> President of SEE, 18 members, and representatives from forestry and grassland administrations at different levels, Xinlong Felidae

Conservation Project was launched by Cuoka Lake in Xinlong County.

On 1 October 2019, the Center and Xinlong County Forestry and Grassland Bureau signed a cooperation agreement on Xinlong Felidae Conservation Project. In a year, the Center would get to know usage of natural resources by communities and their practical difficulties, study the conditions and mechanisms for coordinated development of the forestry resources and communities, give full play to the positive role of communities, and promote a win-win between conservation and development.



Participants witness the launch of "Xinlong Felidae Conservation Project"

28 November 2019, the Center and Xinlong County Forestry and Grassland Bureau drafted and finalized a community conservation agreement for Yimai Village and Wari Village of Xinlong County. The tripartite agreement would effectively protect wildlife habitat and ecosystems outside the scope of Xinlong Nature Reserve and encourage communities to participate more actively in the protection and management of natural resources.

#### 4. Sichuan "Green Starters" Review

On 28 November 2019, the 9<sup>th</sup> Green Starters Sichuan review was held in Chengdu. After a 15-minute presentation and a 20-minute Q&A session by every applicant, Jiang'an County Sturgeon Dream Nature Conservation Center and Chengdu Mingting Culture and Creativity Co. were selected out of 8 applicants and received a total sponsorship of CNY300,000.



"Green Starters" Review

### Member Activities

#### 1. Exchanges between Members

After its establishment, through seminars, member company visits, members' participation in projects, and Green Starters Review, the Center enhanced exchanges between members, increased members' understanding of SEE's environmental concept, and promote the public welfare spirit of entrepreneurs. In 2019, the Center has held 20 member activities with member participation of 75 person-times.

#### 2. Fundraising and Communication

In 2019, by releasing quarterly report and bulletins, sharing environmental knowledge, setting up a public WeChat account, and co-hosting 2019 China (Sichuan) International Giant Panda Eco-Tourism Festival, the Center shared its work progress, advocated environmental protection concept, and promoted its brand.

During the 99 Giving Day, 9 member companies joined forces to support the "Most Beautiful Rangers" selection and received 3,156 donations by organizing a charity painting exhibition: "Lighting the Candle in the Name of Love".



Exchanges between entrepreneurs

#### 3. Interaction and Learning

In 2019, the Center activity participated in exchange and training activities including the SEE Institute, study tour to Kenya, "Building a Zero Carbon, Climate Resilient Future" Forum, study tour to Yibin Yangtze Sturgeon Project, and winter gathering of GUT mentors. The Center actively integrated into the SEE family, strengthened exchanges, and improved the capacity of the working committee and its personnel for better development in the future.

### Working Committee Members

(2018-2020)

- Chair: MI Ruihong
- Vice Chair & Secretary-General: XIAO Nan
- Vice Chairs: GUO Mange, HUANG Lezhong, YANG Lu, YANG Mei, DIAO Yuhe
- Vice Secretary-General: XIAO Li, FAN Yongjie

## Chongqing Project Center

Established in May 2018, the Chongqing Project Center has focused on "Yangtze Sturgeon Conservation" as the main project, set up the Chongqing Base of China Global Philanthropy Institute, consolidated strengths of all parties on environmental protection to build a beautiful mountain city. As of the end of 2019, the Center has 18 members.

### ■ Project Progress

#### 1. Bring Yangtze Sturgeons Home

In May 2019, the Center launched the "Bring Yangtze Sturgeons Home" Project. The "Adopt a Yangtze Sturgeon" campaign adopted and released a total of 310 parent and young fish. The adopted Yangtze Sturgeons were released to the Yangtze River at Songji ancient town.

At the launch of the project and anniversary ceremony of the Center, participants reviewed the work of the Center over the previous year and discussed how to promote ecological conservation and development in the upper reaches of Yangtze River with the theme of "Yangtze Sturgeon Conservation".



■ "Cohesion in Chongqing, Sturgeon back to Yangtze" release event

From September to December, the Center cooperated with Nature Bridge to conduct the "Bring Yangtze Sturgeons Home" public education campaign, calling for the public to protect Yangtze sturgeon and its habitat. It entered 18 schools and was participated by more than 1,400 teachers and students. In October, the Center launched the "HIS-Based Identification and Characteristics of Suitable Habitat Areas of Yangtze Sturgeon in Chongqing Section of Yangtze River" Project, in cooperation with Southwest University, to further explore conservation models from the perspective of habitat research. The Center cooperated with Beijing CYQL Capacity Building Center to create a picture book – *Adventure of Sturgeon Baby*, the first cultural creative product about Yangtze Sturgeon conservation, which was expected to be completed by May 2020.



■ Sample of picture book

#### 2. Pollution Prevention

Since 2018, the Center has sponsored Guangzhou Green Data to empower with data, promote opening channels for the public to participate, improve public environmental policies, enhance environmental law enforcement, reduce pollution source, and improve environmental quality.

With the sponsorship, all the 560 million data entries of Green Data have been linked with geographic information. The project collected basic data from 20 million manufacturing enterprises, published 7 research reports, and completed 5 proposals on environmental issue for the Two Session. In 2019, Green Data services were widely applied on a trial basis in government procurement, supply chain, environmental monitoring, work safety, public interest litigation, health protection, and smart cities.



■ Personnel take a sample

#### 3. Promoting Waste Treatment in Villages

In 2019, Jinfo Mountain Honeybee Home, a Green Starter, began to the solid waste issue in villages by organizing 7 Farmers to conduct garbage sorting. It invited professional trainers to conduct two LNT sessions, established little patrol teams, and promote LNT tourism by onsite introduction and training, so the public learned more about garbage sorting and helped to build a green homeland.



■ Little rangers from Lianhua village collect and sort garbage

#### 4. Seek and Protect Scaly-sided Merganser (*Mergus squamatus*)

"Seek and Protect Scaly-sided Merganser (*Mergus squamatus*)" Project conducted surveys in January and December 2019, monitored 31 Scaly-sided Mergansers in the Qijiang river basin, gave 5 lectures on campus and 5 information session in communities, actively coordinated with conservation work of local forestry bureaus, and established a species conservation model linking government, local communities and NGOs.



■ Monitoring Scaly-sided Mergansers

### ■ Member Activities

#### 1. GUT Carnival Chongqing Stop

In March 2019, GUT Carnival Chongqing Stop officially started. Over 200 nature photography works from 20 frontline wildlife conservation organizations were displayed in a special section. 9 wildlife conservation experts participated in the panel discussion.

#### 2. Promoting Green Development of the Yangtze River Economic Belt

On 15 October 2019, the "Workshop on Green Development of the Yangtze River Economic Belt" was held to discuss and explore sustainable ecological development of the river basin, innovative theories and practice of ecological system in the gorge reservoir area, and how to build a societal, shared platform for businesses, universities, research institutes, environmental organizations, and the public to participate.



■ Participants peak in a panel discussion on green development of Yangtze River economic belt

#### Working Committee Members

( 2018-2020 )

### 3. International Exchange

On 3 June 2019, initiated by working committee of the Center, the US Philanthropy Strategy and Business Innovation Program & Conservation International Summer Forum started in San Francisco. Participants gained insights into philanthropy strategy, business innovation, corporate philanthropy models, and environmental protection in US.

In July 2019, the Center held the Belt and Road China Myanmar Business as a Force for Good Seminar, which invited Mr. Kyaw Win, Chairman of Shwe Than Lwin Group, to explore new ways of sustainable development that take into account both social benefit and business value.



■ China Myanmar business as a force for good seminar

#### 4. Exchanges between Member Companies

In 2019, the Center held 4 sharing sessions on different topics to promote scientific development and progress of the public welfare cause from different angles. Through exchange and charity activities including "Company Visit to Jinke" and "Sturgeon Bank to Yangtze Charity", the Center enhanced exchanges and cohesion between companies. Through participation in environmental seminars and various academic salons, the Center contributed to Yangtze River sturgeon conservation, promoted its own development, and empowered development of SEE's environmental public welfare cause.

#### 5. Fundraising and Communication

For the 99 Charity Day of 2019, the Center joined forces with 11 caring companies including Three Primary Colors and Jinke Property Group to mobilize a total participation of 7,410 person-times. Various other activities reached out to 5,000 person-times, outdoor media 500,000 person-times, and online media 3 million person-times.

- Chair: LIU Xin
- Vice Chair & Secretary-General: LIU Zhiyong
- Vice Chairs: LING Yanni, GUO Qinglong, LUO Mu
- Deputy Secretary-General: WANG Yu, TANG Liangxing, YE Jianyu, ZHANG Zhiguo



## Heilongjiang Project Center

Established in August 2018, the Heilongjiang Project Center focuses on garbage sorting and chum Big Pacific-salmon (*Oncorhynchus keta*) Conservation projects. As of the end of 2019, the Center has 17 members.

### ■ Project Progress

#### 1. Promote Community Garbage Sorting

In 2019, the Center donated garbage sorting stations to 65 communities in Harbin city, covering 7 districts including Songbei, Daoli, Nangang, Xiangfang, Daowai, Pingfang, and Limin. Community residents may put garbage into different bins according to the signage, form a habit, and become more aware of environmental protection.

#### 2. Publicize and Advocate Garbage Sorting

On 17 June 2019, Heilongjing government office started the garbage sorting publicity week on the low carbon day. The Center organized volunteers onsite to dress up as garbage bins, distribute 3,000 handouts of garbage sorting information, and teach more than 200 residents to sort and throw garbage correctly.



■ Volunteers dressed up as garbage bins

On 22 September 2019, the Center held a garbage sorting salon for Heilongjiang Association for Science and Technology. 17 practitioners and volunteers from the garbage sorting industry throughout China discussed strategies for promoting garbage sorting.



■ Salon on garbage sorting

#### 3. Garbage Sorting on Campus

In 2019, the Center donated 3,000 sets of teaching tools of garbage sorting to kindergartens and primary schools, had students bring the teaching tools home in the form of homework, and mobilized parents to take part in garbage sorting. 900,000 people from 150,000 families participated.

In May 2019, the Center and Harbin Nangang Primary School held a Family Garbage Sorting Competition, which used teaching to educate families on garbage sorting. Nearly 500 students and parents participated.



■ Family Garbage Sorting Competition

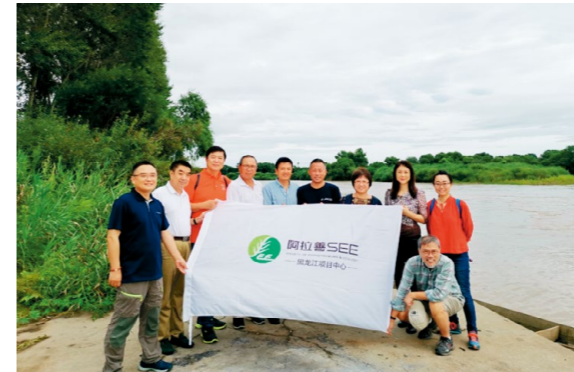
In addition, through youth garbage sorting publicity campaigns, the Center sponsored local environmental organizations to promote environmental protection ideas to government agencies, primary and middle schools, and communities by various means of public education including the Little Supervisor program.



■ Spreading environmental ideas through parent-child activities

#### 4. Bring Big Pacific-salmon Home Project

In 2019, the Center sponsored the breeding of 40,000 fingerlings to bring more Big Pacific-salmon home. From 12-16 August, members of the Center went on a study tour with entrepreneurs from all over China to Big Pacific-salmon conservation projects in Suifenhe Dongning and Jilin Huichun. Through the study tour, the delegation understood reasons for reduction of Big Pacific-salmon population and more entrepreneurs were mobilized to participate in the project.



■ Study tour to Big Pacific-salmon conservation project

#### 5. GUT Carnival Harbin Stop

On 21 September 2019, the Center organized the Harbin Stop of the GUT Biodiversity Carnival. At the event, 5 experts shared environmental knowledge in the biodiversity area, a biodiversity photo exhibition was held, and 5 families drew environmental paintings to be auction for charity. Several thousand visitors listened to and participated in the lecture on biodiversity conservation.



■ On the scene of the carnival

### ■ Member Activities

#### 1. Offline Seminar on Garbage Sorting

On 11 August, the Center held a seminar on garbage soring. SEE members from Taiwan, Fujian and Beijing visited the community garbage soring projected supported by the Center.

During the activity, SEE members observed garbage sorting stations and teaching tools donated by the Center and talked to little reporters from an environmental organization about garbage sorting.



■ Exchange with little reporters

#### 2. 99 Giving Day Publicity

In 2019, the Center actively mobilized caring companies to participate in 99 Giving Day. It went to the busy Zhongyang Street to raise donations, publicize the philanthropy ideas of SEE, and expand brand influence. Proceeds from over 1,700 donations were all used to support the Big Pacific-salmon conservation project.

### Working Committee Members

( 2018-2020 )

Chair: LIU Jie

Vice Chair: MA Zhongxin, FAN Xikai

## Sanjiangyuan Project Center

In August 2018, the Sanjiangyuan Project Center was established. In February 2019, Qinghai Baoyuan Ecological Conservation Center was established to help protect one of the most important ecological regions in the world. While conducting community-based conservation, the Center helps to save endangered species, conserve grassland and wetland ecosystem, and protect the water source of 700 million Chinese. As of the end of 2019, the Center has 29 people.

### ■ Project Progress

#### 1. Launching Conserving the Sanjiangyuan Region Project Phase II

In March 2019, Conserving the Sanjiangyuan Region Project Phase II was officially launched. A community interaction network was set up to increase the influence of conservation. The project continued to sponsor 5 local organizations, carried out 8 implementation projects, added 3 new projects and 2 partner organizations, mobilized a total of 104 local environmental organizations and individuals, and increased total conserved area by 52,446 square kilometers to 117,446 square kilometers.

From June to November 2019, vocational training was provided to surplus young labor force in the core Sanjiangyuan area to better support livelihood and side line business of local herdsmen, reduce grazing intensity on the periphery of unpopulated areas, and reduce challenge of human activity to unpopulated areas. Of the 36 people who completed the 5 months closed-door training, 28 obtained ranger certificates and 25 obtained mandarin certificates, which improved their employability.



■ Vocational training is successfully concluded

#### 2. Participation in Development of Sanjiangyuan National Park

In August 2019, SEE, the Center, and Ecological Environment and Natural Resources Management Bureau of the Qumalai Management Office of the National Park's Yangtze River Source Region jointly planned to build the Lajuewu Eco-Education Station. With the goal of ecological conservation and development of the Yangtze River source region, the



■ Lajuewu Eco-Education Station

station would serve conservation and environmental education in the core region, link up with external conservation and research resources for the development of the national park.

#### 3. Promoting Community Conservation

In 2019, Shanshui Conservation Center continued to cooperate with Angsai Xiang Management Station of Lancang River Source Park of Sanjiangyuan National Park and Zado County Government to further promote community conservation project and public participation in Angsai Xiang. Community monitoring personnel training, collection and analysis of infrared data, nature experience training, and science volunteer recruitment all made effective progress.

In January 2019, Shanshui Conservation Center conducted the first data collection from infrared cameras in 2019. Groomed data from the 81 herdsmen monitors showed that from November 2018 to January 2019, the 80 infrared cameras in Angsai area capture 167 sightings of Snow Leopard (*Panthera uncia*), 24 sightings of Leopard (*Panthera pardus*), and 170 sightings of small and medium sized carnivores like Tibetan Fox (*Vulpes ferrilata*), Red Fox (*Vulpes vulpes*) and Wolf (*Canis lupus L.*). This provided a lot of basic data for identification of individual leopards and population estimates, research on the relation between leopards and snow leopards in the same territory, and interspecies relationship and behaviors of small and medium sized animals.



■ Image of leopard capture by infrared camera

#### 4. "Mountain and Headwaters" GUT Carnival

In December 2019, "Mountain and Headwaters" GUT Carnival Xining Stop was held, which displayed the beauty of local biodiversity from mountain to sea, from tropical forest to desert, from wilderness to cities. Through expert lectures, photo exhibition, charity market, public service movie exhibition, and Conserving the Sanjiangyuan Region Achievement Exhibition, a feast of biodiversity in China was presented to the public.



■ Biodiversity photography exhibition

#### 5. Cooperation and Exchange with the Government

In June 2019, SEE, the Center, and Sanjiangyuan Ecological conservation Foundation signed a strategic cooperation agreement to explore a conservation model led by the government, with communities, farmers and herdsmen as main players, and participated by social forces. Different stakeholders joined forces to protect the important headwaters of the three rivers.



■ Signing the strategic tripartite cooperation agreement

In December 2019, the Center, Lancang River Park Management Committee of the Sanjiangyuan National Park, and Shanshui Conservation Center co-hosted the "Workshop on Concession Operation Mechanism of Chinese National Parks". Participants shared research findings and practical experience on concession operations in national parks.

In August 2019, the Center and partner organizations (Shanshui, Green River, Plateau Nature Conservancy, etc.) attended the first National Parks Forum hosted by the National Park Administration and Qinghai Provincial People's Government. "Shanshui" shared its years of experience in running the Angsai Nature Project in Lancang River Park of the Sanjiangyuan National Park and explored concession operation mechanism of Sanjiangyuan National Park, to provide good evidence for mechanism and institutional innovation of the park in the future.



■ Sharing case studies of Conserving the Sanjiangyuan Region

### ■ Member Activities

#### 1. Visiting Sanjiangyuan Water-head Conservation Area

From May to December 2019, the Project organized three study tours to Sanjiangyuan. Members from projection centers of East China, North China, Pearl River, and Shanxi visited 16 local partner organizations.



■ Entrepreneur members visit the Sanjiangyuan conserved area

#### 2. Fundraising and Communication

For "99 Giving Day" of 2019, the Center launched a fundraising and communication campaign - "Protect Three Rivers and Origin of All Things" in Wuhan, Changsha, and Xining for the Conserving the Sanjiangyuan Region Project, which raised over CNY3 million from 73,686 donations. The campaign also promoted SEE's public welfare philosophy and expanded brand influence through various fundraising activities. All proceeds were used to support the Conserving the Sanjiangyuan Region Project.

#### Working Committee Members

(2018-2020)

- Chair: YU Xiangjun
- Vice Chair & Secretary-General: LUO Bo
- Vice Chairs: LUO Zongzhou, DU Xiaoling, WEI Wei, YANG Yijiang, LIU Yazhuo
- Deputy Secretary-Generals: HUA Xue, LIU Xiaolan, AI Tianyi, HU Jun

# Ningxia Project Center

Established in September 2018, the Ningxia Project mobilizes local entrepreneurs to contribute to protection and improvement of ecological environment in Ningxia. Focused on biodiversity communication, environmental education, and conservation, the Center has carried out three projects including GUT Biodiversity Carnival, On-Campus Nature Education, and Protection of North China Leopards and Medium-Large Sized Animals in Liupan Mountains since then. As of the end of 2019, the Center has 20 members.

## Project Progress

### 1. On-Campus Nature Education

In September 2019, to let students learn more about ecological conservation, the Center held GUT Biodiversity Photography Exhibitions in two key middle schools of Yinchuan City, and sponsored two teachers to teach two nature education sessions every week. Students also participated in writing wildlife conservation plays to communicate environmental ideas. The project was conducted for a semester and received very well by teachers, schools, and parents.



An environmental protection lesson



GUT Carnival on campus

### 2. GUT Carnival Yinchuan Stop

From June-July 2019, the Center held a month-long GUT Carnival with the theme "From Mountain to Sea". The campaign invited 9 experts to give a two-day lecture on ecological conservation and displayed 180 exciting photographs taken by frontline environmental practitioners. 23 institutions and social organizations participated in the event.

In August 2019, the Center and Yinchuan Museum of Contemporary Art held the GUT Carnival-"Nature and Art" at the museum. Two experts were invited to give lectures and 150 ecological photos were exhibited. The campaign combined environmental ideas with art, appealed to families, and expected to reestablish intimate relationship between human and nature with the combination of nature and art.

The GUT Carnival campaigns spread the beauty of biodiversity in China, raised public awareness of ecological conservation, and built a bridge between the Center and local organizations and institutions.



Interacting with visitors



XU Jian, a wildlife photographer, introduces wild animals

### 3. North China Leopard and Medium-Large Animal Conservation in Liupan Mountains

In December 2019, the Center conducted a cooperative research project with Fudan University, CFA and Management Bureau of Liupan Mountain National Nature Reserve. It was expected to conduct a systematic research on the status quo and change trends of medium-large sized animals in Liupan Mountains through field study and data analysis, to provide scientific basis for sustainable natural resource management.

With unique geographic location and climatic conditions, Liupan Mountain is an important migratory corridor for species. Analyzing the biodiversity formation mechanism, and plant and animal communities is of great significance to the research and conservation of biodiversity in Central West China. New methods of quantity survey developed in Liupan Mountain may help survey work of endangered species like Tibetan Antelope (*Pantholops hodgsonii*), Gacela De Przewalski (*Procapra przewalskii*), and Golden Cat (*Catopuma temminckii*) in other regions.



Fudan University team collects water samples



Monitoring wild animals

## Member Activities

### 1. Visits by Members

On 5 January 2019, Working Committee members of the Center visited 5 public welfare organizations in Yinchuan and inspected pollution situation around Yinchuan.



Visit by members of the Center

### 2. Ningxia Public Welfare Organization Development Forum

In January 2019, the Center hosted the "Ningxia Public Welfare Organization Development Forum", which convened 12 big domestic foundations, invited 9 KOLs from the public welfare sector to give lectures. 3 parallel session were organized and 70 social organizations from Ningxia participated.



FANG Lu, Vice Chair of the Center, speaks at the forum

## Working Committee Members

( 2018-2020 )

- Chair: LI Zhihai
- Vice Chairs: FANG Lu, CHEN Jiaying, HE Zhongtong, FAN Xuedong, LIU Wenjin
- Vice Secretary-General: FAN Xuedong

## Zhejiang Project Center

Established in October 2018, the Zhejiang Project focuses on household waste sorting by conducting sorting at the source in 5 pilot communities covering 3,500 households in Hangzhou and advocating for sustainable sorting policies. It promotes protection of Chinese Crested Tern, the "Mythical Bird", and its habitat in Xiangshan and Zhoushan Conservation Area. It sponsors environmental organizations in Zhejiang through Green Starters, GUT, and Blue Defenders projects. As of the end of 2019, the Center has 28 members.

### ■ Project Progress

#### 1. Community Garbage Sorting at the Source Project in Hangzhou

Hangzhou Community Waste Sorting at the Source Project was conducted in 5 pilot communities with the participation of 3,500 households. To facilitate project implementation, the Center conducted strategic cooperation with Hangzhou Urban Management and Law Enforcement Bureau, invited thinktank experts to participate in survey and planning, and developed wet and dry separation bins for the pilot.

In addition, the project invited environmental partners to provide training in pilot communities, disseminate garbage sorting concept by community mobilization, combining waste disposal points, improving sorting facilities, throwing garbage at fixed time and place, and providing volunteer guidance. The Center's project team, thinktank experts, and media were invited to participate in survey. The Center joined hands with government and member companies to promote project development, joint research with Fudan University, and advocacy for the sorting at the source policy.



■ International students from Zhejiang University visit pilot communities

Waste has been effectively reduced at the source in the pilot communities and 40 garbage bins have been removed. Survey showed that participation of residents in the pilot increased from 60% to over 98%, sorting accuracy increased from 40% to over 90%, and 1 million households were affected.

At the 2<sup>nd</sup> China (Zhejiang) Environmental Expo and 2019 Corporate Social Responsibility Development Forum, the Center was invited to introduce the project at the "Municipal Waste Sorting, Reduction and Recycling" Subforum and attracted a lot of interest.



■ Hangzhou Community Waste Sorting Project is presented at the Zhejiang Environmental Expo

#### 2. GUT Carnival Hangzhou Stop

On 20 October 2019, the center and TEDx Hangzhou Salon held the "Breath of Life" Event and GUT Nature Photography Exhibition. A British adventurer, a Venezuela illustrator, scholars, and local frontline practitioners spoke at the event, which attracted over 700 offline participants and over 50,000 online participants. The event video was also put on the TED official website.



■ A staff member explains photography work

#### 3. "Saving the Mythical Bird" Project

In 2019, the Center joined hands with the Chinese Crested Tern conservation team of Zhejiang Museum of Natural History and Hangzhou Society of Birds and Ecology to launch "Saving the Mythical Bird" Project, which would protect breeding habitat in conservation areas on Jiushan Archipelago and Wushi Island, improve management and technology levels of the conservation administration, and conduct popular science education.



■ Field trip to Xiangshan conservation area



■ Projects are promoted at the Zhejiang Museum of Natural History

#### 4. Supporting Development of Environmental Organizations

In 2019, the Center sponsored local environmental organizations through programs such as Green Starters, Growing Up Together and Blue Defenders. In 2019, 3 Green Starters were selected by 5 entrepreneur judges and received CNY300,000 of sponsorship. Wuhan Nature and Chengdu Lvyang, two GUT partners, received CNY600,000 of sponsorship with the participation of 5 GUT mentors. And one Blue Defenders partner was sponsor. The Center also interacted with about 30 environmental organizations on waste reduction, ecological conservation, and marine issues.



■ Review of Green Starters in Zhejiang



■ Exchanges on environmental protection

### ■ Member Activities

#### 1. Visits and Exchanges

In 2019, the Center organized members to visit Keeson Technology Corp., co-organized the Litter Cleanup of the Shaoxing Rizhuling Footpath during the 6<sup>th</sup> Sino – French Environment Month with French Embassy, conducted Nature Education Sessions on "Garbage Sorting and Ecological Planting", and held 18 member activities to promote environmental ideas.



■ Waste reduction and ecological planting

#### 2. Zhejiang Entrepreneurs Interview Series

In 2019, the Center participated in the Interview Series – "Evolution of Philanthropy by Zhejiang Entrepreneurs: from Values to Methodology", which was initiated by the Philanthropy Committee of the General Association of Zhejiang Entrepreneurs, designed, and implemented by City Express. As guests for interview, SHOU Bainian, Chair of the Center, and XU Yi, Vice Chair & Secretary-General, presented new meanings of the SEE entrepreneurial spirit.



■ Chairman SHOU Bainian is interviewed by JIANG Xian, Deputy Editor-in-Chief of City Express

#### Working Committee Members

( 2018-2020 )

- Chair: SHOU Bainian
- Vice Chair & Secretary-General: XU Yi
- Vice Chairs: WANG Yuejiang, CHEN Linyun, HE Yiliang, PAN Baofeng, YAO Lu
- Deputy Secretary-General: WANG Chenhui

## Poyang Lake Project Center

Established in December 2018, the Poyang Lake Project Center focuses on conservation of Finless Porpoise and Siberian Crane (*Leucogeranus leucogeranus*), two iconic species that reflect ecological conditions of Poyang Lake. As of the end of 2019, the Center has 20 members.

### Project Progress

#### 1. Working with International Environmental Organizations to Protect Siberian Crane

On 17 January 2019, sponsored by the Center, Nanchang Wuxing Siberian Crane Conservation Area Crane was among the 6 organizations (including the Siberian Division of the Russian Academy of Sciences, Mongolian Bird Conservation Center, etc.) that signed an *MOU on the Research and Protection of Siberian Crane* on behalf of the wintering area, breeding ground, and summering area of the species.



■ Signing ceremony of MOU on Research and Protection of Siberian Crane

On 18 June, "Beautiful Poyang Lake" Ecological Photography Exhibition opened in Yakutsk City Museum, Russia. Deputy Head of Foreign Affairs Office of Yakutia Province handed over a letter of thanks on Siberian Crane protection from Mr. Aysen Nilolayev, Head of the Province, to Mr. LIU Qi, Party Secretary of Jiangxi Province, and Ms. ZHOU Haiyan, Head of Nanchang Wuxing Siberian Crane Conservation Area. The UNESCO Liaison Officer visited the exhibition and wrote "China's Poyang Lake is a lake of life". Local media ran headlines such as: "Chinese Mother of Siberian Crane in Town" and "Guardians of Divine Bird".



■ UNESCO liaison officer visits the photography exhibition



■ Whit Stork

During the photography exhibition, Ms. ZHOU Haiyan and White Crane research experts from China and Russia went to Siberian for a 20-day scientific study on "Threatening Factors in Breeding Ground of White Cranes". She spent 90 hours in the 1.4 square meter camouflage tent shooting a lot of valuable footage of White Crane's behavior in breeding season.

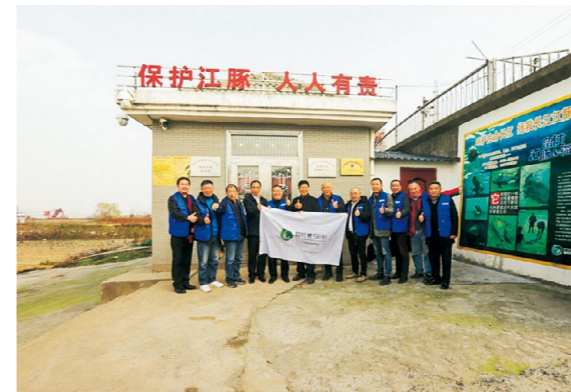
#### 2. Poyang Lake International Birdwatching Week

In 2019, the Center's Siberian Crane Habitat Conservation Project received support from Jiangxi Provincial People's Government. From 6-10 December, hosted by the Jiangxi Provincial People's Government and organized by the Provincial Forestry Bureau, the Poyang Lake International Birdwatching Week was held in Nanchang. The Center helped the Leading Group Office to prepare for the event and organized the "International Birdwatching Week – SEE Poyang Lake Project Center is in Action" Campaign.

#### 3. Promoting Finless Porpoise Conservation in Poyang Lake

Shortly after it was established, the Working Committee of the Center held a conversation on Finless Porpoise protection with LONG Yuwen, Deputy DG of Jiangxi Provincial Department of Agriculture and Rural Development, XIE Liangen, DG of the Provincial Fishery Bureau, department heads of Yongxiu County, and leaders of Hukou County Government, visited the assist patrol station at the lake estuary, and took the boat to learn about Finless Porpoise conservation in Bali River and Poyang Lake.

In 2019, the Center participated in the Publicity Campaign on Yangtze River Aquatic Organism Protection at multiple times, attended work meetings on finless porpoise conservation including Poyang Lake Seminar, Assist Patrol Development and Promotion Workshop, and Assist Patrol Skill Training, and got deeply involved in the protection work.



■ Field visit on Finless Porpoise conservation



■ Patrol skill training

#### 4. GUT Carnival Jiangxi Stop

From 6-10 December, the Center held the "GUT Carnival Jiangxi Stop" during the Poyang International Birdwatching Week. Through the exhibition of over 150 photos and environmental lectures, a feast of bird conservation and biodiversity was presented to the public.



■ From Mountain to Sea – GUT Carnival Jiangxi Stop

### Member Activities

#### Conveying the Concept of Finless Porpoise Protection

On 23 September, the 2019 Chinese Farmers' Harvest Festival – Jiangxi Event was launched in Fuzhou City. Dressed in blue vests, members of the Center became environmental volunteers to promote SEE's environmental public welfare ideas and call for "Keep the Smile of Finless Porpoise in Poyang Lake".



■ Members work as volunteers for Chinese Farmers' Harvest Festival

#### Working Committee Members

(2018-2020)

- Chair: LIN Yinsun
- Vice Chair & Secretary General: ZHONG Hongguang
- Vice Chairs: HONG Shouwei, HUA Rongbin, ZHOU Mingsheng, ZENG Niangen, ZHENG Guogao
- Deputy Secretary-Generals: ZHANG Dengfeng, ZHU Jian



## Taihu Lake Project Center

Established in January 2019, the Taihu Lake Project Center focuses on environmental issues and sponsors environmental organizations of the Taihu Lake Region. In 2019, the Center conducted an urgency survey on winter water birds in Lianyungang, Qingze Nature Project, and Suzhou On-Campus Garbage Sorting Demonstration. As of the end of 2019, the Center has 51 members.

### ■ Project Progress

#### 1. Garbage Management

Supported by the Center, after 3 months of field study and research, the first "Suzhou On-Campus Garbage Sorting Demonstration Project" of Pioneer Environmental Service Center, Xinzhuang Industrial Zone of Shanghai Minhang District, was launched in Suzhou Science & Technology Town Foreign Language School (SSFLS).

In 2019, by organizing theme lectures, shooting a VCR video, and launching a logo design competition, the Center promoted the importance of on-campus garbage sorting and cultivated environmental awareness of the youth. At end of the year, the Center, Shanghai Pioneer Environmental service Center, and SSFLS held a project meeting on follow-up activities.



■ Theme lectures on on-campus garbage sorting



■ Tripartite meeting between Shanghai Pioneer, the Center and SSFLS

#### 2. Qingze Nature

Supported by the Center, Small Way Nature Education (SWNE) recruited volunteers to conduct a biodiversity survey on Suzhou section of the Taihu Lake in 2019, which showed there were nearly 200 species (both aquatic and terrestrial). It developed a 24-session course on the ecology of Taihu Lake, designed a course logo, conducted preliminary training of nature docents, prepared and recruited volunteers for the "One Kilometer of Taihu Lake" Cleanup. It presented the Taihu Lake Experience Lesson in Moshe Community and launched the video on Bilibili, Tencent and iQiyi.



■ Qingze Nature Taihu Lake biodiversity survey team share interview results



■ First session of the Taihu Lake open lesson

#### 3. "Free Flying Wings" Autumn Water birds Survey

In 2019, sponsored by the Center, the "Spoon-billed Sandpiper in China" project conducted an urgent survey on autumn water birds in Lianyungang, supplemented temporal and spatial information of annual migration of Asian Dowitcher (*Limnodromus semipalmatus*), and provided background data for update of global population of Asian Dowitcher and its change trends. According to data from the first field study, maximum count of Asian Dowitcher was 3,630 on 4 August 2019, about 15% of the global population. The research report was submitted to *BirdingAsia*.



■ Estuary of Qingkou river

#### 4. Jiangsu Green Starters Review

On 29 June 2019, the Center hosted the review meeting of Green Stars and other projects. Members including DU Hualiang, WU Wei, ZHU Lifang, JIAO Sheng, LI Yunfei, WANG Xiongbin, ZHU Wei, NI Zhengfei, HUANG Jingen, JI Liwei, and SHEN Liping, a public welfare expert, worked judges and selected 5 projects to sponsor.



■ Review of Green Starters and other sponsorship projects

### ■ Member Activities

#### 1. "A Trip to Original Aspiration" Study Tour

From 19-20 March, initiated by the Center, "A Trip to Original Aspiration – Conversation between Taihu Lake and North China Project Centers" was held in Beijing. Working committees and members of the two centers discussed responsibilities and operations of the working committee.



■ "A Trip to Original Aspiration" Seminar

#### 2. Mid-year Summary Meeting

On 31 July 2019, mid-year summary meeting of the Center was held in Suzhou. 40 participants including AI luming, the SEE President, QIAN Xiaohua, the 6<sup>th</sup> President of SEE, and members attended the meeting. The meeting summarized work of the Center in the first half of the year, discussed issues in its development, analyzed reasons, identified priorities, developed proposals, and arranged the relevant work.



■ Mid-year summary meeting combs through development plan

### Working Committee Members

(2019-2020)

- Chair: DU Hualiang (Acting Chair)
- Vice Chair & Secretary-General: vacant
- Vice Chairs: LU Ruize, WU Wei, ZHU Lifang, JIAO Sheng, ZHANG Yibin, HU Mingjing
- Deputy Secretary-General: WANG Xiongbin, XUE Fei, LI Zongyang, LING Songting

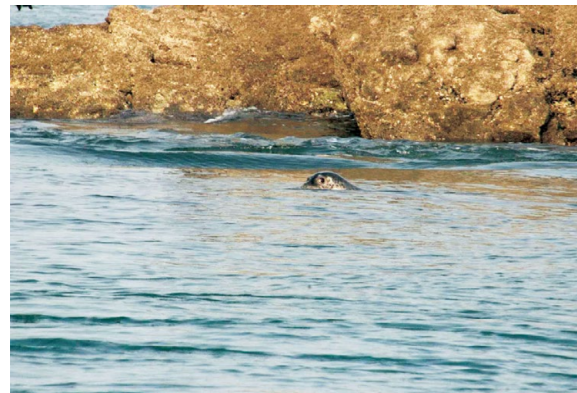
## Liaoning Project Center

Established in April 2019 and comprised of local caring entrepreneurs, the Liaoning Project Center mainly conducted the Monitoring and Conservation of Dalian Spotted seal (*Phoca largha*) Project and Operation "Fengshan" to protect the natural environment. As of the end of 2019, the Center has 22 members.

### ■ Project Progress

#### 1. Synchronous Monitoring and Protection of Dalian Spotted Seal

Rapid global warming creates huge challenges to the existence and breeding of seals that depend on sea ice. On 21 December 2019, co-sponsored by the Liaoning and North China Project Centers, the Synchronous Monitoring and Protection of Dalian Spotted Seal & Natural Science Project was launched in the Yellow Sea and Bohai Sea region. Survey and information collection were completed for the Wafangdian subproject area, which laid the foundation for follow-up activities.



■ Onsite monitoring and data collection

#### 2. Operation "Fengshan"

Due to overexploitation, wild *Taxus Cuspidata* (*Taxus Cuspidata Siebold & Zucc.*) is near exhaustion. According to the latest data of Liaoning Department of Forestry, there are only 117 wild *Taxus cuspidata* (including saplings) in Liaoning Province. So the Center joined forces with the North China Project Center to support Institute of Applied Ecology, Chinese Academy of Sciences, to conduct "Operation Fengshan" – "Return and Conservation of *Taxus Cuspidata* Population & Popular Science", which was expected to protect the ecological environment of important resources and raise public awareness of endangered species conservation.



■ Members actively participate in "Operation Fengshan"

### ■ Member Activities

#### 1. The First Working Committee Meeting

On 11 May 2019, the Center held the first Working Committee Meeting to discuss division of labor and future projects. Members attending the meeting expressed support to the committee and promised to contribute to a bright future of the Center.

#### 2. Domestic and International Exchanges

Since its establishment, the Center attended environmental conferences and conservation project activities, both at home and abroad, to draw on external experience. By attending SEE member activities including the Building a Zero-Carbon, Climate-Resilient Future Responsible Business Forum, launch ceremony of Yangtze Sturgeon Conservation Project, visit to Green Henan, and tours of member entrepreneurs of Alxa Environmental Industry Federation, the Center learned advanced environmental ideas, established friendly relations with other project centers, and promoted exchanges between members.

- Chair: ZHANG Jin
- Vice Chair: HOU Wenqi
- Deputy Secretary-General: WANG Zhicheng, SUI Jun, DONG Yanan, LI Hongguo, WEI Zhuo

#### Working Committee Members

( 2019-2020 )

## Tianjin Project Center

Established in June 2019, the Tianjin Project Center rallies local entrepreneur members, environmental organizations, and social forces to the development of an integrated ecological environment in the Beijing-Tianjin-Hebei region and protection of green mountains and clear waters in Tianjin. As of the end of 2019, the Center has 25 members.

### ■ Project Progress

#### Supporting the "Blue Defenders Strategic Alliance"

On 10 October 2019, the Center attended the Strategic Seminar on Blue Defenders Project held by the North China Project Center, learned more about the project, and planned to sponsor the project in 2020. The Center supported the establishment of the "Blue Defenders Strategic Alliance". Participants of the seminar became judges & mentors for the Blue Defenders Project.



■ Strategic Seminar on Blue Defenders Project

On 24 October 2019, co-hosted by Foreign Environmental Cooperation Center of Ministry of Ecology and Environment, Institute of Public and Environmental Affairs, SEE Foundation, and Environmental Defense Fund, the 2019 Green Supply China Forum was held in Beijing. SUN Li, Vice Secretary-General of the Center attended the meeting.

#### Working Committee Members

( 2019-2020 )

### ■ Member Activities

#### 1. Working Member Meetings

Since its establishment, the Center has organized 3 working committee meetings to discuss the division of labor between committee members, membership development, fundraising and communication. The working committee decided to establish Tianjin Bohai Conservation Foundation and join hands with other environmental organizations to develop Tianjin-based projects influencing Bohai Sea Rim and the whole country, to enhance brand value.

#### 2. Visits and Exchanges

In 2019, the Center organized members to conduct company visits and exchanges, 99 Giving Day Promotion and SEE Institute sharing sessions. In July, members visited Wuhan Dangdai Group headquarters and its affiliated businesses, had a conversation, and visited the Hubei Project Center of SEE. Through these exchange activities, the Center established excellent cooperative relations with others.



■ Visits and exchange activities of members

- Chair: GUO Jianjun
- Vice Chair & Secretary-General: ZHAI Guanlin
- Vice Chairs: WEN Biao, ZHU Daoliu, QI Yong, KANG Peng, WANG Jing
- Vice Secretary-General: SUN Li, WU Chengyu



## Xinjiang Project Center

Since its Establishment on 25 August 2019, the Xinjiang Project Center has launched environmental projects with local characteristics including *Lycium Ruthenicum* and *Zhongke Leymus Chinensis* for Desertification Control Project, and Snow Leopard Conservation Project. As of the end of 2019, the Center has 22 members.

### Project Progress

#### 1. Implementing Local Environmental Projects

On 13 October 2019, the Center held the first seminar with Wild Xinjiang and discussed how to cooperate in promoting local environmental protection. Wild Xinjiang was the first local NGO to engage in snow leopard survey and conservation. It collected field data for research on distribution, population, and habitat of snow leopards in Xinjiang.

#### 2. Review of Sponsorship Projects

On 14 December 2019, the Center held the review meeting on sponsorship projects of 2020. After presentations by 7 organizations and projects, 5 organizations and projects were selected for sponsorship including Xinjiangli, Wild Xinjiang, Ili Pika Conservation, *Lycium Ruthenicum* for Desertification Control, and *Zhongke Leymus Chinensis* for Desertification Control.



Introduction of the *Zhongke Leymus Chinensis* for Desertification Control Project

### Member Activities

#### 1. Working Committee Meetings

Since its establishment, working committee of the Center held 3 meeting to discuss membership development and project implementation. After discussion, the Center decided to sponsor partners of SEE headquarters' Green Starters and GUT project partners, and develop environmental projects including that of snow leopards and *Lycium ruthenicum*.

#### Working Committee Members

(2019-2020)

- Chair: LIU Caixia
- Vice Chair & Secretary-General: HUANG Jian
- Vice Chairs: XU Zhixue, WU Lei, LI Baoqiang, LIU Ximeng, WU Jialin
- Deputy Secretary-Generals: CHENG Feng, LIU Baohua, LIU Yongliang



## Hebei Project Center

Established on 25 October 2019, the Hebei Project Center is SEE's 28<sup>th</sup> project center. It will rally entrepreneurs behind ecological conservation and improvement in Hebei. As of the end of 2019, the Center has 22 members.

#### 2. Setting up the Display Area of the Center

On 20 November 2019, the Center's working committee and members met with representatives of Xinjiang Institute of Ecology and Geography, Chinese Academy of Sciences, and head of Wild Xinjiang, and visited the Specimen Museum of the Xinjiang Institute. Participants explored the possibility of using the museum as the display area of the Center and planned to launch a new project model to showcase local cultural characteristics, which would combine activities with ethnic features to enhance social influence of projects.

#### 3. Visits and Exchanges

In 2019, the Center strengthened member exchanges and organized visits to 9 member companies. After the field study, members and company representatives agreed that environmental protection should be focused on regional ecology, and that industrial development and ecological conservation should be of equal importance.



Members of the Center on a company visit



President AI Luming speaks at the Inauguration Meeting of Hebei Project Center



DING Ligu, a life member, speaks at the inauguration meeting



Founding members of Hebei Project Center



First Working Committee of Hebei Project Center

#### Working Committee Members

(2019-2020)

- Chair: LIU Quanli
- Vice Chair & Secretary-General: LU Yu
- Vice Chairs: MING Yufeng, GU Ke, GAO Hongda, LIU Shuxia, ZHANG Hongfei
- Deputy Secretary-General: ZHANG Dongxia, FENG Shuo

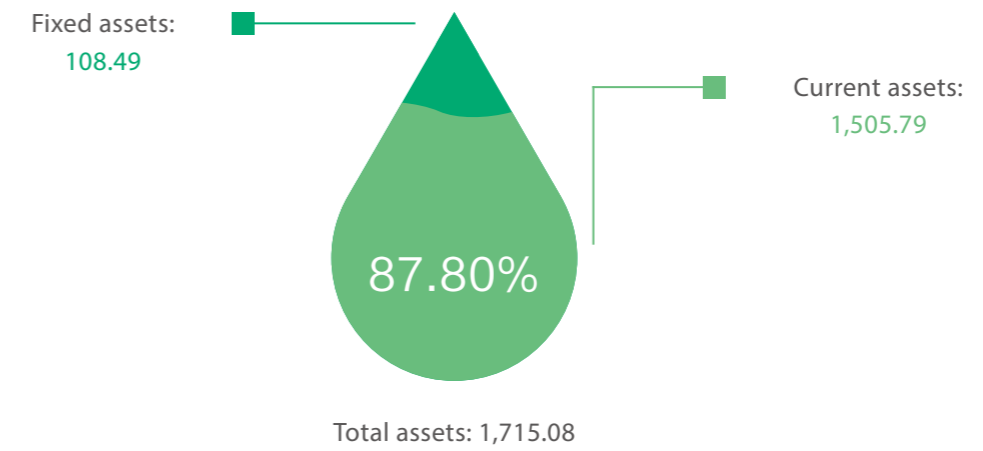
# Financial Data

The following data are excerpted from the 2019 Audit Report of SEE Conservation. The auditing was performed by KPMG Huazhen and the full report is available on our official website: <http://www.see.org.cn>

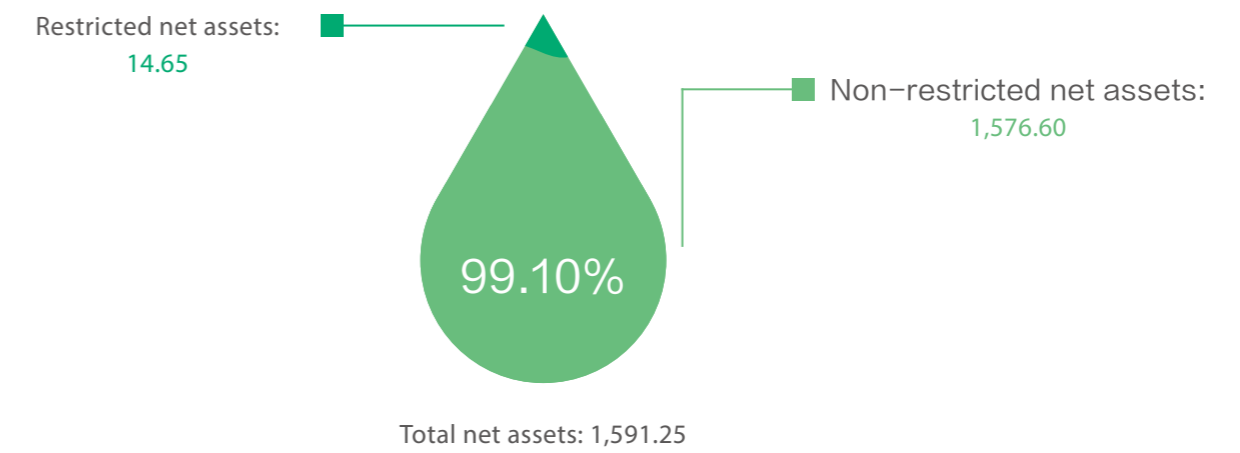
## ■ Assets and liabilities

All figures in CNY(0,000).

### Assets of SEE Conservation in 2019



### Net assets of SEE Conservation in 2019



### Liabilities of SEE Conservation in 2019

Total liabilities: 123.82

Current liabilities: 123.82  
Long-term liabilities: 0

## Income and Expenditure

All figures in CNY(0,000).

Net assets at beginning of the year 1,213.26

Income in 2019 (figure 1) 2,654.06

Membership fee	2,244.00
Donation proceeds	365.00
Return on investment	36.76
Other income	8.30

Expenditure in 2019 2,276.06

Cost of project activities (figure 2)	1,720.35
Cost of environmental project activities	1,542.07
Brand communication	178.28
Organizational operating expense	555.71

Net assets at the end of 2019 1,591.26

Figure 1: Income of SEE Conservation in 2019

Total income: 2,654.06

Unit: CNY 0,000

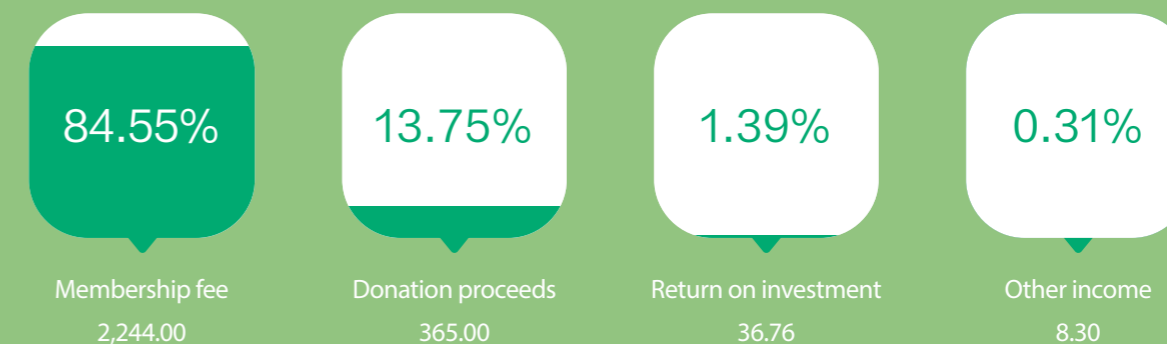
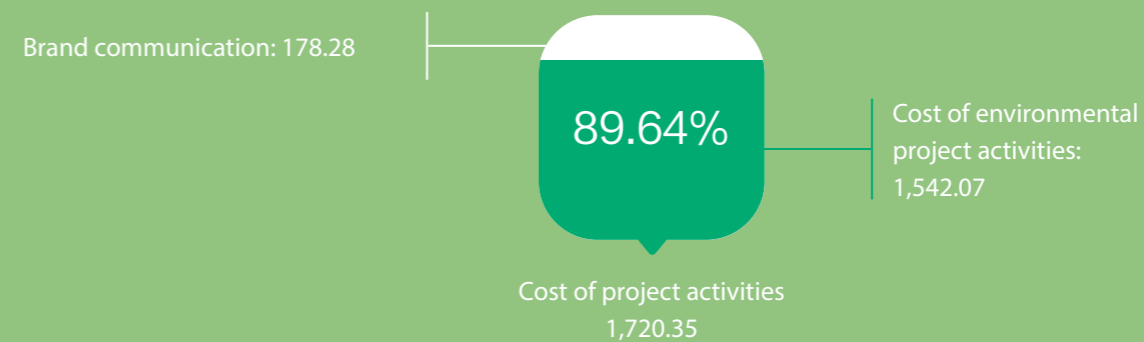


Figure 2: Expenses of SEE Conservation in 2019

Cost of Project activities: 1,720.35

Unit: RMB10,000





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